

AN
EMMY AWARD
WINNING
DOCUMENTARY



THE FORGOTTEN CREEKS

COMMUNITY SCREENING TOOLKIT



TABLE OF CONTENTS

- 4 Screening Best Practices**
- 7 In-Person Screening**
- 8 Tech Checklist**
- 11 Day-Of Checklist**
- 12 Email Templates For In-Person Screening**
- 13 Virtual Screenings**
- 14 Week-Of Checklist**
- 15 Email Templates For Virtual Screening**
- 17 Social Media**
- 18 Sample Social Media Posts**
- 20 FAQs**

CLICK TO WATCH THE
TRAILER



Or scan the
QR code to watch.

A vintage color photograph of an elderly couple standing in a garden. The woman on the left is wearing a white dress and is barefoot. The man on the right is wearing a light blue shirt, dark pants, and a white hat. They are standing in front of a wooden trellis with climbing plants. A small dog is standing in the foreground. The background shows a fence and trees. The text "SCREENING BEST PRACTICES" is overlaid in the center.

SCREENING BEST PRACTICES

SCREENING BEST PRACTICES

1. **Initiate contact with the Poarch Creek Indians.**

Complete the request form by [CLICKING HERE](#) or scanning the QR code below.

PCI Speaker/Cultural
Request Form ➤



2. **Establish an RSVP platform for your screening.**

Consider creating a RSVP landing page or general email reply with a spreadsheet to track your attendees and measure your progress.

3. Publicize your event on social media. Utilize social media platforms to promote your screening event. Create a Facebook event on your organization's page and craft posts to increase visibility and encourage attendance. Include a link to your website's RSVP landing page in all your posts. Be sure to tag @PoarchCreekIndians in your events and posts. Also, refer to page 17 for examples of social posts.

4. Implement targeting marketing efforts. Utilize email campaigns to reach out to your network, including friends, family, and colleagues, to raise awareness about the film and your screening event.

5. Maintain communication with attendees. As you finalize your marketing materials and gather RSVPs, ensure regular communication with attendees through email reminders and social media updates leading up to the event. Keep attendees informed and engaged to maximize event participation.

6. Conduct a technical check. Refer to the comprehensive tech checklist provided later in this toolkit to ensure optimal sound levels and screen quality.

SCREENING BEST PRACTICES...CONTINUED

7. Complete your day-of screening preparations.

Consult the “Day of Checklist” tailored for either in-person or virtual events.

8. Capture moments with photographs.

Assign someone to take photographs during your event. These images can be shared on social media platforms and forwarded to us for further promotion.

9. Post-screening Q&A.

Consider organizing a post-screening Q&A following the film to help your audience understand the film better by those who were directly involved with the documentary. Often times the Poarch Creek Indians can provide guest speakers from the film to participate in a discussion post screening.



The Poarch Creek Indians can provide **marketing materials** to help promote the event and **swag items** for attendees.

A black and white portrait of an elderly Native American man, likely of the Crow or Blackfoot tribe, wearing traditional regalia. He has a large, dark feathered headdress with a beaded band across his forehead. He is wearing a dark jacket with a light-colored, possibly fur, collar and a large, ornate beaded necklace. The text "IN-PERSON SCREENING" is overlaid in white, bold, sans-serif capital letters across the center of his face.

IN-PERSON SCREENING

TECH CHECKLIST

1. Projection Equipment:

- a. Check the video projection for proper functioning, including image clarity, focus, and brightness.
- b. Ensure that the projector is securely mounted and aligned properly with the screen.
- c. Verify that all necessary cables are connected securely.
- d. Test the video projection's various inputs (HDMI, VGA, etc.) to ensure compatibility with playback devices.

Use [this video](#) for testing. ►
The Forgotten Creeks
Full Documentary, 4K



2. Audio Equipment:

- a. Test all speakers to ensure they are functioning correctly and positioned appropriately for optimal sound distribution.
- b. Check audio cables for any signs of damage or loose connections.
- c. Verify that the audio receiver or amplifier is set to the correct input source.
- d. Test audio levels to ensure balanced sound throughout the screening room.

