



JUST VISION PRESENTS

THE
WANTED **18**

Directed by Amer Shomali and Paul Cowan

Gathr Screening Toolkit

Just Vision is partnering with Kino Lorber, Intuitive Pictures and the National Film Board of Canada to bring *The Wanted 18* to communities across the US.



JUSTVISION



*Intuitive
Pictures*

KINO LORBER

Welcome to *The Wanted 18* **Gathr Screening Toolkit** and thank you for your interest in bringing *The Wanted 18* to a theater near you!

This toolkit is intended to provide everything you need to plan and promote a successful screening of *The Wanted 18*, an award-winning documentary that brings to life a remarkable story of nonviolent resistance during the First Intifada.

The Wanted 18 has partnered with Gathr, a Theatrical On Demand film distribution service, to allow individuals to screen the film at movie theaters in their communities.

By hosting a Gathr screening, you will help this important story reach new audiences and spark a conversation about the power of mass mobilization and nation-building from the bottom up, by the people not the politicians.



step 1 Book a Screening

Your first step is to request a screening at www.justvision.org/wanted18/gathr. Click the "Request a Screening" button, then add your zip code and select one of the participating theaters from the map. Next, select the date and time for your screening. To increase the availability of screening options, indicate that your date and location are flexible.

Once you request a screening, **you become the Movie Captain for your event!** You will receive a personal screening page between 24 hours and 2 weeks after your request. Then, you and your friends can begin reserving tickets directly through this link.

step 2 Promote and "Tip" Your Screening

As a crowdsourced platform, Gathr relies on the power of individuals to organize and promote film screenings in their communities.

Keep in mind, your screening is not confirmed until it has "tipped" -- meaning enough people have reserved tickets in advance. The minimum number of tickets required to tip a screening depends on the theater and can range from 30-100 people. Your personal screening page will indicate the number of tickets required to confirm your particular event.

Your job as Movie Captain is to promote the screening by rallying support from friends and other potential audiences in your community.

Tips for promotion:

- **Start organizing from day one!** Talking to friends early in the process will ensure you fill the theater on screening day.
- **Think big!** Consider partnering with organizations or influencers in your area who can spread the word and activate their followers to join the event.
- **Get creative and use multiple platforms for organizing including:** social media, group emails, fliers, press releases and speaking to local groups.
- **Be active and supportive.** Stay in touch with your friends, partners and potential audiences by sending reminders, answering questions and sharing your enthusiasm for the film.
- **Persistence is key.** Remember that many people will not purchase tickets until just before the event, so it is essential to promote consistently up to the screening date.

For support with promotion, please refer to **The Wanted 18 Social Media Toolkit**, which includes sample tweets, Facebook posts and emails blasts to simplify your online organizing.

Once your screening tips, you will receive an email from Gathr indicating that your screening is confirmed!

step 3 Prepare for Screening Day

Now that your screening is confirmed, think about how you can leverage the event to have the greatest impact in your community.

Tips for Screening Day:

- Consider **turning your screening into a unique event** by inviting guest speakers or hosting a Q&A after the film. Email support@gathr.us to request Q&A time and materials as part of your screening. Email gathr@justvision.org to find out if filmmakers or outreach coordinators are available for a Skype Q&A.
- **Send a reminder to ticket holders** to make sure they show up to the screening. Note: most theaters will not offer tickets on screening day, so all tickets MUST be booked in advance through the Gathr screening page.
- Set up a table to **share materials** about *The Wanted 18*. Email gathr@justvision.org to order postcards, posters and discussion guides.
- Print and bring **sign-up sheets** to collect information from audience members who want to stay in touch with Just Vision and learn more about *The Wanted 18*.
- **Recruit volunteers** to help you ensure that everything goes smoothly on screening day.

step 4 On Screening Day

Be sure to arrive early to the theater, particularly if you have volunteers, guest speakers and materials to organize before the screening. You may also want to call key members of your community to ensure that they make it to the event. **Don't forget to bring your sign-up sheets and clipboards to the theater.**

If you have a guest speaker or Q&A planned following the film, **remember to announce this before the screening starts** and ask the audience to stick around. Otherwise, you'll lose many people during the credits!

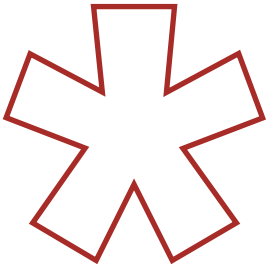
With the audience in their seats, you can **relax and enjoy the film!** Congratulations, this all came together thanks to your hard work and community organizing.

step 5 Post-screening Follow-up

The Wanted 18 is a poignant film about the power of mass mobilization, self-reliance and popular resistance that energizes audiences to continue the conversation. You can help increase the impact of the screening by **providing ways for audience members to engage beyond screening day.**

Some ideas include:

- Organize and **host a follow-up social event** to provide a forum for discussing issues raised in the film.
- Encourage friends, family and colleagues to organize their own Gathr screenings and **continue to spread the story of *The Wanted 18*** to new audiences.
- **Share media resources** on the Israeli-Palestinian context with the audience members.



Frequently Asked Questions

1. How much are ticket prices for Gathr screenings?

All tickets will be \$10 unless the price at the theater is higher, in this case Gathr will charge the normal ticket price at the theater.

2. When are people charged for the tickets?

People who reserve tickets for a screening are only charged once the screening has tipped -- in other words, when enough people reserve tickets and the screening is confirmed. Anyone who purchases a ticket after the screening has tipped will be charged when they reserve tickets.

3. How many people are required to “tip” a screening?

This depends on the theater and can range from 30-100 people, with the average quota at 65. Your personal screening page will indicate the number of reservations required for your event.

4. Can people buy tickets at the theater?

Most venues will not sell tickets at the theater, so it is necessary to reserve your tickets online in advance of the screening.

For any other questions related to Gathr, please visit:
<https://gathrfilms.zendesk.com/hc/en-us>,
email support@gathr.us or call 855-428-4787

For questions related to *The Wanted 18* or Just Vision,
please contact: gathr@justvision.org





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* About The Wanted 18

In the award-winning documentary *The Wanted 18*, directors Amer Shomali and Paul Cowan bring to life a remarkable story of nonviolent resistance in the Occupied Palestinian Territories.

It's 1987 and the Israeli army is in hot pursuit of eighteen dairy cows in the West Bank town of Beit Sahour. The cows are declared a threat to Israel's national security after a group of Palestinians begins producing milk for the town's residents.

Humorous and thought-provoking, *The Wanted 18* shows the power of mass mobilization and popular resistance to the Israeli Occupation during the First Intifada – an era too-often simplistically depicted with stone-throwing Palestinian youth facing armed soldiers. This is a poignant film about nation-building from the bottom up, by the people not the politicians.

Following its world premiere at the Toronto International Film Festival, *The Wanted 18* was called "Mind-opening" by *Variety* and *The Hollywood Reporter* said it was "An unexpectedly humorous account." It has since been received with acclaim by audiences and critics alike, from film festivals in Abu Dhabi and New York to movie theaters across the U.S..

* About Just Vision

Just Vision highlights the power and potential of Palestinians and Israelis working to end the occupation and build a future of freedom, dignity and equality using nonviolent means.

We drive attention to compelling local role models in unarmed movement-building and demonstrate to journalists, community leaders, public intellectuals and students what is possible when leaders at the grassroots choose to act.

We tell their stories through award-winning films, digital media and targeted public education campaigns that undermine stereotypes, inspire commitment and galvanize action.



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