



INGREDIENTS

The Local Food Movement Takes Root

"Thank you for this tremendous film. You tackle some of the most critical issues we face. INGREDIENTS could not have come at a better time."

- Sam Kass, chef to Michele and Barack Obama

INGREDIENTS

*“Local food is the most interesting trend of our time--towards the real, away from the fake; towards work, away from convenience. Towards satisfaction, away from gratification. **INGREDIENTS** captures the intrigue.”*

-Bill McKibben, author of “Deep Economy”

INGREDIENTS COMMUNITY SCREENING TOOLBOX

Here are a few tips to get you started as you plan your screening. Your community screening of *INGREDIENTS* can serve as an opportunity for education and engagement—show people the real benefits of eating locally grown food! Always feel free to contact us with any questions at brian@ingredientsfilm.com.

Planning Your Screening

Venue: You want to be sure and pick an appropriate venue. If your organization doesn't have a spot of its own, both local public libraries and high schools often offer spaces to community organizations at no charge or for a nominal fee. As an added bonus, they often come with built-in audio-visual equipment (and someone who knows how to use it!).

More creative venues, like local coffeehouses or public parks can work too. Be sure to make certain there is ample room for seating, easy access for the elderly or disabled, and a way to control the lighting. Remember that many of these types of venues fill up fast, so you may want to reserve a time for your screening a month or so in advance.

Equipment: You'll need to rent, borrow, or reserve the following equipment:

- A wide-screen television or a projector and a large screen.
- A DVD player. (Laptop or desktop computers with DVD players work, too.)
- A set of good speakers, if you're using a projector. (Check the volume controls to be sure they're loud enough.)
- Chairs or benches.

You always want to practice setting up **before** the day of your event. Be certain that your cables fit, your sound is audible, and the picture is the right shape and size. Keep in mind that if the picture looks clear but it is either too stretched or too squashed, you may need to adjust the “aspect ratio” or “mode” settings on your projector or television until the image looks correct.

Concessions: One way to make your screening a success is to include local food and drinks. Consider asking a local chef to cook some appetizers, pour some locally brewed beer, serve a bowl of blueberries or pop some organic popcorn. Alternatively, ask a local co-op or bakery to donate some yummy treats. You might also find it a festive—and fitting—challenge to make sure all of your refreshments are made and served in environmentally friendly ways.

If you're selling merchandise, *INGREDIENTS* DVDs, or would like people to pick up information on your organization, set up a special table for them in a prominent place. If you're fund-raising, remind them that their purchase helps support your group or cause.



Promoting Your Event

As soon as you have a date and venue set, begin to publicize and promote your event. You can often have the facts about your screening published in the community events calendars of your local newspapers for no charge.

Next, draft a press release. The language on the *INGREDIENTS* website can help you craft your message about the film. Submit the release to all of your local news and lifestyle publications including any appropriate local newspapers, blogs, church bulletins, local NPR affiliate, local TV news affiliates and public access stations.

Don't forget to tap into the usual communication channels used by your group. The sooner you get the word out, the more time local journalists, activists, and community organizations will have to rally around your screening.

Organizing Post-Film Events

A community screening can become particularly engaging when there is an opportunity for questions, discussion, or debate after the film. While post-film discussions can take many forms, the following often work well and are relatively easy to plan:

Keynote Speakers: Sometimes a local individual is especially well suited to reflect on the themes of *INGREDIENTS*. If you have someone in mind, such as a local farmer or chef who cooks with locally grown ingredients, be sure to invite them well in advance and give them an opportunity to view the film before the public screening. If your speaker has created a related work you might also offer to sell or promote this research at your event.

Panel Discussions: If you'd like a less formal or more interactive post-film activity, you might consider organizing a panel discussion or Q&A session. In the weeks leading up to your screening, ask four or five local experts or community leaders who represent diverse areas of expertise on the themes explored in *INGREDIENTS* to participate in the panel.

In order to facilitate the question & answer period you may wish to serve as a moderator (or to appoint someone else for that job). Alternatively, you can pass out slips of scrap paper for questions before the screening begins. When you're ready to begin your panel after the film, collect the questions and distribute them among your panelists.

Receptions: It's always a good idea to encourage your audience to mingle and socialize after the film. Refreshments often facilitate this kind of interaction (especially if they're provided free of charge!) As your event comes to a close, you can capitalize on the energy and excitement of the screening to foster continued engagement from your community. As folks file out, invite them to join your mailing list, take a look at your recent projects, peruse your calendar of events, or ask for comments and feedback. You may want to solicit ideas for future film screenings, panel discussions, or speakers.

For groups with specific political or policy agendas, use the enthusiasm of the moments after the film to organize a quick letter-writing campaign to local politicians or policy makers. Provide pens and pre-addressed form letters, and aim for two letters per attendee.



INGREDIENTS Screening Application

Please print and return this page of the application and your payment to:
Optic Nerve Productions, INGREDIENTS, PO Box 19622, Portland, OR 97280
Email: brian@ingredientsfilm.com | Phone: 503.701.7230

Thank you for your interest in screening *INGREDIENTS*! Please take a moment to complete this form and mail to the address listed above. We look forward to hearing from you!

1. We'd love to let everyone on our website know about the growing interest in screening *INGREDIENTS* across the country. So that we can add your event to our growing calendar of screenings, please let us know as many details as possible about your plans.

(Your Name) (Phone) (Fax) (Email)

(Your Mailing Address)

(Your Organization and/or School) (Your Organization's Web Address)

(Name of Venue Where You Will Screen *INGREDIENTS*)

(Street Address of Venue)

(Date of Screening) (Time of Screening)

2. All public screenings of our film *INGREDIENTS* require the purchase of community screening rights. Please note that these rights pertain only to your organization and cannot be transferred, lent or sold to another party. From the options available below, please let us know which choice best suits your event and submit payment for the corresponding amount. If you have any questions at all, feel free to ask! Fees include (1) public use DVD of *INGREDIENTS*.

Non-Profit Community Viewing Rights (\$95): If you won't charge admission and need to keep your overhead low, choose this option. These rights cover a one-time-only public viewing of the film.

Fundraiser Community Viewing Rights (\$250): If you wish to charge admission, use the event as a fundraiser, or screen the film publicly multiple times, choose this option. These rights cover multiple public viewings of the film.

3. Many groups find it helpful to purchase a bulk order of *INGREDIENTS* home-use DVDs to resell for fundraising purposes. If this interests you, please note the number of DVDs you'd like, and include the corresponding amount in your payment. Prices include shipping.

- Pack of 5 (**\$75**) retail value is \$125 Pack of 10 (**\$150**) retail value is \$250
 Pack of 15 (**\$225**) retail value is \$375 Pack of 20 (**\$300**) retail value is \$500

4. Please indicate how you prefer to submit your payment.

- I am including a check here. The check number is _____.
 I would like to pay by credit card.

Please go to: <http://www.ingredientsfilm.com/contribute.html> to make a secure on-line payment via Qgiv.

Checks should be made payable to OPTIC NERVE PRODUCTIONS.

5. Would you like a filmmaker to present the film for your event? Due to heavy demands on the filmmakers schedules, they can only attend events where an honorarium and travel expenses can be offered.

- Yes, we would like a filmmaker attend our event. Please indicate available funds: _____
 No, thanks.

6. I, the undersigned _____ agree to purchase the community screening rights with the understanding that *these rights pertain only to your organization and cannot be transferred, lent, duplicated or sold to another party.*