

The Face of Birth

Screening pack

Thank you for being part of *The Face of Birth*, and welcome to the movie business! We are very excited about sharing this beautiful, informative, entertaining and important documentary.

You are now part of a novel and innovative film release model. Birthing groups all over the world have held screenings in a variety of local venues from family homes to community halls to cinemas. No network, no distributor, no paid promoter - just the power of the community. With your help we will show that it is possible to bring an issue-based film direct to the public that they want to see. It will allow us to celebrate birth and raise awareness about the issues facing maternity care today.

This pack has ideas and materials to help you organize and promote your screening.

If you have any questions about the film or need advice don't hesitate to contact Kate on +61 (0) 413 815 612 or kate@faceofbirth.com

The Screening When and Where?

When?

Screenings have been held since international Women's day the 8th of March in 2013. You can screen the film at any time that works for you.

When selecting a day and date it is good to consider:

- * Do you think it will be mostly mums and babies who could come during the day?
- * Or pregnant women who are still working?
- * Or a cross section of the community, so an evening screening might be best?

Mid to late week is often more popular than a Monday or a Tuesday. But you will know what is best for your community. However if the local cinema is giving you a

session for free, it might be worth accepting the freebee, even it is on a Sunday at 11am. Perhaps ask some members of group first for what time best suits them.

Where?

The film can be played in any venue with:

1. A DVD player, a computer with DVD drive or one that is able to play HD video files
2. a digital projector,
3. a good sound system; and
4. a screen

You may need to hire or borrow some or all of these items.

Make sure you test the equipment first, not all DVD players play all DVD's.

It is important to remember that you have to **SEE** and **HEAR** the film clearly. There is nothing more annoying than going to an event and not being able to understand what anyone is saying!

Things to consider when choosing your venue are:

*Size of venue, will it be big enough, too big for the amount of people you are expecting? It's probably better to be too big than too small! But remember bigger venue means bigger requirements for your sound system and screen.

*Is it easy to get to, can people park?

*Cost: Make sure you cover your costs, if there is a hire fee.

Try to get venue donated or even provided at a cheap rate. Often venues (cinemas, schools theatres, University lecture theatres, Town Halls, Club rooms, Church Hall, Scout halls) will be sympathetic to the cause, also the fact that it is a part fundraiser for your organisation may help get a reduced rate.

We will provide you with a DVD, Blue Ray or HD download of the film. There is no 35mm film print available. If you cinema has other digital requirements we can organize this but it will take time, so please let us know ASAP.

Extras

Do you want to serve tea or coffee, champagne? Or even food? If there are going to be pregnant women, are the chairs comfortable, will they need a cushion? Make sure there is a toilet!

Discussions, panels and special guests

It's great to have someone introduce the film, or have a speaker afterwards. Many events have had panel discussion afterwards. You can use this to help advertise the event. ***The Face of Birth*** always creates laughter tears and lots of discussion, it is a great time after the film to speak about birth, come up with a plan or just celebrate.

Depending on where you live, there may be an expert or mother who would like to speak or run a panel, of course this can also be someone from your own organisation.

Ticket price - how much?

You can choose what price to charge for your tickets, some groups are raising the money to buy the licensing agreement and not charging for tickets, and some events are using it as a fundraiser and charging \$15. If you are paying a lot for a venue you may have to charge more.

You can sell tickets through your website. Or allow people to make a reservation by web or phone and pay on the night. Reservations will let you gauge how many people will be coming. We recommend giving people as many options to pay as possible. There are online ticketing organizations that can make life easier. For an example have a look at: <http://www.eventbee.com/main/> Or if you have Pay Pal or credit card facilities on your own website, this is a great option. If it is cash only, make sure people are aware of this. And make sure you have a float (minimum \$200) at the start of the night so you can give change.

Selling DVD's - more fundraising opportunities.

