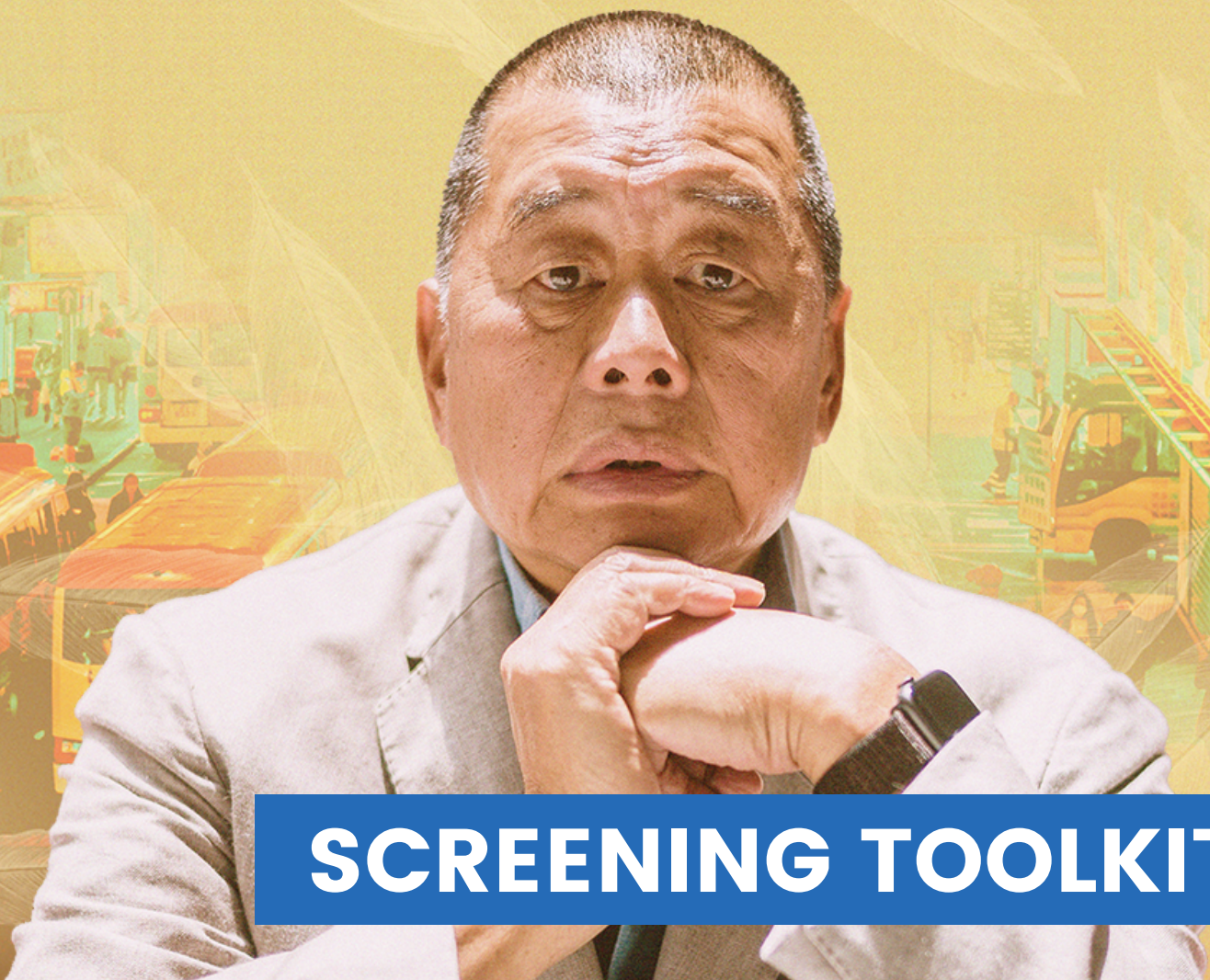


THE HONG KONGER

JIMMY LAI'S EXTRAORDINARY
STRUGGLE FOR FREEDOM

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SCREENING TOOLKIT

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SCREENING BEST PRACTICES

SCREENING BEST PRACTICES

1. Contact the film's screenings manager to get started

Contact the film's screening manager at screenings@thehongkongermovie.com to set up a date, time, and location for your event. We recommend this coordinating call with our dedicated member of our film team to walk you through every step of the screenings process.

