

## WHAT IS CREATIVE COMMONS?

- » *Creative Commons is a group that promotes a practice of sharing creative work and permitting it to be copied, distributed, edited, and remixed within the boundaries of copyright law. As an alternative to the 'All Rights Reserved' clause used by authors, they have developed a set of Creative Commons licenses that allow others to reproduce, adapt, or distribute copies of a creative work within certain limitations set by the author. For more information, see [www.creativecommons.org](http://www.creativecommons.org)*

## WHAT IS COPLYLEFT?

- » *Copyleft is a play on the word copyright to describe the practice of using copyright law to make work free to the public (including computer software, music, videos, and photographs). Copyleft licenses use existing copyright laws, but in ways that ensure a work remains freely available. For more information, see [www.gnu.org](http://www.gnu.org)*

## PUBLIC DOMAIN

- » *The public domain generally refers to ideas, information, and works that are freely, publicly available and not covered by intellectual property rights.*



# ORGANIZING A FILM EVENT OR PHOTOGRAPHY EXHIBIT:

## **ADDRESS YOUR AUDIENCE**

Consider who needs to see the work and what you hope they will walk away with. Consider what your audience may already know and what you want them to learn. If the audience is a school group, how will you best reach them?

## **DETERMINE A GOAL**

Set an attainable goal for your screening: for example, to build awareness, to gather signatures, or to offer a chance for groups to come together.

## **SET A DATE**

Figure out a date when your target audience is likely to attend.

## **SELECT YOUR PROGRAM**

Chose a theme for your show and select the films or photographs to include. Determine how curatorial (selection) decisions will be made.

## **SELECT A VENUE**

Find a suitable location for your audience and your event. How early on do you need to reserve the space? Is there a rental fee? Can you serve food? What audiovisual facilities are available? Can your community partners participate by distributing literature to raise their profile?

## **CONSIDER EXHIBITION DETAILS**

For a film, find out if the space has a projector and sound system or whether you have to rent such equipment. Can you test the equipment in advance? Will you need an extension cord? How much time is allotted for the screening, including introductory remarks and a question period? For an exhibit, how will the images be mounted?

## **SPREAD THE WORD**

Write up a press release, contact local radio, and make a poster. Personal invitations are a great way to get people to your event. Begin with an invitation via email or Facebook. Follow up with a personal phone call. Send a text reminder on the day of the event.

## **INVOLVE OTHERS**

Invite someone from a local group, a teacher, or a local organizer to introduce the event. Invite other groups to set up tables. Invite the press to cover the event.

## **DOCUMENT & MEASURE IMPACT**

Take pictures or video of your event. If appropriate, develop a feedback form for audiences to fill out.

## **DETERMINE A NEXT STEP**

Leave your audience with a sense of how they can get more involved.