

A FILM BY ANANDA MORE

MAGICPILLS



Rx Homeopathy, Promise or Placebo?

SCREENING GUIDE

MAGICPILLS

Screening Magic Pills is an ideal way to raise awareness about homeopathy and the importance of freedom of choice in medicine, encourage discussion, and generate action. We've created this guide to help you have as successful an event as possible, and to help you hash out the details to make the process less overwhelming. Please feel free to share any feedback of things you did that would help others have success with their screenings.

INCLUDES

- Step by step guide
- Timelines
- Budget
- Materials
- Discussion Guide
- Ideas to take the screening beyond the film and make it an event

BEFORE YOU GET STARTED

Join the Magic Pills Social Impact Group to get/share ideas about the screening as well as create your own.

https://www.facebook.com/groups/704339473091846/?source_id=124269860990096

Join the Magic Pills E-Newsletter to stay updated on everything happening with the film and in the community.

magicpillsmovie.com/newsletter/

Website: www.magicpillsmovie.com

STEP 1: CREATE A GAME PLAN

Identify your goals and your audience and language needs.

What are your Goals?

- Raise awareness about homeopathy beyond the narrative told by the mainstream media, advocate for homeopathy in your community
- Grow your organization by encouraging members of the community to join and volunteer
- Begin a dialogue in your community about a particular local or global concern
- Build connections with others and build an organization or unite concerned individuals willing to work together for advocacy
- Brainstorm solutions to influence the public narrative, health care policy, etc.
- Fundraise for your organization, or another organization you care about.
- Other

A screening can also be used as a fundraiser to raise money for your organization or an organization you support. Please consider groups like Homeopathy for Health in Africa, Homeopaths de Terre Sans Frontieres, The National Center For Homeopathy, 4Homeopathy, and other advocacy and aid organizations.

Who is your Audience?

When you know your goals it will guide you to your target audience, which can constitute more than one goal or group.

- Members of the general public
- Members of your organization/group, staff & volunteers
- The homeopathic and complementary and alternative medicine community
- Your colleagues and co-workers
- Your neighbours, friends, and family
- Members of your community group
- Members of your faith group
- Potential allies and partners, people of influence
- Donors and funders
- Members of the media
- Other: _____

Translation

The film is primarily in English with English subtitles. Do you require it in another language? Contact us, we may already have different languages available, if the language is not available we can support you in translating the film using free software.

STEP 2: BUILD YOUR TEAM

Find collaborators and volunteers who would like to help you host the event.

Contact partners: Community groups, homeopathic associations, homeopathic schools, health food stores, health and wellness magazines, local practitioners, homeopathic pharmacies, the possibilities are endless.

What tasks will you need help with?

- Selling/distributing tickets
- Outreach to other groups and individuals
- Media outreach
- Distributing posters, flyers, and invitations
- Social Media
- Venue setup
- Refreshment preparation
- Collecting tickets
- Greeting audience members and showing them to their seats
- Managing the literature table and distributing printed materials
- Taking photographs or filming video and posting online
- Signing people up for mailing lists, further actions or information
- Film projection
- Facilitation of the discussion
- Taking notes from the discussion
- Venue clean-up
- Other

STEP 3: CHOOSE A VENUE

Once you know your Audience you can figure out your venue: consider a movie cinema, theatre, university, community centre, church hall, cafe, school gym, home theatre, or library. Make sure your venue has no windows or curtains to make it very dark.

Ideally, look for a venue that has the following equipment:

- projector with computer hookup – make sure you have an HDMI or DVI cable to connect to the projector
- screen (10' wide or more works best or a large white wall)
- sound system
- If you're unable to find a venue with the equipment you need, see if you can partner with an organization that will allow you to borrow it.

Set your date and time. The feature length movie is 90 minutes long. With set up and a minimum half hour discussion afterwards, you'll need a venue for at least 3 hours.

STEP 4: PURCHASE YOUR SCREENING LICENSE

Let us know of your plans. Visit <http://magicpillsmovie.com/contact-us/> and fill out the contact us form. We will send you a licensing agreement, and arrange to get the film sent out to you. Once the license has been paid for we will arrange for shipment of the film (format depends on your venue – DCP (Digital Cinema Package), BluRay, or DVD (shipping may have an additional fee). Please let us know of your intentions at least 2 months prior to the event so we have time to help you promote the screening, get the film to you, and translate if required.

STEP 5: BUDGETING FOR THE SCREENING

Potential Costs:

_____ Screening License
_____ Venue Rental
_____ Equipment Rental
_____ Food and Refreshments
_____ Advertising and Promotion (posters, social media)
_____ Speaker Fees (booking fees etc.)
_____ Event Insurance (most spaces have this but never hurts to ask)
_____ Film shipping costs
_____ Other: _____
===== TOTAL

Screening License costs in Canadian Dollars:

Less than 25 people - \$200
25-50 people - \$250
50-75 people - \$300
75-99 people - \$350
100 people plus \$500

Shipping Fees – depending on the format you require and where you live this could vary between \$25 to more than \$100.

STEP 5: BUDGETING FOR THE SCREENING CONTINUED

Bring Ananda to your event:

Having speakers from the film or local community can really help bring out an audience, get media attention, and turn your screening into an exciting event.

Ananda will speak on her experiences making the film, why she set out on this journey, guide a discussion and answer questions.

