



Dear Community Organizer,

Thank you for hosting a screening of ***We the People 2.0 – The Second American Revolution***, a film about the new democracy movement building across the United States.

The film features the work of the [Community Environmental Legal Defense Fund \(CELDF\)](#), with community stories from across the country – including Pennsylvania, Ohio, and Oregon – where people and communities are organizing to protect against fracking, sewage sludging of farmland, and other harmful corporate practices.

When they do, they immediately run into legal barriers that are put in place by their own government and corporations. Those barriers stop them from saying “no” to such threats and “yes” to sustainable energy, food, and other systems that make for viable and healthy communities.

It can be overwhelming: global warming, unsustainable energy production, industrial agriculture, worker exploitation, issues of campaign finance and voter suppression, and myriad others. And we find ourselves struggling in a system that is “fixed” to work on behalf of corporations and against our – and nature’s – best interests.

CELDF is partnering with these communities and groups across the country to overcome the legal barriers and this “fixed” system, and build a new people’s movement – a Second American Revolution – to advance Community Rights and the Rights of Nature.

We the People 2.0 shares these stories, and how a **Community Rights Movement** is building. This next people’s movement is changing the current system and structure at the grassroots level – the community level, closest to the people – and advancing change upward.

In this Screening and Discussion Guide we share tips on planning your event, templates for press releases and other promotional materials, an after-show discussion guide, and more. Films are great vehicles to bring people together for a few hours and begin a conversation, but ideally, the conversation will not end after your event. We hope it will be just the beginning, bringing people together to be directly involved in addressing the serious issues affecting your community. Working collectively and using direct democracy, you have the power to create the community that you envision.

We hope you enjoy the film, and are motivated to action!

Thank you for hosting a screening. And thank you for joining this growing movement for systemic change.

In Solidarity,

All of us at CELDF

SCREENING GUIDE

Film screenings can be as small or large as you want. They can be free, or you may choose to sell tickets. See what works best for you and your community.

Here, we offer guidance on hosting a successful screening, including choosing a location, promoting your event, and more. Let's get started!

FILM SCREENING LOCATIONS

Locations to consider:

- Local theatre that might give a discount to community group
- Community centers/libraries
- Schools/college cafeterias, classrooms, or auditoriums
- Places of worship (e.g., churches, synagogues, mosques)
- Municipal buildings/community organizations
- Private homes
- Fitness facilities
- Park facilities/nature centers
- Office lunchrooms/conference rooms

Things to consider when choosing a film screening location:

- Is there a fee to use the facility? Is it within your budget?
- What is the ideal time and date for the screening? Check out what else is happening in your community to avoid competing with other events.
- What are the parking arrangements? Is there public transport and disability access?
- How will the film be shown (physical DVD, BluRay, DCP (digital) or streaming) and what equipment will you need (computer, DVD player, speakers, screen, etc.)?
- Does the facility have its own technology division to assist with the set-up of the film? **(Be sure to run a film, sound, and lights check a day or two in advance of the event.)** Is there a fee to use facility equipment, or will you have to rent from another vendor?

PROMOTE YOUR SCREENING

- Create a post on your blog or website. Let CELDF know the time, date, and location of your screening, and we will cross-promote through our networks. Send an email with this information to wtp2.o@celdf.org.
- Make a Facebook page for your event and post it on the [CELDf Facebook](#) page. See "Creating Your Facebook Event" under Key Resources below.
- Invite guests through email lists, Facebook, Twitter, Instagram. Design and print fliers (use some of the publicity and screening materials we've prepared under Key Resources – be sure to update them with your information). Distribute them at community centers and on websites, and pin up on notice boards in shops, schools, or libraries. Ask local businesses to display your poster/flier. Radio announcements and PSAs are another way to invite people to the showing. Use the "Sample Press Release" in the Key Resource section below.
- Ask community group members and other local organizations for help reaching people – they'll most likely have different networks and contacts. Distribute the "Outreach Email Template" included in the Key Resources section.

- The film can break down barriers, build collaboration, and help form a united front to change the system. Seek out co-hosts and panelists. Reach out to other groups in your area concerned about local issues, particularly social and environmental justice groups, and those concerned with residents having decision-making authority in local matters. These might be local labor groups fighting for better wages/benefits, groups promoting sustainable GMO and pesticide-free agriculture, groups interested in preserving local businesses instead of big box corporate entities, as well as local environmental, housing, voter suppression, police brutality, or education groups. Do not limit your potential allies to the obvious. This film is about the people in the community using direct democracy to shape the future of the community, collectively.
- Send out press releases to local media and use the opportunity to amplify local campaigns when promoting the screening event. Make a list of local publications and reporters. Invite them personally to the event if you think they might feature a story before the showing, or highlight your group's efforts after the showing. Print advertising can be expensive, so a newspaper story is a great way to get free advertising for your event and group.
- Invite a "Special Guest" to the screening to help draw interest, such as a local musician, poet, or comedian, or someone else people would be interested in hearing from.
- Set up radio interviews and press conferences about a local community issue before the screening and give the film showing several "plugs" during the event.

