



SCREENING TOOLKIT

'Guide to Hosting a Film Screening'

ABOUT THE TOOLKIT

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

It is a matter of urgency that the Pig Business film is seen 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 screenings in all major pork producing countries 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 publicise your event. We hope that you find this toolkit useful and look forward to hearing from you!!

Our goal is to have many local screenings before organised high profile events (such as our European Parliamentary event in December 2010), and we invite you to help us achieve this. There are many details below that we hope you will find useful, but if you do not have the time to read them all then the most important thing is to organise a screening and get the audience to think about how their actions as a consumer and citizen can help alleviate many of the problems highlighted.

HOW TO HOST A SCREENING

OBTAIN A COPY OF PIG BUSINESS

To obtain a DVD of Pig Business, please visit www.pigbusiness.co.uk or contact us at info@pigbusiness.co.uk.

On our screening resources website page you'll find resources to help make the organisation of your screening as smooth as possible. Resources on this page include Pig Business' synopsis, director's statement, film stills, example flyer and posters which you can use as promotional materials and a guest sign-in sheet and pledge form which you can use at your event. Please also download sample press releases which you may like to use if contacting the media about your event.

www.pigbusiness.co.uk/screenings/screening-resources/

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 the event?
-  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.

Remember to inform the Pig Business team so we can add it to our screening list:
www.pigbusiness.co.uk/screenings/

CHOOSE A VENUE

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

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

-  Is there is basic power 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 how many people you are permitted to have in your venue to comply with fire regulations and 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 will be 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?

Your venue should almost certainly have its own Public Liability Insurance and meet the relevant Health and Safety requirements. However you should check that your venue has all the relevant licences and whether there are any restrictions under the

fire and building regulations. You may also wish to make a basic check of the following in advance of your event:

- | | | | |
|---|--|--|---|
|  | Car parking |  | Toilets |
|  | Wheelchair access |  | Heating / air conditioning |
|  | Lighting, location of fuse box and electrical sockets. |  | Fire alarms, fire exits and fire fighting equipment |
|  | Signage (including “No Smoking” signs) |  | First Aid kit |
|  | cables) |  | Any possible hazards (e.g. trailing cables) |

DIGITAL PROJECTION EQUIPMENT

You will need to get hold of 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.

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

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. Below are just a few examples of companies that hire out projectors (and accessories) in the United Kingdom; however you should try and find one that is local to you:

-  www.saville.co.uk
Belfast, Cardiff, Coventry, Edinburgh, Guildford, Hull, Leeds, Liverpool, Manchester, Newcastle upon Tyne, Welwyn Garden City, York
-  www.edric-av.co.uk
London, Birmingham, Manchester, Bristol



www.quadrantsolutions.com

Nottingham, Birmingham



www.hire-intelligence.co.uk

Manchester, London, Glasgow, Southampton, Dublin, Oxford



www.mclav.com

Birmingham, Cardiff, Edinburgh, Glasgow, London, Manchester



www.purplewaveav.com

Sheffield



www.cvsinternational.co.uk

Kent, Essex, London, Ipswich

Price will vary depending on how many people are likely to attend the screening. The more people, the higher quality projector you will need and the larger the screen. Prices start at around £50 for a projector per day (for 50+ people), £10 for a DVD player per day and £15 for a screen per day. Most companies will also offer a service to deliver and set-up all the equipment you need, so you are best to find a company that is local to you.

FIND GUEST SPEAKERS

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:



Depending on your location and her availability, it may be possible to have Pig Business' director, Tracy Worcester come and speak at your screening. If it is not possible for Tracy to attend in person, it may still be possible to set up a 'Skype' video session instead.



Get in touch with you local governmental representative 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 globe that are concerned with the topics highlighted in Pig Business and are supporting the outreach of the film. For example:



Centre for Food Safety



European Coordination

Via Campesina



Soil Association



Friends of the Earth



Compassion in World Farming



Food and Water Watch

The full list is provided on our website (www.pigbusiness.co.uk/campaign-partners/). You could contact one organisation that is in your region to see if a spokesperson could attend the screening as a speaker. If you have are having difficulty finding an organisation to invite then contact us on info@pigbusiness.co.uk.



