



Exposing Drug Company Tactics

5 EASY STEPS TO HOSTING A SCREENING

Congratulations on becoming a "Money Talks" screening host. Your screening will help spread the word about how the drug industry puts your safety and the safety of your family at risk.

To make your hosting experience fun and easy, here are the instructions for hosting your screening in only five easy steps!

Step 1: Three weeks before:

- ✓ List your screening at our hosting site, BraveNewTheaters.com at <http://moneytalks.bravenewtheaters.com/> Here you can choose whether or not to invite the public, keep track of RSVPs, give directions and much more.
- ✓ Order your copy of the film from www.MoneyTalksTheMovie.com.
- ✓ Send Email #1 from the Hosting Kit to your personal and/or organizational email list.
- ✓ If your screening is open to the public: print out the flyer we've provided for you and fill in the details of your screening. Make copies. Post the flyer at appropriate locations (colleges, community bulletin boards, food co-ops, community health clinics, coffee shops and anywhere else you can think of!)

Step 2: One week before:

- ✓ Send Email #2 from the Hosting Kit to your registered participants.
- ✓ Send Email #3 from the Hosting Kit to your personal and/or organizational email list.

Step 3: The day before:

- ✓ Send Email #4 from the Hosting Kit to your registered participants and to anyone on your personal or organizational lists who has RSVP'd to attend.
- ✓ Print copies of the handouts: "Protect Your Family" "Take Action" and "Talking Points" for your guests.
- ✓ Set up and test your screening equipment to make sure it works the way it's supposed to.
- ✓ Get snacks and beverages.

Step 4: The day of:

- ✓ Set up the snack table.
- ✓ Cue the DVD.
- ✓ Relax and greet your guests!

Step 5: The day after:

- ✓ Send Email #5 to your guests.
- ✓ Enjoy the feeling of having made a real difference in ensuring the safety of healthcare for everyone!
- ✓ Add your review of the screening and of the film to the Brave New Theaters website at <http://moneytalks.bravenewtheaters.com/> (Note that there are two separate reviews you can contribute: "Film Review" and "Screening Review.") Your reviews will encourage others to host their own screenings and spread the word about this important issue.

➤ Want some more help?

We are always available to help you with your screening party!

Contact: Holly Mosher, hollywoodnt@sprintmail.com, 310-902-8303

For emails, please put "Money Talks Screening Host Help" in your subject line.