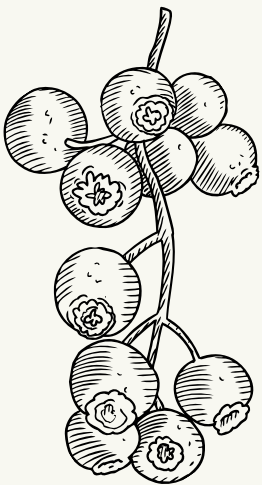




First We Eat Screening Toolkit

We want your community screening of **First We Eat** to be as successful as possible! This guide is full of practical tips to help you make that happen.



- 7 Steps to host a community screening:
In-person or Virtual
- Tips to take your screening beyond the film to **inspire action** or to turn your screening into an event that **celebrates local food** in your area
- Timeline Tips

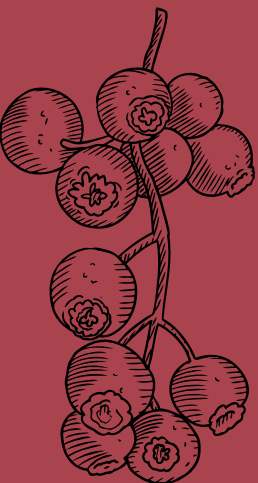
How to Host a Screening



Step 1: Build your screening team

Get a few people to work on the screening together. If you are not part of a large organization, consider contacting local groups to help sponsor and promote the event.

- non-profits involved in food sovereignty, food security, food justice, food waste, environmental groups
- Farmers Market Associations, local restaurants, grocery stores, local farmers, foragers, Community Garden Associations, Urban Agriculture Associations
- Chefs and caterers in your area who pride themselves on sourcing local
- local governments (try the Agriculture, Land Use Planning, Environmental Outreach or Procurement departments)
- universities (try the Sustainability, Agriculture, Culinary Studies, Environmental Science, Education, or Geography faculties first. English, Film Studies, even Theology departments have hosted screenings of First We Eat)
- local culinary schools
- community or high school green teams
- convert a book club session to a film discussion where folks pre-watch First We Eat and then gather for discussion and a potluck of locally sourced foods



Step 2: Decide if you will host an In-Person screening or a Virtual screening

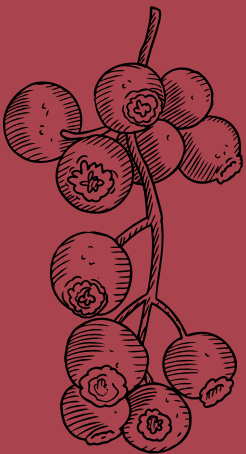
In-Person Screening:

Choose a Venue: Consider a theatre, community centre, local restaurant or café, church hall, school gym, or a library. Make sure your venue either has no windows or good curtains to make it very dark.

Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):

- A BluRay player and projector
 - Why a BluRay instead of a DVD? BluRay's have much higher resolution so they look much better when projected onto a large screen, compared to a DVD
- OR a projector that can connect to a computer and a strong wifi connection in order to stream a vimeo link
 - Streaming a 9 GB vimeo file will also look good on a large screen

How to Host a Screening



- A screen (10' wide or more works best or a large white wall)
- A good sound system. It is most important that there is a way for the audio to fill the room. (It will not work well to rely on small speakers or on a computer's internal speakers, especially in a larger space)
- If you are planning a panel discussion after the screening, you will want to have chairs and microphones available
- If you are planning to celebrate local food at your venue, you may require kitchen facilities and/or eating facilities and/or a table for local appetizers
 - For example: host a screening combined with a meal at a restaurant that sources farm to table or local foods
- If you are inviting Suzanne Crocker or another subject from the film to join the post-screening discussion or Q&A virtually, you will want your venue to have a strong wifi connection and the ability to project Suzanne via zoom or skype from a laptop onto the big screen with the audio attached to your speakers

How to Host a Screening



How to Host a Screening



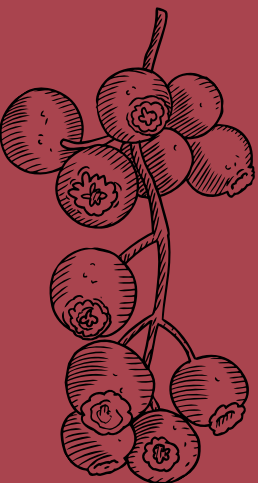
A Virtual Screening

For a virtual screening you will be given a single streaming link and a password that can be emailed to your audience that will be valid for a specific number of views over a specific time frame. OR you will be given a series of unique streaming links, each good for one viewing, and you can pass one link to each of your viewers and they can have a longer window of time to view it. **Please don't make any streaming link and password public for the whole world to see (i.e. don't post it on a website or a facebook page)** – otherwise people beyond your screening license fee may have access to it.

