

# *Symphony of the Soil*

## **PUBLIC SCREENING GUIDE: SYMPHONY OF THE SOIL PROJECT**

*Thank you for being an active member of the soil community and hosting a public screening. The project, like soil as a subject, can be complicated but we hope to make it simple and accessible. This public screening guide has general information to assist you in creating a successful event to reach out to others in the soil community!*

### **ABOUT THE PROJECT:**

Symphony of the Soil is the name of the project and the name of the feature film. The Symphony of the Soil Project encompasses a feature film (2012) and various short films known as Sonatas of the Soil (on average about 12 minutes length), and Grace Notes (on average about 2 minutes in length) that showcase a specific topic related to soil.

### **ABOUT THE FILMS:**

#### **Symphony of the Soil, 2012, 103 minutes**

Drawing from ancient knowledge and cutting edge science, *Symphony of the Soil* is an artistic exploration of the miraculous substance soil. By understanding the elaborate relationships and mutuality between soil, water, the atmosphere, plants and animals, we come to appreciate the complex and dynamic nature of this precious resource. The film also examines our human relationship with soil, the use and misuse of soil in agriculture, deforestation and development, and the latest scientific research on soil's key role in ameliorating the most challenging environmental issues of our time. Filmed on four continents, featuring esteemed scientists and working farmers and ranchers, *Symphony of the Soil* is an intriguing presentation that highlights possibilities of healthy soil creating healthy plants creating healthy humans living on a healthy planet.

#### **Soil In Good Heart, 2008, 13 minutes**

*Soil in Good Heart* is a brief look at why good soil fertility is vital to life. It illustrates how valuable soil is to society and how it's been neglected at our peril. A mini-primer on what we've done to soil and how we can fix it!

#### **Sonata of the Soil: The Promise of Biochar, 2008, 12 minutes**

*The Promise of Biochar* is a glance at the deep history and modern potential for *biochar* to revolutionize soil management practices. Possibly an ancient soil fertility strategy, carbon filled Terra Pretta may have helped Amazonian natives to sustain farming on poor tropical soils for centuries. Will Biochar be modern agriculture's equivalent savior?

#### **Sonata of the Soil: Portrait of a Winemaker: John Williams of Frog's Leap, 2011, 15 minutes**

*Portrait of a Winemaker* tells the remarkable story of John Williams and Frog's Leap vineyards in the Napa Valley. Frog's Leap uses agricultural practices such as *biodynamic* and *dry-farming* to make award winning wine from healthy- sustainably grown vines.

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### **Sonata of the Soil: Sekem Vision, 2011, 14 minutes**

*Sekem Vision* features the sustainable development and business pioneers Dr Ibrahim Abouleish and his son, Helmy Abouleish as they discuss their vision for the comprehensive development initiative, Sekem, a giant *biodynamic* farming community in the deserts of Egypt.

### **Sonata of the Soil: Transition Town Totnes, 2011, 13 minutes**

*Transition Town Totnes* is a short film featuring *Transition* movement founder Rob Hopkins as he discusses the core principles of the Transition Initiative, a global community response to the twin pressures of climate change and peak oil.

### **ABOUT THE DIRECTOR:**

Deborah Koons Garcia has called Northern California home for over thirty years. Her film *The Future of Food* (2004) examines the alarming issues surrounding the rapidly increasing corporate domination of our food supply. It is the first major film to cover the history and technology of genetic engineering and the complex implications of releasing such crops into the food environment and food supply. It has been shown all over the world in theaters, food, farming, and film festivals and by citizens seeking to inform and inspire fellow citizens to take action. *The Future of Food* premiered theatrically at Film Forum in New York.

### **POSTERS/ART/PUBLICITY MATERIALS:**

We have easy to download art and posters that you may use to help promote the screening.

<http://www.symphonyofthesoil.com/get-involved/promoting-screenings/>

You can design your own, or use our templates. Just download the documents from our website and print.

### **MAKING THE MOST OF THE PUBLIC SCREENING**

Here are some suggestions to make your public screening more than just a film screening and some tips on how to get people to your event. We welcome your inquiries and suggestions on hosting a successful screening. Please contact us at: [info@lilyfilms.com](mailto:info@lilyfilms.com)

#### **◆ PANELS AND POST FILM DISCUSSIONS**

We highly suggest that you invite relevant local speakers to your screening in order to both bolster the program of the event and bring the message of the film 'home' to what is happening in your community. Some suggestions for panelists may include:

- Scientists
- Farmers
- Organic Chefs
- Educators
- Environmental Activists
- Journalists/Writers

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### **◆ MAKE THE SCREENING AN EVENT**

Plan for other ‘events’ around the screening. A work day on a farm, a skills workshop, local food swap, art show, something to get people ‘active’ and more involved participating within the community. Get creative! The film has been used as a tool for awareness and community.

### **FILMMAKER AVAILABILITY**

The filmmakers are available for speaking engagements (in person or via Skype) for post-screening discussion. It is important to understand that the filmmakers’ or people in the film’s time is valuable. Normally we do ask for an honorarium and travel expenses to be covered. Please contact us at [info@lilyfilms.com](mailto:info@lilyfilms.com) to find out the details.

### **REGISTER YOUR EVENT WITH US**

Get your event on our calendar. Our website, Facebook page and Twitter Feeds are available for you to promote your film screening. You can post yourself or send us the info and we’ll post it for you!

### **INVITATIONS AND PUBLICITY**

#### *The Internet / Social Media*

Get your event publicized in like-minded organizations email announcements, web sites and Facebook pages. Use your social network to get the word out. On Twitter - @soilsymphony and on Facebook at facebook.com/SymphonyoftheSoil.

#### *Radio*

Contact your local radio stations to publicize your event, especially if you have local speakers or panel afterwards. Don’t forget about the local college radio station, they have a strong, local listening base. A lot of places offer free community announcements.

#### *Print/News Papers*

Contact local papers to publicize your event. Producer/Director Deborah Koons Garcia is available for interviews. If you would like to arrange something for the press leading up to your event, please contact us.

#### *Postering*

Put up posters around town. We have a digital press kits and press release template on our website that are available for you to use to help create your custom poster.

#### *Word of Mouth*

Don’t forget the power of the spoken word. Tell all your friends about the showing and if you can, provide them with a printed postcard with the information.

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### **FINANCIALS/TICKET SALES/FUNDRAISER**

The purchase of public screening rights gives you and your organization the license to show the film in a public setting. With this, you may choose to request donations or sell tickets for the event. The proceeds can help offset the cost of the screening rights and potentially raise money for your organization. You may also consider donating the proceeds to the film.

### **PARTNERSHIPS/SPONSORS**

You may have people in your community who would like to sponsor the screening or partner with you and/or your organization to bring the film/event to your area. Check with local organizations, businesses, universities, libraries and schools to see if they would be interested in a partnership.

### **DURING THE EVENT**

During the event make sure to have a good time. Greet the attendees. Don't forget to take pictures.

### **AFTER THE EVENT**

Send an email to [info@lilyfilms.com](mailto:info@lilyfilms.com) after your event and let us know how it went. If you're comfortable sharing pictures or personal anecdotes from the event, we can share those on our social media.