Contact universities in your region to see if there are experts/specialists in sustainable development and/or 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.

PLANNING AN AGENDA



Start on time (no later than 10 minutes from the posted time)

Choose a screening time, but allow late comers to get there.



Brief introduction of yourself and the film (no more than 15 minutes)

Maybe include any local issues, introduce any guests/speakers and ask everyone to stay for a short discussion after the film.



Viewing



Discussion (15 minutes – 1 hour)

Having a panel of guests/speakers will help kick start a really good discussion. Try and keep this from going over the allotted time. A follow up meeting can be arranged for a later date if the group want discussion to continue.



Wrap up

Thank speakers and attendees for coming to the event. Make sure people have information and access to any resources they need (see the 'Take Action' section of the toolkit).

PUBLICITY

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.

Social networks, the Pig Business website and other online resources

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 (www.facebook.com) 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 Page (search "Pig Business") and you will be able to post the details of your event on the wall or discussion board.

Other useful social networks and online resources include:

-  **Social Networks** (facebook, twitter, youtube, myspace)
-  **Blogs** (e.g. www.homegrown.org)
-  **Forums** (e.g. www.rivercottage.net/forum)
-  **Wikis** (e.g. www.wikipedia.org)

Posters and Flyers

Promote your screening by widely-distributing flyers amongst 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 page on our website

(www.pigbusiness.co.uk/screenings/screening-resources/) includes example flyer and posters which you can use for your screening.



These have been designed to allow you to add your own screening details. These files are formatted so that you can open them in a program and add your own text, or fill in with black marker pen. Alternatively, you could print event details onto large bright coloured stickers and apply these to your posters. Posters and flyers should include the following key information:

-  The venue
-  Suggested donation
-  Date and start time
-  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 has impact that will help your event stand out.

Email blasts

Another great way to publicise your event is to send out email blasts. Below is an example of how you could format these and the kind of information you need to include:

“We invite you to come to a special screening of Pig Business, an investigative documentary into the true cost of the cheap meat on our supermarket shelves”.

- | | | | |
|---|---|---|--|
|  | www.pigbusiness.co.uk |  | For more info contact YOUR |
|  | Directed by Tracy | | NAME and affiliation (if any) |
| | Worcester |  | Your Email & Phone |
|  | Day, Date, Time |  | Q & A to follow |
|  | Suggested donation... |  | Speakers: Local professors, |
|  | Location (public transit
and parking info) | | environmental group rep, your
group rep |

“Pig Business is the result of a four year investigation into the devastating impacts intensive farming is having on the environment, human health, rural livelihoods and animal welfare, exposing the controversial practices of the biggest multinational corporations in the meat industry. Pig Business shows that consumers have a choice. They can avoid food produced by a cruel and unsustainable agri-industry by buying better-value, healthier alternatives that don't cost the earth”.

PRESENTING YOUR GROUP AT THE EVENT

If you've invited more than the regular members of your group, chances are you have people in attendance who will want to know more about your group – what you stand for, your accomplishments, and your most important goals. Be sure to have information on hand – either to pass out, or on the sign-in table with the registration sheet.

PROMOTE DISCUSSION

Below is a sample of discussion questions you can use to spark conversation after showing the film. Make sure everyone understands the purpose of the discussion is to further explore the issues raised by the film and increase understanding. Remind the group that dialogue allows all participants a respectful environment to share ideas, concerns and opinions.

-  Did this film change the way you think about where your meat comes from?
-  Which of the issues highlighted by film had the greatest impact on you? Why?
-  Now that you've seen this film, do you think you'll do anything differently as a result? What and why?

