

## How To Organize Your Very Own Screening of the Live Broadcast of Sheila Watt-Cloutier's November 29<sup>th</sup> Talk on IsumaTV ([www.isuma.tv](http://www.isuma.tv))

### You will need:

- People
- A room
- A projector
- A sound system
- A screen
- An ethernet cable/desktop computer
- Internet Access
- Oodles of enthusiasm

### Step One: Procure the Materials

- **Get other people interested.** This includes departments within your university, if you're at university; they can help out with booking rooms, equipment, and the like. Friends who can take on various aspects of the task can help you out!
- **Find a venue.** Book a classroom on campus, a hall in town, or somebody's house—and confirm the established date and time. The talk will start streaming at **7:00 PM Atlantic Time (GMT +6)**, so translate that to your time zone and book it for that time.
- **Get the equipment.** If you don't have a **computer**, a **projector**, a **sound system** or a **screen**, you might be able to get them from your university computing services. If your venue is a classroom and has a multimedia setup, you're pretty much golden.
- **Establish an Internet connection.** You'll probably want it wired so that there are no bandwidth issues! Make sure you can access <http://www.isuma.tv> without any problems. Ensure that you've got **ethernet** cables if you're running it from a laptop.

### Step Two: Start Advertising

- **Get the Media Kit.** Attached to this are the press release for the event, two posters you can modify with your own information, and background info on both Sheila Watt-Cloutier and the COP-17 conferences.
- **Get the posters distributed.** Take the poster and print it—either by yourself or by a print shop. Then post it everywhere! On campus, in town, in newspapers...
- **Get the word out.** Create a Facebook group for the event using the press release and the details of your screening. Tweet about it. Send a modified press release to the campus newspaper. Remember, people want to know *what* it is, *where* it is, and *when* it is—you can add other stuff, but make sure that this basic information is at the very top.
- **Shout it from the rooftops!** Make sure that you talk to every single person you know or think would be interested about the event. Word-of-mouth is your best friend.

### Step Three: The Big Night

- **Set up the event.** *At least* forty-five minutes beforehand, be at your venue and set up the projector and computer. Test them beforehand. Make sure that the computer is hooked into the projector, that both are working, and that none are running off battery power. Plug those babies in and keep 'em safe. Test for audio, too—are you using a speaker system? Make sure that you can plug it into your computer.
- **Set up the stream.** Log on to <http://www.isuma.tv>. The video will be on the front page of the website. There will be instructions on how to get the livestream from there, so follow them.
- **Set up Skype.** There will be the opportunity to ask moderated questions through Skype during the talk. If you've got a larger event organized, perhaps consider using a second laptop, and you can Skype in to the main venue in New Brunswick, where you'll be asked to submit your question. Questions may be summarized and asked on your behalf, or, you might actually be projected live to personally ask Sheila Watt-Cloutier yourself. If you're selected for a live question, make sure you've got good lighting, and frame your question in as succinct a way as possible. To ask a question, connect with our technical team to the following Skype address: **isumatvwebcaster**
- **Have a backup plan.** What if the projector breaks down? What if the speakers blow? What if you lose your Internet connection? What if we lose our Internet connection? What if there are too many people in the room you've booked? Make sure that you have a contingency plan for every occasion.

- **Talk about it!** When the lecture is over, you have an amazing opportunity to talk to your fellow students and community members about the issues that are facing the Arctic as well as all of us as Canadian citizens. Are there any points of the talk that you want to bring up? How can you get involved locally to address climate change and human rights?

#### **Step Four: Post-Talk**

- **Let us know how it went.** We'd love to get your feedback! How did the satellite event go? How many people showed up? Please send us an e-mail at [mtalivebroadcast@gmail.com](mailto:mtalivebroadcast@gmail.com) and tell us...
  - Where you had the talk
  - How many people were in attendance
  - What went well with the screening
  - What went wrong (either on your end or in the broadcast)
  - Any improvements you think might be good to make on our end for future screenings

**If ever you have questions or technical problems, e-mail [mtalivebroadcast@gmail.com](mailto:mtalivebroadcast@gmail.com) and we'll try our best to help sort you out.**

**Good luck, and thanks for doing this!**