



# *Hometown Habitat*

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## Screening Guide

### **Screening packages**

The Meadow Project offers five standard community screening licenses for one-time screenings, with fees based on the number of people you expect to attend. A digital download or Blu-ray will be provided for one time use.

House Party (1-20 people) \$35

Small Community Screening (1-50 people) \$125

Medium Community Screening (51-100 people) \$200

Large Community Screening (100+ people) \$300

Screening with Admission Charge \$500

Contact us if you need a multiple screening license.  
[info@themeadowproject.com](mailto:info@themeadowproject.com)

Producer/ Director Catherine Zimmerman is available to attend screenings to do a meet and greet, introduce the film, lead a Q & A session or be part of a panel discussion following the screening.  
[catherine@themeadowproject.com](mailto:catherine@themeadowproject.com)

### **Partner with other groups**

Pool resources with another group to manage costs and increase attendance at your screening. We are encouraging environmental/native plant focused groups to partner with other community groups to broaden our outreach to promote native plants. It is also an opportunity to grow your organization. It is our goal is to grow a new army of habitat heroes!

### **Planning your screening**

Make sure the venue you choose is accessible to public transportation or has enough parking and is large enough to hold your attendees. Seating should be comfortable and the screen large enough to showcase the beauty of the native plants and wildlife. Light control is important for best viewing. If you do not have a way to darken the room adequately, consider scheduling your screening after sunset.

*Hometown Habitat* is 90 minutes in length. Consider a fifteen minute break one hour into the film (after segment six). The film lends itself to a discussion or a panel presentation, with experts, after the screening. A good program length is 2 hours and 15–30 minutes. Many groups hold a mixer with hors d'oeuvres & cash bar before the main attraction.

## Promotion

Give yourself enough time to promote the event and for people to save the date.

Take advantage of the resources in the press kit: screening guide, discussion guide, *Hometown Habitat* image and trailer, sample press release, reviews, bios and photos of Catherine Zimmerman.

Send out a press release to the local paper garden editor or other relevant publications. Post on your website and use Facebook and social media, including email campaigns, to spread the word. Provide an email contact for RSPVs, so you can get a handle on attendance. Consider asking the responding folks to share on social media and bring a guest or two!

Be sure to let us know the details of the event so we can promote on The Meadow Project *Hometown Habitat* screening calendar and help drive more people to your event. [www.themeadowproject.com](http://www.themeadowproject.com)

## Preparing for screening day

Check with the AV people at your venue to determine what format is required. If you are screening at a theater they will likely need a Blu-ray. Two weeks before your event, email us at [info@themeadowproject.com](mailto:info@themeadowproject.com) to request the digital, high-resolution download link for *Hometown Habitat* or a loaner Blu-ray for one time use. The download is a 7 GB file and may take a while to download, depending on your internet speed. You must download. Do not try to stream. The file is too large and will keep stopping to buffer. Do not use the standard definition DVD to project on a big screen. Please contact us with any issues.

## Download Instructions

To download a video file, click the “Download” button that appears below the video player. Once you’ve done that, a little menu will appear, and in some cases, you’ll see links for several different versions of the video, including a mobile, SD, and/or HD file. You’ll click on the file titled “original” at the bottom of the list.

Depending on your browser, clicking the link may result in the video playing in a new tab instead of downloading the file to your computer. Don’t panic! If this occurs:

For Windows users: Right-click on the link and choose “Save as” or “Save target as.”

For Mac users: Hold down the Control key on your keyboard and click the link, then choose “Save link as” or “Download linked file.”

If downloading to a USB flash drive and you get an error message that says file too large for drive, first make sure you are using at least an eight GB drive. If you do have the right size, you probably have to reformat the drive.

For Windows users: Right-click on the flash drive and choose the Format option. There will be 3 choices: NTFS, FAT32 and exFAT. Choose exFAT.

For Mac users: Go to the Disk Utility application. Select the correct flash drive. Click on erase. Select format from the dropdown menu. Select exFAT. DOUBLE CHECK you have selected the correct flash drive. Click erase.

Before the event, do a dry run to make sure all is working properly. Make sure the speakers are properly set so the entire audience can hear. Make sure the projector or player’s aspect ratio is set correctly. The film’s aspect ratio is 16 x 9.

After the event, please delete the video file. Further use is not permitted unless another license is purchased. If you used a Blu-ray, please return to:

Matrix Media Press  
10211 Lorain Avenue  
Silver Spring, MD 20901

*Enjoy your event!*