Sometimes organizing everyone to watch from home at the same time works best to maximize participation in a virtual discussion right after watching the film. But give some leeway (such as a 2-3 hour window).

Sometimes providing a day or two (or up to a week) for everyone to watch, based on their own schedules or time zones, works best. You can then set up a specific date and time for a virtual discussion.

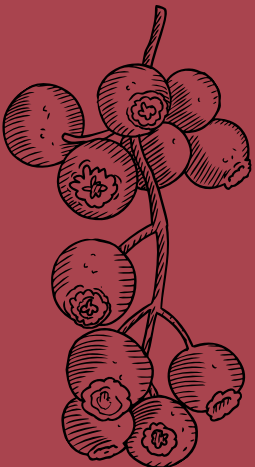
A virtual discussion can be set up by emailing a zoom link or a facebook live link to each person who has signed up for the screening, along with a specific date and time for the virtual discussion.



Step 3: Consider inviting the Director or a Film Subject to participate in the post-screening discussion or Q&A

Depending on availability and resources, you could consider inviting the Director and Subject, Suzanne Crocker (the mother) to participate in a discussion, panel discussion or Q&A after the screening (either in-person or virtually via zoom or skype). An honorarium would usually be provided for her time. If inviting Suzanne to attend in-person, travel and accommodation would also usually be provided.

Depending on availability, you could consider inviting one of the other folks featured in the film (such as one of the farmers or one of the Tr'ondëk Hwëch'in elders) to join the post-screening discussion virtually. Director Suzanne Crocker can help make those connections. Usually an organization will offer an honorarium for such a guest speaker to attend virtually.



Step 4: Pick a date and time

The feature length version of First We Eat is 101 minutes long (1 hr and 41 minutes). With set up time plus 30-60 minutes for discussion, you will need your venue for 3 hours

For an in-person screening:

- Pick a specific date and time that works for your audience (example: if you want to invite farmers, best not to pick the night before Market Day!)

For a virtual screening:

- If you are all going to watch from home simultaneously, pick a date and a 2-3 hour viewing window (This works best for maximizing participation in a virtual discussion afterwards)
- If you are going to give folks a range of time to watch the film, choose a day or 2-3 days or a week. (This works best if people need flexibility based on different work/life schedules or if you have viewers living in different time zones)
- Pick a day and time to hold to the virtual post-screening discussion, Q&A

How to Host a Screening



How to Host a Screening



Step 5: Decide if you will be charging admission or if admission will be free or by donation.

In Canada, if your screening will be free OR admission by donation, you can organize your screening directly [with us](mailto:firstweeat@driftproductions.ca) (firstweeat@driftproductions.ca). Read on for more details.

In Canada, if you will be charging admission for the screening, please contact the Canadian distributor, Robin Smith of Blue Ice Docs, to organize your screening: robin@blueicepics.com

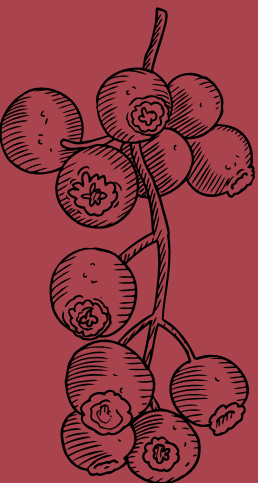
Outside of Canada you can organize your screening directly [with us](mailto:firstweeat@driftproductions.ca) (firstweeat@driftproductions.ca), regardless of admission. Read on for more details.

