

INSIDE
ISLAM:
What a
BILLION
MUSLIMS
Really Think



A UPF

Film Based on the Gallup Poll of Worldwide Muslim Public Opinion
Executive Producers: Michael Wolfe and Alex Kronemer

Documentary

Screening Kit



UPF

Unity Productions Foundation
www.upf.tv

Table of Contents

| | |
|-----------------------------------------------------|----|
| Conducting A Screening in Your City | |
| Executive Summary | 3 |
| Models | |
| Examples to Follow | 4 |
| Criteria for Conducting a Screening | 5 |
| Recommendations | 6 |
| Sample Program | 7 |
| Budgeting | |
| Example Costs for Different Locations | 8 |
| Budget Breakdown | 8 |
| Raising Funds and Getting Sponsors | |
| Funds for the Screening | 12 |
| Getting Organizations on Board and Getting Sponsors | 12 |
| Slide for Sponsors in Slideshow | 12 |
| Ticket Sales Tips | 13 |
| UPF's Role in the Screening | |
| What UPF Can Provide | 13 |
| Dates Available | 13 |
| Organizer Roles | 14 |
| FAQ's | 16 |
| Review...Next Steps | 17 |
| Samples & Articles | |
| Publicity/Invitation | 20 |
| Sponsorship/Feedback Forms | 22 |
| Sample Press Release | 24 |
| Biographies of Possible Speakers from UPF | 28 |

Conducting a Screening in Your City

Executive Summary

This 'Screening Kit' will take you through the process of planning a screening for UPF's *Inside Islam* film in your city.

Simply put, a 'screening' is a showing of the film to a live audience, which typically takes place in a proper theater and often features a speaker associated with the film. Screenings also feature a reception before or afterward. Conducting a screening is a way of bringing the community together, and building bridges across racial and religious lines, thus promoting UPF's mission. It's also a celebration of a completed project and a way of rewarding you and the supporters in your area who have helped make this project a reality. A 'Premiere Screening' or 'Premiere' is a first showing of the film in that city. When we work with a group to organize a premiere, we ask all other interested groups to collaborate because we don't intend on doing any other public premieres in that city.

If you are willing to organize such a screening, UPF can provide the film, some guidance, marketing material and make one of its staff available to speak about the film. We are here to help but it's up to your local organization and build a team to make this event successful.

About Inside Islam

Inside Islam: What a Billion Muslims Really Think, a new documentary film from Unity Productions Foundation, explores the expertly gathered opinions of Muslims around the globe as revealed in the world's first major opinion poll, conducted by Gallup, the preeminent polling organization.

Gallup researchers began by asking the questions on every American's mind. *Why is there so much anti-Americanism in the Muslim world? Who are the extremists and how do Muslims feel about them? What do Muslims like and dislike about the West? What do Muslim women really want?*

Crucial policy decisions hang on these questions. They continue to generate passionate disagreements in the public square. Yet for all the heat and controversy, the actual views of the world's Muslims have been conspicuously missing from this debate.

Now, we have the missing answers and statistics, gathered, parsed, and analyzed not by pundits but by professional researchers. As part of this groundbreaking six-year project, Gallup conducted tens of thousands of interviews with residents in 35 predominantly Muslim nations, as well as smaller populations in Europe and the USA. The broad extent of the polling has delivered findings for the world's 1.4 billion Muslims with a plus or minus accuracy of 3%

Focused on the issues of Gender Justice, Terrorism, and Democracy –the film presents this remarkable data deftly, showing how it challenges the popular notion that Muslims and the West are on a collision course. Like the research, the film highlights a shared relationship that is based on facts – not fear. Experts featured in the film include among others: Dalia Mogahed, Executive Director of the Gallup Center for Muslim Studies, John Esposito, University Professor, Georgetown University, Rami Khoury, Editor of the Daily Star (Beirut), and Kenneth Pollack, Director of Research, Saban Center for Middle East Policy at the Brookings Institute.

Running Time: approximately 60 minutes

Executive Producers: Michael Wolfe, Alex Kronemer (*Muhammad: Legacy of a Prophet, Cities of Light: The Rise and Fall of Islamic Spain, Prince Among Slaves.*)

Directed by: Rob Gardner (*Cities of Light: The Rise and Fall of Islamic Spain, Egypt: Quest for Immortality*)

The Potential of this Film – The Ideal Premiere in Your City

This film deals with the hard issues. It challenges the thesis that a clash of civilizations is inherent and inevitable and it does so with data. That makes it a very serious film and a very powerful one. As we learned from the World Premiere on June 3rd, 2009, this film has the ability to draw people of influence. The World Premiere featured high level officers from the Department of Homeland Security, the State Department, the Army, Congress and other organizations. People in international business, government, policy makers, educators, people whose opinions shape all our lives, should be watching this film. Therefore, the ideal premiere in your city is the following:

- 300+ attendees
- A proper theatre such as a movie or university theatre, with a large screen and good audio sound. This is to insure that even the person at the very back can see and hear properly
- About half/half Muslim to Interfaith guest ratio
- Your member of congress attending/speaking
- A number of community leaders attending from the greater community
- A UPF representative Speaker
- A break even or profitable event. This has been done many times before and is very possible to do so.
- Circulation of DVD sponsorship forms so once the film is released we can send you copies.
- Dialogue/discussion events revolving around the film. Visit www.20000dialogues.org to learn more.
- A dialogue with another UPF film running up to the premiere. Visit www.20000dialogues.org to learn more.

Inviting Dalia Mogahed or John Esposito to Speak

Dalia Mogahed and John Esposito are two articulate speakers featured in the *Inside Islam* and authors of the book, *Who Speaks for Islam*, which analyzes the same Gallup data. However, UPF does not have control over their schedules or fees or the schedules or fees of anyone else featured in the film. They are

not employees of UPF nor contracted by UPF. UPF did not jointly produce the film with them or their organizations. The *Inside Islam* film is an independent journalistic effort, as other TV shows have done, using the Gallup data. All scheduling and negotiation of fees must be done with them directly. To contact Dalia Mogahed email Sarah Van Allen, Sarah.Van.Allen@gallup.com. To contact John Esposito, email jle2@georgetown.edu.

