

TIPPING THE **PAIN** SCALE

COMMUNITY SCREENING TOOLKIT



YPR

YOUNG PEOPLE IN RECOVERY



INTRO: HOSTING A COMMUNITY SCREENING

Thank you for your interest in hosting an important screening event and conversation using the award-winning film, **Tipping The Pain Scale**, in your community! Having hosted hundreds of community film events through the years with **The Anonymous People** and **Generation Found** we know that a lot goes into having a successful event and that is why the film team has partnered with Young People in Recovery (YPR) to develop this step-by-step guide and set of companion promotional resources to help you get organized and ensure success no matter what your screening goals might be:

- *Community Awareness and Education*
- *Influencing Policymakers*
- *Increasing Local Support for Your Organization*
- *Fundraising*
- *Just Simply, "A Night At The Movies"*
- *ALL OF THE ABOVE*

Screening events can provide an opportunity to bring together diverse stakeholders from across the community. They can take place anywhere from libraries, health care facilities, schools, universities, places of worship, criminal justice facilities, legislative buildings, performance venues, and traditional movie theaters.

In this packet we provide you with sample promotional materials you can customize and make your own, links to graphics and custom flyer templates, a Q&A with the filmmakers, templates for opening and closing remarks and panel discussions, but most importantly sample outreach and engagement materials to help ensure as many people as possible join your event!

If you have any questions through the process, please do not hesitate to reach out:

YPR Contact: Latisha McNeil at latisha.mcneil@youngpeopleinrecovery.org

Film Contact: Greg Williams at gwilliams@highwatchmedia.com

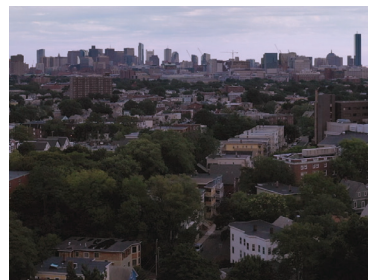
Sincerely,



Greg Williams, Producer
Tipping The Pain Scale



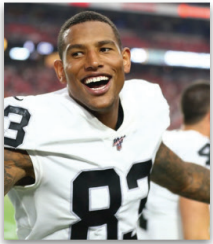
Ann Herbst, Executive Director
Young People in Recovery (YPR)



FILM SYNOPSIS & SPECS

The addiction crisis in America has reached a new boiling point, and courageous people – at all levels, from all walks of life – are rising to answer the call. Tipping the Pain Scale is a feature documentary film investigating the current systemic failures of how we have dealt with addiction to date, and follows six dynamic characters on their journey to develop and employ new, innovative, and often controversial solutions. It is a quasi-anthology, weaving characters through their own stories as they connect to the issues plaguing their community and the country in an urgent fight to save lives.

Featuring:



NFL Pro Bowl Player
Darren Waller



Community
Outreach Volunteer
Roz Pichardo



Secretary of Labor
Marty Walsh



Spoken Word Artist
and Educator
Joseph Green



WA State
Representative
Lauren Davis



Boston Police Officer
Josh De La Rosa

with Music from **Sia**.

- Director, Producer, and Editor: **Jeff Reilly**
- Producer: **Greg Williams**
- Executive Producer & Producer: **Tim Grant**
- Co-Executive Producer: **Marci Wilhelm**
- Original Score: **Brendan Berry**
- Director of Photography: **Laela Kilbourn**

Running Time: 105 Minutes

Un-Rated: Resembles a softer PG-13 rating for some language and adult themes

Available As: Digital Quicktime File, DVD/Blu-Ray, or Digital Cinema Package (DCP)

FILM WEBSITES & TRAILER

Website:

<https://www.tippingthepainscale.com>

Trailer:

<https://www.tippingthepainscale.com/#trailer>

Shareable/Embeddable YouTube Link:

