My name is Pauli Murray

Screening Opportunity

Event Planning Guide

A pioneer in many ways, Rev. Dr. Pauli Murray lived and worked in a way that crafted a broad vision of justice, equity, and human rights in the fight for liberation. Pauli's aspiration to make space for one's holistic self–striving to exist beyond previously accepted categories and cultural norms–was well before its time.

While Pauli's personal path and tireless advocacy foreshadowed some of the most politically consequential issues of our time, Pauli's legacy remains largely forgotten. We look forward to working with you to shine a light on Pauli's remarkable work as a brilliant lawyer, scholar, priest, and queer Black pioneer, as we strive to make Rev. Dr. Pauli Murray a household name.

This guide is meant to be a comprehensive tool to assist you in planning and executing your experience. If you have questions or are looking for something not contained here, please reach out to Liz Prosch at lprosch@participant.com.

INDEX

HOW DOES A PSE WORK?

Participant will work with you to plan your screening and experience. Once you have completed planning for your event, you will send audience invites. You will manage the process of sending audience invites and collecting RSVPs. We will send you individual voucher codes to distribute to each attendee that has RSVP'd before showtime. To access the Private Screening Experience, attendees will navigate to privatescreening.participant.com and enter their individual voucher code. Upon entry, attendees will be automatically directed to your unique screening page, where they can watch the film, among other activities. Attendees have a 7-day window in which to watch the film and unlimited access for 48 hours once they click "Play."

ORGANIZING A PSE

Contract and Payment

Participant will send you an Order Form via Docusign. Please provide the name and contact information for your signatory. **The contract must be signed before the start of your screening window.**

Participant will send you the invoice via email. Please let us know where to best direct the invoice. As a reminder, depending on your viewership numbers, you may receive two invoices - one for the minimum and another for any vouchers claimed above the minimum number up to the agreed-upon maximum.

Screening Page

You can find an example screening page here.

As soon as possible, please provide the following:

★ **Corporate logo** - wide or square aspect ratio and best for use on a dark background. A vector file (.eps or .ai) is the preferred file format; however, if that is not available, a .png with transparent background ready to be used on a dark background.

★ **1-2 sentences of copy welcoming your employees** - if not provided, we will include a generic welcome.

★ **Date, time** (including time zone) you would like the screening window to open.

★ **Link to a company feature**
  ○ Do you have a new or existing company initiative you would like to highlight? Would you like to direct people to more information about your ERGs? Something else? We can create a unique "button" to guide people here.

★ **Custom welcome message recording addressing your attendees** - if you would like a special message to play before the film's start, we can arrange to include a video no more than 4 minutes long.

- ○ The platform can ingest a wide range of video formats, but our general recommendations are here:
  - *H.264 video file encoded at 10-20 Mbps (if possible, select "High Profile" H.264 setting instead of "Main Profile" when exporting the video)*
  - *Stereo or ProLogicII encoded 5.1 (LtRt) - ONLY include a single stereo track or mono track pair - do not include additional mixes/tracks*
  - *1920x1080 resolution*
  - *23.98, 24, 25, or 29.97 progressive*
  - *Under 10GB file size*

To access the screening, each person will need to receive an individual voucher code. We will send you the appropriate number of voucher codes in an excel sheet. Please consider how you would like to manage the process of tracking the disbursement of the codes to each RSVP.

BEYOND THE SCREENING

Live Discussion - *Technical Needs*

There are three options for hosting your live discussion:

1. **Host a meeting using the platform's built-in feature.** Moderators and panelists will join the live stream with their webcams, and the audience will only be able to see those on the live stream, not other audience members. Attendees can interact via the question and the live chat thread features if you choose to enable them.

2. **Stream to the platform via RTMP from a custom broadcast source such as Zoom, Vimeo, or StreamYard.** Moderators and panelists that you choose will be able to view and/or moderate the live chat and view audience questions. Attendees can interact via the question and the live chat thread features if you choose to enable them.

3. **Host the live discussion using the technology of your choice, and we will include a link to that discussion in your customized screening room.** Whether participants see each other or not, if there is a chat feature, etc., would be entirely up to you and how you have chosen to host the discussion.

If you choose to record the live discussion or provide something prerecorded, we can also link to the recording from the platform for attendees watching the film. If you decide to record, ensure that you receive permission from those being recorded and specify if the recording will be used for internal and/or external purposes.

Live Discussion - Format

We have seen live discussions take many formats. Examples include a panel discussion, an interview with Q&A, and a fireside chat. Choose the format you think will be most engaging for your audience.

Things to consider when planning:

★ **When** will the live discussion take place?
- ◦ We have found that hosting the live discussion on day 5 or 6 of your 7-day screening window serves as a good reminder for those who still need to finish watching or haven't yet watched the film.

★ **What** should we talk about in the live discussion?
- ◦ We will provide tools to help construct your discussion around the film however, what you discuss is ultimately up to you. When crafting the discussion, consider your audience, who will be part of the discussion, and what strengths they bring to the conversation. If you want people to take a specific action, think about how the conversation can help support that.