Criteria for Conducting a Screening

1. **A local organization that serves as the primary organizer** – Your entity will sign contracts, handle financial transactions (e.g. ticket revenue, theatre rental, AV rental, food, etc).
2. **Attendees (250 people minimum)** – If for some reason this cannot be met, please inform UPF.
3. **A Proper Theatre or Auditorium as the Venue** – The venue should be attractive. Try a university/college theatre or a local theatre/auditorium with built in video projection and sound, or we can help you rent an AMC/Regal/Cinemark Theatre for \$7000, including AV and theatre rental. Or you can be creative and get the atrium at city hall or another prominent building. If none of those are available, a nice hotel with a proper banquet hall might work. If the theatre you have in mind doesn't have a proper AV setup, call an AV company in your city. Show them the AV Technical Requirements we've provided.
4. **Appropriate AV Setup** – Simply put, the person at the back of the theatre and the person at the front should all have a quality experience, they should be able to see the picture well, enjoy the sound, see and hear the person speaking on stage. AV tends to be the most overlooked issue, but remember that this is a film, if the AV is no good, the event is a failure. We've provided an AV guide to help you determine screen size. The simplest way to know if your AV is good is to work with a venue that has an AV technician (that means they take it seriously) and go there and preview another film, even for a few minutes.
5. **Minimum 30 Community Leaders** – Political, civic, faith based, educational and other leaders should be invited. Not just Muslims, but leaders from the mainstream community. Remember that the purpose is to engage thought leaders. Marketing material should be clearly displayed not simply as a Muslim event. Logos of Non-Muslim organizations should be clearly displayed.
6. **Aim for an audience of no more than half Muslim** – This can best be accomplished by asking people in the Muslim community to each invite their friends and by partnering with a number of other mainstream groups.
7. **Invite and Involve Mainstream Groups** – Here are some groups you should reach out to: interfaith groups, diversity groups/councils at major companies in your city, community relations/diversity groups in your city government, interfaith groups, international trade and business councils in your city, interfaith organizations, major churches and temples, major charities

in your city, etc. UPF's Outreach Coordinator Daniel Tutt can help with this. Please email, Daniel@upf.tv.

8. **Some Fundraising for the 'Inside Islam in My City Campaign'** – UPF also seeks to distribute 500 DVDs of this film, after it is broadcast on PBS, to schools, libraries and cultural institutions in your city. We will provide donor envelopes and once the DVDs are released, simply send your organization copies of the DVD to distribute. Part of the purpose of the screening is to try to identify sponsors for this campaign. Checks for this campaign may be made out to UPF, a 501(c) 3 non-profit organization. Contributions are tax-deductible. Proceeds from the screening, once costs are covered, may also be used for this campaign.
9. **Local PBS Station(s) should be invited and included** – Contact should be made to the local PBS station to invite their officials to attend. In most cases, the local PBS station won't be able to provide any support, but might offer ideas, names of potential collaborating organizations, etc. UPF will acknowledge the local PBS Station at the event. It would be appropriate to offer the local PBS station a table where they can distribute literature and solicit new members. The contact should come from you as members of your local PBS Stations, not UPF, because they listen to their local constituents.
10. **Brief Program** – A 20-30 min program before the film begins. This would include a brief welcome by your organization's representative, 10-15 min for a UPF representative, remarks by a high profile official such as your local member of Congress, mayor, etc.
11. **Religious Accommodation** – At any event with a strong interfaith presence, respecting the faiths of all the attendees is a common goal so issues such as dietary regulations, prayer times and spaces, appropriate days for the premiere, etc. should be investigated and respected. For example, if you are aiming to get significant participation from the Jewish community, a Saturday afternoon event will probably not be a good idea. If the event spans a Muslim prayer time, make sure there is a clean room with sheets and the time is not conflicting with the film or program.
12. **UPF Table and Volunteers to Run it** – UPF will need a table to take DVD orders, sell products but it will need to be staffed with responsible, local volunteers. This can be a fundraiser for your organization. We can provide the DVDs to your youth group, for example, at a wholesale price and they can resell them and make a profit.
13. **Insurance** – Appropriate liability insurance coverage must be provided locally through one of the co-sponsoring organizations.
14. **A UPF Braintrust / Fundraiser the day after the event** – The day after the premiere, we'd like to get our current and potential supporters together within your city. The venue might be a small gathering at someone's home or a restaurant. The purpose would be to show clips of other upcoming films, talk about UPF, raise funds, etc.
15. **UPF may need 30-50 tickets at your event and all UPF Pioneers should be invited** – Once the tickets are finalized we'll ask you for those to invite some of our guests.

16. Use UPF's publicity templates and PowerPoint Presentation – UPF will provide a PowerPoint Presentation to run on loop while people are filing into the auditorium. This will create an ambiance to get people in the mood for the film and can also be used to acknowledge your sponsors.

Recommendations

1. Have a reception – A reception with the UPF representatives and invited leaders can be a good way to raise the profile of your event, allow for networking, get people to the main event on time, and to raise money if you still need to cover event costs. At the DC Premiere Screening of a recent film conducted by an interfaith coalition, a reception was held before the screening at a church. The food and church was donated and \$50 per person was charged, raising \$5000, which helped cover the costs of the event.

2. Approach local companies to co-sponsor, create sponsorship levels - During a premiere in Michigan, the organizers were able to get a doctor's office and a financial planner to pay \$1000 each to have a slide created and shown with the name of the sponsor before the event. Other cities featured platinum, gold, silver sponsors who helped cover the costs. Samples of their sponsorship slides are included here, as well as a sponsorship proposal that you can customize.