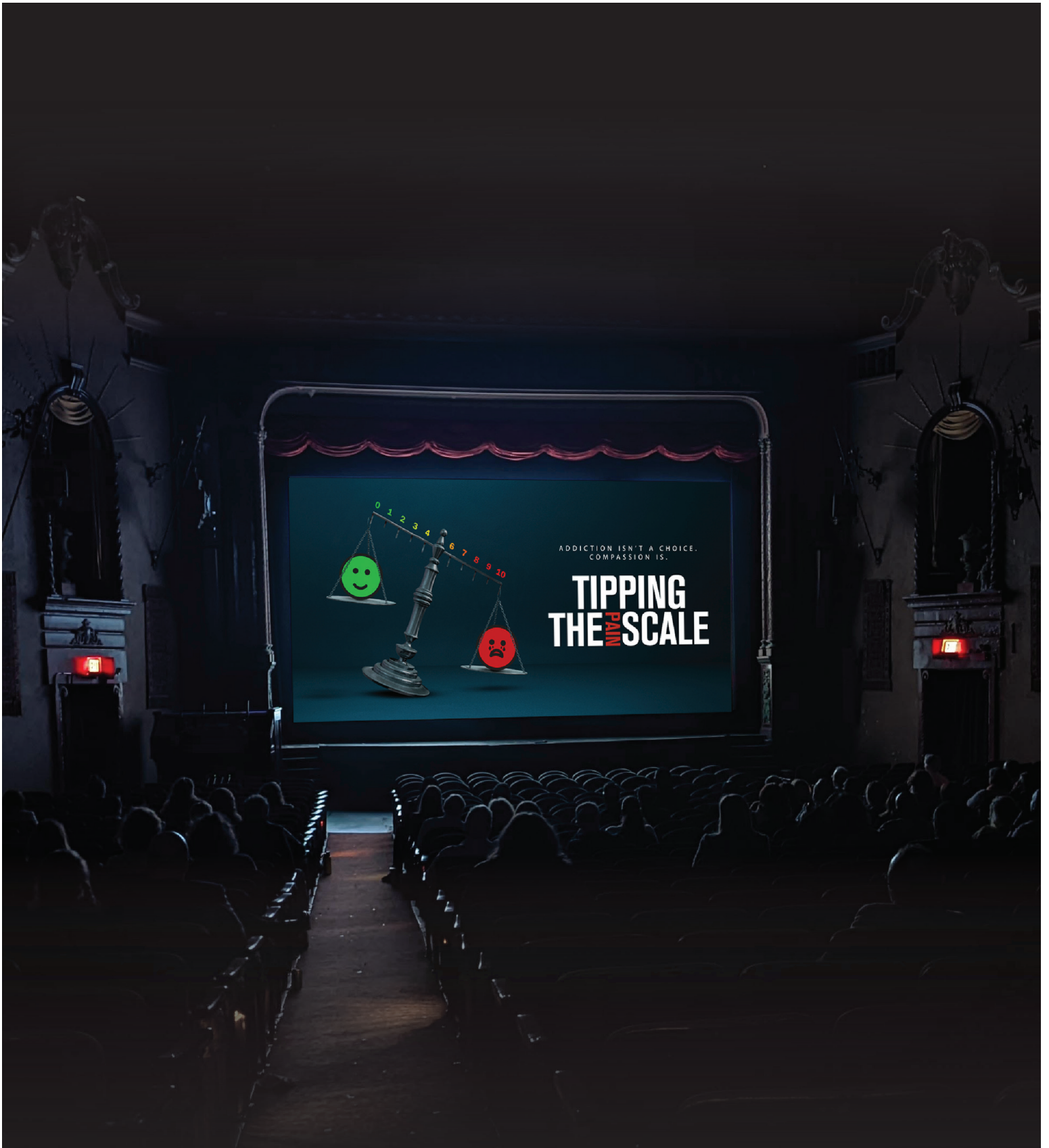
<https://www.youtube.com/watch?v=6tnoz616ex0>

IMDB:

<https://www.imdb.com/title/tt12877408/>

Young People In Recovery - Film Page:

youngpeopleinrecovery.org/tipping-the-pain-scale



Planning this event is a major undertaking but with the proper planning and effort, it will yield major reward!

If you are interested in accepting this challenge and/or want to raise funds and awareness about YPR in your community read on for these tools for success.

STEP ONE: SELECTING YOUR VENUE

STEP 1

The ideal venue size can vary based on the market, but typically 150-300 seats are a good target for most community screening events. Most screenings take place in the evening on weeknights, but they can happen anytime of day or day of the week. When exploring a potential venue, be sure to consider the audio-visual capacities of the space, as it should have appropriate lighting, sound, and projection equipment to ensure a successful screening.

