



CARRY THE TUNE

SCREENING GUIDE

1. Purchase a Screening License

We're thrilled to help you host a screening of our documentary, *Carry the Tune*! To show our film at your community venue, you will need to purchase the appropriate license through our partner, Tugg.com, at the [Carry the Tune Community Screenings](#) page.

Please Note: If you are a teacher and wish to show *Carry the Tune* in your classroom, simply purchase the DVD at www.carrythetune.com. The DVD includes the regular 70-minute version and a 20-minute version. No additional license purchase is necessary!

You may choose from the following license types:

License Purchase (Includes PPR): If you are a public institution (K-12, University, Public Library), you may purchase the rights to own *Carry the Tune* as part of your collection. This license type also includes Public Performance Rights (PPR), which allow you to show the film publicly at your institution. All screenings must be on your campus/property and for 250 or fewer attendees. You may charge for tickets as long as the proceeds go back to your organization or charity of choice. If you are hosting a screening for more than 250 attendees, please contact us at carrythetune@tugginc.com for an adjusted screening rate.

Single Screening Rental: This license allows you to show *Carry the Tune* once at your community venue. Tugg will send you the media for the screening shortly after you purchase your license, and you may keep the DVD! There are three types of Single Screening Rentals:

Educational – If you are affiliated with a University and would like to show the film for a one-night screening, choose this option. You may also consider partnering with your library and opting for the License Purchase price. All screenings must be on your campus/property and for 250 or fewer attendees. You may charge for tickets as long as the proceeds go back to your organization or charity of choice.



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If you are hosting a screening for more than 250 attendees, please contact us at carrythetune@tugginc.com for an adjusted screening rate.

Note that if you are affiliated with a K-12 school, the above License Purchase option is a lower rate.

Free Admission – Choose this option if you will not be charging for tickets or collecting donations at your event.

Charge for Admission – Choose this option if you will be charging for tickets at your event.

2. (Optional) Create a Tugg Event Page

A Tugg event page is an easy way for you to sell tickets, accept donations, or manage free RSVPs online. [Click here to request an event page.](#)



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3. Promote Your Screening

Tip #1: Tap Into Your Personal Networks

Start by spreading the word to your family and friends and any groups you're affiliated with. Your potential audience may be much bigger than you think – in our own promotion of the film, we didn't realize so many of our close acquaintances play instruments or sing but are shy to admit it! We have also found that musicians and non-musicians alike enjoy the film and take away valuable messages from it.

Outreach Email Template – Friends and Family

Subject:

Come see “Carry the Tune” at [Location]!

Body:

Dear family and friends OR Dear [Name],

I'm hosting a screening of the documentary *Carry the Tune* on [Date] at [Location] and I would love for you to come!

The film looks at the value of music in schools and society and shows why and how people continue making music after high school in balance with their college or career commitments. About 75% of students quit their musical studies after high school, so it delivers an important message.

Here's the trailer for the film: http://youtu.be/RanOX9U2R_M

You can reserve tickets at the Tugg Event Page here: [Event Link URL].

I'd love to see you in the audience, and I appreciate any way you can help me spread the word! Feel free to forward this on to anyone who may be interested.

Thanks!
[Name]



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Tip #2: Use Social Media

After connecting with your closer networks, spread the word through Facebook and other social media. The average social media post is only seen by about 15% of your network, so you may want to continue to post every few days to make sure that all of your friends and followers hear about the event.

Start by creating a Facebook event (click Events on the left side of your Facebook page and then +Create). Under “Details,” include a link to the Tugg event page if you created one. Invite all of the Facebook friends in your community to the Facebook event. Post a link to the trailer (http://youtu.be/RanOX9U2R_M) and any other interesting info you find at www.carrythetune.com

Don't forget to post the event on your Facebook timeline, and ask others to share it as well! Here are some sample posts:

- I'm hosting a screening of the documentary *Carry the Tune* on [Date] at [Venue]! Check out the trailer here – http://youtu.be/RanOX9U2R_M and reserve your tickets here – [Event Page URL]
- *Carry the Tune* is a documentary that shows why and how to continue making music after high school. I'm hosting a screening of it on [Date] at [Venue]! Watch the trailer at http://youtu.be/RanOX9U2R_M and go to [Event Page URL] to reserve your tickets!
- Come watch *Carry the Tune* with me at a screening I'm hosting on [Date] at [Venue]! It's an inspirational documentary that's great for musicians and non-musicians alike. Check out the trailer at http://youtu.be/RanOX9U2R_M and reserve your tickets at [Event Page URL]

Tip #3: Find the Influencers

Now it's time to think big – what groups, organizations, and individuals in your community might be interested in helping promote your *Carry the Tune* screening? Reach out to them and see if they'll help spread the word.



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Some great places to start with are:

- Community bands, orchestras, and choirs (<http://www.community-music.info/groups.shtml>)
- Youth orchestras, bands, and choirs
- Local Barbershop Harmony Society chapter (<http://ebiz.barbershop.org/ebusiness/Public/ChapterProximitySearch2.aspx>)
- Local New Horizons band (http://www.newhorizonsmusic.org/music_groups/groups.html)
- Informal music groups (try searching www.meetup.com)
- Music teachers and booster organizations
- Music education professors at nearby colleges

When you contact them, make it clear how the organization can benefit. This is a unique chance to bring together musical groups in your area as well as students and musicians of all levels who probably haven't heard of these opportunities. Here are some additional perks you might consider offering:

- Music groups and teachers can bring flyers, business cards, and other promotional materials
- A group representative, teacher, or music education professor can speak at the screening during the intro and/or moderate a discussion after the film
- A plug for the group can be posted on your event page
- Teachers can give away a few free tickets to their students
- Groups interested in performance opportunities can perform while people arrive



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Outreach Email Template – Music Groups

Subject:

Collaborating With [Group Name] For “Carry the Tune” Screening

Body:

Dear [Name],

My name is [Name] and I am reaching out in regards to a screening that I’m organizing for the documentary film *Carry the Tune* on [Date] at [Location].