3. Screen and Seating:

- a. Inspect the screen or television for any wrinkles, tears, or other imperfections that could affect the viewing experience.
- b. Ensure that seating is arranged to provide clear sightlines for all audience members.
- c. Test the lighting in the screening room to ensure that it does not cause glare or reflections on the screen.

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TECH CHECKLIST...CONTINUED

4. Playback Devices:

- a. Test the playback device (e.g., Blu-ray player, digital media player) to ensure it is functioning correctly.
- b. Check that the playback device is connected to the projector and audio system via the appropriate cables.
- c. Verify that the content to be screened is loaded and queued properly.

5. Backup Equipment:

- a. Have backup projection and audio equipment on standby in case of technical issues.
- b. Prepare backup copies of the film or media files in case of playback device failure.
- c. Ensure that spare cables, bulbs, and other essential accessories are readily available.

6. Power Supply:

- a. Confirm that all equipment is plugged into reliable power sources and surge protectors.
- b. Check that power cables are not frayed or damaged.
- c. Have backup power sources (e.g., UPS units) available in case of power outages or fluctuations.

7. Test Run:

- a. Conduct a full test run of the entire setup before the actual screening, including video playback, audio quality, and overall presentation.
- b. Address any issues or adjustments needed during the test run to ensure a seamless experience during the screening.

8. Communication:

- a. Coordinate with the technical team and any venue staff to ensure everyone is aware of their roles and responsibilities.
- b. Establish a communication system (e.g., walkie-talkies, hand signals) to facilitate coordination during the screening.

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TECH CHECKLIST...CONTINUED

9. Contingency Plans:

- a. Develop contingency plans for common technical issues such as audio or video dropout, power outages, or equipment failure.
- b. Assign specific individuals to handle troubleshooting and resolve technical issues promptly.

10. Post-Screening Evaluation:

- a. After the screening, conduct a debriefing session to gather feedback from the technical team and attendees.
- b. Document any issues encountered and identify areas for improvement in future screenings.

DAY-OF CHECKLIST

1. Arrive Early:

- a. Get to the event ahead of time and locate the screening room.

2. Directions:

- a. If the screening room is difficult to find, hang flyers to direct attendees upon arrival.

3. Microphone Check:

- a. Confirm availability of a microphone for Q&A or post-film discussion.
- b. Conduct a mic check before attendees arrive.
- c. Arrange volunteers to pass the microphone during discussions.

4. Photography:

- a. Designate someone to capture photos of the event.
- b. Share photos/videos on social media (be sure to tag @PoarchCreekIndians) and send to communicationsinfo@pci-nsn.gov.

5. Registration Table:

- a. Set up a registration table near the entrance.
- b. Check attendees in and provide directions to the screening room.
- c. Inform attendees about restroom locations.

6. Partner Acknowledgment:

- a. Introduce and thank partners before the film begins.
- b. Keep the introduction brief to maintain energy levels.

7. Future Screenings:

- a. Inform attendees that they can host their own screenings.
- b. Direct interested individuals to fill out the request form below.

[CLICK HERE](#) or scan the QR code to fill out the **Speaker/Cultural Request form**.



EMAIL TEMPLATES

CONFIRMATION EMAIL:

Subject: Your Movie Ticket for
“The Forgotten Creeks” Screening

Dear [Name],

Thank you for reserving your movie ticket for the free screening of “The Forgotten Creeks” on [insert time and date] at [insert location]. Should you have any inquiries before the event, please don’t hesitate to reach out to us at [insert email / phone number].

We eagerly anticipate your presence!

Warm regards,

[Your Name]

24 HOURS BEFORE THE EVENT EMAIL:

Subject: Reminder: Tomorrow’s
“The Forgotten Creeks” Screening

Hello [Name],

This is a friendly reminder that you’re registered for tomorrow’s screening of “The Forgotten Creeks” at [insert location, date, and time]. If you have any last-minute queries about the event, please feel free to contact us at [insert email / phone number].

Looking forward to seeing you there!