WHAT NEXT? – TAKE ACTION

Watching documentary films that highlight big problems that exist in the world can often feel very demoralising if there is nothing you can do to help solve the problem. Therefore, as part of our website we have included a list of ways that people can take action after watching Pig Business. Suggestions include buying local/organic, knowing how meat labelling works, buying directly from producers, contacting local food policy makers and checking out the work of other NGOs involved in the Pig Business campaign. We suggest that you direct your attendees to the 'take action' pages on our website as they leave your event to give them food for thought:

www.pigbusiness.co.uk/take-action/

DOCUMENT THE EVENT

Document the event by taking photos and recording stories you hear from attendees. Survey attendees about how they liked the event and what they'd like to see next. Document which press attended and who printed or aired stories.

We have an evaluation form in this toolkit that can help you assess your success. Numbers are not all important; many powerful community screenings have had small audiences but great discussions or group commitments to take action.

Please report back to us. Only our collective efforts and voices will stop factory farming, so we want to hear from you! Tell us what was successful or challenging about your event, include photos, video or any links to press. Send to info@pigbusiness.co.uk.

CHECKLISTS

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
-  Key speakers and organisers confirmed
-  Action/outreach materials for people to take afterward (Please look at our Take Action and/or Partners section of our website as we know these organisations 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, get further 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
-  Email us, or go to our Facebook Group and let us know how it went
-  Complete and return the Screening Evaluation Form

SUPPORT THE PIG BUSINESS OUTREACH

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. If you are hosting a screening as an individual or other kind of organisation, we would hugely appreciate if you could be ambassadors for the film and encourage your attendees to support Pig Business by donating some money towards the outreach campaign and/or urge them to get the message out to as many people as possible.

Included in the screening resources website page you will find a pledge form that you can hand out at your screening. To keep in line with the Pig Business yellow and black branding we ask that you please print this on yellow paper. Please do not hesitate to contact a member of the Pig Business team if you have any questions about this.

If on the other hand you are a charity and would like to hold a screening of Pig Business as a fundraiser, then we fully support this. However, we do ask that you please contribute a minimum of 10% of the funds raised to the outreach campaign for Pig Business so that we can continue to spread the word and raise awareness about the issues the film brings to light.

You may be well adverse at inspiring people and supporting causes. If you are looking for an idea of what to say you could try the following:

As you can see from the film, factory farming and large-scale agribusinesses are abusing animals, polluting our environment, destroying small farmers, and jeopardising our health and our futures. Support the Pig Business Outreach and help use the film to educate people about the TRUE COST OF CHEAP MEAT and impact on every level of the food supply chain and help to promote widespread sustainable farming practices that are compassionate for the animals, the environment and the well being of all.

FURTHER RESOURCES



<http://www.bffs.org.uk/index.html>

The British Federation of Film Societies offers a wide range of services and resources dedicated to the needs of community cinemas

SCREENING REQUEST AND INFORMATION FORM

1. Name of Organiser:
2. Company/organisation (if applicable)
3. Address:
4. Phone Number:
5. Email:
6. Date of Screening (Mon/Day/Year): Time:
7. Screening Venue:
8. Max. Capacity of Venue:
9. Venue Contact Name & Phone Number:
10. Will you be holding your screening as a fundraiser? YES/NO
11. List of any speakers who will be present at the screening:
12. Are you requesting Tracy Worcester to speak at your screening? YES/NO

SCREENING LICENCE:

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.

I have hereby read and understand the guidelines outlined in the 'Pig Business Screening Toolkit'. I will abide by the protocols stated in the Toolkit and will adhere to them in the highest regard.

Signature:

Date:

SCREENING EVALUATION FORM

1. Name of Organiser:
2. Company/organisation (if applicable)
3. Phone Number:
4. Email:
5. Date of Screening (Mon/Day/Year): Time:
6. Screening Venue/Location:
7. Max. Capacity of Venue:
How many people attended:
8. Venue Contact Name & Phone Number:
9. Are you a charity?
10. Was your event held as a fundraiser? YES/NO
11. How much money did you raise as a result of your event?
12. Did you provide pledge forms?
13. List of any speakers who were present at the screening:

Please attach sign-in form of guests who would like to receive the Pig Business newsletter

Send completed forms...

By email:

info@pigbusiness.co.uk

By post:

28 Halsey Street, London, England, SW3 2PT