

# A MATTER OF PLACE

## Film Promotion Kit

### OVERVIEW & CONTENT LIST

Thank you for your interest in using our film as an educational tool to promote fair housing in your community. The table below provides information about each of the pieces available for download in this kit and how you might use them to promote your event.

#	Item	Description & Usage Suggestion(s)	File Name
1	11x17 Full Print Poster	A basic film promotion poster that can be used both in advance of your screening and at the screening venue during the event.	MP-11x17-Full.pdf
2	11x17 Info Box Print Poster	A version of the basic film promotion poster that contains a white box you can use to write in specific details about the time and place for your screening, as well as any additional information for your audience.	MP-11x17-InfoBox.pdf
3	8.5x11 Full Print Poster	A basic film promotion poster that can be used both in advance of your screening and at the screening venue during the event.	MP-8.5x11-Full.pdf
4	8.5x11 Info Box Print Poster	A version of the basic film promotion poster that contains a white box you can use to write in specific details about the time and place for your screening, as well as any additional information for your audience.	MP-8.5x11-InfoBox.pdf
5	5x7 Full Print Postcard	A postcard-sized version of the film graphic that you can use to print and leave behind to promote the event. Information about the event can be written on the opposite side of the graphic.	MP-5x7-Full.pdf
6	5x7 Info Box Print Postcard	A postcard-sized version of the film graphic that contains a white box you can use to write in specific details about the time and place for your screening.	MP-5x7-InfoBox.pdf
7	Web-Ready Film Poster	A version of the film poster optimized for the viewing on the web, so it can be sent easily through email and can be easily viewed online.	MP-FilmPosterWeb.jpg
8	eNewsletter Template	An e-newsletter template that can be copied and pasted into most popular email programs, edited to include your specific screening information, and sent to your supporters.	MP-FilmInlineEmail.html
9	eNewsletter Banner	A 600px x 215px banner graphic that can be inserted into an existing newsletter template. Useful if you use a service like Constant Contact, Salesforce, or MailChimp to send emails to your supporters.	MP-FilmEbanner.png

# PRODUCTION GUIDE

## ITEM #s 1 – 6 (PRINT MATERIALS)

Each of the print items (#s 1-6) has been formatted so you can print them using your home or office printers. To print any of the items, open the pdf file corresponding to the item you want to print, and go to the FILE menu (the top bar on your pdf program), and choose PRINT.

**Note:** If you are using a professional print service to print any of the materials, download and use one of the appropriate files under the “Professional Print Files” heading at <http://www.fairhousingjustice.org/resources/film/>.

## ITEM #7 (WEB-READY FILM POSTER)

This file has been optimized for fast downloading and easy viewing online. It can be embedded in a webpage, email, or attached to an email. Refer to your website administration program or email service handbook for instructions on how to work with embedded images or attachments.

## ITEM #8 (E-NEWSLETTER TEMPLATE)

Using the newsletter template will differ depending on what program or service you use to send it out. Instructions for a few of the most common methods are included below. **In each case we recommend sending yourself a test version of the edited newsletter template before sending it out to your supporters.**

### Web-Based Email (Gmail, Yahoo, Hotmail, Outlook.Com, etc.)

1. Open the html newsletter file in a web browser. Select the entire page using Ctrl-A (PC) or Cmd-A (Mac).
2. Copy the entire page using Ctrl-C or Cmd-C.
3. Paste the page into an open email message window using Ctrl-V or Cmd-V.
4. Once you’ve pasted the message into your web-based email, edit the text under “SCREENING DETAILS”, and the information at the footer of the email where the placeholder text reads: “YourCompany, Some Adress, Some City, etc.”
5. When you are satisfied with the text of your email, click “SEND”.

### ENewsletter Services (Constant Contact, Mail Chimp, Etc.)

Directions will vary based on your email service, so refer to the Help section within your specific service provider to learn how to import an existing HTML email into your account.

### Outlook & Lotus Notes

Using the newsletter template with Outlook or Lotus notes is not recommended.

