



Home Screening Kit

Thank you for your interest in hosting a screening of *Pig Business*!

It is a matter of urgency that the *Pig Business* story is heard by as many people as possible, and it takes people like you to make this a reality. We are hoping that *Pig Business* will have regional screenings all over the country and that its message will be far reaching, encouraging consumers to think about the true cost of cheap meat and take action.

Films are a powerful medium to inform and inspire and we think it is important for people to understand the truth behind food production as it affects all aspects of their lives. Screenings provide a great opportunity to bring these ideas into the public arena.

We've put together this guide of how to host a screening including tips about the kind of things you need to consider, where to hold your event, the equipment you will need and how to publicize your event. We hope that you find this toolkit useful and look forward to hearing from you!!

Let's get Pig Busy....

1. Obtain a copy of the film and check out the screening resources folder

To obtain a DVD copy of *Pig Business*, please contact Amanda Bell at abell@icta.org.

On the Center for Food Safety website, you'll find a folder full of resources to help make the organization of your screening as smooth as possible. This pack includes *Pig Business*' synopsis, director's statement, film stills, a sample flyer and poster which you can use as promotional materials, and a guest sign-in sheet and pledge form which you can use at your event. For sample press releases if contacting the media about your event, please download the *Pig Business* Press Kit available from the website, www.pigbusiness.co.uk.

2. Choose a screening date

It is important to consider the following factors when picking a date for your screening:

- What day/time will make the most sense for the people you want to come?
- What is the availability of your top choice venue?
- How much time will you need to plan and promote?
- What is the availability of key support people and/or speakers that could be part of a discussion panel?
- Also, remember to check holidays, community activities, and other events or screenings of *Pig Business* that may conflict with or complement your screening.

3. Choose a venue

Getting the right venue is essential to make your screening a success. You can hold your screening at a local school, in a Church, in your local town hall or community centre, university lecture theatre, library, theatre, or even your own home.

Wherever you choose, you will need to consider the following things:

- Is there is basic power (13amp) available? You will need to set up a projector, DVD player, sound system, and screen.
- How many people are you expecting to attend and how many people can the venue hold comfortably? Make sure you check on the number of people you are permitted to have in your venue to comply with fire regulations. Also, remember to allocate enough space between the screen and the front row.
- Is there parking very close to the venue to unload and load the equipment?
- Is it possible to black out your venue? The darker the room, the better the quality of the projected image.
- Is there any space for the front-of-house desk?
- Are you hoping to provide refreshments after the film? If so, is there a kitchen/bar?
- If you are choosing a large venue and you plan to have a discussion panel afterwards, will you need microphones?

Check that the venue has its own public liability insurance and meet the relevant health and safety requirements. You may also wish to make a basic check of the following in advance of your event:

- Parking
- Wheelchair access
- Lighting, location of fusebox, and electrical sockets.
- Signage
- Restrooms
- Heating / air conditioning
- Fire alarms, fire exits and fire fighting equipment
- First Aid kit
- Possible hazards (e.g. trailing cables)

4. Digital projection equipment

You will need to have the following projection equipment:

- **DVD player/laptop**
- **Projector** - Test the system first to make sure the projector and the DVD player, if separate, are compatible. Make sure the projector can fit the screen at the size that you want it so everyone can see comfortably. Know how far away the projector will need to be for best quality and make sure your venue can accommodate that.

- **Screen** – Pick a screen of a size that the entire audience should have no troubling seeing. If you have a large white wall you may be able to project the film onto this instead.
- **Audio** - Most audio equipment will include an amplifier, speakers, cables and the control deck. The wattage of the speakers must be adequate to provide clear, crisp sound throughout the venue. Two speakers up in front with the screen should suffice in most cases. There are hundreds of audio visual companies on the internet that offer one day hire of projectors, projector screens, DVD players, speakers, etc. These companies will be able to advise you on what exactly you'll need to make your screening a success.

Alternatively, you may be able to borrow this kind of equipment from your local school, university or Church so check these first.

5. Find a guest speaker

Having a guest speaker for your event will really help to give your audience a better understanding of the issues highlighted in *Pig Business* and give them the opportunity to ask questions and discuss the subject in more detail. Furthermore, if you are considering holding the screening as a fundraiser then having guest speakers for a discussion panel after the film is an excellent way to draw public attention the event and have higher attendance. Here are some ideas of the kind of people you could contact to be speakers at your screening:

- Get in touch with you **local government official** to see if they would support the ideas in *Pig Business* and would be willing to associate their name with your screening.
- There are many **NGOs** around the U.S. that are concerned with the topics highlighted in *Pig Business* and are supporting the outreach of the film. For example:

- o Animal Welfare Institute
- o National Family Farm Coalition
- o Humane Society
- o Farm Sanctuary
- o Friends of the Earth

- Contact universities in your region to see if there are **experts/specialists** in sustainable development and farming that can discuss the situation from an academic perspective and may be able to generate debate amongst audience members.
- You could also try and contact **a local pig farmer** who is concerned with the effects of the corporate takeover of the pig farming industry to give your audience a firsthand perspective on the issues.