2. Create an RSVP page for your event

We recommend creating a place for your attendees to RSVP. Our screenings manager can create an Eventbrite for your event, this is a great free tool that can help you track RSVPs.

3. Promote your event on social media

Promote your screening event on social media and invite your friends and network to share your event.

- Create a Facebook event on your organization's Facebook page.
- Write a few tweets and tag your event hosts to help people save the date and learn about your event.
- In all of your social media posts, include a link to the film's website to help your target audience learn more and to watch the trailer.

4. Market your event

Send emails to network: friends, family, and colleagues to spread the word about the film and your screening event. To see email examples for both in-person (page 11) and virtual events (pages 14-15) of this toolkit.

5. Keep in touch with your attendees

Once you've created your marketing materials and start collecting RSVPs, be sure to frequently send reminders about your event, both via email and through social media posts.

SCREENING BEST PRACTICES

6. Do a tech check

We provide a detailed tech checklist later in this toolkit (on pages 6-8) to confirm the sound levels and screen.

7. Complete your day of screening checklist

Reference the “Day Of Checklist” for in-person (pages 9-10) or virtual events (pages 12-13).

8. Take photos

We recommend designating someone to take photos of your event. You can share the photos on social media and pass them along to us as well.

9. Ask use questions before your event

You have a dedicated screenings manager to support your movie event. Let us know if you have questions about the event and keep us in the loop throughout the lead-up to the event. You can email us anytime at screenings@thehongkongermovie.com

10. Host a post-screening panel

We recommend hosting a panel after the film to encourage a robust discussion on the important topics summarized in the film. Make sure everyone invited to the panel has an opportunity to speak. Take a few moments for each panelist to offer introductory statements before immediately taking questions, in order to get the audience warmed up.

11. Impact survey

We will send around an impact survey to gather feedback on how the film is received once your event is over.

TECH CHECK



TECH CHECK

Print this list for use during your tech check.

1. Test your movie setup

A day or two before your event play the film to make sure it looks good on your screen. If playing off a laptop, make sure to turn “sleep mode” off so that the laptop does not go to lock screen before your event starts.



2. Check the start of the film

Make sure the film begins with soft music and the Acton Institute logo fading in.



3. Check The Hong Konger title

You will see the title of the film at time code 2:52. It should appear in the middle of the screen. Check to make sure the top and bottom are not cut off.



4. Left-hand side screen check

At time code 3:42, the name James Cunningham appears with his title below. Check to make sure you can see his full name and title on the screen.



5. Right-hand side screen check

Go to timecode 7:54 and check that Mark Simon's name and title are not cut off on the right-hand side of the screen.

TECH CHECK



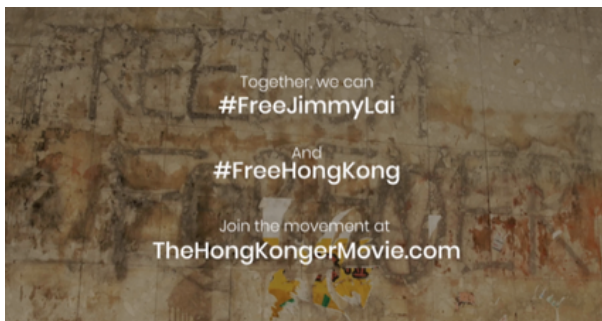
6. Music and sound effects check

Music kicks in and sound effects of Tiananmen Square begin loudly at 16:44. Test to make sure the sound level high at this point.



7. Speaker sound level check

At 51:10 test the sound level of this speaker. Make sure you can hear him say "It would be quite hard for me to go back to Hong Kong."