Typical Screening Event Agenda: A 2.5-hour event often from 6:30 PM – 9:00 PM

- *Arrival/Resource Fair/Pre-Reception*
- *Brief Host Welcome Remarks*
- *Film Screening*
- *Cross-Sector Panel Discussion (either moderated or with audience Q&A)*

Step #1: Create a list of the possibilities in your community:

- *A Public Library*
- *Local High School or University Auditorium*
- *A Place of Worship*
- *Movie Theater*
- *Performance Venue*
- *Legislative or City/County Building*
- *Local Hospital or Healthcare Organization Auditorium*

Step #2: Call each for information:

- Ask about booking procedures and availability for your desired dates (Note: often this information can also be found on the venue website as well).*
- Ask if there is a cost involved and / or if they might consider being a social impact partner for an important awareness/educational activity on an issue deeply affecting the community.*
- Can you make either a free event or ticketed event if desired? Paid ticketed events always receive more predictable turnout even if it is a minimal cost of \$5 or something to help underwrite the costs.*
- Ask about the availability of tables to set up for registration and to display literature before and after your screening.*
- For pre-and post-film remarks ensure the availability of a microphone, podium, and chairs.*
- Place a hold on your date if they allow while exploring your other options as sometimes it may take a week or so for each venue to respond to your inquiry.*
- Do they allow you to do your own ticketing through an Eventbrite registration process or require you to use their box office (if applicable).*

Step #3: Make your venue selection from the best option available factoring in costs, logistics, location, and availability.

Step #4: Promotion should begin as soon as possible as described in the next sections of this packet.

STEP TWO: PLANNING YOUR EVENT

The most important thing is to make it an event, not just a screening! We strongly encourage you to capture this opportunity to convene your community in an important dialogue about addiction issues in the community and the needed solutions.

2 STEP

Developing The Event Format:

Collaboration is key!

Filling a big venue isn't easy; it takes a lot of partners, allies, and sponsors. Make sure you involve all community stakeholders early in the game.

Will you do a welcome and introduction?

If yes, please see the tips for structuring your welcome remarks the night of the screening.

Are you having discussions or Q&A after the film with local community members or experts? If yes, please see our post-film discussion guide for topics and frequently asked questions.



Deciding how your screening will be structured is the first step to creating a meaningful experience. Successful screenings have included:

- An introduction from an executive or leader within your organization
- A panel discussion of experts and advocates in the community
- A reception or and/or a fundraising activity prior to the screening
- Student-designed projects about the themes the film addresses
- A resource fair or educational opportunity for attendees

** Note: If you're planning a larger screening, especially in partnership with your organization, we recommend you begin designing your event at least four to six weeks in advance. If you are inviting speakers, we suggest contacting them six to ten weeks prior to your date.*

Sample Tipping The Pain Scale Eventbrite Pages:

When it comes to film event promotion, we are all about (legal) plagiarism!
No need to start from scratch with your own copy, just include YOUR event logistics.

Links:

<https://www.eventbrite.com/e/cdph-presents-chicago-community-screening-of-tipping-the-pain-scale-tickets-323503917927>

<https://www.eventbrite.com/e/tipping-the-pain-scale-premiere-screening-event-charleston-sc-tickets-205669843037>

STEP TWO: PLANNING YOUR EVENT

2 STEP

Areas To Cover on Your Registration Page:

- Date/Time/Location*
- RSVP or Ticketing Form*
- About the Film and Embed the Film Trailer*
- Logos, Links, and Information about the Host(ing) Organizations*
- Any Information on Speakers and Panelists – This always can be added as your program develops*
- Contact Information for Questions or Press Inquiries*

Key Considerations for a Deciding Whether to Host a Free vs. Ticketed Event:

- *Ticketing or asking for a suggested donation is a great way to ensure a predictable sized audience*
- *Individuals and community members often are interested in providing scholarships for people to attend who might have a financial hardship*
- *For free events we typically see a significant number of registrants no-show on day-of since they have no “skin in the game”*

Optional Bonus:

Facebook continues to provide a powerful event tool that can reach many people in your network. We like to develop a Facebook Event Page for the screening and use it as a link to the Eventbrite or registration page. Here is a link to some past examples the film created you can copy from:

<https://www.facebook.com/TipThePainScale/events>

Tips To Get Your Promo Started:

1. *Create a simple, one-page flyer to email or hand to your contact list—the people you most want to reserve a ticket and see *Tipping the Pain Scale*. A sample editable sheet is available in the toolkit resources below. Be sure to insert your local logistics into this template or create your own from scratch with the graphics provided.*
2. *Send an email blast to your family, friends, and recovery community members. You’re excited to let people in your life know about this awesome film so feel free to customize the sample emails so they “sound” like you. You’ll find sample emails in our toolkit. Be sure to fill in the highlighted areas with information specific to your local screening.*
3. *Create a local press release using the sample template found in this toolkit. Email the release to the managing editors of your local newspapers (daily, weekly and alternative) as well as the health reporters for local television stations and the community affairs directors for local radio stations. You should be able to easily grab email addresses from media websites.*
4. *The most important tip for your event to be a success: the more people the better! Don’t stop promoting your event until the very end. Most people decide to attend a movie at the last minute, so don’t get discouraged if your tickets sold or reservation numbers don’t spike until just days before the event.*
5. *Addiction impacts everyone. Include a variety of key sectors of society from your community in your direct outreach:*
 - *Education / Schools*
 - *Law Enforcement*
 - *Emergency Response (Fire/EMS)*
 - *Health Care & ERs*
 - *Mental Health & Addiction Service Providers*
 - *The Faith Community*
 - *Prevention Coalitions*
 - *Policymakers*
 - *Chamber of Commerce / Labor Organizations*
 - *Community Recovery Support Organizations*

STEP THREE: PROMOTING YOUR EVENT

STEP 3

- Produce an event program** including information like the names of sponsors, speakers if you're going to have them, information on community recovery resources, how to keep in touch after the event.
- Multiple copies of a sign-in sheet** (name, email, and zip code).
Also, don't forget several extra pens!
- Assign volunteers to greet attendees** and ask them to coordinate sign-in sheets on screening night and be ambassadors for your event.
- Optional handouts** or notecards for people as they enter
- Optional handouts** for people as they exit or listen to the post-film discussion

For post-film discussions, request that the theater turn down the audio on the credit song (100 minutes in) and that the house lights be turned back on so that the audience gets prepared for the all-important discussion instead of getting up and leaving. You can allow the credits to play out in the background as you begin the discussion.

Visit the venue and meet with the theater or building manager for a walk-through and A/V check ahead of your event.

Sample Outreach Materials

Use the downloadable event flyer templates and graphics found here:

[Download Outreach Materials Here](#)

Below we have sample social media posts, a sample outreach email, and a sample press release you can build from to jumpstart momentum and engage an audience. Don't stop promoting until just hours before your screening as many people will decide to come at the last minute.

Please feel free to tag and/or share the content listed below with any of the film images posted on our Facebook page: <https://www.facebook.com/TipThePainScale> or the film's website.

Sample Social Posts

Help me bring #TippingThePainScale to [enter city name]! Reserve your seat for a special screening event at [venue name]: [enter screening url]

From the creators of the groundbreaking addiction films, THE ANONYMOUS PEOPLE and GENERATION FOUND, comes TIPPING THE PAIN SCALE. Help me bring this powerful film to [enter city name]. Reserve your tickets now: [enter screening url]

#TippingThePainScale is an award-winning film following six change agents working to address the addiction crisis in their communities. Join us for a special screening event and community conversation: [enter screening url]

Addiction isn't a choice. Compassion is! #TippingThePainScale is coming to [venue name] on [enter date], you won't want to miss this powerful new film: [enter screening url]

STEP THREE: PROMOTING YOUR EVENT

STEP 3

Sample Outreach Email

Subject: Addiction Isn't A Choice. Compassion Is.

Hi [insert name],

As part of [enter organization name i.e. Young People in Recovery] I am helping to bring an awesome new film called TIPPING THE PAIN SCALE to [insert name of local venue]. We are hosting a screening of the film and a community conversation on [insert date] at [insert time].

TIPPING THE PAIN SCALE is produced by filmmakers Greg Williams and Jeff Reilly, co-creators of the groundbreaking addiction films, THE ANONYMOUS PEOPLE and GENERATION FOUND, and Executive Produced by Tim Grant. It is an award-winning feature documentary film investigating the current systemic failures of how we have dealt with addiction to date, and follows six dynamic characters on their journey to develop and employ new, innovative, and often controversial solutions.

Featuring: Secretary of Labor, Marty Walsh; NFL Pro Bowl Player, Darren Waller; Spoken Word Artist and Educator Joseph Green; WA State Representative, Lauren Davis; Community Outreach Volunteer, Roz Pichardo; and Boston Police Officer Josh De La Rosa, with Music from Sia.

