



How To Host a Miss Representation Screening

Step One: Contact The Representation Project

Simply [fill out the form on their website to request to host a screening](#). You'll have to specify the date and time of the screening so you'll want to plan ahead enough to make sure you can advertise that you'll be showing the film and generate enough interest.

Step Two: Licensing

In order to screen Miss Representation, you will need to procure a license. Miss Representation explicitly prohibits any screening, even for personal use, without a license. There are two options for licensing Miss Representation:

1. Educational (School) License: Many schools have already purchased this license, which includes the rights for unlimited screenings on their campus. Miss Representation can check for you to see if your school already has the license, and if they do then you can check out the DVD from the library and use it for a screening. Note that this license costs \$329 per school.

2. Nonprofit license: Nonprofit screenings occur by writing up a license agreement for the public performance rights to screen the film, which provides the rights for screening the film publicly and an "event-in-a-box:" 2 DVDs on-loan, a poster, promotional postcards, digital promotional materials, and a community screening guide with discussion topics and questions for a post-screening discussion. The license is based on the date and venue for the event, so once you have the details of your event confirmed, Miss Representation will work with you to write up the license and provide you with the necessary materials. For Miss Representation, the license fee is \$350 for first screening and \$150 for any subsequent screening sponsored by your NWLSO Chapter.

If you need help getting a license, would like to strategize about how to approach your school, or are confused about the options, please feel free to reach out to Ms. JD. We're here to help!

Step Two: Venue

There are several considerations you should address when choosing a venue for your Miss Representation screening. First and foremost, you need to think about how large

of an event you are planning for; this includes what your budget is for the event and how many people you think will realistically attend. This can vary depending on whether you are planning on corporate sponsorship or collaborating with other local law schools to host a large regional event. If you are working with a corporate or firm sponsor and they have offices near your school, consider asking if they have a large reception space they would be willing to donate for the screening. If you're hoping to host a larger event, consider an auditorium on your law school or university campus. Also, as with all events, hosting a reception before or after the event always helps to get an audience and can also provide some built-in networking time.

Step Three: Sponsorship

To host a successful Miss Representation screening without breaking your organization's budget, consider soliciting outside sponsorship for your event.

1. **Corporate/Firm Sponsorship.** Your Miss Representation screening is a great opportunity to develop a relationship with corporate or firm sponsors in your area. When soliciting sponsorship, be sure to highlight any diversity programs the company or firm has in place; sponsoring a Miss Representation screening and discussion for budding young lawyers is great publicity for firms and any reception/networking portion of the event is a soft recruiting opportunity for a firm. Ideally, you should try to pose your sponsorship request to a personal contact at the company/firm who can pass it along with a good word to the person or committee in charge of sponsorship or legal recruiting. You might also want to mention that their sponsorship will be noted in a post promoting the event on ms-jd.org, which is heavily frequented by budding lawyers nation-wide. Of course, you'll need to write that post. (See below re: publicity).
2. **School Sponsorship.** If your school has a special funds request system, consider applying for funding for your Miss Representation screening. Also, sometimes law school deans will have funds set aside for programming of their choice, so check out whether this is true for your school and consider setting up a meeting with your dean to solicit funding. Similarly, some schools have special initiatives for women's studies or diversity that may have allotted funds for outside programming. Also, if your law school is part of a larger university, check to see if related departments would be interested in co-sponsoring the event with you. Finally, collaborating with other local law schools is a great way to pool funds and increase interest in your event.

Step Four: Publicity

Absolutely critical to the success of your Miss Representation screening is making sure people know about this unique opportunity! We've included some tried-and-true suggestions below on how to reach out to your local legal community to publicize your screening.

1. **Utilize your organizational and personal networks.** This mainly involves sending save-the-date and follow-up emails to your organization's listserv and your board members' personal contacts. Time your emails strategically; you want to give people enough advance notice of your event, without them forgetting to RSVP. Also, don't underestimate the value of word-of-mouth. Encouraging your contacts to come personally or tabling for your event is a great way to pique the interest of your peers. Consider handing out flyers for your event at other events your group is hosting.
2. **Utilize your school's resources.** Many schools offer a weekly newsletter that goes to students, faculty, and interested alumni. Collaborate with your school administration to get your event posted in your school newsletter and/or posted on any bulletin boards, physical or digital, and published in the school calendar. Miss Representation has generated a lot of interest outside of the law school. Consider working with your school's alumni association to identify women who might be interested in attending the event. It's a great networking opportunity for your club and it gives your school an event to offer to alumni.
3. **Utilize any sponsor networks.** If you have a private firm or company sponsoring your event, encourage them to reach out to their networks and within their organization to drum up interest.
4. **Utilize Ms. JD's network!** Let us know about your screening, and we'll reach out to our local contacts including other NWLSO affiliates and our sponsors to publicize your event. You can post your screening to the Ms. JD calendar. To do so, simply create a Ms. JD account, login, select the "my events" tab, and then "submit a new event". You can also [write a blog post](#) to promote your event. Get creative – think about asking students at your school how they think women are misrepresented in media, ask a student who is interested in working with a particular professor if they would like to interview the professor about the representation of women in the media, or write a post about a particularly good or offensive ad campaign. At the beginning of your post, add a note that says that your organization will be screening Miss Representation and link to the event posting on Ms. JD's calendar! When your blog post is promoted to our homepage, we'll post it on our [Facebook page](#) and promote it on [Twitter](#).

Step Five: Share Your Success!

After your amazing Miss Representation screening success, share your story with other NWLSO chapters and the Ms. JD community by posting a short recap and photos on the Ms. JD blog. Also please take a moment to fill out [this feedback form](#) and feel free to send any additional feedback to nwlsso@ms-jd.org. Good luck!