9. Test call to action

At 1:10:00 make sure that you can see the call to action on the screen.



10. Watch the credits

The movie with credits is one hour and 13 minutes. The credits start playing at timecode 1:10:10.

If you have any questions during your tech check, reach out to the screenings manager at screenings@thehongkongermovie.com



DAY OF CHECKLIST AND SAMPLE EMAILS FOR IN-PERSON EVENTS

DAY OF SCREENING CHECKLIST

IN-PERSON EVENTS

Print this checklist for use during your event.

- ☐ **Get to the event early and locate your screening room.**
 - If your screening room is difficult to find, hang flyers to direct people when they arrive at the venue.
- ☐ **Confirm that there is a microphone available for the Q&A and/or post-film discussion, if needed.**
 - If possible, do a mic check before people arrive and find volunteers to walk the microphone around the room during the discussion to capture any audience questions.
- ☐ **Encourage your audience to post on social media at the event.**
 - Ask them to post on Facebook, Twitter or Instagram about the film with the hashtag #FreeJimmyLai.
 - Make sure to encourage them to tag @ActonInstitute on Facebook, @ActonInstitute on Twitter, or @acton_institute on Instagram.
- ☐ **Designate someone to take photos of the event.**
 - Share any photos or videos of your event on social media.
 - Make sure to send your event photos to the film team at screenings@thehongkongermovie.com
- ☐ **Set up a registration table by the entrance to check people in.**
 - Direct them to where the screening room is and know where the bathrooms are (that is a popular question you might be asked).
- ☐ **Introduce and thank partners before the film.**
 - Do this as briefly as possible, to keep energy up before the film.
- ☐ **Let attendees know they can host their own screening.**
 - If you or anyone else is interested in organizing another screening, please contact screenings@thehongkongermovie.com

SAMPLE EMAILS TO ATTENDEES

IN-PERSON EVENTS

Below is recommended email copy to use to communicate with your attendees before and after your event.

CONFIRMATION EMAIL:

Hello,

Here is your movie ticket for a free screening of THE HONG KONGER on [insert time and date] at [insert location]. If you have any questions before the event contact us at [insert email / phone number].

We look forward to seeing you!

24 HOURS BEFORE THE EVENT EMAIL:

Hello,

You are registered for tomorrow's THE HONG KONGER movie screening at [insert location, date and time]. Please feel free to direct any questions about tomorrow's event to us at [insert email / phone number].

See you tomorrow!

POST-EVENT EMAIL:

Hello,

Thank you for attending a movie screening of THE HONG KONGER. We would love to hear your thoughts on the film and the event. Please consider filling out this impact survey. [Survey link will be provided]

Thank you again!

WEEK OF CHECKLIST AND SAMPLE EMAILS FOR VIRTUAL EVENTS



WEEK OF SCREENING CHECKLIST

VIRTUAL EVENTS

Print this checklist for use during the week of your virtual event.

- ☐ **Make sure the online platform you are using will be able to adequately play the film.**
 - Test the sound of the movie beforehand on the online platform.
- ☐ **Create an agenda document.**
 - Create an agenda document that goes over a schedule of the event.
 - Make sure all panelists have access to this schedule in advance.
 - Do a practice run of the show to make sure your panelists are comfortable with the online platform, specifically that their video and audio work.
- ☐ **Post on social media about your virtual event.**
 - In the lead up to the event, make sure the event is promoted on social media at least a week in advance, with a reminder going out the day of the event.
 - Post on Facebook, Twitter and Instagram about your virtual event with the hashtag #FreeJimmyLai.
 - Make sure to tag @ActonInstitute on Facebook, @ActonInstitute on Twitter, or @acton_institute on Instagram.
- ☐ **Communicate with your audience before the event.**
 - Set up emails to go out 24 hours prior to the event, 1 hour before, and as the event goes live to remind people to join online.
 - See pages 14 and 15 for example email copy.
- ☐ **Introduce and thank partners before the film.**
 - Do this as briefly as possible, to keep energy up before the film.
- ☐ **Let attendees know they can host their own screening.**
 - If you or anyone else is interested in organizing another screening, please contact screenings@thehongkongermovie.com

SAMPLE EMAILS TO ATTENDEES

VIRTUAL EVENTS

Below is recommended email copy to use to communicate with your attendees before, during and after your event.

