

FOR YOUR EYES ONLY

SIGNED/SILENT/SUBTITLED CINEMA



ONCE UPON A TIME...





BACKGROUND

❖ **APPROACHED BY DEAF BAME FORUM FOR
BLACK HISTORY MONTH 2015**

❖ **LAUNCHED 888 FILM CLUB – SCREENING
MONTHLY FOR OVER TWO YEARS**

❖ **NAMED AFTER OLD TELETXT SERVICE**

❖ **RUN BY DEAF PEOPLE FOR DEAF PEOPLE**



MARKETING & ENGAGEMENT



- **USE A BROKER**
- **SOCIAL MEDIA**
- **SIGNED PROMOS**
- **CULTURAL PROGRAMME**
- **NEW RELEASES**
- **DEAF ARTISTS/SPEAKERS**
- **HOT TOPICS**
- **FREE FOOD**

SUCCESSSES



- WELCOMING
- GREAT TURNOUT
- EMPOWER COMMITTEE
- TEAM WORK
- PARTNERSHIPS
- INTEGRATION
- VENUE SUPPORT
- FORUM

MISTAKES & LESSONS



- INTIAL DISTRUST
- DISRESPECT VENUE
- PARTICIPATION
- CULTURE CLASH
- FACILITATE NOT DICTATE
- FUNDING DEPENDENCY
- TECHNICAL DIFFICULTIES
- PAY OR FREE?

SURPRISES



- **FIRST JOINT
SCREENING &
VOICEOVER
PANEL**
- **DEBATES**
- **CODA/FAMILY**

FUTURE



- SUBSUMED
INTO
'SUBTITLED
TUESDAYS'
- SPIN-OFF
PROJECTS

SILENT ERA

Oscar Micheaux
Writer/Filmmaker



Josephine Baker
Actor/Performer



Paul Robeson
Actor/Performer



THE END

