

THE  
CHICAGO DEPARTMENT OF PUBLIC HEALTH  
PRESENTS

# HIV AND THE JOURNEY TOWARD ZERO

*Docuseries Screening Guide*





## INTRODUCTION

# FROM OUR TEAM

In the discussion guide for *HIV and the Journey Toward Zero*, I wrote about our team's hopes for the film as a spark for conversation. This screening guide continues that work beyond Chicago to wider audiences.

After watching *HIV and the Journey Toward Zero* and participating in a thought-provoking discussion, your viewers will hopefully be energized and ready to act. We encourage you to provide a range of next steps for getting involved, no matter how much time people can invest. Together, we can achieve an end to the HIV epidemic.

### **David Kern**

*Deputy Commissioner, Syndemic Infectious Disease Bureau*

Creating *HIV and the Journey Toward Zero* was an opportunity to preserve voices and lives for today and for the generations to come. By expanding availability to all audiences, we make the journey and the work more accessible.

I want everyone to see how important this project is, not only to the people featured here, but for people who have been living with HIV for weeks, months, years, and even decades. I want everyone to hear their stories and understand that ending new transmissions of HIV is on the horizon.

### **Chan C. Smith**

*Director, HIV and the Journey Toward Zero*

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## ABOUT THE DOCUMENTARY FILMS

*HIV and the Journey Toward Zero* inspires important conversations around the end of the HIV epidemic. What does “the end” mean for those who have been there from the start, those living with HIV today and those leading the way to an HIV-free future?

The three-part *HIV and the Journey Toward Zero* docuseries highlights the perspective of some of Chicago’s most prominent activists. The films are presented in partnership with the Chicago Department of Public Health, Tessa Films, and local community organizations. Join us as we hear from long-term survivors, clinicians, researchers and advocates — the voices that, together, can make HIV history.



# PLANNING YOUR EVENT

## HOW TO USE THIS GUIDE

Tailor your *HIV and the Journey Toward Zero* event to fit your budget, audience and goals—there's no one-size-fits-all. We designed this guide with best practices for in-person and virtual screenings; you'll find helpful tips unique to both settings.



**In-Person Screenings**



**Virtual Screenings**

### EVENT TIMELINE

Give your audience and your venue time to plan ahead—calendars fill up quickly! If possible, we recommend booking a venue **six to eight weeks** in advance for in-person screenings.

### BEFORE YOU START

Strategic planning helps ensure a purposeful, successful event! Start with a clear understanding of *who you're trying to reach, your budget for the event and what you're trying to accomplish.*

### SET YOUR GOALS

The experiences shared in *HIV and the Journey Toward Zero* evoke a variety of revelations and reactions. Our playbill and discussion guide are designed to engage audiences in meaningful discussion after viewing the film. You can use the films to:

- ❑ Educate audiences about the HIV epidemic and the ongoing journey toward zero new infections.
- ❑ Elevate the voices of HIV advocates and survivors.
- ❑ Showcase the wide spectrum of human experiences related to the epidemic.
- ❑ Encourage discourse about the parallels between the HIV epidemic and topics like the COVID-19 pandemic, transgender issues and racial inequities.
- ❑ Promote your organization and build membership or increase volunteers.

# PLANNING YOUR EVENT

## DETERMINE YOUR AUDIENCE

*HIV and the Journey Toward Zero* resonates with viewers from a wide variety of backgrounds and ages. Once you set your goals, consider which audiences are crucial to your success.

- Nonprofit program officers
- Students
- Healthcare professionals, including social workers, home care agencies, seniors centers and family caregivers
- LGBTQ+ community members
- Policymakers and elected officials

No matter your audience, be prepared to meet your audiences where they are emotionally with resources and support. (Download our **discussion guides** to learn more.) Because the film features sensitive subject matter, it may not be appropriate for children.



## FOR EDUCATIONAL AND INSTRUCTIONAL SETTINGS

If you're showing *HIV and the Journey Toward Zero* in a classroom, most of the tips in this guide won't apply (unless you're planning to roll out the red carpet for your students!). Turn to **Page 17** for a single-day planning checklist.



# PLANNING YOUR EVENT

## CONTEXTUALIZING THE EPIDEMIC

*HIV and the Journey Toward Zero* intentionally focuses on Chicago, which was part of the second wave of HIV infections. Individuals in your audience may have a different experience regarding the onset of the epidemic. Include local statistics in your event's presentation to provide appropriate context and personalize the experience.