Best regards,

[Your Name]

POST EVENT EMAIL:

Subject: Thank You for Joining Us
at “The Forgotten Creeks” Screening

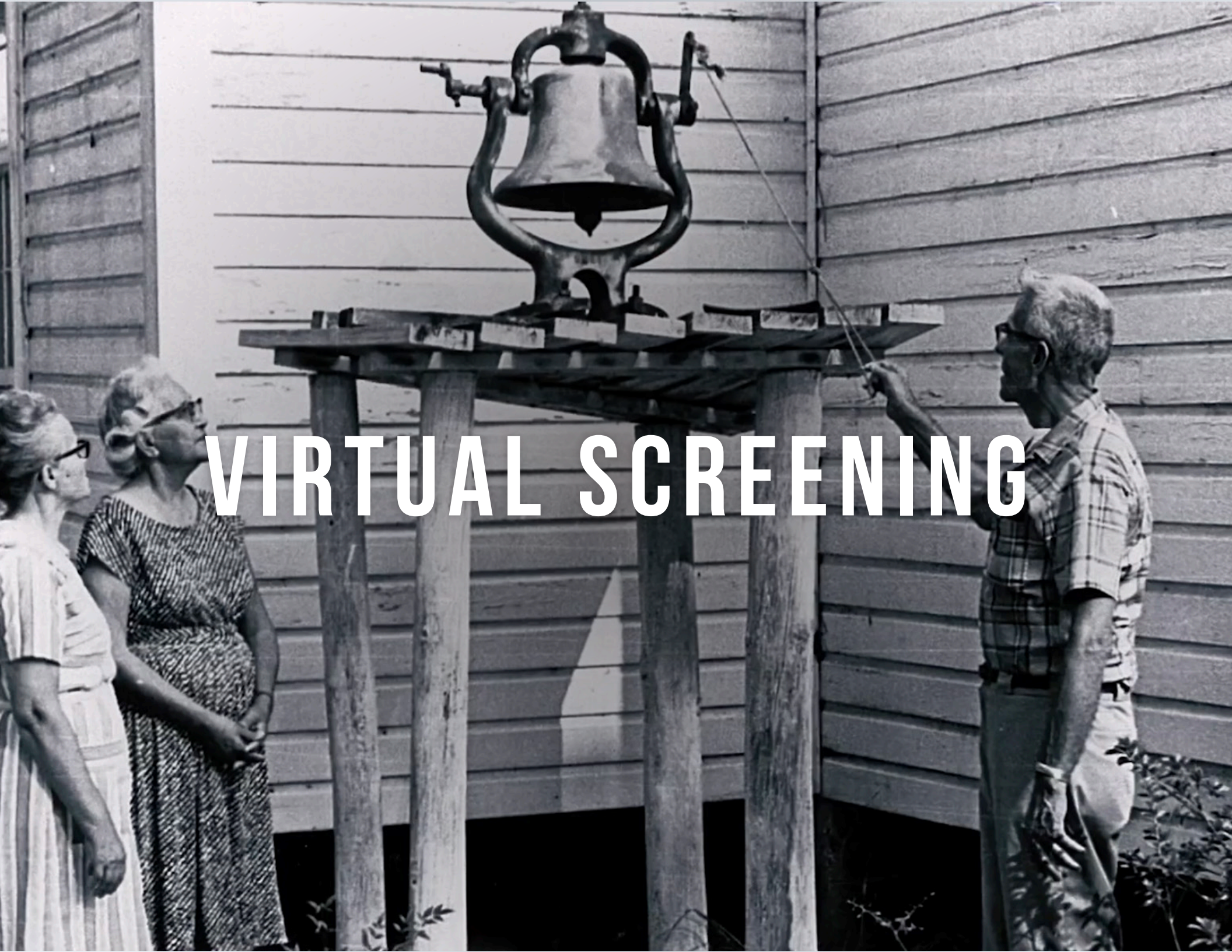
Dear [Name],

Thank you for attending the movie screening of “The Forgotten Creeks.” We value your feedback on both the film and the event itself. Kindly take a moment to share your thoughts by completing this impact survey: [insert survey link here].