3. Have some food, but don't make it a dinner – This is not a strict rule. If you want to make it a dinner based event you can, but we recommend that you make the focus the movie and host have a simple reception before or after with refreshments.



Remember – *For non-reception guests, you can also have a snack bar on site where people may purchase refreshments, just like a trip to the movies. That way, people can eat if they want, but you don't have to worry about the expense or the arrangements.*

4. Invite the media – Local press should be encouraged to attend. Sample press releases are included in this document.

5. No children under 10 clearly announce your policy – Because of some graphic violent scenes in this film, children younger than 10 should not attend. You should either make baby sitting arrangements or clearly state at what age they are not permitted. A restless child during a film can ruin the experience for everyone.

6. Keep ticket prices low – If you can limit the ticket price to \$15 per person or less, it will encourage wider attendance. For the *Prince Among Slaves* premiere, many of the events were free. Try to find corporate or individual sponsors to cover the rest of the cost.

7. Dialogue After- Have a dialogue event at a nearby room, or restaurant if interest is high.

A Sample Internal Program – Assuming a 5:00 invite time on publicity

- 2:00pm Your team arrives, does a run through of the entire film on the equipment, makes sure there are no glitches on the DVD, sets up food, décor, etc.
- 3:00pm Speakers arrive; you go through program details with them one last time, e.g. where to enter, where to stand, etc.
- 5-5:45pm Arrival of guests and reception – PowerPoint presentation playing in main theatre
- 5:45pm Move into main theatre/auditorium
- 6:00pm Program Officially Begins – welcome by M.C., acknowledgements of key organizations and guests.
- 6:05pm Keynote Speaker
- 6:15pm UPF rep introduces the film
- 6:30pm Show film
- 7:30pm Emcee returns to stage, thanks everyone, announces dialogue activity
Program ends (room on site for prayer)



Remember – *The film is only 60 minutes long. There is enough time to do a brief program before the film, but keep it to about 30 minutes.*

Budgeting

Examples of Different Locations and Costs

- University** – A student group or university professor may get facilities at no cost. Your costs may be limited to food for reception, other miscellaneous. The downside is that the non-university community may not participate unless extra effort is made to reach them.
- Hotel/Banquet Hall** – You should have two 15-foot screens and a quality sound system, with refreshments. Estimate costs at \$35 per person, if you have 300 people. You might make it a brunch buffet or just refreshments where food would be less expensive
- Movie Theatre** – A major movie theatre chain, such as AMC, Landmark or Regal Cinemas, has auditoriums that can hold between 250 and 400 people, can be rented out for special events, and should cost around \$6000-\$7000 for 5 hours including a projectionist. You can often bring outside catering.
- Local Museum/Civic Building/Theatre** – Many cities have prestigious venues such as Museums or City Buildings, which often have a theater that can be rented or they might co-sponsor. Costs range \$1000 - \$3000.

Budget Breakdown

| | # of Units | \$ per Unit | Total \$ Amount |
|-----------------------------------------|------------|-------------|-----------------|
| Small Scale - 250 People | | | |
| Inside Islam Screening (Costs) | | | |
| Theatre Rental and Projection Equipment | 1 | \$2,500 | \$2,500 |
| Projectionist/DTDS Technician | 1 | \$500 | \$500 |
| Microphone Equipment | 1 | \$100 | \$100 |
| Printed Invitations/Flyers, etc. | 500 | \$0.50 | \$250 |
| Refreshments, Appetizers for Reception | 50 | \$10 | \$500 |
| Total Costs | | | \$3,850 |

This budget displays what your budget should look like for a screening that will be for approximately **250 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

| | # of Units | \$ per Unit | Total \$ Amount |
|-----------------------------------------------|------------|-------------|-----------------|
| Small Scale - 250 People | | | |
| Inside Islam Screening (Revenue) | | | |
| Movie Ticket Sales (assuming 25 free tickets) | 225 | \$15 | \$3,375 |
| Reception Ticket Sales | 50 | \$50 | \$2,500 |
| Total Revenue | | | \$5,875 |
| Total Money Raised | | | \$2,025 |

The \$2,025 profit will be used to sponsor DVDs for the 'Inside Islam' campaign.

Large Scale Event - Gala Style with Extra Features – 1500 People

This budget displays what your budget should look like for a screening that will be for approximately **1,500 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

| | |
|----------------------------------------------------|------------------|
| Rental | |
| Performing Arts Theater Rental - 1500 Capacity | \$ 4,000 |
| Reception Room | \$ 500 |
| Supplementary Audio Visual Package | \$ 300 |
| High Def Projection System and Screens | \$ 10,300 |
| | |
| Security | \$ 1,500 |
| | |
| Publicity | |
| Initial Flyer Design | \$ 300 |
| Initial Flyer Printing | \$ 1,500 |
| Poster Printing | \$ 400 |
| Mailing of Flyers | \$ 200 |
| Press Release Development | \$ 0 |
| Ticket Design | \$ 0 |
| HTML Publicity Design | \$ 0 |
| Ticket Printing | \$ 900 |
| Other Graphic Design for Programs | \$ 200 |
| slideshow | \$ 350 |
| Speaker | |
| Honorarium | \$ 1,000 |
| Airfare | \$ 400 |
| Hotel | \$ 150 |
| Cab | \$ 40 |
| | |
| Film Mastering | \$ 2,000 |
| Literature on Subject - Distribution | \$ 1,000 |
| Valet Parking | \$ 300 |
| Full plated dinner buffet reception for 300 | \$ 8,218 |
| Band | \$ 600 |
| Babysitting | \$ 800 |
| | |
| Total Cost | \$ 35,323 |

| | # of Units | \$ per Unit | Total \$ Amount |
|------------------------------------------------|------------|-------------|-----------------|
| Large Scale – 1,500 People | | | |
| Inside Islam Screening (Revenue) | | | |
| Movie Ticket Sales (assuming 100 free tickets) | 1,400 | \$30 | \$42,000 |
| Reception Ticket Sales | 150 | \$75 | \$11,250 |
| Total Revenue | | | \$53,250 |
| Total Money Raised | | | \$17,927 |

The \$17,927 profit can be used to distribute around 900 DVDs of the Inside Islam film in your city, furthering its impact.