## IN-PERSON, VIRTUAL OR BOTH?

While film screenings are traditionally an in-person experience, modern technology and COVID-19 ushered in a whole new online era. Both options have their pros. In-person events allow for greater emotional connection and a sense of community, while virtual events enable unlimited audience capacity, flexible scheduling and can be more accessible to people with disabilities.

There are a few ways to host a virtual screening:

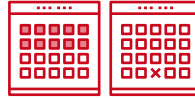
- Livestreaming your in-person event
- “Watch together, discuss together.” Audiences log in and view the film simultaneously, then immediately join a post-film discussion.
- “Watch separately, discuss together.” Audiences log in separately and view the film during a set window of time through a password-protected link, then attend a live virtual discussion at a later date.

## SHOULD WE SCREEN ONE, TWO, OR ALL THREE FILMS?

Each of the three *HIV and the Journey Toward Zero* films tells a different story of the HIV epidemic. Part I, *On the Frontlines*, focuses on the 40-year history of the epidemic, while Part II, *The Legacy*, is centered on the current generation of activists and survivors. These films can be viewed together or as individual screenings.

Part III, *The Conversation*, brings together cast members from Parts I and II for a series of intergenerational discussions. Context from the first films is crucial for this film; therefore we recommend screening Part III after watching Parts I and II.

# PLANNING YOUR EVENT



## SIX TO EIGHT WEEKS IN ADVANCE

### CHOOSE YOUR EVENT VENUE

Your factors for determining the perfect venue may vary. Some attributes to consider include:

- **Comfort:** Can viewers easily sit through a feature-length film and discussion? Are there enough seats to avoid overcrowding?
- **Accessibility:** Are the building and theater wheelchair-accessible? Are there options for low-vision or hearing-impaired individuals?
- **Physical location:** Can the venue be easily reached by bus or train? Is ample parking available? Is the location convenient for your priority audience?
- **Equipment:** Does the venue offer audio-visual equipment for free or an additional fee?



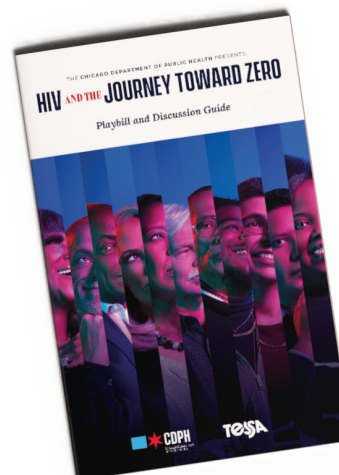
### TAKE IT ONLINE: VIRTUAL VENUES

Today's audiences are accustomed to online experiences and presentations. Online screenings have the added benefits of increasing accessibility and broadening your potential audience.

**HIV and the Journey Toward Zero** is available to stream on Vimeo. Find all three films at [JourneyTowardZero.com/Join-The-Journey](https://JourneyTowardZero.com/Join-The-Journey).

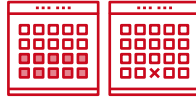


Scan the QR code to download *Journey Toward Zero* playbills and discussion guides.





# PLANNING YOUR EVENT



## FOUR TO SIX WEEKS IN ADVANCE

### FIND EVENT PARTNERS

We're all stronger together! Include partner organizations in your planning process and film event to attract members of your priority audience and increase the diversity of viewpoints at the table. Depending on your audience and venue, ideal partners may include:

- Local business owners
- Student group leaders
- Advocacy groups
- HIV organizations
- LGBTQ+ resource centers
- Medical clinics
- Other HIV advocacy stakeholders

You'll also want to name an event facilitator, a discussion facilitator and panel members, and a technology facilitator to help the event go off without a hitch. Ideally, these roles are spread among three people.



The **event facilitator** is responsible for organizing the screening and ensuring all the details come together, like a party planner.



The **discussion facilitator, or moderator**, is responsible for leading post-film discussions and ensuring people feel respected, safe, and encouraged to share their experiences. Panel members may include local HIV advocates and survivors; members of the **HIV and the Journey Toward Zero** cast and crew may also be available for your event.



The **technology facilitator** is responsible for the audio/visual components of the event. If you're hosting an online screening, this person launches and runs the event on your video communication platform.