Once again, your presence was greatly appreciated!

Warm regards,

[Your Name]



VIRTUAL SCREENING

WEEK OF CHECKLIST FOR VIRTUAL SCREENING EVENT

1. Ensure the chosen online platform **can effectively stream the film.**
2. Prior to the event, **test the movie's sound quality** on the online platform.
3. **Craft an agenda outlining the event's schedule.** Share this document with all panelists beforehand.
4. **Conduct a rehearsal** to ensure panelists are comfortable with the online platform, particularly testing video and audio functions.
5. **Promote the virtual event on social media in advance.** Utilize platforms like Facebook, Twitter, and Instagram, using the hashtag #ForgottenCreeks and add the Poarch Creek Indians' handles.
6. Engage with your audience pre-event by **sending reminder emails 24 hours, 1 hour, and upon event commencement.** Refer to pages 15 and 16 for email examples.
7. Briefly **acknowledge and express gratitude to partners** before the film screening to maintain energy levels.
8. **Inform attendees about the opportunity to host their own screenings.** For inquiries or interest in organizing another screening, please fill out the request form by [CLICKING HERE](#) or scanning the QR code below.

 /PoarchCreekIndians

 @poarchbandofcreekindians

PCI Speaker/Cultural
Request Form >



Poarch Creek Indians can provide **guest speakers** from the documentary to participate in any post-screening virtual Q&As.

EMAIL TEMPLATES FOR VIRTUAL SCREENING

CONFIRMATION EMAIL:

Subject: Confirmation of Registration for Virtual Screening of “The Forgotten Creeks”

Dear [Name],

We are pleased to confirm your registration for the upcoming virtual screening of “The Forgotten Creeks.” This online event is scheduled to take place on [insert platform, date, and time]. Access the event through the following link: [insert link]. Should you have any inquiries before the event, please don’t hesitate to contact us at [insert email / phone number].

We eagerly anticipate your virtual presence!

Warm regards,

[Your Name]

24 HOURS BEFORE THE EVENT EMAIL:

Subject: Reminder: Tomorrow’s Virtual Screening of “The Forgotten Creeks”

Hello [Name],

This is a friendly reminder that you are registered for tomorrow’s virtual screening of “The Forgotten Creeks” Join us online at [insert link, date, and time]. This interactive event encourages your participation, so please feel free to engage via the chat box.

Looking forward to your virtual attendance!

Best regards,

[Your Name]

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EMAIL TEMPLATES FOR VIRTUAL SCREENING...CONTINUED

1 HOUR BEFORE THE EVENT:

Subject: Reminder: “The Forgotten Creeks” Live Screening Starts in 1 Hour!

Dear [Name],

Just a quick heads-up: the live screening and discussion of “The Forgotten Creeks” begins in one hour. Don’t forget to tune in using the following link: [insert link].

We can’t wait to have you join us!

Warm regards,

[Your Name]

“CURRENT EVENT” EMAIL:

Join us now for an exciting live screening and discussion of The Forgotten Creeks! Click the link [insert link] to join the action.

Engage in the conversation today.

FOLLOW-UP EMAIL:

Hi there,

We appreciate your presence at the screening of The Forgotten Creeks. Your feedback matters! Please take a moment to share your thoughts on the movie and the event by completing our survey. [insert survey link here]

Thank you once more for your participation!



SOCIAL MEDIA

SAMPLE SOCIAL MEDIA POSTS

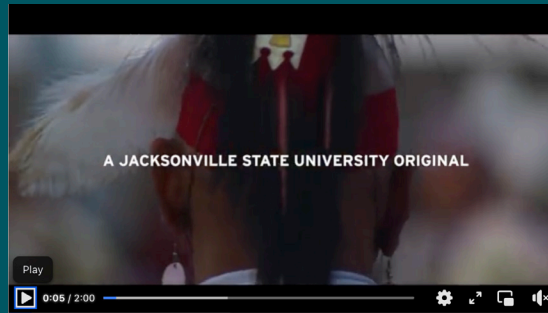


CLICK HERE or scan the QR code to access these **social media graphics**.



