

Community Screening Guide



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About the Bringing It Home

Industrial hemp is a non-psychoactive plant, grown in over 30 other countries, but prohibited in the United States. Legalization advocates say it could help American farmers, create jobs and replace thousands of harmful petrochemical and synthetic products. *Bringing It Home* explores the question “Why aren't we growing it here?” while discussing hemp's past, present and future with business owners using it for construction, textiles, nutrition, soaps and bio-plastics in America and abroad.

“a brilliantly executed documentary that weaves a touching narrative extolling the many benefits of industrial hemp for the environment and human health, while illuminating the obstacles to what could be a thriving industry for U.S. farmers to tap into.”

—ERIC STEENSTRA, President of Vote Hemp & Executive Director of the Hemp Industries Association

Bringing It Home Synopsis A father's search to find the healthiest building materials leads him to the completion of the nation's first hempcrete house in Asheville, North Carolina. Hemp



with lime is a non-toxic, energy efficient, mildew, fire and pest-resistant building material. The drawback — industrial hemp is currently illegal to farm in the U.S.A. where it once was an important

crop. The filmmakers followed the “hemp trail” to the U.K. to interview hemp business owners, researchers, farmers, a CEO with a hemp block distribution center and Kevin McCloud, author and TV host of *Grand Designs* who chose hempcrete for his housing project. The film includes other international hemp industry leaders and researchers, Stephanie Teague, an eco-couture designer in North Carolina; CEO's David and Mike Bronner of Dr. Bronner's Magic Soaps; John Roulac of Nutiva; Tony Budden of Hemporium in Cape Town, South Africa; legislative advocates with Vote Hemp and a lobbyist for the California Narcotic's Officer's Association. Industrial hemp farming advocates and the opposition weigh in on current legislation and the efforts to change policy at state and federal levels.

Bringing It Home is a story of hope for America's farmers, environment, health and economy. The documentary film addresses several important and timely issues including carbon emissions, job creation, nutrition, toxicity of modern-day building materials and the need for a weed controlling crop for American farmers that doesn't depend on pesticides and fertilizers while depleting nutrients in the soil. These issues impact our planet, indoor environments and human health. *Bringing It Home* educates audi-

Bringing It Home educates audiences in an entertaining way about how hemp played an important role in America's past and how it can be a part of a sustainable solution to environmental, economic and health issues now and in the future. Filmed in the U.K., Spain and the United States, *Bringing It Home* features interviews with international and American hemp industry leaders, hemp advocates and the opposition about efforts to change policy at state and federal levels.

ences in an entertaining way about how industrial hemp played an important role in our country's past and how it can be a part of positive and sustainable solutions to these issues now and in the future.

Filmmaker Statement We made *Bringing It Home* with the intention of engaging key audiences — from policy makers and civic groups, to farmers and health advocates, from consumers to the construction industry — with the same strategic message about how hemp offers solutions and hope. With support from the Park Foundation, *Bringing It Home* is combining grassroots activism with audience engagement to: 1) celebrate industrial hemp's sustainable and versatile uses; 2) push to legalize industrial hemp farming in the US — both statewide and nationally; 3) activate consumers to use purchasing power in stimulating “green” economic development in their communities.

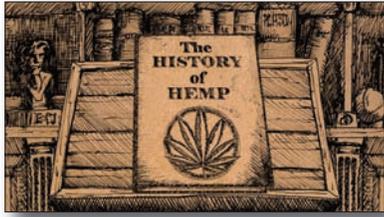
Partners



Film Subjects and Experts (a partial list)

Anthony Brenner, Healthy Home Consultant
David Bronner, Mike Bronner, Dr. Bronner's Soaps
Mike Giffin, U.K. Farm Management Consultant, Hemp Technology
Andrea Hermann, President, Hemp Industries Association
Dr. Michael Lawrence, University of Bath
Ian Pritchett, Lime Technology UK
John Roulac, CEO Nutiva

Our Hemp Heritage *



1776

The Declaration of Independence is drafted on hemp paper.

1797

The U.S.S. Constitution is outfitted with 60 tons of hemp sails and rigging.

1790s

George Washington, Thomas Jefferson and John Adams, our founding fathers, grow hemp and extol its benefits.

1916

USDA Bulletin No. 404 shows that hemp produces four times more paper per acre than do trees.



1938

Popular Mechanics article "New Billion-Dollar Crop" explains that new developments in processing technology could use hemp to manufacture over 25,000 different products, "from cellophane to dynamite."



1942-1946

American farmers from Kentucky to Maine to Wisconsin harvest over 150,000 acres of hemp through the USDA's Hemp for Victory program.

