



ourfoodprint.com

Documentary screening guide

Key advantages of documentary screenings

Documentary screenings are one of the simplest & most effective outreach activities that can be carried out at virtually every level. The following are some of the key advantages:

Easy to set up: Very little is required to arrange for the screening of a documentary. All that is required is a screen, an audience and space for the audience to sit. Screens & projectors are also easy to hire for larger displays to make a bigger impact. Unlike presentations & talks, little research or prior work is required to screen a documentary.

Highly Effective: Good documentaries are well researched, have accurate information and are put together in a way that is interesting for the audience. Given the level of work which goes into putting together documentaries, the best documentaries on a subject are often the best and most effective way for an audience to be introduced to new ideas.

Independent media: A large number of the top documentaries related to factory farming are on independent media channels, which allow you to screen the documentary for free without any copyright issues.

Planning a documentary screening

Documentary screenings can take place at any level, including:

- **Friends & Family:** private screenings at home for your friends & family
- **Social groups:** screenings for your fellow students / colleagues / members at schools & colleges / offices / clubs
- **External groups:** screenings for people outside typical social groups

With the exception of a private screening for your friends & family (requiring little preparation), a little planning will help ensure a more successful screening of your chosen documentary. The following are some pointers:

Relevance: In almost all situations, you are likely to have a fair idea on the composition of your audience. Choose a documentary with a topic of high relevance to your audience to maximise your impact.

Marketing: Try and market your documentary a couple of weeks prior to the screening. You can do so by putting up visually attractive signs/posters, handing out leaflets or sending e mails with a brief description on the documentary being displayed, a few lines to generate interest and the location & time details.

Space: You need to ensure that you have adequate sitting space, and that the screen is easily visible for all audience members. For a larger audience, a large display TV or a projector with a screen, should ideally be used for adequate visibility and impact. Screens & projectors are both easy and inexpensive to hire, which can immediately turn almost any room into a screening location.

Connectivity: There is a large list of independent documentaries available on our website. All you require is a fast internet connection, and you can screen these to your audience. Try and ensure that the entire movie has buffered prior to starting the film, to avoid any connectivity issues. You can alternately purchase a DVD or download the movie (if allowed) for the screening.

Discussions: While not critical, it is helpful to keep aside some time for discussions post the screening. This helps generate further interest amongst the audience, can help bring out new points and also to identify potential volunteers.

Learn more: Make sure that you provide the audience with references that they can go to, if they would like to learn more about the issue.

Screening programs: In a number of situations, the audience and the screening room may be available in a single location for a period of time. This is true for audiences in schools & colleges, offices, clubs & associations and religious groupings to name a few.

In this case, it may be advisable to launch a periodic documentary screening program, rather than a one-off screening. The following are the key steps:

- Identify the location & the audience. Confirm that the location is available to you on a periodic basis.
- Create your own screening program. This is essentially a series of documentaries that examine various different aspects around a particular issue. Whats-on-my-plate has created a list of interesting documentaries around a few chosen topics, which are ready to be rolled out. Alternately, create your own program by choosing a mix of documentaries available in our resources section.
- The marketing plan. Create flyers, posters and marketing emails to inform your audience that you will be screening documentaries on a particular subject, at the given location & periodicity. Let the audience know about upcoming documentaries, so they can choose the documentaries they would like to attend.