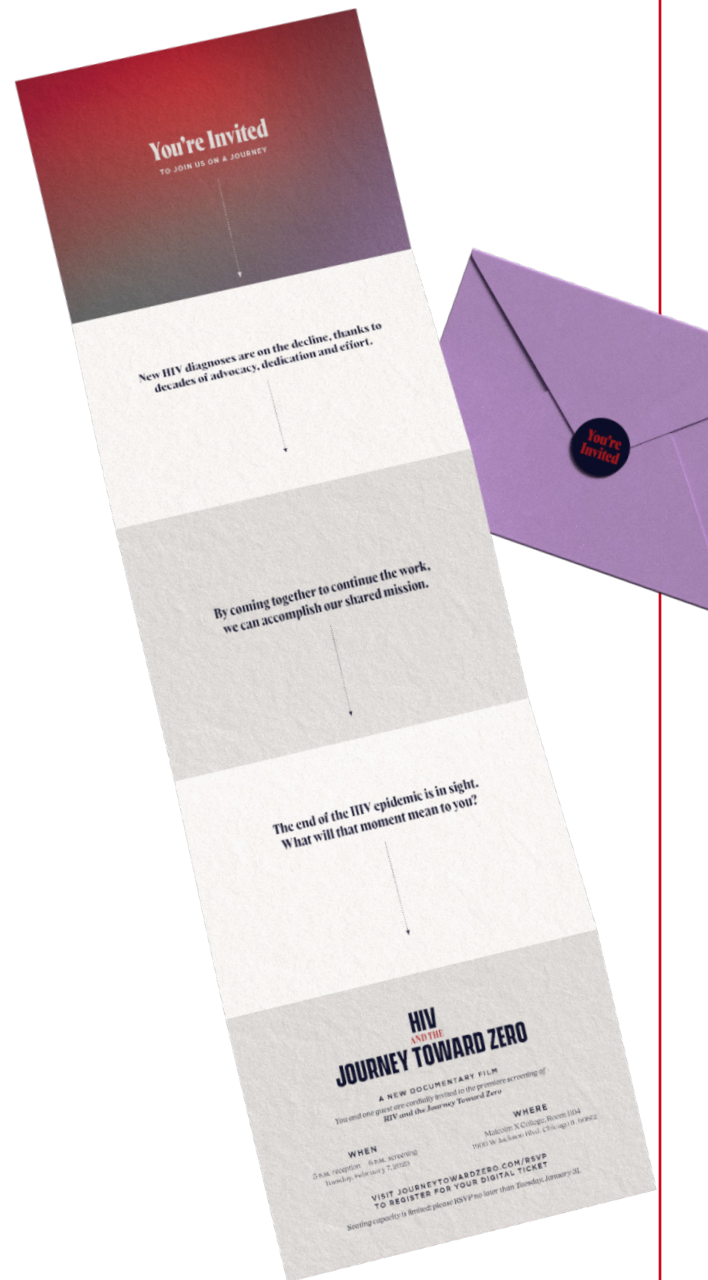
## PLANNING YOUR EVENT

### SPREAD THE WORD

Everyone loves a party invitation! Our *HIV and the Journey Toward Zero* premiere event featured both physical and digital invitations to increase our reach and get our audiences excited about a special night. We've created a template, available at the end of this guide, to get you started.

*Include these important details:*

- The what/where/when
- A brief agenda, if you're including a post-film discussion or pre-film reception
- RSVP details (we recommend an online link for collecting guests' email addresses)
- Dress code, if desired



## PLANNING YOUR EVENT



### TAKE IT ONLINE: DIGITAL INVITES

While they're less fancy, digital invitations have several advantages over their print counterparts: They're more difficult for guests to lose, and you can include more information about your event like transportation and accessibility details.

You can also spread the word on social media if your event is open to the public. Customizable social image templates are available in the Resources section. Build a social media calendar and post at least once a week in the month before your event. Tag your event partners and the official *HIV and the Journey Toward Zero* accounts so we can re-share your posts!