Remember – *It's better to have a smaller event and a theater that is full than a larger event in a half empty theater.*

Raising Funds and Getting Sponsors

Funds for the Screening

A great way to raise funds for the screening is by speaking to local businesses and asking them if they are willing to help sponsor this event. Businesses usually have a budget for marketing and charitable contributions. Here are the first 5 people to call:

1. Your accountant
2. Your insurance agent
3. Your branch banker
4. Your doctor
5. Your car dealership

 **Remember** – Start with the people you give a lot of business to. You aren't asking for yourself but for a good cause. You'd be surprised how many people will be supportive.

Example of a sponsor slide on the slideshow:



Getting Organizations on Board

Attached is 2-page Proposal for Sponsorship that you can distribute to get the support of organizations and businesses. Please note that you must change the contact information and add the date, time, location, etc. Please read through it carefully.

Sponsors will probably want to be recognized. There are several ways of doing this, such as a slide in a PowerPoint presentation, mention of the sponsors name from the podium, printing of their ad in a program, etc. This is a perfect opportunity for them to advertise for their business at a large event while also supporting a worthy cause! An example of what a slide will look like is in this document.

Ticket Sales Tips

Let's say you have a theater with a capacity of 400 people and are selling tickets for \$10/each, how can you move these tickets?

| # Tickets | Distribution Ideas |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 100 | Start with UPF supporters in your city – if you have 5 supporters, encourage them to take 20 tickets each for themselves and to sell to friends |
| 25 | Identify key officials, community leaders, heads of partnering organizations, and give those tickets away |
| 25 | Hold 25 tickets for UPF – we'll let you know how we intend on using them |
| 100 | Find 4-5 interfaith/civic organizations, give them as many tickets to sell as they can guarantee, in quantities of 10-100 |
| 50 | Humanities Councils in Your State, Historical societies, see links below |
| 50 | Publicize at various religious organizations, e.g. synagogues, mosques, churches, etc and religious organizations at universities |
| 50 | Sell through list-serves, Facebook, Eventbrite, etc. |

UPF's Role in the Screening

What UPF Can Provide

- The film in a DVD or BlueRay format. The format will have to be confirmed with the theater before it is finalized to ensure we can bring the appropriate format. This is critical. Make sure this is done before signing an agreement with the theater.
- An advance call between the theatre's AV person, a member of your team and someone from UPF to go through the AV Technical Requirements. You must have someone on your team.
- Sample flyer with artwork that you can modify, add information to, etc.
- Possible attendance by a someone from UPF who should have 10-15 minutes to speak on stage such as Michael Wolfe, Alex Kronemer, Jawaad Abdul Rahman or Daniel Tutt. Costs of travel/hotel/honorarium must be covered unless you are a Pioneer member.
- Sponsorship Proposal (2pager) that you can edit to help you find potential partners and sponsors
- Sample press release
- Clips of the film on DVD – a few minutes that you can use to get potential co-sponsors and publicity partners
- Advice based on previous screenings, names of printing companies for flyers, tickets, etc.
- A dialogue toolkit for starting a discussion after your film. UPF staff will orient the dialogue.
- Help with outreach to mainstream organizations by UPF's Outreach Coordinator Daniel Tutt.

Dates Available (*subject to change – contact us*)

Note that many weekdays are available.

Note about upcoming holidays, to schedule around them

Ramadan – Begins September 21, 2009

Eid ul Fitr – October 20, 2009

Thanksgiving – November 26, 2009

Eid ul Adha – November 27, 2009

Ashura – December 27, 2009

Friday and Saturday evening shows are difficult for the Jewish community.

Organizer Roles

As the organizer of this event, you'll need to pull together a committee of people who can help you make it a success. Based on past events, here are some of the roles that need to be filled.

Event Chair - You are in charge.

- Manage all the other committees to make sure that the screening is coming together.
- You should feel very comfortable answering any questions regarding the event when approached.
- You are the key contact and liaison to UPF
- If need be, you will also be the Sponsorship Coordinator and Collaborating Organization Coordinator.
- Using your discretion, delegate roles to people that have proven experience.

Braintrust/Fundraiser Coordinator- You are in charge of:

- Organizing the braintrust/fundraiser the day after the screening
- Finding a location to hold the event and planning all logistics, catering, etc.
- Gathering the appropriate people to attend and sending them an invitation

Logistics & Audio/Visual Coordinator – You are in charge of:

- Finding a venue (theater, hotel, university, etc), coordinating a date and time that works well with your city, the theater and UPF.
- Understanding and following the AV/Technical Requirements
- Working with the AV tech at the theatre to make sure that all equipment is tested and a film is viewed on their equipment

PowerPoint - You are in charge of:

- Adding sponsorship slides using the PowerPoint UPF provides

Reception Coordinator –You are in charge of:

- Organizing all the catering or making sure that there is a café on the premise that is open
- Making sure that the various dietary preferences of the different faiths are taken care of

Publicity, Ticket Chair and Ticket Sellers – You are in charge of:

- Getting the publicity approved, e.g. using the UPF template to make a flyer
- Advertising for the event – email lists, Facebook, etc.
- Creating a ticket design, having them printed, and managing their distribution.
- Managing the ticket distribution; gather a group of volunteers who will help you sell the tickets
- Budgeting costs of ticket printing and distribution appropriately.

Sponsorship Coordinator – You are in charge of:

- Identifying potential sponsors, presenting to them about the film and the screening that you are organizing, and receiving their sponsorship for their event.
- Keeping track of the various sponsors and their level of sponsorship.
- Making sure the sponsors get the publicity they have been promised.