The film looks at the value of music in schools and society and shows why and how people continue making music after high school in balance with their college or career commitments. About 75% of students quit their musical studies after high school, so it delivers an important message.

Here’s the trailer for the film: http://youtu.be/RanOX9U2R_M

I think your [students / group members] would be very interested in this film and would benefit from seeing it, and I was hoping you could share this with them and anyone else who might be interested. You can find more info about the event and purchase tickets through the Event Page: [Event Page URL]

We’re encouraging music groups like yours to bring flyers, business cards, and other promotional materials to spread the word to students and musicians who may not know about your group, and we can also feature your group on the Event Page.

I’d love to connect and discuss the screening with you further, and thanks so much for any way you can help spread the word!

Best,
[Name]



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Tip #4: Contact Local Press and Blogs

A screening of *Carry the Tune* is a great story for a local paper or blog, especially if you're bringing together local music groups. Contact the editors of local newspapers and blogs using the sample press release below, and be sure to include any special information about your screening.

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: NAME
EMAIL, PHONE NUMBER

[Name] to Bring Documentary *Carry the Tune* to [City] Film Highlights Music as an Avocation

[CITY], [Date] – [Name] will be hosting a one-time screening of the 70-minute documentary *Carry the Tune* at [Venue] on [Date] at [Time].

Across the U.S., students embark on personally-fulfilling musical journeys while schools and society encourage those same students into paths aimed at financial success and economic growth. *Carry the Tune* shows that leaving school does not require giving up one's musical passion.

[Include short description of your event's special features – what groups will be there, performances, Q&A, discussion, fundraiser, etc.]

To view the trailer, go to <http://www.carrythetune.com>. To purchase tickets, go to [Event Page URL]

[Optional quote from promoter]

The film was created by Colorado high school orchestra teacher Paul Trapkus with the help of students Elizabeth Potter and Kelvin DuVal. They collected over 150 hours of footage over several months.

“Throughout the filming,” Trapkus said, “we found more people than could fit into one film. There are ensembles out there consisting entirely of engineers or doctors or lawyers, and people are in there by choice because it brings an important element of balance to their lives. I think if most students heard the stories we heard as we made this film, they would think seriously about how music could benefit the rest of their lives, regardless of their career plans.”



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Tip #5: Follow Up

Now that you've shared the event with family, friends, and your community, it's very important to follow up and keep your event fresh in everyone's mind.

Social Media: Keep your followers in the loop with updates about your screening and any interesting info you find at www.carrythetune.com or video clips from our YouTube channel:

<https://www.youtube.com/channel/UCnCpZgmThXf6DRE1s5sKP5A>

Don't forget to post a link to the trailer if you haven't already!

Promoter Messaging: If you are using a Tugg Event Page, the Promoter Messaging Tool is a great way to connect with the folks who have already purchased tickets to your event.

Personalized Follow Ups: You have probably come across folks who are excited about your screening but might not have purchased tickets yet. Check back in with these people and encourage them to get their tickets soon!



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4. Screening Day

The following sample event introduction will give you some ideas of what to say just before the screening. You may also print copies of the sign-up sheet on the next page for attendees who may want to receive updates from us about the film. Email the lists back to us at carrythetune@tugginc.com and we'll take care of the rest! We would also love to receive photos from you of the screening!

Sample Event Introduction

Thank you all so much for coming to this screening of Carry the Tune, presented by [Organization]. [Introduce self]

We have so many students learning how to play an instrument or sing in our schools, and then the majority of them will end up quitting once they leave school. They often quit because they don't know how to continue, or they don't know why they should continue. But it turns out, there are actually many opportunities out there for continuing music after high school, and if you talk to people who have continued, you hear again and again just how valuable it can be in a person's life and how it provides a sense of balance.

This documentary shares some of those stories, and I think these are important messages for our community. We have many ensembles in our area for people of all abilities [mention any local groups you'd like to highlight]. And of course, there are always people just getting together for fun to make music on their own. So I hope that after this screening, you'll discover some of these groups in our community and consider joining one of them.

[Thank any performers, donors, supporters, helpers]

If you enjoy the film tonight, please tell your friends and family about it, and encourage others to host screenings. This film was made by a high school music teacher and two students – it started very small, and they need our help to reach a bigger audience! Anyone who wants more info on hosting screenings can go to carrythetune.com

Thanks again for your support, and please enjoy Carry the Tune.



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4. Thank Your Attendees

Once your event is complete, be sure to message the attendees using the Promoter Messaging Tool and thank them for joining your event. You can do this by clicking the blue button at the top of your Event Page labeled “Message Followers.” Here’s a template to help get you started. We hope you’ll also post a recap after your event on our Facebook page! (<http://www.facebook.com/carrythetune>)

Subject:

Thanks for Attending Our Screening of “Carry the Tune”!

Body:

Hi there!

Thank you all so much for coming out to our screening of *Carry the Tune* – we’re so grateful that you could help make this event possible!

[Provide links to any musical groups in your area you’d like to promote]

If you’d like to learn more about the film, please visit the film’s website, www.carrythetune.com. Be sure to also visit the *Carry the Tune* team on Facebook – <http://www.facebook.com/carrythetune>

We encourage you to tell your friends and family about the film and to have them visit the film’s website and sign up to host their own screenings.

Thanks again – we couldn’t have made this screening happen without you!

Sincerely,

[Name]