

How to Have a Successful Public “FIX IT” Screening

About FIX IT

This film was two years in the making, with more than forty voices advocating for reform, including: activists, health policy experts, economists, physicians, nurses, patients, business and labor leaders.

This documentary takes an in-depth look into how our dysfunctional health care system is damaging our economy, suffocating our businesses, discouraging physicians and negatively impacting on the nation's health, while remaining unaffordable for a third of our citizens.

Tips

- Have only one panelist answer each question to maximize time for questions.
- Advertise your event in all available media and social networking
- Always test the AV equipment ahead of time and have a speech, presentation or activity prepared in case of technical difficulties during the event.
- Arrive 90 minutes ahead of the event start to make sure you have adequate time to set up and test any necessary equipment on the day of the event.
- Publicity and outreach are key to a successful event: free publicity works just as well as paid, usually public radio, local news web sites, local newspapers, and local organizations and clubs are excellent ways to get the word out without spending money.
- Make sure you leave plenty of time for audience questions and discussion. Get the audience involved!
- For Q and A, you may want to use flashcards to screen questions, but in any case, you should have a microphone in the audience so that everyone can hear the question.

Logistics

- AV - projector, DVD player, microphones, speakers, Blu Ray or DVD?, etc
- Venue – Parking? Cost? How many will it hold? Is it easy to find? Directions?
- Costs – Renting venue, food or drink, printing factsheets, etc

- Speakers – Have no more than 2 panelists; make sure at least one of the panelists is well versed in the single payer health system
- Date and Time – Pick one that will get the best turnout, avoid holidays and days with a lot of events in your local area.
- Outreach –Flyers, flyering, blasts, inviting friends, etc (Editable flyer with this packet)
- Sponsors – Reach out to other orgs nearby: HCA, CaHPSA, etc

Sample Timeline

7pm, MC does the Opening

7:05pm: Movie starts

8:10pm Movie ends

8: 10pm

MC comments on reform movement

8:15 MC introduces speakers

8:17pm Panelists Speak (each get about 5 minutes to talk)

8:30pm Audience Q and A

8:55pm MC does the closing

9pm End

Sample Script

OPENING:

Hello everyone. My name is MODERATOR. I'm a member of ORGANIZATION, and the moderator of today's program. We're going to get the program started soon and so I'd like to ask everyone to turn off their cell phones at this point. I'd also like to thank our sponsors it takes a lot of collaboration to put on an event like this so thank you to SPONSORS.

We're going to start the film shortly

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The running time of the film is 58 minute.

Richard Master is the founder and owner of MCS Industries, a world leader in the picture frame and decorative mirror business. Like most US companies, he faces relentless annual cost increases to provide health insurance for his employees.

He decided to tackle the problem of healthcare using best business practices... doing an in-depth analysis, finding the right diagnosis and then determining the fix.

Fix It, the movie, is a result of his journey to find a solution to the dysfunctional US healthcare system.

Following the program we are going to be hearing from our PANELISTS, they'll speak for about 5 minutes each and then we'll take your question and answers. Before we watch the film I'd like to review a few things about the current healthcare situation in the US.

AFTER FILM:

When film ends MODERATOR comments:

Note: You can use excerpts from Richard's letter that outlines the facts that relate to his business [\[Download Richard's Letter\]](#)

And now, let me introduce our panelists

Introduce SPEAKERS. Ask one to start.

(they talk)

Moderator: Now we're going to open it up to your questions. (Facilitate audience questions.)

CLOSING:

MODERATOR: Thank everyone for coming, mention contact for more info, encourage people to sign up and get involved.