1957

Hemp is last grown in the U.S. due to government confusion over hemp and drug varieties of the plant, while new government incentives for industry replace natural fibers with plastics, ultimately bankrupting key hemp processors.



1998

The U.S. begins to import food-grade hemp seed and oil.



2010

HIA uncovers diaries and photographs of the USDA's Chief Botanist Lyster Dewey, who grew 5 varieties of hemp on the current site of the Pentagon.



Why Hemp? Why Now??

The United States is the world's largest importer of industrial hemp with \$500 million* in estimated U.S. retail sales annually. Imagine what our economy might look like had it been grown here!

Industrial hemp offers a host of innovative solutions for our troubled world. Hemp is a pesticide-free crop that can be harvested for healthier food, clothing and shelter here in the U.S. and around the world. It has the potential to replace 25,000 chemical, petroleum and synthetic-based products in our everyday lives with natural, healthier products that don't cost us the earth or our health.

Over 30 other industrialized nations are now growing industrial hemp as an officially "drug-free" crop. The United States remains the only industrialized nation that refuses to distinguish it from its cousin, marijuana.

Hemp is an ideal rotation crop for farmers, as it replenishes topsoil. Its individual stalks can grow up to 16 feet tall in 16 weeks – with minimal irrigation, no pesticides, and just a modest amount of nitrogen for fertilizer. Hemp offers farmers three separate markets — its seeds; its outer fibers; and its inner hurds or "shiv."

Although it is illegal to grow hemp in the US, it is legal to import all parts of the plant into the US, causing us to pay import prices on one of the healthiest, most beneficial crops known to humans.

Hemp Seeds

Hemp seeds contains the optimal ratio of Omega 6 & Omega 3 (3 to 1). As an exceptionally rich source of Omega 3, hemp seed oil can help to inhibit cancer and tumor growth, lower blood pressure and cholesterol levels, increase metabolism, decrease insulin dependence in diabetics, and is a great anti-inflammatory, specifically in regard to arthritis. For athletes and those with

injuries, hemp is also a standout, as it can be used to rebuild muscle mass. Hemp is a GMO-free crop that is a great addition to any daily diet – especially for vegetarians.



Hemp seeds and oil can be used for:

- Foods and beverages
- Soaps
- Healthy beauty products
- Cleaning supplies
- Wood stain/sealants
- Biodiesel

Hemp Hurds

Hemp hurds, or "shiv," constitute the inner wood-like core of the plant. Green builders have combined hemp shiv with natural lime and water to create "hempcrete," a non-toxic, carbon-negative building material that can be used to help cut energy bills dramatically as it is a superior insulator and humidity regulator, while it also provides healthier indoor air quality. Hempcrete is also flame-resistant.

Hemp hurds can be used for:

- non-toxic particleboard for walls or furniture
- hempcrete for flooring, roofing and walls
- animal bedding
- paper
- bio-composites like car door paneling



Hemp Fibers

Hemp fibers are the long, strong, outer filaments of the hemp plant. Hemp fibers are naturally sun and mildew-resistant, as well as stronger and longer-lasting than cotton.

Hemp fibers can be used for:

- environmentally-friendly fiberglass for boats, cars, and surfboards
- insulation
- clothing
- bio-plastics
- bio-composites



The Great Hemp Race

Great Britain, France, Switzerland and Spain are currently leading the world in the hemp-building sector, while Australia and Germany are the global leaders in the creation of biodegradable plastics and bio-composites. China is the world's largest producer of industrial hemp, and it's planning to use hemp to help bring 3 million people out of poverty in the next 10 years. South Africa, has approved test crops, and plans to use industrial hemp to bring people out of poverty over the next decade.

Together, we can use hemp to help rebuild America's economy. Hemp isn't the only solution, but it has a very important role to play in the creation of a healthier, more sustainable world for us all.



* Source: Hemp Industries Association

The information below is adapted from the Screening Toolkit at Working Film's <http://www.ScreeningHQ.org>

Planning Your Screening

Here is a helpful guide for organizing a screening, from securing the location, to publicizing the event, planning a discussion afterwards and involving your audience in meaningful action. We strongly recommend working with a group or coalition of groups and individuals to co-sponsor and plan, set the event and share tasks.

Set Goals

A screening of *Bringing It Home* can be used to rally people, business leaders and politicians to remove the barriers to growing hemp in your state; introduce your community to the variety of uses of hemp or celebrate the sustainability of the plant and its products. What are your goals for the event? Do you want to build your membership, build alliances, pressure decision makers or raise funds? What can you realistically achieve now, in a year, and long term? Answering these questions at the beginning will help make every step of the way easier and more effective.