We are giving you an opportunity to sell all of our films and you take 20% of all profits! As well as our amazing film ***The Face of Birth*** we have two other wonderful films releasing at the same time. These are ***Birth Stories Beyond The Face of Birth***, and ***Meet The Experts Beyond The Face of Birth***. Details are on our website <http://www.faceofbirth.com/>

- In the western world today the culture surrounding birth is one of fear. ***Birth Stories*** helps to bring back the sharing of positive experiences that has been lost in

our society, by sharing in nine empowering stories with different outcomes from amazing and diverse women.

Meet the Experts is a master class with the world's top birth experts from The Face Of Birth. Over a 100 books have been written between them, people pay good money to hear them speak at conferences around the world, but here we are offering over 4 hours worth of talks on pregnancy and childbirth on one DVD.

Both these films are a wonderful resource for midwives, doulas, Doctors and other maternity professionals. And **Birth Stories** is an uplifting empowering film for anyone expecting a baby.

We are giving you the opportunity to sell these films either individually or as the 3 DVD set at your screening, by becoming an affiliate. We think that after seeing **The Face of Birth** the audience will want more.

We will give you a unique code, share this code with everyone attending your screening - and any purchase they make using this code on the night through their smart phone, or during the week following you screening, will enable them to have a discount and for you to keep 20% of all sale. You can let people know that a % of sales goes towards your fundraising.

What you will need?

We will supply you with the code and then just need to tell your audience:

- A. about the two other films, and how wonderful they are, you could even show the trailer before the screening, and
- B. What your code is and how to use it!

It is a good idea to print the web address and your code on paper – book mark size works well – and give one to each audience member.

Here is an example of what to print:

To get the 20% off The Face of Birth DVD or download or off the three pack of DVDs - go to <http://www.faceofbirth.com> and click on buy now and enter in this access code \$###^#% (we will provide you with a number when you have logged your details) % of sales will go to tonight's fundraiser.

It would be good to announce before and after the film screening that they are available for sale.

PUBLICITY: Marketing *The Face of Birth*

Whether you are hoping for 20 people in your playgroup or 300 at a cinema, you have to be able to let people know that your screening is on!

How much you do is of course totally up to you and how much time you have. You can use as much or as little of the materials and advice below; it's just there to help make your job of publicizing the film easier if you want it.

First thing to do is enter your screening details on our website so that people can search for a screening in their area through us and all our visitors can see that you are part of the event!

We will provide you with posters for your event.

The posters have a largely blank space on the right hand side (in the middle) for you to write on the date time and venue of your screening in bold pen.

At the end of this document is our press release for you to use to generate local media interest in your screening. This can be useful to email out to newspapers and local radio. [Here is the link to our images](http://www.faceofbirth.com/Screening_006Resources.html) (http://www.faceofbirth.com/Screening_006Resources.html) that can be used for press media and websites. As well as graphics of our Face of Birth 'Baby' (logo) which you can use for your website, newsletter flyers or anything else you would like to promote the screening.

Begin promoting your event as soon as you have selected the site and date. The more lead time you provide, the more participants you're likely to attract. Word of mouth is priceless, yet free, but takes time.

Promoting the film and creating awareness of the issue

The fact that you have decided to hold a screening of *The Face of Birth* means you are probably already aware of, and perhaps passionate about the current issues facing home birth, natural birth, and choice in place of birth around the world today.

You probably know a few like-minded people. You know what? You and your organization are going to LOVE this film. It really gives a voice to women and their right to choose place of birth, so make sure that all those who think and feel this way get to see this film because it's what we have all been waiting for a long time.

BUT in order to get the awareness out to the broader community and help make things better for all birthing women and their families, we need to get a wider cross section of the community to see the film.

HOW?

Ask all your passionate supporters (who are going to love this film anyway), to bring with them to the screening one person who has not yet birthed (sister or friend). Or their Mum, Dad, Aunt - someone from a generation who has 'done' with birthing, but might not realize that they still have the voice and power to improve maternity care.