Can you make it? If so, please go to this site [insert your event URL] ASAP to reserve a ticket. Even if you aren't able to attend, please tell anyone you know who might be interested in this film to join us for this special conversation.

I could go on forever about the film, but you can see for yourself in this trailer:

<https://www.tippingthepainscale.com/#trailer>

Thanks and I hope to see you at the movies!

[insert name]

STEP THREE: PROMOTING YOUR EVENT

STEP 3

Sample Local Press Announcement

Contact: [your name, telephone number and email address]

FOR IMMEDIATE RELEASE

[Organization Name] Hosts Community Screening and Panel Discussion of the Award-Winning Feature Documentary Film, Tipping the Pain Scale
Six Change Agents on A Mission to Find New Approaches for Solving the Addiction Crisis

[CITY AND DATE HERE] - [Organization Name] [enter organization name i.e. Young People in Recovery] is partnering with [Collaborating Entities] to host a film screening of Tipping The Pain Scale, highlighting the innovative solutions and change agents in the addiction and recovery world making a difference across the country. The screening and panel discussion will take place at [insert your local venue] on [date and time].

Tipping The Pain Scale follows six individuals grappling with the current systemic failures of how we have dealt with addiction in communities and their journey to develop and employ new, and often controversial solutions to the problem. It is a quasi-anthology, weaving characters through their own stories as they connect to the issues plaguing all communities and the country in an urgent fight to save lives. It is a positive and uplifting, yet gritty and real, story of redemption and hope in cinema verité style.

[Insert quote from the event host about why this screening event is important specifically to the local community].

The film features **Secretary of Labor Marty Walsh, NFL Pro Bowl Player Darren Waller, Spoken Word Artist, and Educator Joseph Green, Washington State Representative Lauren Davis, Community Outreach Volunteer Roz Pichardo, Boston Police Officer Josh De La Rosa.** Tipping The Pain Scale is produced by filmmakers Greg Williams and Jeff Reilly, co-creators of the groundbreaking addiction films, THE ANONYMOUS PEOPLE and GENERATION FOUND, and Executive Produced by Tim Grant. The film features an original score from Grammy award-winner, Brendan Berry, as well as featuring music from Sia.

"Solving the complex addiction crisis in communities requires diverse sectors of society to come together," said Greg Williams, the film's producer. "Tipping The Pain Scale is a solution-oriented story that doesn't spend much time talking about the problem, but where do we go from here, and what can we all do to play a role in turning the tide on this often-forgotten pandemic impacting more than 40 million Americans and their families directly."

Special event screening [seats or tickets] are available now by clicking here [enter your event URL]. The screening event will feature a post-film discussion including [insert panelists names and titles]. You can learn more about the film here: <https://www.tippingthepainscale.com>

[Insert About Copy for Your Organization]

About Young People In Recovery (YPR): YPR is a national nonprofit organization that provides peer-led, community-based support services for young people in recovery from substance use disorder (SUD)—all 100% free of charge. YPR works to improve access to resources such as education, employment, and housing that sustain individuals in recovery, particularly youth and young adults.

For more information visit www.youngpeopleinrecovery.org or send email to info@youngpeopleinrecovery.org or call (720) 600-4977.

STEP FOUR: EVENT DAY

4

STEP

Sample Opening and Closing Remarks

Touch points for opening remarks:

- Welcome everyone and thank them for attending.*
- Provide context about the movie and why you chose to host a screening.*
- Briefly recognize any local sponsors.*
- Encourage them to complete the sign-in sheet or drop a business card at the table so that we can stay in touch.*
- Invite them to join in conversation or Q&A after the movie.*

Sample language:

Good evening, everyone, and welcome to the (add city or town) screening of Tipping The Pain Scale. My name is _____.

You're in for a treat tonight. Tipping The Pain Scale is an incredible movie that is criss-crossing America right now. It's been seen in hundreds of theaters like this one and by tens of thousands of people.

Tipping The Pain Scale is a thought-provoking exploration raising core questions about how we have historically responded to addiction in our communities and if we can continue to do the same thing over and expect different results?

I chose to help organize this screening because _____ (you're in recovery, your family was impacted by addiction, want to be a part of the change, etc.). I'd like to thank the partners who made tonight happen (Briefly recognize your sponsors.).