Collaborating Organizations Coordinator – You are in charge of:

- Identifying mainstream organizations to collaborate with.
- Helping them get involved with the screening, advertise to their supporters, speak to potential sponsors, etc.
- Identifying if you want a keynote speaker, someone local or from out of town, and booking them for the event.

On-Site Volunteers Coordinator – You are in charge of:

- Making sure there are quality volunteers to help with food, set up, decorations, ushers, registration, selling DVDs, distributing and collecting donor envelopes, clean up.
- Scheduling and training volunteers. We recommend having a conference call a couple of days before the event to go over everyone's roles and responsibilities.

FAQ's

What are the dates available for premieres?

Generally speaking October and November 2009. Contact us for open dates.

When will the broadcast of the Inside Islam film take place?

All we know right now is December 2009 or January 2010. We don't have an exact date yet.

What if I want to just conduct a small group event, less than 30 people, with high profile officials such as my local member of congress?

Contact Daniel Tutt, UPF Outreach Coordinator, to get a private screening application, daniel@upf.tv.

How much time should I allocate to planning this event?

Start now. At least find a theater you can reserve. Prominent theaters are often booked several months in advance. 2 months is minimum, 3-4 months is better.

What happens to the profits from my event?

Profits will be used to purchase Inside Islam DVDs that will be given to your organization to be distributed to schools, libraries and other groups in your city.

What if I can't find any availability on the dates you suggested?

Let us know and we'll try to find alternatives.

Can I conduct an event for more than 500 people?

Yes, several of the Prince Among Slaves premieres had audiences of 1000 or more people.

Can I choose the UPF speaker I would like to attend?

We'll try to keep your choice in mind; it just depends on who is available. Alex Kronemer, Michael Wolfe, Jawaad Abdul Rahman and Daniel Tutt are all qualified to speak and introduce the film. There are multiple events happening nationwide so it will be impossible to guarantee your choice.

Review...Next Steps

1. **Set a Date** – Available dates are going fast so start with this: Contact Daniel Tutt, daniel@upf.tv.
2. **Appoint Committee Chairs** – It is very important that you have a key group of people that you are working with to help plan this event. The earlier you know who those key people are and what responsibilities they will be taking care of, the easier it will be to plan this screening.
 - a. To read about the different committee chairs go to page 12 of this kit.
3. **Find a theater** – Remember, a quality viewing experience is key.
4. **Check the theater against the AV technical requirements and Lumens Guide** – this is too often overlooked. The easiest thing to do is ask the theater, “Do you regularly show DVDs?” and go there and watch something played from DVD yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film or do you have to concentrate just to follow it because its too noisy/bright/screen is too small?
5. **Develop a Budget** – Get together with your planning committee and discuss what kind of event you would like to hold in your city. Determined by:
 - a. Type of theater you rent
 - b. Number of people you are expecting
 - c. How much time you want to put into planning the event.Examples of budgets are provided.
6. **Contact Organizations** – Begin calling various organizations that will be interested in collaborating with you on the organization of the event. This will help share out responsibilities, bring diversity to the audience, and make the event much more successful!
7. **Talk to Potential Sponsors** – It’s never too early to begin reaching out to various potential sponsors in your city. Approach them now and show them how they can help fund this worthy cause and also advertise for their business.
8. **Potential Guest Speakers** – If you would like your screening to have a keynote speaker, it would be best to start searching and requesting for one right as you have the date reserved. Many of these speakers get booked quickly, so it would be in your interest to get a jump start on this.

AV Technical Requirements

1. The easiest thing to do is ask the theater, “Do you regularly show DVDs?” and go there and watches something played from DVD yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film or do you have to concentrate just to follow it because its too noisy/bright/screen is too small? If the room is packed, can everyone still hear? Is there a stage or space at the front for a podium?
2. You must follow the Lumens Guide below to ensure the right screen size and projector power.
3. You must have an AV technician who is familiar with the equipment and the theatre and who is working there the day of the event.
4. The film will be provided on DVD so the AV setup must accommodate for that.
5. A laptop must be provided to run the PowerPoint Presentation. Please check with the AV tech to see if the presentation should be provided on a flash drive or for you to bring your own laptop.
6. A CD with instrumental only background music (but not nasheed) to run while PowerPoint Presentation is playing.
7. Audience Experience – the person in the back row should have a good view and should be able to see and hear the film and the speaker clearly.
8. Lighting – Make sure to visit the room to see if there is appropriate lighting. What does it look like when house lights are up to maximum? What about when the film is playing? Does the light affect the picture? Are their windows that have to be blocked? Anything where sunlight or a skylight will interfere with the projection? Will you need to order additional lighting?
9. In advance, view the film played from a DVD at the theatre you have in mind to make sure it meets requirements.
10. You must conduct a conference call well in advance with UPF and the AV technician.
11. On the day of the event, at least 3 hours before, run the entire actual *Inside Islam* film DVD on the equipment to make sure there are no digital blips on the DVD.
12. Wireless microphone or wired microphone on stand with podium on stage for speaker notes.
13. Designated people to turn lights on and off as necessary.
14. A dry practice run to make sure lights, announcements, sound is all managed for proper effect.

SEE LUMENS GUIDE TO REVIEW PROJECTOR AND SCREEN SIZE (courtesy of Projector People)


Lumens Guide


Below is a fast and easy reference for you to use to help determine how bright a projector you need for **business**, **home theater**, and **house of worship** environments.

Key

* **Controlled Lighting:** If you plan to use your projector in a room where there are no windows, such as a basement, or if you use your projector primarily at night, any of today's projectors will provide a bright image.

