

GRASSROOTS DISTRIBUTION: EMPOWER YOURSELF!



You've Finished Your Documentary Film. Now What?

Festivals and other distributors are important factors in a film's release, but they leave us waiting for the approval of others. You can position your film to accept those opportunities, and *still* make your own plan.

STEP 1: IDENTIFY PEOPLE WHO CARE

Identify the people in your network who care deeply about the story. They are your starting point.

STEP 2: UNDERSTAND WHERE YOU ENTER

- Consult with filmmakers who have distributed films on a similar topic, or who have a similar profile to yours.
- Consider distribution windows available to you.
- Hire a team, embrace a DIY approach, or fundraise to do a little of each.

STEP 3: CREATE BUZZ!

- Listen to your allies' ideas, and incorporate them into your plan.
- Map out important screenings, and how they will schedule in tandem with festivals.
- Build your audience with newsletter sign-ups, and a robust online presence.
- Make a plan to monetize the work and pay yourself.

CHECK IN:

Do you share a lived experience with the characters in your film? If not, you might need to reconsider your project.

TWEET me your questions

or SHARE your own tips:

@TimeTravelProdu