CONFIRMATION EMAIL:

Hello,

We are confirming your registration for a virtual screening of THE HONG KONGER. This online event will take place on [insert platform, date and time]. The link for the event can be found here: [insert link]. If you have any questions before the event contact us at [insert email / phone number].

We look forward to seeing you online!

24 HOURS BEFORE THE EVENT EMAIL:

Hello,

You are registered for tomorrow's THE HONG KONGER virtual movie screening. Tune in online at [insert link, date and time]. This is an interactive event and we want to empower you to participate. Please feel free to message in the chat box.

See you tomorrow!

1 HOUR BEFORE THE EVENT:

Hello,

The live screening and discussion of THE HONG KONGER begins in one hour at the following link: [insert link].

Make sure to tune in!

SAMPLE EMAILS TO ATTENDEES

VIRTUAL EVENTS

Below is recommended email copy to use to communicate with your attendees before, during and after your event.

“HAPPENING NOW” EMAIL:

We are live! Tune in at [insert link] to see a screening and discussion of THE HONG KONGER.

Join the discussion now.

POST-EVENT EMAIL:

Hello,

Thank you for attending a movie screening of THE HONG KONGER. We would love to hear your thoughts on the film and the event. Please consider filling out this impact survey. [Survey link will be provided]

Thank you again!



Acton Institute  @ActonInstitute · Nov 4, 2021

...

The fight for democracy in Hong Kong is not over! Watch the latest trailer for "The Hong Konger," the story of Jimmy Lai's quest for freedom, and get the latest updates.



Acton Institute  @ActonInstitute · Nov 8, 2021

...

The Chinese government wants him silenced, but **Jimmy** Lai is far from done with fighting for freedom in Hong Kong.

Watch the trailer for his story, "The Hong Konger," and sign up for the latest updates.



SAMPLE SOCIAL MEDIA POSTS

SAMPLE TWEETS

We are excited to host an advanced movie screening of #THEHONGKONGER on [INSERT DATE] at [INSERT LOCATION]. The film tells the courageous story of Jimmy Lai and his struggle for freedom in Hong Kong. #FreeJimmyLai

Tomorrow we are hosting a screening of @ActonInstitute's latest film #THEHONGKONGER at [INSERT TIME]. Come to [INSERT LOCATION] to hear the story of Jimmy Lai, whose struggle for freedom serves a testament to the change needed in Hong Kong. RSVP: [INSERT LINK]

Last night we hosted an advanced movie screening of #THEHONGKONGER, an @actoninstitute documentary. We were inspired by the courageous story of Jimmy Lai and the struggle for freedom in Hong Kong. Watch the trailer here [INSERT LINK]

Reminder to join us at [INSERT LOCATION] on [INSERT DATE] to watch and discuss #THEHONGKONGER, a new film by the @actoninstitute about the courageous story of Jimmy Lai and the struggle for freedom in Hong Kong. Details: [INSERT LINK]

"I owe freedom my life." - Jimmy Lai

Join us on [INSERT TIME] on [INSERT DATE] at [INSERT LOCATION] for an advanced movie screening of #THEHONGKONGER. RSVP: [INSERT LINK]



SAMPLE SOCIAL MEDIA POSTS

We are hosting an advanced movie screening of THE HONG KONGER at [INSERT LOCATION] on [INSERT DATE]. When Hong Kong's basic freedoms come under attack, media tycoon Jimmy Lai finds himself in the crosshairs of the state and must choose between defending Hong Kong's long-standing liberties, or his own freedom. See Jimmy's courageous story on the big screen at our event. Details here: [INSERT EVENT LINK]