Step 6: Purchase a screening license

Purchase the appropriate screening license for your event

If your event occurs in Canada:

- If you are hosting a free or admission-by-donation screening please contact [Suzanne Crocker](mailto:firstweeat@driftproductions.ca) (firstweeat@driftproductions.ca) directly to organize your screening



If you will be selling tickets, please contact the Canadian Distributor, Robin Smith at Blue Ice Docs to organize your screening robin@blueicepics.com

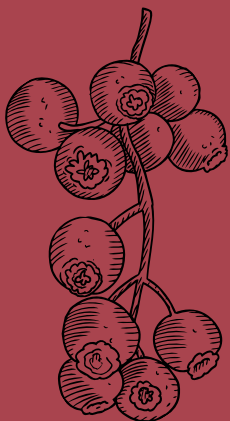
If your event occurs outside of Canada:

- please contact **Suzanne Crocker** (firstweeat@driftproductions.ca) directly to organize your screening (including ticketed events, free screenings and admission by donation screenings)

Screening license fees:

- For an audience under 50: \$150 (+gst if in Canada)
- For an audience 50-99: \$250 (+gst if in Canada)
- For an audience of 100 or more: \$400 (+gst if in Canada)
- If your organization cannot afford these screening fees, please contact **Suzanne** (firstweeat@driftproductions.ca) to discuss discounted rates. Occasionally there are also sponsors who have offered to cover screening fees for organizations who don't have the resources to cover their own screening license fee.

How to Host a Screening



Step 7: Promote your event!

- Download **promotional material** as well as posters, images, and social media clips
<https://firstweeat.ca/promotional-material/>
- Post your event to any online community events boards and send out email invites.
- Call the local radio with news of your screening
- Contact the local newspaper
- Put up a few well-placed posters
- Contact local organizations and ask them to promote the screening through their networks.
 - Food-related or environmentally-minded organizations (farmers markets, food sovereignty groups, etc)
 - Local chefs or local restaurants that source farm to table or foraged foods
 - Local governments
 - Schools, universities, culinary schools





Need Inspiration for a Post-Screening Discussion?

First We Eat has created many discussion resources that you can download or access for free online:

- [Downloadable Discussion Guide](#)
- [Downloadable Education Curriculum Guide](#)
- [What Can I Do?](#)
- [Downloadable Personal Action Pledge](#)
- [Benefits and Choke Points](#)
- [Challenges of Farming in the North](#)
- [Interactive Seasonal Foraging Guide for the Boreal Forest](#)
- [Northern Seed Guide](#)
- [Recipe page](#)

Make it an Event – Inspire Action or Celebrate Local Food in Your Area!

It's more than just a movie, it's a shift in the way we think about and value food, food production and food producers. Consider these ideas to make your community screening an exciting event that people will remember.

- Provide Resources to Connect Your Audience to Local Food Producers in Your Area
- Pair your event with Local Food
- Invite Decision Makers to Participate in a Panel Discussion that focuses on Local Food Issues in Your Area



Check out our many ideas turn a Screening into an Event to
Inspire Action or Celebrate Local Food
<https://firstweeat.ca/host-a-screening/>



And don't forget to Incorporate Sustainability into your event

- Set up bins for compost as well as regular recyclables. If you must have a garbage can, make it a small bin. Use real plates, cups, jugs and platters
- Ask people to bring their own mug and/or popcorn bowls (cones made out of newspaper make pretty good containers too, and they can be composted)



Timeline of Tips for a Successful Community Screening

8-12 weeks in advance

- Write down a list of possible venues and contact each of them to check rates and availability.
- It wastes valuable time to wait for one to respond before checking the next one, so contact them all at once.
- Contact local organizations to partner with you to promote or sponsor the screening.
- If you don't already have one, start compiling a contact list of people/organizations to invite.

6-8 weeks in advance

- Book the venue
- Order the movie license/BluRay
- Consider starting a facebook event or using an online ticketing application such as eventbrite (free for free screenings)

Timeline Tips



Timeline Tips



5 weeks in advance

- Post your event to any online community events boards
- Email community groups and university faculties who may be interested
- Email friends, family, and any email lists you may have

3-4 weeks in advance

- Call the local radio with news of your screening
- Email the local newspaper.
- Test the BluRay to make sure it works
- Print a few posters and put them up in strategic locations (restaurants, farmers markets, community centres, universities, etc) 2 weeks in advance
- Call to follow up with the local newspaper and radio stations

1 week in advance

- Send a reminder to your email lists and people who signed up for your event online
- do a zoom/skype test run with Suzanne at your venue if applicable
- Make sure you have enough people to set up, staff the door and run the concession if necessary.

You are ready to go! Have a fun time