 **Low ambient light:** Little to no light entering room.

 **Some ambient light:** Some additional light in room. Slightly dimmed, window blinds leaking some light.

 **Bright ambient light:** Windows open during daylight hours, lights that cannot be dimmed like in an open office settings. Bright enough for audience note taking.

| Screen Size | 100" (up to 100 seats) | 150" (100-200 seats) | 200" (200-400 seats) | 250" (400 + seats) |
|-------------|---------------------------|-------------------------|-------------------------|-----------------------|
| 2000 lumens | | | | |
| 2500 lumens | | | | |
| 3000 lumens | | | | |
| 3500 lumens | | | | |
| 4000 lumens | | | | |
| 4500 lumens | | | | |
| 5000 lumens | | | | |
| 5500 lumens | | | | |
| 6000 lumens | | | | |

Quick Tip: The size of the screen recommended will vary based on the placement of the first and last pew in a sanctuary. For screen size recommendations contact a Projector Expert today.

The screen size, e.g. 250" represents the diagonal length and the aspect ratio is 4:3.

Publicity

UPF can provide the following:

- An attractive 8.5 x 11 flyer template that you can easily edit in Microsoft word then color copy. You can always go to Kinkos/Staples/Office Depot or use a cheaper online service like mycolorcopies.com (.28 cents for 8.5 x 11, double sided color, ground shipping to your destination, 500 copies) Just Google “color copies” and you’ll find many online printers that can do this cheap.
- Your contact information added to the main InsidIslam.tv website.
- Short and long descriptions of the film that you can use on publicity material/emails.
- A program template that you can easily edit in Microsoft word then color copy.
- Guidelines for creating an online RSVP process through a free online service called Eventbrite.

UPF does not have a designated graphic designer.

LONG DESCRIPTION

Inside Islam: What a Billion Muslims Really Think, a new documentary film from Unity Productions Foundation, explores the expertly gathered opinions of Muslims around the globe as revealed in the world’s first major opinion poll, conducted by Gallup, the preeminent polling organization.

Gallup researchers began by asking the questions on every American’s mind. *Why is there so much anti-Americanism in the Muslim world? Who are the extremists and how do Muslims feel about them? What do Muslims like and dislike about the West? What do Muslim women really want?*

Crucial policy decisions hang on these questions. They continue to generate passionate disagreements in the public square. Yet for all the heat and controversy, the actual views of the world’s Muslims have been conspicuously missing from this debate.

Now, we have the missing answers and statistics, gathered, parsed, and analyzed not by pundits but by professional researchers.

As part of this groundbreaking six-year project, Gallup conducted tens of thousands of interviews with residents in 35 predominantly Muslim nations, as well as smaller populations in Europe and the USA. The broad extent of the polling has delivered findings for the world’s 1.4 billion Muslims with a plus or minus accuracy of 3%.

Focused on the issues of Gender Justice, Terrorism, and Democracy –the film presents this remarkable data deftly, showing how it challenges the popular notion that Muslims and the West are on a collision course. Like the research, the film highlights a shared relationship that is based on facts – not fear. Experts featured in the film include among others: Dalia Mogahed, Executive Director of the Gallup Center for Muslim Studies, John Esposito, University Professor, Georgetown University, Rami Khoury, Editor of the Daily Star (Beirut), and Kenneth Pollack, Director of Research, Saban Center for Middle East Policy at the Brookings Institute.

Running Time: approximately 60 minutes

Executive Producers: Michael Wolfe, Alex Kronemer (*Muhammad: Legacy of a Prophet, Cities of Light: The Rise and Fall of Islamic Spain, Prince Among Slaves.*)

Directed by: Rob Gardner (*Cities of Light: The Rise and Fall of Islamic Spain, Egypt: Quest for Immortality*)

SHORT DESCRIPTION

Inside Islam: What a Billion Muslims Really Think, a new documentary film from Unity Productions Foundation, explores the expertly gathered opinions of Muslims around the globe as revealed in the world's first major opinion poll, conducted by Gallup, the preeminent polling organization.

Focused on the issues of Gender Justice, Terrorism, and Democracy –the film presents remarkable data deftly, showing how it challenges the popular notion that Muslims and the West are on a collision course. Like the research, the film highlights a shared relationship that is based on facts – not fear.

Inside Islam: What A Billion Muslims Really Think

Premiere Sponsorship Form

Date – Time – Location

1. Sponsorship Levels:

\$3,000 Corporate Sponsor

Corporate Sponsors receive _____ advertisement space in event program, acknowledgement on screen presentation, and private reception tickets for ___ and RSVP seating for ____.

\$1,000 Platinum Sponsor

Platinum Sponsors receive ___ advertisement in event of program, acknowledgement on screen presentation, private reception tickets for ___ & RSVP seating for ____.

\$600 Gold Sponsor

Gold Sponsors receive ___page advertisement in event program, private reception tickets for ___ & RSVP seating for ____.

\$300 Silver Sponsor

Silver Sponsors receive ___ page advertisement in event program, private reception tickets for ___ & RSVP seating for ____.

Gift

I am unable to sponsor, but please accept my gift of \$_____ towards this event.

2. Artwork

_____ I am submitting camera-ready artwork to: _____ (artwork must be 300 dpi high resolution files for quality printing - 8.5"x5.5").

-OR-

_____ I am submitting a logo and text to: _____. Sample text: Congratulations to Unity Productions Foundation on the completion of their latest film.

-OR-

_____ I have no artwork, please include a congratulatory message from _____ (i.e. family or business name)

3. Payment:

Please make payment to _____, a 501 (c) 3 Non-Profit Charitable Institution. A receipt will be mailed to you.