#FreeJimmyLai #JimmyLai #TheHongKonger #HongKong

HAPPENING TOMORROW: Don't miss our advanced movie screening of the Acton Institute's latest film THE HONG KONGER. Jimmy Lai's story is one that must be heard. Get your tickets here: [INSERT EVENT LINK]

ANNOUNCEMENT: On [INSERT DATE] we will be hosting a screening of THE HONG KONGER at [INSERT LOCATION]. Jimmy Lai's struggle for freedom in Hong Kong shines a light on the intensity of the situation in Hong Kong and serves as a testament to the power of courage in the face of oppression. Event details: [INSERT EVENT LINK]

HAPPENING TOMORROW: Don't miss our screening of THE HONG KONGER tomorrow at [INSERT LOCATION] to hear Jimmy Lai's story of courage and struggle for freedom in Hong Kong. Event details: [INSERT EVENT LINK]

"Even if they kill me, I will fight to the last day." – Jimmy Lai

Meet Jimmy Lai. He's one of Hong Kong's most prominent billionaires, and he's in prison. The Chinese government wants him silenced, but even from behind bars Jimmy is continuing to fight for freedom. Jimmy has participated in many protests against the Chinese Communist Party and always had one requirement: He wanted to stand in the front, where officials could see him.

Join us for an advanced movie screening on [INSERT DATE]. RSVP: [INSERT EVENT LINK]



@ACTONINSTITUTE



FB.COM/ACTONINSTITUTE



@ACTON_INSTITUTE

DISCUSSION QUESTIONS



DISCUSSION QUESTIONS

Who is Jimmy Lai?

Jimmy was born in 1948 into a rich family in China whose wealth was stripped. Eventually, he went to Hong Kong for a better future, where everything seemed to be possible. At the request of a friend, he read *The Road to Serfdom*, which changed his life. Eventually, Jimmy opened multiple businesses, from manufacturing to retail, and became a billionaire. After the Tiananmen Square massacre, Jimmy became a supporter of the Hong Kong liberation movement. This led him to creating Next media and the famous pro-democracy newspaper *Apple Daily*, which consistently advocated for a free Hong Kong. The CCP later arrested Jimmy in December 2020 and charged him under the National Security Law and denied him bail. Jimmy is still imprisoned to this date, as he awaits trial under the National Security Law. Everything he has is due to Hong Kong and freedom.

Have Hong Kong and China always had strained relations? When did the tension arise?

In modern history, they have had strained relations. The boiling-over point was Tiananmen Square in 1989.

What is the historical precedent of cases such as this?

One can examine this case and see ties to the American Revolution. The early United States and Britain shared a “one state, two systems” method until the American Revolution, which established two new states.

How can I support Mr. Lai's release?

100,000 people asking questions overnight can make this case bigger.

- Talk to your elected officials.
- Use #FreeJimmyLai and #FreeHongKong on social media.
- Advocate for freedom, religion, individual liberty, and entrepreneurship for the marginalized, and victims of government oppression.
- For more information, visit TheHongKongerMovie.com.

DISCUSSION QUESTIONS

How is his case relevant? Why should I care?

This case highlights the CCP stifling free speech, infringing on the sovereignty of its citizens or neighbors, and their anti-market bias. Jimmy is the epitome of mankind's struggle to obtain individual liberty, freedom of religion, freedom of speech, and overall freedom against tyranny. They have crushed a part of their own country for attempting to enrich their lives. That is what many areas of the world experience daily, and why the Acton Institute is working hard to ensure individual liberty sustained by religious principles.

What is the history of Hong Kong?