ON EVENT DAY

- Get there early! You should have run a film, sound, and lights check a day or two in advance – now run the check again before people begin arriving. Find out in advance how to dim the lights and how to turn them back on at the end of the film.
- If your community group has t-shirts or buttons, make sure your group members wear them at the event so you are easily identifiable as the hosting group. Have greeters set-up to welcome attendees. That could mean someone at an outer door as well as leading into the event hall. The greeters can also remind attendees to check out the information table(s) and to suggest a donation. Donations should either be accepted at your group's table or a separate table marked as such. Consider having greeters at the end of the evening. They can thank people for coming, have clipboards for email sign-up, and/or solicit donations.
- Have plenty of CELDF's sign-in sheets. This is very important if you want to create a working group in your community and stay in touch with folks who attend the screening. If possible, have a laptop set up where people can sign-in via the computer (eliminates deciphering handwriting).
- You should also set up an information table(s). Include fliers with information relevant to your organization's work, campaign, or the issue you are concerned about, and how people can contact your group. It's also an opportunity for local co-host groups to table as well. [Please include CELDF's half page hand out as well \(see Key Resources\)](#).
- Before the film begins, make introductions. Welcome attendees, introduce yourself and your local group, and thank any local co-sponsors of the screening. Use the Introduction to the Film (see Key Resources) to open.
- Remind people to make donations, sign up for updates and/or get involved in local organizing. *In order to support our ongoing work, we would deeply appreciate a request for donations for CELDF.* Remittance envelopes and other materials can be provided to you for the screening.
- If you invited a special local guest, introduce him/her before the screening begins.
- Have an assigned person to introduce the film by reading the recommended introduction included in this guide.

AFTER THE FILM

- Whether there is a post-screening discussion planned or not, it is IMPORTANT to end by having some specific "ASKS" for the attendees. Ask them to make sure they signed in. Ask them to consider hosting a screening of their own. Ask them to get involved with the local community group working on change. Ask them to consider purchasing the movie, a book, or making a donation.
- Make sure you have planned ahead for the post-screening discussion or panel, including any equipment you might need to facilitate, such as microphones, lighting, table, chairs, and water for the panelists/facilitator. Check out the Discussion Guide below.

FOLLOW UP

- Send everyone who attended the screening an email to say thank you, and give an action opportunity or ways to get involved. Include an ask for a donation to continue building the Community Rights Movement.
- Send CELDF sign-in sheets to CELDF at wtp2.o@celdf.org. We will keep participants updated on the latest news from the Community Rights Movement, and how they can get involved.
- In addition, if you and other attendees want to stay up-to-date on CELDF, you can also follow us on Twitter [@CELDf](https://twitter.com/CELDf) and [Facebook at Community Environmental Legal Defense Fund](https://www.facebook.com/Community-Environmental-Legal-Defense-Fund-112830808767534/?fref=ts) (www.facebook.com/Community-Environmental-Legal-Defense-Fund-112830808767534/?fref=ts).
- If you took photos, post them to your blog, Facebook event page, or in your newsletter and feel free to share with us on our Facebook page too. [Facebook at Community Environmental Legal Defense Fund](https://www.facebook.com/Community-Environmental-Legal-Defense-Fund-112830808767534/?fref=ts) (www.facebook.com/Community-Environmental-Legal-Defense-Fund-112830808767534/?fref=ts).
- If you have suggestions for others showing the film or feedback for us on how to improve future screenings, please pass it along at wtp2.o@celdf.org.

DISCUSSION GUIDE

Documentaries are great for educating, telling stories, and exposing problems and injustices facing humanity and the planet. But watching a film does not make change. Change is made by people taking action based on what they have learned. It is up to each of us to decide whether or not we will act.

We urge you and your group to allow for an open conversation after the screening of *We the People 2.0*. We hope this discussion will help your audience take the inspiration and knowledge generated by the film a step further. You've just seen stories of people fighting to protect their communities from drilling, sludge application and GMOs. Others are fighting for living wages, neighborhood control over development, and getting corporations out of politics. Your community may be facing the same issues or different ones. No matter the specific harm or issue, all are symptoms of a much bigger problem: a system of law and governance that prevents people from protecting their communities and establishing the sustainable, democratic, and just communities they envision.

It's time to change that. Let's start a conversation. Let's build Community Rights.

TIPS ON FACILITATING DISCUSSION AND Q&A

- Choose a moderator or host in advance. It is important for the moderator and panelists to be familiar with the discussion questions before the event.
- Raise the lights so people in the audience can see each other.
- Decide if the discussion questions will be limited to the panelists, or if the audience will be invited to participate.
- The moderator should encourage all participants to engage in the conversation. To ensure that participation is balanced, the moderator may need to step in and steer one or two people away from dominating the conversation.
- After the film screening there may be interest in holding a follow up event to discuss strategies for advancing change in your community. This could be announced during the Q&A, with the moderator asking people to sign up if they are interested in attending.

