



THE PEDAL PROJECT

DCTV Guide to Organising A Screening

1/ Find a Venue, confirm time and date, price and policies

DCTV material has been screened upstairs in pubs, in warehouses and marquees, in the back of community halls and in social centres – just about anywhere people gather and you can dim the lights and keep things quiet for half an hour or so.

Sometimes a venue will have a crowd already associated with it – sometimes you are bringing the crowd so think about this when choosing.

2/ Get your Equipment / Media organised

For a small screening you can use an LCD or other Telly or computer screen. You can broadcast from a laptop or DVD player. Remember to think about the sound and also to test everything together before the evening of the screening.

If you have a bigger venue, try and get the best quality version of the programmes. Use a DVD or, if you've managed to book a full cinema get in touch and we'll try and get you a mini-DV version.

Remember – as much as you can test the exact set up you will be using on the night – laptops differ, DVD players differ and projectors differ so make sure its working before

people arrive.

3/ Select your programming

The Pedal Project has three different documentaries each intended for a slightly different audience. It makes sense to choose one of these for your core piece and accompany this with one of the Cycling Shorts – the 3 minute comedy pieces or any local material you may have.

Its good to think of what material will get a reaction from your audience – having a conversation after the screening is much easier if the media engaged people. Remember, you can get DVD copies of the full series from DCTV and these can be sold / raffled / auctioned to cover the costs of the screening.

4/ Advertise your screenings

Maybe you already know who's attending from the venue you chose, or the group you are a member of. Even so its useful to write an ad to explain to people whats going to happen, where and at what time. Remember to include any details about a cover charge – generally its OK to charge a few euro for the screening but this is often a suggested charge rather than a fixed fee.

Once you've written your advert – as well as sending it to your email lists / facebook friends and printing the notice, let DCTV

know and we'll include it in the list of upcoming screenings of the Pedal Project.

5/ Watch your telly

Once everybody has gathered, sit back and enjoy the programmes.

When they're over we'd really like to hear what people think – either about the issues raised or about the programmes themselves. If you give us notice we'll try and get somebody involved in making the series to attend – if not its still good to have a quick discussion after the screening.

Remember, this is participative media. Your audience should be inspired to act after the screening – either on cycling issues or covering other stories.

Notes: bikes@dctv.ie will give you advice or support – you do not need to seek permission to show these programmes. The programmes are licensed for non-commercial use – this means you can charge people to come in, you can sell copies of the DVD but we would expect this not to be the main motivation and the moneys generated will cover costs. If you generate a surplus we would ask you to consider giving a €100 back to DCTV to support other groups.

If you would like to organise regular screenings give us a shout dctv@dctv.ie and we can give you a list of possible content we have.

www.dctv.ie

smarter travel >>>



SOUND & VISION