Instagram: @hivzero

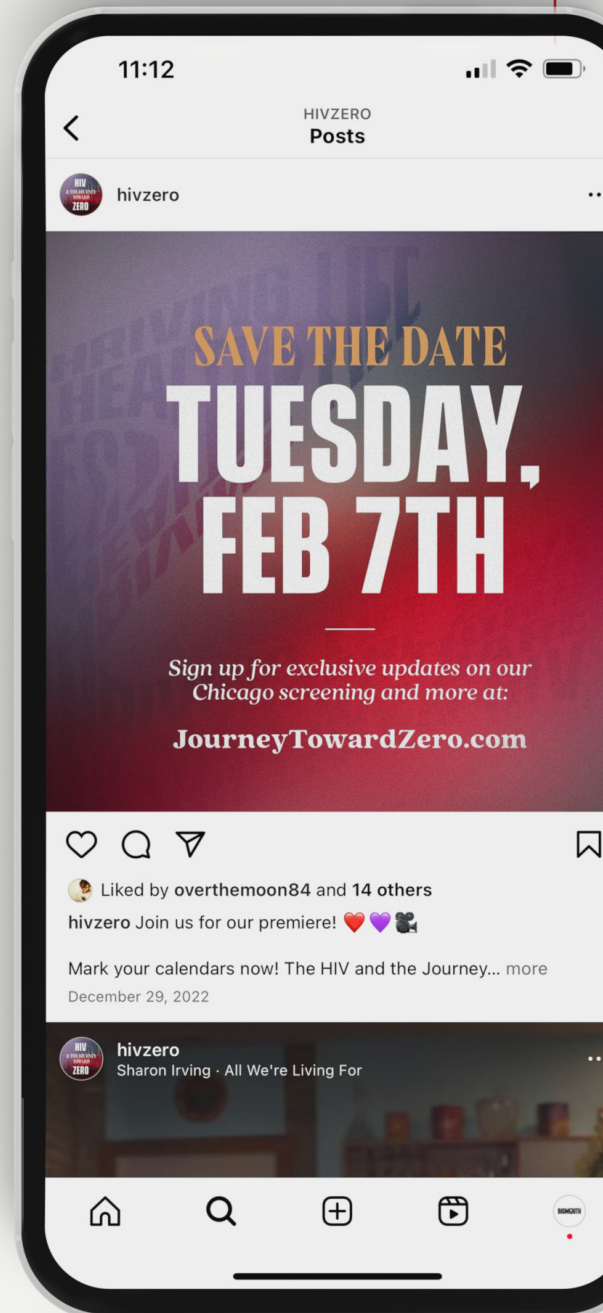
Facebook: facebook.com/hivzero

### SAMPLE INSTAGRAM POST:

[Your group's social handle] is hosting a screening of @hivzero! Join us at TIME/DATE/LOCATION for an important conversation around the end of the HIV epidemic. RSVP at the link in our bio.

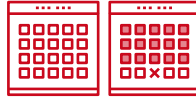
### SAMPLE TWEET:

We're hosting a screening of @hiv\_zero on DATE! RSVP at [link] to join the conversation around the end of the HIV epidemic.





# PLANNING YOUR EVENT



## ONE TO THREE WEEKS IN ADVANCE

Continue posting to social media to keep your event front-of-mind, and send email reminders to priority invitees who have yet to RSVP.

Prepare a run of show (an actionable plan) with your event team. This includes:

- Assigning a length to various steps of the event:
  - Arrival
  - Tech check
  - Doors open
  - Pre-event reception (if applicable)
  - Scheduled screening time
  - Introductions
  - Panel discussion
  - Q&A
  - Wrap-up
  - Writing introductions and thank-yous for any important partners or attendees
- Reviewing the **HIV and the Journey Toward Zero** playbill and discussion guide to familiarize your team with themes and discussion questions. If time allows, we recommend screening the film in advance so you're familiar with its themes and can plan your run time and discussion questions accordingly.
- Creating contingency plans in case a team member becomes unavailable.

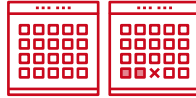
If your event goals include growing your organization's profile, local media coverage can help spread the word. We've included a press release template in the Resources section to get you started. Highlight the local relevance of the films' themes and your screening goals.



### TAKE IT ONLINE: WATCHING IN ADVANCE

If you're hosting a "watch separately, discuss together" event, it's time to email out your screening link and password! Remind attendees to watch the film as soon as possible, write down questions, and submit them to your moderator.

# PLANNING YOUR EVENT



## ONE TO TWO DAYS IN ADVANCE

Confirm details with your event team, and your venue contact and vendors if you're hosting an in-person event. Make sure everyone understands the timing and expectations of their role and answer any questions.