If we can do this and literally double the audience and get the general public thinking and talking about birth, things could spread on their own and in a very powerful way.

A marketing line on your website could be:

Passionate about birth and a woman's right to choose? Come and see the powerful new documentary - The Face Of Birth, ... And bring a friend who doesn't know anything about birth It's everyone's right to choose - even those who don't know it yet.

How will I get people to come?

The first place would be through the members of your local group/organization. You can contact them through your website, emailing, talking about it at meetings.

Social media is a wonderful way of spreading the word, through your facebook page, twitter or just emailing your friends (and getting your friends to email their friends).

Casting the net further afield, people who may be interested in this film are, *play groups, infertility groups, book clubs, religious organizations, medical professionals, chiropractors, alternative health providers, massage therapists, arts groups, University student groups, counselors and psychologists, early childhood educators, high school educators, maternity care workers, social workers, pregnant women, new mothers, anyone studying midwifery, obstetrics or nursing, people interested in feminism, politics and of course the home birth community!*

You could ring up the head of the student body at the university, offer them student rate tickets, ask someone who has children that attends a local preschool to put up a poster on the notice board, I am asking the primary school that my children go to put an ad in their newsletter.

Spreading the word in the wider community by posters and flyers in cafes, clubs, town halls, Maternal Health or Doctor's clinics, Mothers groups, playgroups, kindergartens and universities especially if they offer midwifery or nursing! And through the media!

The Media and How do I use the press kit?

Our press release has a one page blurb about the film. It mentions people appearing in the film who might be of interest to the media, like the late Sheila Kitzinger (it also has a picture and a short biography of each). It also has information on the filmmakers. And of course, mentions the issues that the film explores around birth today.

Send this press release to your local newspaper, or several local newspapers. Call and ask who is the best person to email or speak to about a great new film and a local birth story. Local newspapers like a local angle, so a good idea would be to add information about your organization, the screening information and a human-interest story of a local resident. They tend to like one of two things, either warm touch feely i.e. Kathy just had a beautiful baby girl delivered totally naturally. Or something controversial, i.e. home birth disappearing in our local council due to lack of support. It's up to you, I am sure that someone has a story to share that could make it real and accessible for you local area.

Invite a politician: Your local member or the Mayor!

We are hoping that the film we turn the "powers that be's" attention to maternity care. If you have 100 strong, empowered women in an audience, it might just make them listen! You could invite your local member, or opposition candidate to open the event. It has been said that politicians will turn up anywhere there is free food - a sausage on a stick can go a long way. If you do get a local VIP this might give you more coverage with the local radio station or newspaper.

The Face of Birth Website

We have a screening section of our website where we will list the location of all our screenings: the when, where and through whom, so as soon as you know your screening details [register at the screenings section of the website](http://www.faceofbirth.com/Screening_o07ListYourScreening.html) (http://www.faceofbirth.com/Screening_o07ListYourScreening.html) and enter your details. This listing will include a link to your website (or phone number and contact details if you don't have a site) and we will also put your URL in our links page for ever more! We can also upload photos from your event afterwards, to continue promoting your organisation.

If you could link back to our website as well, that would be great.

After the Screening

Send us photos and stories to put on the website and facebook so we can all share in your power of choice.

For the future

If you would like to hold another screening in the future of *The Face of Birth* or a screening of *Birth Stories*, (which is great film for pregnant women) just contact us through our website.

HELP!

I know this has been a lot of information, but remember it's just to offer some suggestions and guidance, if you need any advice or help I am happy to talk and if I can offer some advice. Or please let me know if you have any other ideas!

+61 (0) 413 815 612 or kate@faceofbirth.com

Thank you so much for being a part of *The Face of Birth* and helping get this important film out to the world. The more we all can share the film, the more people will listen and our culture of birth will change to one of empowerment and joy!

Warm Wishes

Kate Gorman & Gavin Banks

Co Directors /Producers

The Face of Birth