



PRAY FOR JAPAN

THE FEATURE DOCUMENTARY FILM

PRAY FOR JAPAN **Host-a-Screening Program**

Step 1: Do you want to host your screening at a movie theater?

- If you would like to host your screening at a local movie theater in the USA, please sign up with the *Pray for Japan* theater program at www.tugg.com/titles/pray-for-japan. All the information you need is there – and you can skip to **Step 5!**
- If you would like to host your screening anywhere else (school, community center, church or temple, company, etc.), or if you live outside the USA, you've come to the right place – this is the document that will facilitate such a screening. Please see **Step 2**.

Step 2: Where do you want to host your screening?

- Find the venue for your screening and reserve it for a future date. (Please allow a few weeks for administration of your screening request).
- You will need a location that either has equipment or permits you to bring it in.
- Recommended equipment includes a Blu-Ray or DVD player, compatible projector, screen and sound system, and good audience seating capacity. ****NOTE: We highly recommend Blu-Ray since the quality is much higher than DVD but be sure your projector is 1080p (Full HD) capable.**
- Allow for approximately 3 hours to accommodate set up, screening (97 min.) and discussion time.

Step 3: Do you want to charge for your screening or not?

- Since our goal is to get the important message of *Pray for Japan* out, we support both paid and free screenings.
- Both types require the administrative fee, but in the case of a paid screening, you are able to keep 50% of the screening's proceeds.
- Since *Pray for Japan* is a not-for-profit film, we will be donating our profits to the Japan charity we work with. While you are not required to do the same, we certainly encourage it (after you recoup your costs).
- Please consult with us if you would like us to recommend charities for donation – or visit www.prayforjapan-film.org

Step 4: How do I officially sign up?

- Simply fill out the Host-a-Screening form at <http://prayforjapan-film.org/page/host-a-screening-request-form>
- We will work with you to finalize everything including the Screening License and materials.
- Once you sign, scan and email back the Screening License, you're officially a host!

Step 5: Can I have other activities besides the film?

Sure! Here are some ideas:

- Host a reception before or after *Pray for Japan*
- Have a Q&A session before or after the event
- Organize a small discussion group amongst the audience
- Feel free to email us at prayforjapanfilm@gmail.com to brainstorm!



PRAY FOR JAPAN

THE FEATURE DOCUMENTARY FILM

PRAY FOR JAPAN Host-a-Screening Program (Page 2)

Step 6: Spread the word about your screening

Here are some suggestions:

- **Facebook:** Create a Facebook Event for the screening. Enlist a group of people in your community, make them administrators and invite as many people as possible. You can then post on the event page, reminding everyone that the event is coming up and to bring friends! We'll also spread the word via the P4J FB page! (www.facebook.com/prayforjapanfilm).
- **Pray for Japan website:** We will create an Event on our website as well (www.prayforjapan-film.org) so you can point people to the site and link to it.
- **Classroom announcements:** Ask some students to help out by going to a few large classes to make an announcement about the event as well as posting flyers on campus (get permission first!).
- **Email blasts:** Ask individuals involved in clubs to send out an announcement about the screening to their email lists. It is best to do this about a week before the event and if possible again 2 days prior to the event.
- **Flyers or postcards:** Create some flyers either at home or by using a local printer. We have the templates to help you! Then recruit some volunteers to pass them out – at local stores or on the street. Ask permission first!
- **Posters:** You can use the poster too: <http://www.flickr.com/photos/prayforjapanfilm/6842380205/>
- **Print Ads:** If possible, run ads in local newspapers a few days before the screening (budget permitting).
- **Media:** Contact local TV and radio stations and papers and ask them to announce your event, or to interview someone about the event.
- **Internet:** Besides Facebook, there are different ways to promote your event online. Get on Twitter and tweet up a storm! Put your event up on Craigslist, or in the local paper's event section online. And local bloggers in your community are the best way to get everyone involved.
- **Local Organizations** Let other interested organizations and institutions, (i.e. schools, churches and non-profits) in your community know about the event and ask them to send email blasts to their members.

Step 7: Teaming up to support Japan

You might want to provide information about the disaster recovery in Tohoku, Japan overall, or other related issues such as disaster preparedness. You can find organizations that may want to partner with you for the screening – Japan organizations, charities or other disaster recovery groups. Perhaps they can hold a Q&A at the event, or have a booth, desk or kiosk in the lobby. It's really up to your personal goals and level of commitment – you're the host!

Step 8: Last minute preparations for your event

To insure that the screening runs as smoothly as possible, there are a few last minute things to take care of:

- Important: test screen your Blu-Ray or DVD of the film in advance of the event to make sure there aren't any glitches.
- Important: test the AV system thoroughly.
- Confirm arrangements should you have local organizations participating, i.e. table with resources etc.
- Make sure to bring all materials provided with the media package, to the event.
- Make copies of handouts, including literature from your organization, fact sheets, sign in sheets, etc.
- Be prepared to document the event especially with photos and video.
- Post your photos and videos online – and on the P4J Facebook and/or website!