If you didn't add your name and contact information to the sign-in sheet as you came in, I encourage you to do that before you leave, or drop a business card at the table. We'd like to stay in touch as we build a local and national addiction recovery advocacy presence.

Finally, when the ending credits roll, we'll turn up the house lights and have a very important conversation about the movie and discuss what can be done in (local community). Be sure to stick around! And now, let's watch Tipping The Pain Scale!



Q&A WITH DIRECTOR JEFF REILLY

Q: What led to you directing *Tipping The Pain Scale*?

Jeff: It has been my good fortune and the blessing of my career to have had the opportunity to work on three socially impactful feature films in the addiction recovery space that started with producing and editing *The Anonymous People* (2013) and led to Directing and editing *Generation Found* (2016). Directing, producing, and editing *Tipping The Pain Scale* was born from good timing and a happen chance meeting with Tim Grant, the film's Executive Producer with whom Greg Williams, the film's Producer connected me. Tim was exploring a documentary project in the space that could bring something new to the conversation and focused on how we get from where we are in the addiction crisis to what can be done. Between the three of us, we sat down and honed in on the construct of uncovering stories about solutions to the addiction problem in communities through the lens of character journeys of individuals doing something transformative in their respective domains. We knew early on we wanted to cover the layers of the addiction crisis, which led us to following multiple people.

Q: What key ideas and takeaways were you trying to get across with the creation of the film?

Jeff: After making two previous films on the topic what I knew was people across the country are searching for answers. Whether you are touched personally or a family member of a loved one, or the Mayor of a town, or a police officer, or an athlete, or State Representative for your constituency, or working in schools, or just an advocate working to improve the well-being of those around you – addiction looms large. It's daunting. It is so daunting that it can be paralyzing and often create a sense of hopelessness for change. In *Tipping The Pain Scale* what I hope people see is that the film doesn't dismiss the problem or minimize the daunting challenge of the condition for individuals or communities, but that we "don't need to do the same thing over and expect different results." There are new and fresh ideas, and different approaches we can take, so I wanted to be sure to open hearts to those concepts through the sensational characters featured in the film. Unfortunately for those looking for the answer – it's not just one thing. But as this quasi-anthology weaves together the hope is that people see their piece of it, their layer of community, and become inspired to lean into what part of the solution they can bring to help collectively get us to a better place. The other piece we wanted to tackle was the idea of emotional pain being at the root of addiction, yet we have watched the physical pain crisis pave the way for widespread opioid prescribing which has led to an unprecedented rise in deaths. A frustrating irony....

Q: How did you find and access the stories of the specific characters you followed in the film?

Jeff: With all documentaries, or journalism more broadly, it is about access. We were in a unique position given our previous work to have access to a few characters we knew we were interested in at the outset like then-Mayor Marty Walsh and Joseph Green. As we got into stories around this issue in Boston and Philadelphia shining examples of compassionate change agents like Roz Pichardo and Officer Josh De La Rosa surfaced and the camera became almost magnetically connected to them as a way to bring people into the story of their communities. Then there were a couple we sought out to connect with who were doing something unique from their respective public platforms in Darren Waller and Lauren Davis' story. The over-arching goal was to be as diverse as possible, not just from a demographic perspective, but from what someone was doing to effect change on the issue.

What was the hardest part of the journey to make such a sweeping film that traverses the entire country from East to West?

Jeff: Aside from the usual challenges of editing a film of this scope, Covid was the hardest part. Making featuring documentaries is challenging and unpredictable. So throw in a wrench of not being able to travel, sit in close proximity with people, and the entire landscape shifting underneath you after being nearly halfway into the project. Plus we couldn't film much of what we still needed to film due to public gatherings being shutdown nationwide. We had to make significant shifts in our storytelling and approach. It slowed us down considerably, but we did what we needed to do and conducted some interviews by Zoom, dug into more archive content, and I had to juggle my own homeschooling journey with my children while trying to edit and tell this story. All-in-all I look back and it is really remarkable we were able to finish this film given what was thrown at us. We had to go on KickStarter to raise finishing funds and now it continues to hamper our ability to get into communities to bring people together to have important conversations. At the end of the day, though, we really don't have much to complain about because we made it through safely and finished the film, thankfully.



From left to right: Producer Greg Williams, Director, Producer, and Editor Jeff Reilly and Executive Producer & Producer Tim Grant