

Food For Thought Food For Life

SCREENING TOOLKIT

ABOUT THE FILM

We want our food fast, convenient and cheap, but at what cost? As farms have become supersized, our environment suffers and so does the quality of our food. Susan Rockefeller's short film, Food for Thought, Food for Life (20 min.) explains the downsides of current agribusiness practices, and also introduces us to farmers, chefs, researchers, educators, and advocates who are providing solutions. The film is both poetic and practical; its powerful examination of the connections between our planet and our well-being is accompanied by specific strategies that protect both. With an eye towards a sustainable and abundant future, it offers inspiration for communities that are ready to make a difference.

Run time:	20 minutes
Screening format:	Digital download; Blu-ray; DVD
Aspect ratio:	16:9 widescreen
Audio:	Stereo

IMPORTANT LINKS

Film website:	www.foodforthoughtfilm.com
Facebook page:	facebook.com/foodforthoughtfilm
Hashtags:	#foodforthoughtfilm; #protectwhatisprecious
Contact us:	hello@foodforthoughtfilm.com

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Thanks also to **Stone Barns Center for Food & Agriculture** for their generous cooperation in the production of the film and associated outreach.

**THANKS FOR HELPING CHANGE THE WORLD,
one person and one community at a time!**

We are offering Food for Thought, Food for Life without a screening license fee to those who convene screening events designed to actively engage people in conversations about the food and farming sustainability issues raised by the film.

This Toolkit provides tips to help you convene a spectacular event. If you have questions please contact us at hello@foodforthoughtfilm.com.

STEP 1: CREATE A GAMEPLAN

FIND PARTNERS

Food for Thought, Food for Life is all about creating community collaborations, so partners are a must. Every partner you add will strengthen your marketing and outreach capabilities and create a more powerful community screening. Consider inviting:

- local affiliates of the film's partners – e.g., National Young Farmers Coalition, Sierra Club, Slow Food, Audubon Society (see foodforthoughtfilm.com for more possibilities) environmental organizations
- faith-based groups
- schools, student and youth groups,
- farms and farming groups (e.g., 4H)
- social justice organizations
- government agencies related to agriculture and the environment
- civic and fraternal organizations
- grocery stores, food co-ops, CSAs, restaurants

AGREE ON THE AGENDA

The film is 20 minutes long; you'll want to leave ample time (30-90 minutes) for a post-screening discussion, time to allow partners to introduce their work, and/or a speak-out where audience members can share their personal stories. And you'll want to reserve time to plan action steps. The film also lends itself well to follow-up panel discussions with Q&A. You might consider people with expertise in: farming, cooking (chef), health, environmental science, public policy.

SECURE A LOCATION

When choosing a venue, consider:

Accessibility: Make sure the venue is accessible to people with disabilities, and that the location is accessible by public transportation or within walking distance for your intended audience.

Size: The screening room should fit everyone comfortably without being so large that it inhibits interaction (particularly if community building is one of your goals).

Neutrality: Choose a venue that is welcoming. For example, houses of worship might be comfortable for congregants, but not for people of other faiths. A university campus might feel right for students, but intimidate community members. Examples of neutral spaces might include a public library, community center, an independent theater, nonprofit organization or farm center.

Auxiliary spaces: If you plan to break your audience into smaller groups after the screening, be sure the facility can accommodate this. If you plan to provide childcare, be sure the site includes safe space for children where they can make noise without disturbing the screening or discussion.

Internet access: If you want to Skype in a speaker or enable your audience to send Tweets or Facebook updates about the film, be sure your venue has an open wifi network. You might also need Internet access if you are checking people in with an on-line registration system.

SELECT A DATE AND TIME

Check venues: If it's important for you to secure a particular venue, be sure the site is available on the day and time you are considering before purchasing the screening license. We have found that weeknights are often ideal for screening events.

Avoid conflicts: Check community and religious holiday calendars to ensure that your selected date doesn't conflict with another major event likely to draw the same audience.

Ask your partners: Consider the days and times that partners have successfully drawn an audience in the past.

FIND A FACILITATOR

Look for someone who understands that the role of a facilitator is to make people feel welcome and keep the discussion moving, rather than to lecture or publicize their own work. Give them the film's discussion guide <http://foodforthoughtfilm.com/wp-content/uploads/2015/04/1-DISCUSSION-GUIDE-FFT.pdf> and ask that they review it prior to the event, including the section on facilitation tips.

STEP 2: SPREAD THE WORD

Let Food for Thought Help

Once you confirm a time and place, contact us hello@foodforthoughtfilm.com. Give us the key information and we will promote your event on the foodforthoughtfilm.com "See the Film" page and Facebook.

Word of Mouth

Tell all your friends and family! Text, call and email everyone you know.