Via Skype: \$149

In Person: If you can cover expenses and an honorarium please contact us to see if Ananda can attend and if we can incorporate an appearance into a screening tour.

Some ways to save costs:

- Solicit sponsors who will pay the cost or provide something for free in exchange for promotion
- Ask local businesses to donate refreshments
- Recruit volunteers to help with promotion and event-night duties
- Inquire about the possibility of a donated theatre or screening location
- Find an existing event that you can become a part of

TIP:

Libraries, community centres and other publicly funded spaces are often available for bookings at little or no cost.

STEP 6: PROMOTE YOUR EVENT

The feature length movie is 90 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for at least 3 hours. Some hosts have chosen to have an hour discussion so you can arrange to have the space longer if that is what you would like.

- We will send you files for press kit, posters, postcards, images, press release and other marketing materials.
- Write your press release from the provided template
- Post your event to any online community events boards and send out email invites. Get creative, don't just contact homeopathic groups, consider nutrition, naturopathic, midwives, chiropractic, osteopathic, herbalists, and other natural health practitioners, alternative health magazines and blogs, parenting groups, local Weston A Price chapters, etc.
- Post your event on social media. Create a facebook group for the event that can continue to provide local support and discussion. (If there are several screenings in your country, state or province consider teaming up with other hosts on social media). Create a facebook event and invite your local community. We have found a lot of success in targeted social media advertisements; even a \$10 investment can go a long way.
- Call the local media: local radio, local television, newspapers and community newspapers
- Put up posters and flyers in your community
- Contact local organizations and ask them to promote the screening through their networks: Natural medicine schools, health food stores, parenting groups, local Weston A Price chapters, homeopathic pharmacies, etc.
- Contact local online influencers
- Be sure to keep us updated along the way at: info@magicpillsmovie.com on your confirmed screening date so we can post on facebook, on our website and share with our mailing list.

STEP 7: RUNNING YOUR EVENT

Arrive Early

- Make sure the film is playing properly at the venue with your equipment, before showing it to an audience – deal with any technical issues before you start.
- Set up tables
- Instruct volunteers and assign duties
- Make sure there is a table for collecting emails, handing out information for local organizations etc.
- Collect emails for our advocacy campaign. The list will be used for advocacy and education campaigns and will help people get involved locally and internationally. You can email this list to em@magicpillsmovie.com – don't forget to send them to us after the screening.
- Give a short introduction before the film begins.

Sharing the screening on social media

Spread the word and awareness further. Share pictures on social media during the event and use your cell phone to stream the Q&A or post film discussion. Use hashtag **#MagicPillsMovie** You can share in your accounts and on the Magic Pills Facebook page and group <https://www.facebook.com/MagicPillsMovie>

The group is here https://www.facebook.com/pg/MagicPillsMovie/groups/?ref=page_internal

Help us spread the word by asking people to share their experiences with homeopathy on video. We will share these online. Please make sure to get explicit consent to use the video to market the film and promote homeopathy.

Think about activities to engage the audience after the screening

- Bring in local experts for Q&A or Panel discussion (people from the film may be located close to you)
- Bring the filmmaker Ananda in person or via Skype to talk about the film and answer questions
- Facilitated audience discussion
- Small breakout groups for discussion or creating strategy
- Meet and greet over refreshments
- Live music
- A giveaway or prize at the end of the evening to encourage people to stay
- Other

DISCUSSION GUIDE

The goal of discussion is to clarify issues about the film but also to figure out how we can work together to address local and international issues. We've found that discussion can arise without needing to ask too many questions, whilst at other screenings it's been helpful to have some questions to use as prompts, especially if you have specific screening goals from the event.

- What was the primary message that you got from the film?
- Why is freedom of choice when it comes to medicine important?
- What does it mean to have freedom of choice? Does this mean availability, accessibility, integration?
- Bias against research and alternative medicine: Why is it there how can we overcome it?
- What is the state of homeopathy in your community?
- What are the specific challenges to homeopathy in your community?
- Are there any specific local issues that need to be addressed and could be by a group of dedicated individuals?
- What are the global challenges to homeopathy?
- What can we do as a community to address those challenges?
- What kind of campaigns can we work on to advocate for homeopathy and create a new narrative focused on the evidence base and its effectiveness?
- How can we encourage the homeopathic community, practitioners, patients, researchers, etc. to work together?

Specifically from the film

- Ethnocentrism – Joe Schwarcz says in the film “We won’t accept anything from the Indian Journal of Homeopathy”, what does this say about how we perceive research from non-western countries? Is there legitimacy to this?
- If you could ask anyone in the film a single question what would it be?
- How do you feel about the film’s title and why? – it has caused a great deal of controversy – some love it some hate it.
- Camilla Sherr states that she wouldn’t be a homeopath if it didn’t work, alluding to the lack of respect one receives as a homeopath. What is your reaction to her statements?
- Dr. Pratip Banerji introduces the topic with the idea that patient population is no longer satisfied with cancer treatment? Do you think this can change how cancer is currently treated by allopathic standards? How can this change?

AFTER YOUR SCREENING

- Send us pictures that we can post online and share with the world send to em@magicpillsmovie.com
- Send us the emails you collected for our mailing list em@magicpillsmovie.com

Please fill out this post-screening feedback form - [link to go here](#)

- Send your DVD / BluRay or DCP back to:

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Find ways to continue communicating,
meeting and growing your local
homeopathic community.

