



## JCI 100<sup>th</sup> Anniversary Documentary “What’s in a Movement? The Pursuit of Everlasting Peace” Screening Guide

The JCI 100<sup>th</sup> Anniversary Documentary, “What’s in a Movement? The Pursuit of Everlasting Peace,” was created for JCI members, Local and National Organizations, alumni and our communities we serve to celebrate and commemorate JCI’s 100 years of impact. The film intends to tell the story of JCI in a way that engages people, ignites their passion for action and empowers these active citizens to create positive change with JCI.

As JCI marks this momentous achievement in 2015, our legacy of impact will live on through the members we empower, the lives we touch and the communities we transform. This documentary is just one more way that our organization can demonstrate its continued commitment to create sustainable impact in the next 100 years and beyond.

JCI hopes that you will not only view but also use the 100<sup>th</sup> Anniversary Documentary and supporting Screening Guide as tools to empower the next generation of young leaders and inspire them to take action for sustainable impact. Your screening event for the 100<sup>th</sup> Anniversary Documentary can not only be a way for your organization to celebrate 100 years of impact with its members, alumni, partners and friends, but it can also be an opportunity to build new connections, forge new paths and motivate your community to collaborate with your organization in the future.

We look forward to joining you in the global screening of JCI’s, “What’s in a Movement? The Pursuit of Everlasting Peace,” and in celebrating 100 years of impact. I greatly appreciate your and your organization’s support in helping sustain JCI’s legacy of impact.

Sincerely,

Arrey Obenson  
JCI Secretary General

## **JCI 100<sup>th</sup> Anniversary Documentary** **“What’s in a Movement? The Pursuit of Everlasting Peace”** **Screening Guide**

### **The Collection of Stories**

As JCI members celebrate 100 years of impact, we reflect on our past achievements and stories of positive change from around the world. JCI has been collecting those stories through online submissions, in person interviews at events and working with JCI National Organizations to search through archival documentation. Since early 2014, JCI has collected over 150 hours of video footage of JCI events, projects, meetings, recruitment videos and more; members also shared videos of what the JCI Movement means to them. We received materials from over 65 JCI National Organizations. These materials include videos, photos, project summaries, event designs and even Facebook messages. It is because of JCI’s unique network of nearly 200,000 active citizens worldwide that we are able to tell this inspiring story.

### **Documentary Synopsis**

The JCI 100<sup>th</sup> Anniversary Documentary, “What’s in Movement? The Pursuit of Everlasting Peace” chronicles the JCI Movement through its 100-year history. It highlights the organizations achievements and weaknesses to tell the unique story of how the organization has reached this moment and how we will write the future. The documentary itself poses the important question of what is in a movement and how has JCI transformed over its 100-year history to remain relevant and impactful in the 21<sup>st</sup> century.

### **Documentary Film Distribution**

The 20-minute anniversary video has been prepared as a 1080 high bitrate file, which is delivered at 24p. It is an H264 file, which can be played using QuickTime as a .mov or .mp4 file.

The file can be accessed from the following platforms for viewing:

- YouTube
- Vimeo

The file can be accessed from the following platforms for downloading:

- Vimeo
- Dropbox
- Google Drive

If you have any difficulties downloading or accessing the file please do not hesitate to contact JCI at [info@jci.cc](mailto:info@jci.cc).



## **Securing a Venue**

Screenings of the JCI documentary can be as small or as large as you want, depending on what is feasible for your JCI Local Organization.

Recommended Locations:

- Movie Theatres
- Community Centers
- School/University Auditoriums
- Conference Rooms
- Classrooms

Questions to ask when choosing a documentary screening location:

- Is there a fee to use the facility?
- Is there a strong Internet connection to use? Is it free of charge?
- What is the ideal time for the screening?
- Are food and beverage items allowed in the facility? (Note: This is if you wanted to provide refreshments and snacks)
- What are the parking arrangements?
- Will the documentary be shown using a projector, television, etc.?
- Does the facility have its own IT department to assist you?

Once you have secured your venue, be sure that you have all the proper audio and visual equipment you will need. If you are showing the video on a TV screen, then you will need a way to either connect your computer or a USB drive with the movie file on it to the television. If you plan on streaming the documentary from YouTube, then you will need to ensure there is a strong Internet connection. Depending on how you prepare your program, you might consider assigning a project member to manage the technical equipment; this includes showing correct videos according to the program and handling lights and audio.

## **Planning Your Program**

The intention of your “What’s in a Movement? The Pursuit of Everlasting Peace” screening is to create an environment within your community that motivates individuals to create future positive change. Your 100<sup>th</sup> Anniversary celebration screening can inspire new opportunities for collaboration, action and impact within your local community. Therefore, as you plan your screening, consider your event program.

The documentary screening can be a great way to connect your community with your organization’s past, present and future! By involving past members, engaging community stakeholders and motivating young people with your JCI program, this event can not only celebrate 100 years of impact, but can also put your organization on the path to sustain JCI’s legacy of impact.

## SAMPLE PROGRAM

### I. **Networking and Reception**

Provide attendees of your event time to connect informally either before and/or after your event. Past members can share personal experiences with current members, while current partners can share stories of collaboration with potential partners. You can also play the 100<sup>th</sup> Anniversary song, “Time to Celebrate” during your reception.

### II. **Attention Grabber: Play JCI 100<sup>th</sup> Anniversary: Founding the JCI Movement**

A change in lighting and audio combined with visuals, like this video, can grab the audience’s attention for the start of your program. Showcasing the first 100<sup>th</sup> Anniversary short video is also a great way to educate those who are unfamiliar with JCI about how we were founded, who we are and what we do.