DISCUSSION QUESTIONS: GETTING STARTED

If you are a community with an active community rights effort underway, open the discussion making a clear connection between what people saw in the film and what is happening in your community. Present this frame prior to discussion. You may find the suggested questions below won't be necessary to prompt conversation.

If you are in a community that does not have an active community rights effort underway, the questions below can help frame the discussion before opening it up to the audience. You wouldn't need to pose all of them, but could choose one or two to set the scene.

- The film talks about people and their communities being preempted by the state legislature or the federal government. Can you think of an example in your community, when local residents or local government have been preempted from having a say or being able to pass local laws on an issue? (some examples to get started: open carry of guns in community parks, city attempts to set their own minimum wage standard, city wants to ban use of plastic bags by local retail businesses, unwanted corporate development in a neighborhood). What happened when residents tried to assert their wishes for the community on the issue? How was it resolved?

- We the People 2.0 highlights what we are facing in our communities: a legal structure that has stripped us of our right of local self-government. The communities featured in the film are using the law to confront an unjust legal and governing system – but they are doing so to advance their political and organizing strategy, rather than as a legal strategy. They have no illusion that the judiciary will provide them a remedy. They understand that prior systemic change has always been driven from the grassroots as political action. Knowing that, what will it take to galvanize more communities to similarly take action, joining the 200-plus communities who have already adopted Community Rights laws?

- Many people first became aware of corporate constitutional “rights” with the 2010 *Citizens United* decision, which allowed for even more corporate spending on elections. However, corporations have had “rights” for over a century, and use them regularly to not only influence our elections, but to force fracking, drilling, GMOs, and other threats into our communities. How are we seeing corporate “rights” impacting our community or our state? What did we see in the film about how communities are confronting corporate “rights” and powers?

These are just a few suggestions to get your conversation going about changing a system that subordinates people and nature to corporations and preemptive government. We hope the movie *We the People 2.0* and this discussion are just the beginning for your community to join the Community Rights Movement. Together, we can make real the words “all power is inherent in the people, by asserting our right to democracy and our inherent right of local community self-government.

Email questions from the film discussion, or comments you would like to share with us, to wtp2.o@celdf.org.

KEY RESOURCES

BEFORE & THE DAY OF YOUR SCREENING

- Outreach Email Template
- Creating your Facebook Event
- Sample Press Release
- Movie Poster
- Sign-In Sheet
- CELDF Half Page Flyer and Information Sheet
- Introduction for the Film
- For additional materials contact us at wtp2.o@celdf.org

PRIOR TO & AFTER THE SCREENING

- Learn more about [Community Rights \(celdf.org/rights/community-rights/\)](http://celdf.org/rights/community-rights/), the [Rights of Nature \(celdf.org/rights/rights-of-nature/\)](http://celdf.org/rights/rights-of-nature/), [Worker Rights \(celdf.org/rights/worker-rights/\)](http://celdf.org/rights/worker-rights/), [Democratic Rights \(http://celdf.org/rights/democratic-rights/\)](http://celdf.org/rights/democratic-rights/) and [Corporate “Rights” \(celdf.org/rights/corporate-rights/\)](http://celdf.org/rights/corporate-rights/).
- Stay up-to-date through our [Community Rights Papers](http://celdf.org/rights/community-rights/) (see our Community Rights page and scroll down: celdf.org/rights/community-rights/), [Common Sense](http://celdf.org/2015/06/common-sense-a-community-rights-organizing-primer-from-celdf/) primer (celdf.org/2015/06/common-sense-a-community-rights-organizing-primer-from-celdf/), CELDF’s [newsletters \(celdf.org/newsletters/\)](http://celdf.org/newsletters/) and [e-list \(celdf.org/subscribe/\)](http://celdf.org/subscribe/).
- Visit our on-line [Democracy School](http://celdf.org/democracy-school/) to get the full picture.
- [Begin to organize in your community \(celdf.org/join-the-movement/organize-in-your-community/\)](http://celdf.org/join-the-movement/organize-in-your-community/) or contact us at wtp2.o@celdf.org for help getting started.



As a companion to *We the People 2.0* documentary, *We the People: Stories from the Community Rights Movement*, is a revolutionary handbook portraying communities across the U.S. who have responded to environmentally destructive corporate projects by banning them locally. These are the inspiring voices of ordinary citizens and activists practicing a cutting-edge form of organizing developed by CELDF. Instead of fighting against what we don't want, this is about creating, through local community self-government, what we do want. Communities are refusing to cooperate with the unjust laws that favor corporate profit over local sustainability. They are leading the way forward. Across the country, they are working to drive their rights into state constitutions and, eventually, into the federal Constitution. Purchase the book at celdf.org/publications.