Name: _____ Business Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Feedback – *Inside Islam: What a Billion Muslims Really Think*

1. Overall, I would rate this film (circle one):



2. What do you think was the most important fact or idea from the film?

3. Do you have any suggestions, comments, or ideas about how to use the film for outreach and education? Please specify.

4. Comments (on film, the event, UPF, or other topic):

5. Please let us know if you'd like to be contacted with information about:

- Updates on *INSIDE ISLAM*
- Other UPF activities
- Supporting UPF

If so, please print in CAPITAL LETTERS:

Name _____

Email _____ City/State _____

Work # _____ Cell # _____

How did you hear about this event? _____

OR EMAIL TO: comments@upf.tv, FAX TO: 703-738-7044, mail to UPF, P.O. Box 650458, Potomac Falls, VA 20165-0458

SAMPLE PRESS RELEASE LANGUAGE

PREMIERE OF GROUNDBREAKING FILM ABOUT GLOBAL MUSLIM PUBLIC OPINION TO TAKE PLACE AT _____

Film Based on Gallup Poll Reveals Muslim Views on Gender, Terrorism and Democracy

(City, State, Month/Day/Year) - *Inside Islam: What a Billion Muslims Really Think*, a new documentary film from Unity Productions Foundation, explores the results of the Gallup Organization's first-of-its-kind opinion poll on the entire Muslim world. The film is designed to create discussion and dialogue with subsequent screenings planned at think tanks, on Capitol Hill, and other universities, before its national television debut this winter.

The (City, State) Premiere will be held at the (location) on (date) at (time). The event is hosted by (hosting organization) in partnership with (partners, sponsors, etc). (Anything historical or special about the venue if applicable and information on where to purchase tickets, website, etc). (UPF Staff Name, title) will speak to kick-off tonight's activities and introduce special keynote guest (Key Note Name, Title).

This 60-minute documentary is executive produced by **Michael Wolfe** and **Alex Kronemer** (*Muhammad: Legacy of a Prophet; Cities of Light: The Rise and Fall of Islamic Spain; Prince Among Slaves*) and produced and directed by **Robert Gardner** (*Arab and Jew: Return to the Promised Land; Elie Wiesel: First Person Singular; Islam: Empire of Faith*) examines questions on every American's mind: Why is there so much anti-Americanism in the Muslim world? Who are the extremists and how do Muslims feel about them? What do Muslims like and dislike about the West? What do Muslim women really want?

Like Gallup's research, the film challenges some popular notions concerning the conflicts that exist between the U.S. and the Muslim World. It provides information and analysis intended to spur a public policy debate based on facts – not fear. This ground-breaking research is crucial to the new foreign policy formulations now being made in Washington and around the world.

Experts featured in the film include: **Dalia Mogahed**, executive director of the Gallup Center for Muslim Studies and a member of President Obama's Council on Faith-Based.

"The idea behind the premiere and the film is simple, said Executive Producer Alex Kronemer. In order to effectively engage the Muslim World, we have to understand what the Muslim World really wants. After countless hours of television debate by various self-appointed spokespersons, experts and pseudo experts of all kinds, for the first time a documentary features the only voice with the authority to definitively answer – the actual opinions of the world's billion plus Muslims."

About Unity Productions Foundation: UPF is a nonprofit production company whose mission is to develop balanced, fair and accurate journalistic material concerning the world's cultural and spiritual traditions in order to help increase understanding and tolerance. For more information, visit www.upf.tv.

Press Contact: Name _____ Cell _____
Name _____ Cell _____

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY



[Alexander Kronemer](#)

Executive Producer of "Inside Islam: What a Billion Muslims Really Think"

Posted: June 3, 2009 04:35 PM

[Obama's Cairo Speech: It's a Rorschach Test, But It Doesn't Have to Be](#)

Tomorrow a global Rorschach inkblot test will take place. Obama will speak in Cairo. All around the world there will be cries of alarm and sighs of relief, predictions full of hope and condemnations dripping with outrage, disappointment and celebration, denunciations that the speech was too soft and accusations that it was just more of the same.

The diverse reactions will have little to do with what he actually says though. It will be due to the fact that what the "Muslim World" wants and thinks remains a mystery to most people, including many Muslims who live in it. And because it remains a mystery, when people express policy prescriptions and opinions concerning it, they reveal more about themselves than shed any light on that world or their relationship with it.

As long as this is the case, regardless of what Obama says, there will be continued instability, miscalculation, and danger from all sides.

Yet it doesn't have to be this way. Though it will get only a fraction of the attention of tomorrow's speech, tonight at Georgetown University, former Secretary of State Madeleine Albright keynotes at the World Premiere of a documentary based on a recent Gallup Poll of the Muslim World called *Inside Islam: What a Billion Muslims Really Think*. The documentary, and the poll it is based on, draws the first comprehensive, scientifically based picture of the Muslim world and presents the actual views of Muslims on religion, democracy, the U.S., and other key issues.

How did the Muslim World become the great Rorschach inkblot test of our time? Much of it has to do with end of the Cold War when people began thinking about what the world would - or rather should - look like now.

To those who want the U.S. to become the hyper military power of our time, they see the Muslim world as an existential threat to Western values, similar to what Communism once was. Expect them to consider the speech as defeatist and too soft.

But as the documentary points out--and the poll reveals--Muslims share and admire most of these same Western values, and want many of the same things that Americans do.

To those, such as Bin Laden, who regarded the fall of the Soviet Union as the harbinger for a new, united Islamic Caliphate, the Muslim world is a moribund place needing an event like 9/11 to awaken its people and rally them around the strict Wahhabist doctrine that they believe Muslims need.

Of course, the popular uprising that Bin Laden predicted and called for didn't happen (which Al-Qaeda in Iraq takes out on the Shi'ites), and the actual opinions of Muslims show why this is no surprise. Only 7% of Muslims worldwide feel that the 9/11 attacks were fully justified. Moreover, among that 7%, most support it based on secular, anti-colonial sentiments, rather than on religious grounds.

In fact, among those who completely reject 9/11, religion is one of the leading reasons, prompting one of the scholars in the film to point out that Islam may be the force that ultimately defeats Bin Ladenism.

To those in the U.S. who yearn for a more isolationist path, the Muslim world is too irrational to deal with, and Obama's engagement will seem dangerous. To those who feel the U.S. is to blame for all the problems, the Muslim world is simply misunderstood, and Obama's speech will leave them wanting more and feeling disappointed.

