

# SWITCH

NONPROFIT SCREENING KIT



## Bring *Switch* to Your Community

Filmed in 11 countries and exploring 9 key energy resources, from coal to solar, oil to biofuels, *Switch* takes viewers on an exciting world tour of the energy frontier. The film has been embraced by universities, government agencies, energy companies and the media, as a nonpartisan, scientifically based exploration of our energy transition.

*Switch* is part of the *Switch* Energy Project, whose mission is to change the energy conversation, from polarized to practical – so we can move forward toward a smarter energy future.

**Host a screening for your organization or your community and join the discussion!**

## Screen *Switch*

### STEP 1: PICK A DATE AND VENUE

Screen the film on-site if you have good projection and sound, or book a nearby movie theater through our friends at Tugg, Inc. [Click here](#) to request a theatrical screening. The film is 98 minutes long, so make sure you reserve the room for at least two hours.

### STEP 2: SPREAD THE WORD

To get the word out and ensure your screening is well attended use the promotional ideas on page 2.

### STEP 3: TEST YOUR DVD

Make sure to test your DVD in the same equipment you'll be using during the screening. Contact us if there are any problems.

### STEP 4: KEEP THE CONVERSATION GOING

Consider arranging a panel, Q&A session or group discussion following the film. To continue the nonpartisan, balanced perspective of *Switch*, be sure your panel is diverse,

with experts from different disciplines and backgrounds. Take 15 minutes to check out the [Switch web tour](#) so you're prepared for questions that may come up.

### STEP 5: SCREEN THE FILM AND ENJOY THE SHOW!

Introduce the project and if you're having a discussion following the film, ask the audience to stick around. Take a headcount and pass around the newsletter sign-up sheet. Tweet and post about your event: facebook.com/SwitchEnergyProject, @SwitchEProject

### STEP 6: TELL US HOW YOUR SCREENING WENT

Complete the [Post-Screening Survey](#) form. Mail or email your newsletter sign-up sheet to: 1905 N. Lamar, Ste. 103, Austin, TX 78703 [switch@arcosfilms.com](mailto:switch@arcosfilms.com)

### THE DVD IS YOURS TO KEEP!

Please send us an email if you have any additional screenings.



*"Smart and refreshingly free of hot air."* - Washington Post

*"Intelligent, honest and quite effective."* - Variety

*"Agenda free journalism - that's what makes Switch so impressive."* - Cinespect

## What Makes a Successful Screening?

**Maximize attendance with these promotional ideas:**

**Build a Coalition** of screening co-sponsors to help spread the word.

**Put up Posters around town.** You can download the Switch promotional materials [here](#).

**Send Email Blasts** to your organization and community.

**Post on Facebook and Twitter** and share on the Switch social media pages: [facebook.com/SwitchEnergyProject](https://facebook.com/SwitchEnergyProject) @SwitchEProject.

**Alert Local Media.** City press are always looking for stories! Download the press kit from our site [here](#).

## Discussion Questions

**Select a few, or use them all – but please be sure to include the first two.**

1. List and discuss the benefits of energy efficiency.
2. Why are our personal actions toward energy efficiency and conservation so important to our energy future? What can we do to make more of a difference?
3. What in the film surprised you and why?
4. What are your thoughts on how the film measures and compares energy resources – by the number of people each would power in a year?
5. What was your impression of the scale of energy consumption and production?
6. What does it mean to clean up coal and can we do it?
7. How did the film change your perspective on oil demand, supply and price?
8. How will the developing world change global energy consumption and production? Why is this important?
9. What are the current and future biofuels technologies discussed in the film?
10. Where would we get the electricity to power a huge new fleet of electric cars? Why is this important?
11. How can natural gas be used as an energy resource?
12. What are the two kinds of solar? How do they differ?
13. How does geothermal electricity generation work?
14. What are the benefits and challenges for wind power?
15. How do we consume electricity over the course of the day, and why is that important?
16. Can electricity be stored in huge utility-scale quantities, and why is that important?
17. What are the main benefits and challenges for nuclear power?
18. Why do energy transitions take time?
19. Were there any emerging energy technologies you would have liked to be included?
20. What should be the role of government in all this?

## Thank You

Thank you for your valuable contribution to this project! With your help, we can change the energy conversation.

## Contact

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