Panelists and Moderators

We are happy to help brainstorm people to be part of your live discussion. While we cannot promise availability, we are here to connect you with filmmakers or partners from the Pauli Murray Center to be part of the discussion as appropriate.

For a moderator, we suggest this be someone connected with your company, like your ERG leaders, DBIE/HR leaders, company leadership, or notable company alumni.

Technical Compatibility Check

Firewalls and security features can sometimes prevent the player from working. For this reason, we ask that you confirm with your IT team that streaming video will not be blocked prior to the start of the screening.

★ You can watch the film using your PC, Mac, Android tablet, phones using Chrome, and iPhones or iPads using Safari. You will also be able to Chromecast, Airplay to your AppleTV, or directly connect your laptop or computer using an HDMI cable to watch on your TV. You can find a complete list of system requirements and frequently asked questions here.

BEYOND THE LIVE DISCUSSION

These live discussions touch on important topics, and your employees will appreciate seeing your commitment to continuing the conversation and taking action. That is why we would like to encourage you to build meaningful extras into your event. Consider this list of ideas for taking your experience beyond the film and live discussion:

★ **Create an anonymous, open suggestion 'box' for diversity, inclusion, and equity feedback, ideas, and suggestions.** Set a timeframe or keep it open indefinitely. Whatever you decide, it will be essential to communicate how this feedback will be handled and acted upon.

★ **Create a Slack/Teams channel to continue the conversation.** You can use this as a forum for suggestions for volunteer work, ways to get involved in different activities or, post weekly discussion generating questions.

★ **Start a monthly book club.** The Pauli Murray Center hosts an online book club from which you can draw inspiration or join.

★ **Make *My Name is Pauli Murray* part of an ongoing screening series.** Movies are a fun, accessible way to broach a myriad of topics.

★ **Create a speaker series.** Maybe this takes the form of ERG mixers where a different group speaks each time, smaller group discussions on varying topics, or perhaps you invite external leaders or community members to give 'lunch and learn' style talks.

★ **Use the event as a chance to announce a new company policy.** Your event is an excellent opportunity to roll out something new or remind your employees of an existing policy or perk. You could also use this opportunity to promote involvement in company ERGs.

PRODUCTION TIMELINE AND COMMUNICATIONS

Below are suggestions for your planning and your communications. While how and when you communicate to your audience is ultimately up to you, our suggestions are based on what we have seen from successful events.

Two Weeks From the Event:

★ Customize your invitation. Your invite should include the date and start time of your screening window, highlight the 7-day window to watch the film, and link to information about the film like the teaser trailer.

★ Send invites to your potential audience and request RSVPs.
  ◦ We recommend inviting more than the number of available seats as it is typical for several RSVPs not to redeem their voucher codes.

★ Send a confirmation of RSVP and/or calendar invite to guests who RSVP to confirm and hold the screening time.

★ Live Discussion:
  ◦ Once you decide how to host your live stream, work with your internal teams to coordinate needs and panelist prep.

★ Ensure the order form is signed, and the invoice has been submitted for payment or paid.

One Week Out:

Tech compatibility check (Must Do)

★ Firewalls and security features can sometimes prevent the player from working. For this reason, we ask that you confirm with your IT team before the start of the screening that streaming video will not be blocked.

Day of Event:

Send a reminder email to your screening attendees before your screening window begins. If you haven't already, provide each attendee their unique voucher code.

★ When you are ready to send the voucher codes, here is templatized language you can use to explain to attendees how to access the film with their voucher code and any technical requirements.

Two Days After Event Begins:

Send a reminder to attendees.

★ This reminder is also a good opportunity for you to remind attendees of the details of the live discussion and include any resources you would like to share with them.

Screening Midpoint:

We will reach out to you with preliminary information about your screening attendance. Based on this engagement, you may want to add another reminder at this time or send out additional invites.

24 Hours Before Screening Ends:

★ Send a reminder to attendees that the screening window will soon end.

★ If you are hosting a live discussion after the film, remind your attendees of those details.

Post Screening:

Send a thank you to attendees. Beyond your gratitude, this communication can include items such as a reminder of your call to action, next steps, and a link to the Pauli Murray Center.

USEFUL LINKS

Trailer

Film Details

Planning Resources

SOCIAL HANDLES / HASHTAGS

Instagram: @Participant
Twitter: @Participant
Facebook: @ParticipantMedia
    ★ #PauliMurray

Instagram: @AmazonStudios
Twitter: @AmazonStudios
Facebook: @AmazonStudios
    ★ #PauliMurray

We support you in sharing this event on your company's official social media channels, LinkedIn or other avenues throughout the experience. If you plan to do this, please let us know so that we can provide guidance and review where appropriate.

QUESTIONS + SUPPORT

Liz Prosch (lprosch@participant.com)