But as the documentary shows, both of these are also caricatures of a complicated reality that we can now understand using the polling data.

To be clear, it isn't just one big misunderstanding. There are important differences between the West and the Muslim Worlds, but they aren't based on irrationalities or religion. They are primarily due to divergent national interests as represented by our policies. This is not to say that we should change our policies to suit the national interests of others, but by understanding them we can better craft our policies in ways that can at least lead to stability.

Skillful oratory and pragmatism have been Obama's leading strengths. You can bet that the former will be in evidence on Thursday. But what ultimately matters will be whether the latter also comes into play.

We will only arrive at stability and peace when an actual portrait of the Muslim world replaces our various projections upon it, when we use the evidence the film sets before us to look at the Muslim world as more than just blots on a page.



Groundbreaking New Film on Global Muslim Public Opinion to Have Its World
Premiere June 3rd

Film Based on Gallup Poll Dispels Stereotypes, Reveals Muslim Views on Gender, Terrorism and
Democracy

WASHINGTON, May 21 /PRNewswire/ -- Inside Islam: What a Billion Muslims Really Think, a new documentary film from Unity Productions Foundation, explores the results of the Gallup Organization's first-of-its-kind opinion poll on the entire Muslim world. One day before President Obama's long-awaited Cairo speech, this hour-long documentary will premiere at Georgetown University Wednesday, June 3rd, 2009 and be introduced in a keynote speech by Former U.S. Secretary of State Madeleine Albright, who recently testified before the Senate Foreign Relations Committee on "Engaging with Muslim Communities Around the World." The film is designed to create discussion and dialogue with subsequent screenings planned at think tanks, on Capitol Hill, and other universities, before its national airing on PBS in Fall 2009.

The 55-minute documentary, executive produced by Michael Wolfe and Alex Kronemer (Muhammad: Legacy of a Prophet; Cities of Light: The Rise and Fall of Islamic Spain; Prince Among Slaves) and produced and directed by Robert Gardner (Arab and Jew: Return to the Promised Land; Elie Wiesel: First Person Singular; Islam: Empire of Faith) examines questions on every American's mind: Why is there so much anti-Americanism in the Muslim world? Who are the extremists and how do Muslims feel about them? What do Muslims like and dislike about the West? What do Muslim women really want?

Like Gallup's research, the film challenges some popular notions concerning the conflicts that exist between the U.S. and the Muslim World. It provides information and analysis intended to spur a public policy debate based on facts - not fear. This ground-breaking research is crucial to the new foreign policy formulations now being made in Washington and around the world.

Experts featured in the film include: Dalia Mogahed, executive director of the Gallup Center for Muslim Studies and a member of President Obama's Council on Faith-Based and Neighborhood Partnerships; John Esposito, University Professor at Georgetown University; and Kenneth Pollack, Director of Research at the Saban Center for Middle East Policy at the Brookings Institution.

"As the Obama Administration seeks engagement with the Muslim world, understanding Muslims is more critical than ever," said Executive Producer Alex Kronemer. "There have been thousands of hours of television over the last several years speculating about what Muslims really think, and countless books and articles. They all have derived their authority from theoretical arguments based on personal experience. That was all before the data from the global Gallup Muslim World Poll. Now we can explore this topic based on facts and draw from the expertly gathered, actual views of Muslims."

Biographies of Possible Speakers from UPF

Alexander Kronemer

Alexander Kronemer, co-founder of Unity Productions Foundation is a frequent writer and lecturer on religious diversity, Islamic awareness and cross-cultural communication. He has a Master's Degree in Theological Studies from Harvard University. Mr. Kronemer has published essays in numerous newspapers and journals, including the *Christian Science Monitor* and the *Washington Post*. He's lectured to the National Council on U.S.-Arab Relations, Harvard, Nike, Aetna, and Disney. He has appeared as a CNN commentator on several occasions, including during CNN's historic live coverage of the Hajj in 1998. In 2000, Mr. Kronemer served a one-year appointment at the Bureau of Human Rights in the U.S. State Department focusing on U.S. foreign policy and Islam.

Mr. Kronemer is the Co-Executive Producer of Unity Productions Foundation, whose mission includes producing films, using them in dialogue, and engaging with Hollywood. Their films include *Muhammad: Legacy of a Prophet*, *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of an African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *On a Wing and a Prayer: An American Muslim Learns to Fly*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, and *Inside Islam: What a Billion Muslims Really Think*.

Michael Wolfe

Michael Wolfe is co-founder of Unity Productions Foundation and Executive Producer for UPF Films. For 15 years, Wolfe was publisher of Tombouctou Books, a small press that published poetry and avant-garde prose. Wolfe's first books on Islam were *The Hadj*, a first-person travel account, and *One Thousand Roads to Mecca*, an anthology of 10 centuries of travelers' writing. After September 11th, he edited *Taking Back Islam: American Muslims Reclaim Their Faith* which won a 2003 Wilbur Award. In 1997, Wolfe hosted a televised account of the Hajj from Mecca for *Nightline*. The program was nominated for Peabody, Emmy, George Polk, and National Press Club Awards. It won the Muslim Public Affairs Council's Media Award. In 2003, Wolfe worked with CNN-International reporter Zain Verjee to produce a documentary on the Hajj. In 2002, Wolfe co-created, co-produced, and co-executive edited the two-hour television documentary *Muhammad: Legacy of a Prophet* which aired on PBS and on National Geographical International. With UPF, Wolfe has produced numerous documentaries including: *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of An African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, *On a Wing and a Prayer: An American Muslim Learns to Fly* and the latest UPF film, *Inside Islam: What a Billion Muslims Really Think*. Michael is also the co-director of UPF's Hollywood engagement program, called MOST – Muslims on Screen and Television, which works with writers and producers to develop more true-to-life characters and storylines of Muslims on television and in films.