OPTIONAL POST GRAPHIC
Title Card Graphic

We are proud to present “The Forgotten Creeks,” a documentary highlighting the enduring legacy of the Poarch Creek Indians. Join us for this cultural journey. Reserve your tickets today! #TheForgottenCreeks #PoarchCreek



OPTIONAL POST GRAPHIC
The Forgotten Creeks Trailer

Celebrate the heritage of the Poarch Creek Indians with “The Forgotten Creeks,” a documentary capturing their spirit and resilience. Immerse yourself in their journey by joining us for a screening. Tickets are available now! #TheForgottenCreeks #PoarchCreek



OPTIONAL POST GRAPHIC
Free Screening Graphic

Experience the rich history and vibrant culture of the Poarch Creek Indians in the documentary “The Forgotten Creeks.” Don’t miss this opportunity to learn more about their stories. Get your tickets now! #TheForgottenCreeks #PoarchCreek

SAMPLE SOCIAL MEDIA POSTS



OPTIONAL POST GRAPHIC
Still Frame 1

“The Forgotten Creeks” showcases the beautiful traditions and history of the Poarch Creek Indians. Be part of this special event and learn more about their roots. Reserve your tickets today! #TheForgottenCreeks #PoarchCreek



OPTIONAL POST GRAPHIC
Still Frame 2

Join us in honoring their past and celebrating their future with the “The Forgotten Creeks” documentary. See the story of the Poarch Creek Indians come to life at our screenings. Get your tickets now! #TheForgottenCreeks #PoarchCreek



OPTIONAL POST GRAPHIC
Claim Your Tickets Graphic

“The Forgotten Creeks” is a powerful documentary that honors the legacy of the Poarch Creek Indians. Join us for an inspiring screening. Tickets are available - reserve yours today! #TheForgottenCreeks #PoarchCreek



FAQs

FAQs

1. What is “The Forgotten Creeks” about?

“The Forgotten Creeks” is a documentary film that delves into the history, culture, and significance of the Mvskoke Creeks and their descendants, the Poarch Creek Indians who are the only federally recognized Tribe in Alabama. They are located in and around the community of Poarch, outside of Atmore, Alabama. The film explores their deep connection to the land and the importance of preserving their heritage.

2. How long is the documentary?

The documentary has a runtime of approximately 45 minutes. There may be a short introduction before the screening begins. We recommend you also consider adding a Q&A session with participants from the documentary which usually lasts about 15 minutes post-screening.

3. How far in advance should I schedule my screening?

We encourage you to complete the request form by [**CLICKING HERE**](#) or scanning the QR code below as soon as you determine a screening works for your venue.

**PCI Speaker/Cultural
Request Form** ➤



4. Is there an age restriction for attendees?

There is no specific age restriction for the screening, but we recommend parental guidance for viewers under the age of six due to the content and themes discussed in the documentary. The documentary has been widely regarded by students in 2nd–12th grade.

5. Is there a cost to attend?

Since this documentary was created in conjunction with Alabama Public Television, no fee can be charged for any screenings. The goal is to provide a free educational opportunity for your community.

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FAQs...CONTINUED

6. Can we offer a Q&A session with the filmmakers or experts after the screening?

The Poarch Creek Indians do provide, and encourage, opportunities to host a Q&A session with special guests from the film and the filmmakers. These sessions must be scheduled in advanced and identified at the time you request a screening for your venue. We cannot guarantee speakers, as their attendance will be based on their personal availability.

7. Do you provide any Cultural performances or public speakers from the Poarch Creek Indians?

Yes, the Poarch Creek Indians provide a variety of public appearances to provide Cultural and Educational exchanges around the US. To request more information on our Cultural performances and Poarch Creek Indians public speakers [**CLICK HERE**](#) or scan the QR code below.

**PCI Speaker/Cultural
Request Form** ➤



READY TO HOST YOUR OWN

EXCLUSIVE SCREENING?

[CLICK HERE](#) to fill out the request form.

ILLUMINATE FILMS