Print or copy your handouts. You'll want more copies than you have confirmed attendees in case extra people show up. Download the official **HIV and the Journey Toward Zero** playbills and discussion guides via the QR code below.



### TAKE IT ONLINE: DRESS REHEARSAL

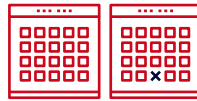
Who hasn't sat through an awkward online presentation where nothing seems to go right? Avoid day-of disasters by running through your program a day in advance. You don't have to stream the entire film, but your team should log on to the video platform, test individual audio and video, launch film streaming and test chat/discussion features. Your technology facilitator and at least one other person should also test streaming the video.



Scan the QR code to download *Journey Toward Zero* playbills and discussion guides.



## PLANNING YOUR EVENT



## EVENT DAY!

All your hard work is about to pay off! Let's check the final boxes for success.

**Arrive early.** Coordinate with your venue contact and arrive at least an hour early to run a tech check, arrange your materials, and set up your reception (if applicable).

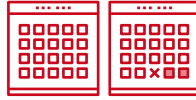
**Think social.** Capture images and video to post online after the event, and ask your guests to tag you and your partners in their posts.

**Enjoy!**





## PLANNING YOUR EVENT



### ONE TO TWO DAYS AFTER THE EVENT

Keep your momentum going! Send a follow-up email to invitees with highlights from the event, memorable quotes, resource links and/or a survey about their experience. Send a separate thank-you email to your event partners and important attendees.



## EVENT PLANNING CHECKLIST

### BEFORE YOU START

- ☐ Choose your goals and audience
- ☐ Decide which films to screen
- ☐ Choose your event structure

### SIX TO EIGHT WEEKS IN ADVANCE

- ☐ Choose your venue
- ☐ Contact caterers and other vendors\*
- ☐ Identify your event team

### FOUR TO SIX WEEKS IN ADVANCE

- ☐ Find event partners
- ☐ Start promoting on social media
- ☐ Send physical or digital invitations

### ONE TO THREE WEEKS IN ADVANCE

- ☐ Post to social media at least 1x/week
- ☐ Send email reminders to priority invitees
- ☐ Create and review your run of show
- ☐ Contact media outlets\*
- ☐ Send a screening link and password for advance viewing

### ONE TO TWO DAYS IN ADVANCE

- ☐ Confirm details with your event team, venue contact and vendors\*
- ☐ Confirm your final headcount
- ☐ Print or copy your handouts
- ☐ Run your virtual dress rehearsal

### EVENT DAY

- ☐ Check in with venue and event team
- ☐ Run a tech check
- ☐ Capture social media content

### ONE TO TWO DAYS AFTER

- ☐ Send a follow-up email to invitees and attendees
- ☐ Send thank-you notes to event partners and important attendees
- ☐ Post event images and video to social media
- ☐ Engage your audience in ongoing work toward your goals

\* Optional depending on budget

### NOTES

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# CLASSROOM PLANNING CHECKLIST

## BEFORE YOUR SCREENING

- ❑ Plan for screening equipment
- ❑ Watch the film(s) to prepare yourself for the in-class experience
- ❑ Download and review the discussion guides (**Page 19**). You can share portions/the entire with your class, use the guide to plan your lesson or create your own guide.
- ❑ Print or copy any handouts

## SCREENING DAY

- ❑ Run a tech check
- ❑ Share any necessary pre-screening messages with your class
- ❑ Screen the film(s)
- ❑ Conduct a post-screening discussion appropriate for your students' age level

## NOTES



## FOR REFERENCE RESOURCES

Download the official *HIV and the Journey Toward Zero* materials to help plan and guide your screening. Additional links are found on our Instagram profile, @HIVzero.



### WEBSITE

Get a sneak peak and explore our mission.



### SOCIAL MEDIA TEMPLATES

Spread the word to all your followers.



### INVITATION TEMPLATES

Get everyone excited about your event.



### SIGNAGE TEMPLATES

For seats, receptions, coat check and more.



### DISCUSSION GUIDE

Learn, share and engage your group.



### SLIDEWARE TEMPLATES

Introduce speakers, guide panels and more.



### SPOTIFY PLAYLIST

Fun tracks inspired by the film.



### PRESS RELEASE TEMPLATES

Share your event with media partners.



[JOURNEYTOWARDZERO.COM](http://JOURNEYTOWARDZERO.COM)