## ITEM #9 (E-NEWSLETTER BANNER)

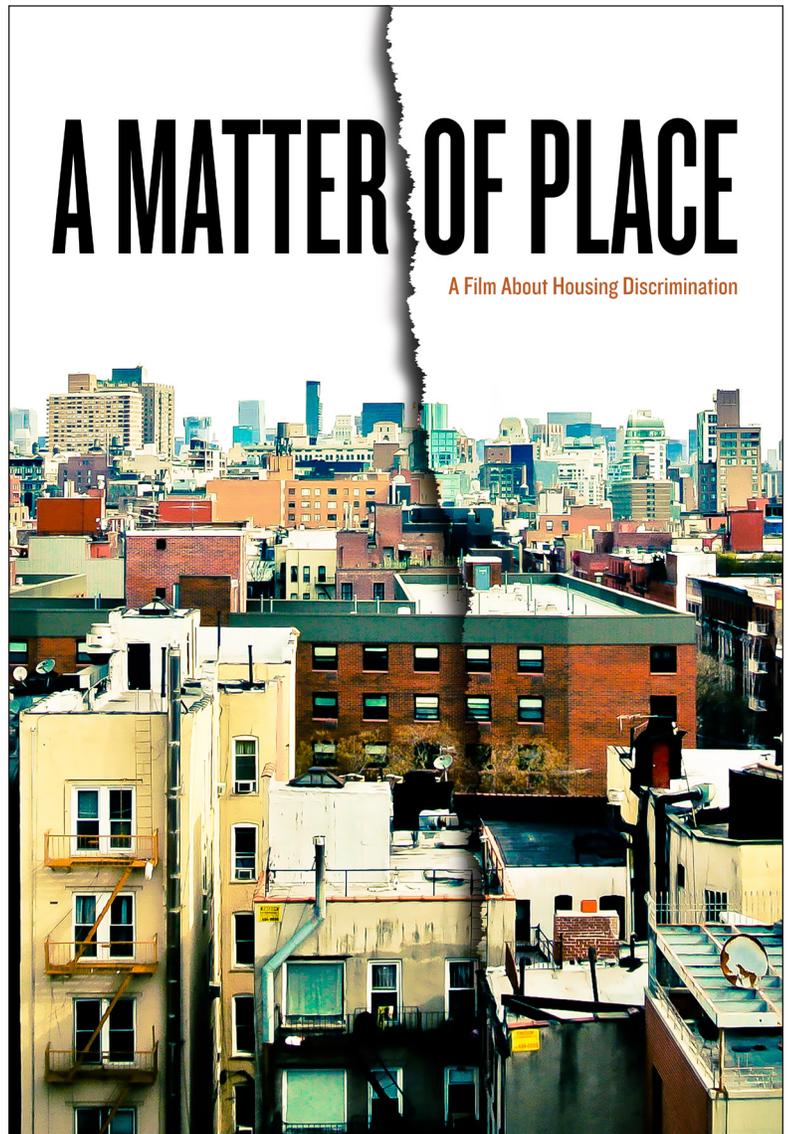
The newsletter banner is intended for use with an existing email template within your newsletter service (such as Constant Contact, Mail Chimp, etc.). You can use the image to place within a banner (header) area to brand a message to your supporters.

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**If you have any questions or require assistance** with any of the files included in the film promotion kit, please contact [jmazza@imageandtype.com](mailto:jmazza@imageandtype.com).

## ABOUT THE POSTER

A MATTER OF PLACE is a film about how housing discrimination fractures communities. It separates people from housing opportunities. It segregates populations, resulting in manifest inequalities that fuel prejudices, fears, distrust, and misunderstanding. It is a barrier that deters many from accessing neighborhoods with educational and employment opportunities, healthcare services, recreational facilities, and other community resources. It tears at the fabric of our social order by preventing people from feeling fully enfranchised as they painfully discover their ability to obtain shelter still turns on their race, national origin, sexual orientation, disability, source of income or other protected characteristics. The poster and the film underscore the urgent need to stop housing discrimination and to repair the harm it continues to inflict on people and communities. It reminds us, as a nation, that we live up to the healing promise of fair housing laws when we make it possible for all people to exercise their rights and seamlessly access housing.



Poster Concept: Sylke Froechtenigt at Kavanagh Productions • Design: Image & Type  
Photo: "Rooftop New York" by KJGarbutt, used under CC 2.0 / Composite from Original