### III. **Welcome Message by JCI Local Organization President**

Your JCI Local President or lead event organizer should welcome and thank everyone for attending the celebratory screening. It is important to recognize distinguished officers, alumni and community members who are present.

### IV. **Introduction by JCI Alum or Senator**

Invite a JCI Alum or JCI Senator who has not only created positive change within JCI but has also gone on to become a leader within the community to share their JCI story. Have them answer the following question with their introduction: What does the JCI Movement mean to you and how has it influenced you to go on and impact your community?

### V. **Play JCI’s “What’s in a Movement? The Pursuit for Everlasting Peace.”**

This is the highlight of your program! Be sure you have all your technical equipment prepared so that your screening is successful.

### VI. **Question & Answer/Group Discussion**

Depending on who your audience is, consider opening the floor for questions and discussions. You can ask such questions as, “How has learning about JCI’s past inspired your future within the organization?” and “What role can JCI play in creating sustainable impact in our community?”

### VII. **Play JCI 100<sup>th</sup> Anniversary: Mobilizing Global Change Makers**

The second 100<sup>th</sup> Anniversary short video focuses on who JCI is today. This video can be a great way to transition into showcasing what impactful change your organization is creating within your local community.

### VIII. **Remarks from a Community Stakeholder**

Invite a partner organization representative or a government official to give remarks on your JCI organization’s past, present and future role in the community.

**IX. Play JCI 100<sup>th</sup> Anniversary: Sustaining the Future**

The final 100<sup>th</sup> Anniversary short video can serve as one last example of how JCI intends to sustain its legacy of impact by uniting all sectors of society for sustainable impact.

**X. Call to Action**

The second most important part of your event, following the screening of the 100<sup>th</sup> Anniversary Documentary, is your call to action at the conclusion of the program. Have a clear idea of what you want to ask of your attendees following the event. Whether it be joining your organization, becoming a partner or helping address a specific community problem, be sure to give everyone there the opportunity to join the JCI Movement in creating sustainable impact.

Consider these 100<sup>th</sup> Anniversary tools and resources that can be used throughout your event:

- JCI 100<sup>th</sup> Anniversary Short Videos (also available to stream on the JCI YouTube channel):
  - JCI 100<sup>th</sup> Anniversary: Founding the JCI Movement
  - JCI 100<sup>th</sup> Anniversary: Mobilizing Global Change Makers
  - JCI 100<sup>th</sup> Anniversary: Sustaining the Future
- JCI 100<sup>th</sup> Anniversary Logo
- JCI 100<sup>th</sup> Anniversary PowerPoint Template
- JCI 100<sup>th</sup> Anniversary Talking Points
- JCI 100<sup>th</sup> Anniversary Press Release
- JCI 100<sup>th</sup> Anniversary Song: Time to Celebrate
- JCI Impact Talks Guide

All the tools and resources listed can be found both on the [JCI Library](#) and the [JCI 100<sup>th</sup> Anniversary Website](#).

Since this is a community event, it is extremely valuable to have materials and information on hand to share who your JCI Local Organization is and what you do in the local community. In addition to your own local materials, consider using these JCI marketing materials, which can all be found on the JCI Library:

- About JCI Brochure
- JCI Active Citizen Framework Infographic
- JCI MDG Bookmark

## **Why join the Global Screening Party of “What’s in a Movement?”**

Documentary films such as JCI’s, “What’s in a Movement?” have the power to cultivate new voices, address the passions of young people today and engage your local community in new opportunities for positive change.

**On October 13, 2015, JCI members worldwide will gather with their communities to be part of the global screening of JCI’s “What’s in a Movement? The Pursuit of Everlasting World Peace.” Be part of this global event.**

All year long JCI members are celebrating the 100<sup>th</sup> Anniversary of the JCI Movement with unique celebrations that range from JCI Project Impact 100 initiatives to parties to seminars and workshops. A screening of the 100<sup>th</sup> Anniversary Documentary “What’s in a Movement: The Pursuit of Everlasting Peace” is just one more way for members worldwide to celebrate our organizations legacy of impact while also demonstrating your organizations commitment to continue taking action for sustainable impact in your community!

If you were not able to coordinate a screening for the founding date of the JCI Movement on October 13, it is not too late to gather community stakeholders to learn more about JCI’s story of impact. December 11, JCI Active Citizen Day is another great opportunity to engage your community, inspire action for sustainable impact and share the 100<sup>th</sup> Anniversary documentary!

## **How do I join the global screening?**

If you are organizing a watch party on October 13, 2015 or December 11, 2015 then we want to hear about it!

Take the following steps to join the global screening of the 100<sup>th</sup> Anniversary JCI Documentary, “What’s in a Movement? The Pursuit of Everlasting Peace.”

1. Email [100years@jci.cc](mailto:100years@jci.cc) to inform us in advance of your organization’s participation in the global screening. Include the date, time and city of your screening in your email and write “Documentary Screening” in the subject line.
2. Use social media to promote your event as part of the global screening of the JCI 100<sup>th</sup> Anniversary Documentary.

When using social media be sure to:

- Post or tweet @jcinews
- Use the following hashtags:
  - #100YearsOfImpact
  - #JCImovement
- Use photos and video recordings from your event



3. Visit JCI's Facebook and Twitter pages to share JCI's posts and updates regarding the global screening including retweets and re-posts about your event!
4. After your event, send your photos and video recordings from your documentary screening to [100years@jci.cc](mailto:100years@jci.cc) so we can use them to share the story of JCI's global screening of "What's in a Movement? The Pursuit of Everlasting Peace."

**We look forward to hearing from you!**