Hong Kong is a region in southeast China. After the Opium Wars, it was acquired in perpetuity by China. However, in 1898, Hong Kong New Territories were acquired by Britain on a 99-year lease. During this time, Hong Kong was a mecca of capitalism and economic prosperity, as the city evolved into a great metropolis. Eventually, pro-democracy protests inspired by Hong Kong's success began in China. These protests led to the deplorable massacre of Tiananmen Square in 1989, where the Chinese government opened fire on protesters. When Britain returned Hong Kong to China after the expiration of the 99-year lease in 1997, the system of "One Country, Two Systems" was the agreed upon terms. Essentially, Hong Kong would remain in autonomy for 50 years. China, however, immediately showed that they had no intention on keeping those promises. In 2003, China proposed Article 23, which prohibited any act of treason, sedition, secession, or subversion against the Chinese government, which was met by massive protests and eventually withdrawn. Eleven years later, the Chinese government introduced the Hong Kong Electoral Reform Bill, which walked back voting rights given to Hong Kongers by the British. Essentially, Hong Kongers could vote, but only from a list of candidates approved by the Chinese Communist Party (CCP). In 2019, Hong Kong saw the proposed Extradition Law, which would allow for the CCP to arrest Hong Kongers and imprison them—in China. Subsequently, the CCP withdrew this bill also. But, in June 2020, the Chinese government approved the National Security Law. As of 2022, Hong Kong has 25 years of autonomy left before being handed back to China.

DISCUSSION QUESTIONS

What is the Acton Institute?

The Acton Institute is a think tank whose mission is to promote a free and virtuous society characterized by individual liberty and sustained by religious principles. The Acton Institute was founded on the basis of ten Core Principles, integrating Judeo-Christian Truths with Free Market Principles,

- Dignity of the Person
- Social Nature of the Person
- Importance of Social Institutions
- Human Action
- Sin
- Rule of Law and the Subsidiary Role of Government
- Creation of Wealth
- Economic Liberty
- Economic Value
- Priority of Culture

For more, please visit acton.org

FAQ



FREQUENTLY ASKED QUESTIONS

1. Who can I contact about organizing a screening?

Our screenings manager can be reached at screenings@thehongkongermovie.com. They'll provide you with additional promotional materials, social media content, Facebook or Eventbrite event pages, and answer any questions you have about the film or event.

2. How much does a ticket cost?

We encourage you to host your event for free.

3. Can other groups sponsor a screening?

Yes! Let local businesses and nonprofits know sponsorship options are available. Ask people to recommend this event to any local businesses, places of worship, schools and nonprofits that may want to sponsor the event.

4. How do I invite my friends on Facebook to the event?

If you go to the Facebook event page and click "invite" / "choose friends" you can select your city from the left hand column then "select all" and "invite." We encourage you to pass these instructions along to anyone else who may be helping you promote the screening.

5. Can you customize promotional materials?

Yes, email screenings@thehongkongermovie.com and we'll send you customized promotional materials for your screening.

6. I've still got a few more questions. Who should I contact?

We would be happy to assist you! Please contact screenings@thehongkongermovie.com.

THE HONG KONGER

JIMMY LAI'S EXTRAORDINARY STRUGGLE FOR FREEDOM

ACTON INSTITUTE PRESENTS
IN ASSOCIATION WITH CROSSFIRE PRODUCTIONS AND IRON LIGHT LABS
THE HONG KONGER: JIMMY LAI'S EXTRAORDINARY STRUGGLE FOR FREEDOM
EXECUTIVE PRODUCERS KRIS MAUREN AND ROBERT SIRICO
DIRECTOR OF PHOTOGRAPHY RON HOLWERDA ORIGINAL SCORE BY BRIAN BRILL EDITED BY HORIZON DRIFT
ASSOCIATE PRODUCERS DANIEL ANTHONY AND ERIC KOHN IMPACT PRODUCER JO JENSEN DIRECTOR OF FINANCE TOM VOGT
PRODUCERS STEPHEN BARROWS, RON HOLWERDA, CORT LANGE LAND, AND ROBERT SIRICO DIRECTOR RON HOLWERDA
THEHONGKONGERMOMIE.COM

Thank you for your interest in hosting a screening.
Together we can

#FREEJIMMYLAI