Advertise

Download the Food for Thought poster:

http://foodforthoughtfilm.com/wp-content/uploads/2015/04/FFT-POSTER_NEW.pdf

Print them out (or get them printed at a local print shop) and canvas the neighborhood! Consider bulletin boards and window displays at restaurants, book stores, natural food stores, food co-ops, grocery stores, farmer's markets, offices of wellness and medical professionals, community centers, farm to table restaurants, etc. Others might distribute fliers at their meetings (e.g., environmental and conservation organizations, garden clubs, University Extension Services, etc.). Most important of all, ask all your partners to spread the word to their members.

Use Social Media

Post, along with your event information, on every social media platform you use: Facebook, Twitter, Instagram, etc. Invite your friends, event partners, and related organizations to re-post your message. You may even want to create a separate Facebook page especially for the event. (That provides an easy way for people to keep in touch even after the event is over. And be sure to message us (hello@foodforthoughtfilm.com), post on the film's Facebook page (facebook.com/foodforthoughtfilm), and tweet at us (Twitter/Instagram hashtags: [#foodforthoughtfilm](https://twitter.com/foodforthoughtfilm); [#protectwhatispacious](https://twitter.com/protectwhatispacious)).

Use Local Media

Local newspapers, radio, and TV news have limited resources. If you can hand them a good story with a local connection, they are likely to cover your efforts, especially if you have ready-made video, audio, or photographs. Pitch a segment on the local movement to raise awareness of solutions to farming and food issues. Offer interviews with local farmers, experts, and representatives from your partners. Hand reporters the press kit for the film or share the link: (<http://foodforthoughtfilm.com/press-awards/>).

Community Calendars

Submit event information to community calendars posted by media outlets, government offices, schools, and community groups.

Contact Colleges, Universities and Houses of Worship

Professors will often be more than happy to mention an upcoming screening of a film to their students. Many religious denominations have national initiatives related to sustainable food practices. Ask if those congregations will post your event in their bulletin.

Email Blasts

Services like EventBrite allow you to sign-up people online and collect their email addresses. If you are not charging for tickets, this service is free. (Tip: In general, there is a 50% drop-off rate with free events. If you have 100 seats, you should accept 200 reservations.) Several days before the event and again on the morning of the event, send an email reminder about the screening to your RSVP'd guests several days. Ask partners to send email blast reminders to all of their members as well.

STEP 3: STEP UP

Check Equipment

Arrive early to set up and test your A/V equipment for projecting the film and, if needed, for facilitating speakers or discussion (e.g., microphones). Don't forget batteries, extension cords, adapters, and, of course, the film.

Check Supplies

Make sure you have everything you need for registration (e.g., sign-up sheets to capture contact information, name tags, markers), and for the discussion and action step planning (e.g., flip charts, markers, tape).

Registration

Set up a registration desk by the door so attendees can easily sign in. Invite guests to provide their email addresses so they can be notified of follow-up events, actions, or online evaluations. Consider distributing fliers for partner organizations, along with your contact information and the website and Facebook page for the film.

Room Set Up

If seats are movable, place them in a configuration that will both facilitate conversation and ensure that everyone can see the screen.

Signage

Post signs in and around the venue so people know they are in the right place and can easily find the room you are using.

Refreshments

Everybody likes free food. Including "free food" on your invitation can improve turnout. If your event is hosted by a nonprofit, local grocery stores or restaurants are often happy to donate refreshments. Be sure to model the sustainable practices in the film. Snacks should be healthy and local. Use compostable utensils instead of plastic. Make available separate containers for garbage, recycle, and compost.

STEP 4: THE SCREENING

Introductions

Make the most of your allotted time. Introduce partners, thank funders, and let people know how the event will proceed, but do it in "headline" format. Nothing brings down the energy level of a room more than a series of introductions that are too long. Be sure to leave time after the film to plan action steps and/or set up a follow-up meeting.

Discussion

Taking a break between the film and discussion puts you at risk for losing a large part of your audience, so begin the discussion as soon as the film ends. Engaging the audience in thinking about the film is as important as the film itself!

Take Photos

You'll want to post them on your Facebook page after the event (and we love to see pictures of our attendees and fans!).

Next Steps

In addition to providing time to plan for action, be sure people know how to stay in touch. Repeat the url for the film's website and for you and your partners, encourage attendees to sign up for the film's email list and share on social media.

Step back and enjoy! You've done something really important.

STEP 5: AFTER THE EVENT

Post a Recap

Document your event on the film's Facebook page and other social media. Include the pictures you took at the event and be sure to use the tags: #foodforthoughtfilm and #protectwhatispacious.

Thank-Yous

Send a thank-you email to all your guests. Encourage them to stay informed by including links to local organizations, information about calls to action, links to the campaign's website and social media pages. Sending a small treat (like a cupcake or chocolate) to key partners and funders is another simple way to maintain good will.

De-Brief

Meet informally with partners to assess how things went and talk about ways that partners might continue to work together.

Let us know how it went!

We would love to keep track of how many people see the film, share photos of the screening, and let others know about the work that your organization does. Please send us an email with a quick recapat hello@foodforthoughtfilm.com

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