

FROM THE MAKERS OF RACE TO NOWHERE

BEYOND MEASURE

OUTREACH GUIDELINES FOR SCREENINGS

CONTACT THE FOLLOWING:

ALL LOCAL SCHOOLS

Principals
School counselors
PTA Heads
Faculty
Parents
Students
School board and superintendent's offices

STATE EDUCATION DEPARTMENT

LOCAL YOUTH GROUPS & TEEN PROGRAMS

YMCA
Boy scout and girl scout troops
National Charity League

LIBRARIES AND COMMUNITY CENTERS

PARENT EDUCATION GROUPS

COLLEGES, UNIVERSITIES AND COMMUNITY COLLEGES

Professors
Admissions offices
Departments of psychology
Schools of education
College students

LOCAL HEALTH CARE PROFESSIONALS

Psychologists/psychiatrists
Pediatricians

POLICYMAKERS

Mayors
Local congress people
Governors

LOCAL RELIGIOUS LEADERS & INSTITUTIONS

LOCAL PRESS

Send the press release provided by Reel Link Films. You can edit the press release to include local relevancy to the film.

Try to reach out specifically to reporters covering education, children and healthcare issues.

Local newspapers
Mommy bloggers
School newspapers
Local radio and TV

SOCIAL NETWORKING SITES

Spread the word via Facebook, Twitter, local bloggers, email blasts, Yelp, MeetUp.

ADDITIONAL WAYS TO GET WORD OUT

List your screening on community and school calendars.

Print flyers promoting the film.

Distribute postcards with labels that include specifics for your event.

Display posters in high traffic areas.

Send an email blast to your community with event details.