PRAY FOR JAPAN

THE FEATURE DOCUMENTARY FILM

PRAY FOR JAPAN Host-a-Screening Program (Page 3)

Step 9: At The Event

- Ask the audience to sign up to receive updates from us.
- Encourage audience to join www.facebook.com/prayforjapanfilm and help us spread the word about the continued need in the Tohoku region.
- Suggested Event Program:
 1. Guests arrive and either purchase tickets (paid screening) or receive vouchers (free screening). You may have done pre-sales or reservations, in which case you would handle confirmations, etc.
 2. Have the guests sign the sign-in sheet on their way in if they volunteer to do so
 3. You or another speaker should welcome the guests, make introductions, and explain the plan for the evening
 4. Any pre-screening activity (Q&A, performance, lecture, reception, etc.)
 5. Screening of Pray For Japan (97 min.)
 6. Any post-screening activity (Q&A, performance, lecture, reception, etc.)

Step 10: Post-event Wrap Up!

We want to know how it went! Please send back to us the sign in sheets (p.4) to <mailto:prayforjapanfilm@gmail.com> . And don't forget to post photos, comments and videos on our Facebook page at www.facebook.com/prayforjapanfilm !

Thank you in advance for your interest in joining *Team Pray for Japan!*

We appreciate your time, your effort, and all you do!

心を一つに！
Kokoro wo hitotsu ni!
One Heart!



PRAY FOR JAPAN

THE FEATURE DOCUMENTARY FILM

Sample Blog Post: *Pray For Japan*

"Director Stu Levy chronicles the extreme devastation by focusing on survival. The film is divided into four chapters, representing different components of the tragedy: school, shelter, families and volunteers. Every misfortune he records is balanced by some extraordinary act of generosity or hope. And while each story has its own unforgettable moments, all share the same, remarkable thread: resilient citizens determined to turn their devastated town back into a home."

Elizabeth Weitzman, [NY Daily News](#)

"Filmed over a period of six weeks and supplemented with animated music sequences and chilling news footage of the terrifying deluge, *Pray For Japan* is both an elegy and a love letter."

Ernest Hardy, [Village Voice](#)

The Great East Japan Earthquake and Tsunami of 2011 in Tohoku, Japan was one of the worst disasters in recorded history. In times of crisis, every person has a choice: every man for himself; or to be greater than that, and reach out to one's neighbors. In the face of this unprecedented catastrophe, the people of Ishinomaki, the largest coastal city in Tohoku chose to pull together and help each other. People from all over Japan – and from all over the world -- descended on the town to relieve suffering and help move the city and its people towards recovery. This is a movie about ordinary people doing extraordinary things. It is a tale of victims becoming volunteers, and volunteers becoming heroes. *Pray for Japan's* message is one of compassion, selflessness and hope – an inspiration for our daily lives.

Please join us for a screening of *Pray For Japan* on **(date, time)** at **(location)**

DATE:

SCREENING TIMES:

LOCATIONS: VENUE INFORMATION AND ADDRESS

FOR MORE INFO CONTACT: LOCAL ORGANIZER CONTACT

ADMISSION: COST OR MENTION IF FREE

Watch the trailer here: <http://prayforjapan-film.org/page/trailers>

SCREENING AGREEMENT

This Agreement is made to grant (name of organization) _____ a single license for the **limited, one-time, non-broadcast, public exhibition (Screening)** of the film **PRAY FOR JAPAN** ("the Film"). The Screening of the Film will be held on the (day) _____ of (month) _____ (year) 20 ____ in (city) _____ (state) _____ at (venue) _____.

I agree that I ("the Licensee") shall pay to Pray for Japan Film LLC ("the Licensor") a **license and administrative fee in the sum of one hundred and fifty dollars (\$150.00) for a single community screening ("Single Screening") or two hundred fifty dollars (\$250.00) for a single institutional screening ("Single Institutional Screening")**, which shall become **due and payable at least two weeks prior to the date** indicated above. In consideration of payment of the license fee provided for above, the Licensor hereby grants to the Licensee, without warranty, a **limited, non-exclusive, nontransferable license to screen the Film**, subject to the terms and conditions specified herein, as follows:

The Licensee requests a license for a **Single Screening** _____ or **Single Institutional Screening** _____ (check one).

- The Licensee hereby expressly agrees that the Film shall be used only for the permitted purposes as set forth in this agreement and for no other purpose. (Initial Here) _____
- The Licensee agrees that if the Film is exhibited before an audience where admission is charged for the viewing of the Film, half of the admission price (50%) will be paid to Pray for Japan Film LLC via wire transfer within two weeks after the screening. (Initial Here) _____
- The Licensee agrees that **the Licensee shall not permit the Film to be duplicated, sold, lent, transferred, or made available in any way to any other party not contained herein at any time** or in any manner other than as provided for in this Agreement. (Initial Here) _____

With respect to the License granted hereunder, it is expressly understood and acknowledged by the Licensee that any rights, title, or interest that the Licensor maintains with respect to the Film are expressly reserved by the Licensor. This Agreement constitutes the entire understanding of the parties with respect to the subject matter hereof, and any amendments, changes, or modifications shall have legal effect and be binding only if made in writing and signed by both parties.

Your Name and Organization (Please Print)

Signature of Representative | Date

Form of Media requested (circle): Blu-Ray DVD

Address to mail media:

Please fill out and sign a printed copy of this contract then scan or photograph and email to:
Michelle Klein-Hass at: prayforjapanfilm@gmail.com

Please pay the Licensing & Administration Fee by wire transfer to:
Pray for Japan Film LLC, Citibank, Account #204144349, Routing #322271724

Or by check to:

Citibank, Attn: Tellers, 10211 S. Eastern Ave., Henderson, NV 89052 USA

(please be sure to write your check to Pray for Japan Film LLC and include Account #204144349 in the memo of the check)