6. Publicity

a) Advertising

If your event is open to the public, you could look into ad prices in your local community papers. Also get your film screening listed in your local newspaper's calendar section which they will often do for free.

b) Facebook, *Pig Business* website and other online networks

When we receive details of your screening we will post the event information on *Pig Business*' website so that people will be able to see upcoming events in their area.

Another very quick and easy way to get word out about an event is to create an event page on Facebook and invite your contacts/networks. You can set up a page with all the event information, some images from *Pig Business* and the film's logo. This is a fantastic method by which to contact hundreds of people and you can also ask those you have invited to invite others to check out the event page. We also invite you to join our Facebook Group (search "*Pig Business*") and you will be able to post the details of your event on the wall or discussion board.

c) Posters or Flyers

Promote your screening by widely distributing flyers among your members and placing posters in key places such as libraries, theatres, concert halls and at your venue. The ideal time to distribute publicity materials is 3-4 weeks before your event. The screening resources folder includes an example flyer and poster that you can use for your screening. These have been designed to allow you to add your own screening details. Alternatively, you can print event details onto large bright colored stickers and apply these to your posters. Posters and flyers should include the following key information:

- The venue
- Date and start time
- Suggested donation
- How to get tickets

Please help us keep the integrity of the *Pig Business* brand by printing posters and flyers on yellow paper. The yellow and black branding is very powerful and impactful and will help your event stand out.

7. Support the outreach campaign for *Pig Business*

Because *Pig Business* is actively involved in the film festival circuit, we are prohibited from holding public screenings where viewers are charged a standard entrance fee. Although you cannot charge a ticket entry price you CAN ask attendees for a minimum donation amount if you are holding the screening as a fundraiser.

8. Give people ideas about what to do next...

Watching documentary films that highlight big problems that exist in the world can often feel very demoralizing if there is nothing you can do to help solve the problem. Therefore, as part of our screening resources folder we have included a list of ways that people can take action after watching *Pig Business*. Suggestions include buying local/organic, knowing how meat labeling works, buying directly from producers, and checking out the work of other NGOs involved in the *Pig Business* campaign. We suggest that you hand out these flyers to your attendees as they leave your event to give them food for thought. Please direct people to the *Pig Business* website for more information and up-to-date news!

9. The Event Itself

Pre-Event Checklist

- Venue/any technical needs confirmed
- Film/DVD arrived
- Watch the film in advance to make sure it is in good working order
- Sign-in sheet for guests (included in the screening resource folder)
- Key speakers and organizers confirmed
- Action/outreach materials for people to take afterward (Please look at our Take Action and/or campaign partners section of the website as we know these organizations would be happy to provide materials)

Last Minute Checklist

- Plan to arrive early to set up – info tables, arranging chairs, food, etc.
- Perform an audio/visual check prior to the screening
- Print out sign in sheet (as guests arrive make sure they are greeted and sign-in)
- Print out pledge forms (if applicable)
- Make sure that your audience leaves knowing how they can “get involved” – let them know about *Pig Business*’ outreach campaign and the website (www.pigbusiness.co.uk) where they can sign-up for *Pig Business* news bulletins and get more information and find out ways to take action
- Count the number of people attending
- Remember to thank speakers and anyone who helped make the event a success
- Add new contacts to your mailing/email/phone lists

Post Screening Checklist

Our goal is to reach as large an audience as possible, and would like to keep track of how many people we are able to reach through our local screenings. Please record the number of people at your event and return the Post Screening Report form.

- Return equipment
- Thank venue or any one assisting in the screening
- Go to our Facebook Group and let us know how it went
- Complete and return Post Screening Report

SCREENING INFORMATION FORM (Please Submit to Amanda Bell at Center for Food Safety)

Name of Organizer:

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Company/organization (if applicable)

.....
Address:

.....
Phone Number:

.....
Email:

.....
Date of Screening (Mon/Day/Year): Time:

Screening Venue: Max. Capacity of Venue:

Venue Address

.....
Venue Contact Name & Phone Number:

.....
Please list any speakers who will be present at the screening:

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SCREENING LICENSE

This film is not for resale. All rights reserved by Price of Progress Productions © 2009. Licensed only for non-commercial exhibition in private homes, classrooms/community education or community venues and theatres rented out for a private screening and/or fundraiser. All other uses by permission only. Please do not duplicate, lend, televise or transmit in any manner. Failure to comply with the above may compromise the distribution of the film and lead to action taken against you accordingly.

Price of Progress Ltd, holder of the copyright for the documentary, "*Pig Business*" hereby grants license to publicly screen *Pig Business*. The public screening is not limited to a specific location. Price of Progress Productions Ltd has no issue with you showing the film as far as Tracy Worcester's intellectual property rights being infringed is concerned, but neither Price Of Progress Productions Ltd nor Tracy Worcester offer any warranty in any other respect.