Get Started

- Register your screening event at <http://www.ScreeningHQ.org/films/details/88/bringing-it-home>
- Create a Facebook Event and invite your friends
- Like "Bringing It Home" on  Facebook so you can keep up with related news and announcements. Encourage your friends to do the same.
- Follow the film on  Twitter @hemphousedoc and tweet about your event so everyone following you will be clued in and help spread the word. Some helpful hashtags: #hemp, #hempseed, #votehemp, #madeinamerica, #jobs, #superfood



Choose a Location

Secure a venue for your screening that will be comfortable, have the right atmosphere and provide the basics. This could be your living room, a community center, a place of worship or even a park – you decide.

DON'T FORGET... If you need to reserve a space, try to **contact the venue at least two months in advance** and confirm your reservation within two weeks of the screening. Here's what you'll need:

- A television or projector with a screen large enough for everyone to see
- Speakers that provide plenty of volume
- An accessible entrance and amenities for all people, including those with disabilities
- Comfortable seating
- An information table for petitions, handouts and sign-up sheet for follow-up with attendees
- If you plan to provide snacks and drinks, make sure there is a place to set them up and that the venue permits refreshments.

Register Your Event (8–6 weeks ahead)

Go to <http://www.ScreeningHQ.org/films/details/88/bringing-it-home> to register your event. After submitting your information, you'll be able to tell your friends about the event online, buy the DVD, and access resources to make your event a success. You will also be able to easily update your information as you solidify your plans. If you don't have all the logistics finalized, don't worry, you can update your information later.

Buy the DVD (8–6 weeks ahead)

Go to <http://www.BringingItHomeMovie.com/buy-the-dvd-2> to buy the DVD with the appropriate screening rights based on the type group you are working with and the venue you will use. If you have any questions, contact us by email at: info@bythebrookfilms.com

Community Assessment & Issues . . . (6–4 weeks ahead)

What are the major messages in the film that connect to your community: farming, green building, healthy eating, or ecological clothing and products? Who's involved in the issues at hand, and who has a stake? What is already happening to legalize industrial hemp in your state? Considering these questions will help you determine:

- The aspects of the film and related issues to focus on when promoting and creating the program for your event;
- Whom to invite to the screening. Consider the following to identify your target audiences: Who has an interest in the topics at hand? Who has the power to make a decision or implement change to resolve the issue? Who can influence the

decision makers? Who has been left out of the conversation but needs to be heard?

- Whom to facilitate and act as go to “experts” in the discussion: Who knows this issue well or works in the industry or political arena?

Get the Word Out Resources

Use our media, images and templates to easily get the word out.

- **Trailer** embed our trailer into your website, blog and Facebook page. <https://vimeo.com/58996047>
- **Film Stills:** use and share the images from our film. Images on Facebook get more attention than just text and links. You can also pin them on Pinterest!
- **Template Flyer:** personalize a flyer with your event’s information and partner logos so you can print and share it.
- **Template Press Release:** plug in your information and connection to the local community and send to the press. Follow up with phone calls and emails.
- **Press Kit:** include the film’s press kit in your press packets to hand to media.

Get the Word Out (6–4 weeks ahead to event date)

Below are a number of avenues you can use to leverage your networks and reach beyond your immediate circle:

- **Tell Your Friends** Utilize listservs, bulletins, flyers and social-networking sites to let folks know about the screening. After you register your event at <http://www.ScreeningHQ.org/films/details/88/bringing-it-home> you will be able to gain access to a number of resources to help you spread the word.
- **Tell Your Allies** Engage organizations or constituencies that you know will be interested, and ask them to cosponsor the screening event. Then, reach out to the larger public by posting flyers, placing notices in newspapers or community calendars and forwarding notices to various email lists.
- **Tell Community Stakeholders** Invite them face to face or over the phone. They could be potential speakers. Reach out to community leaders such as clergy or elected officials, a policy expert or an expert on the issues covered in the film. Tell them

why their participation is important, and ask them to preview the film so they can tailor their talk or help you talk to reporters.

- **Tell the Press** Be in touch early on, let them know that your event will be part of a national screening campaign, and give them the local angle: How do the issues raised resonate in the community? Why should your audience be passionate? What impact do you aim to have? What is new about the event?

Sample Agenda

total time: 2–2.5 hours

This sample agenda should be utilized with the actions and resources in the second half of this guide.

Set up (Allow time to set up tables, greet guests, etc.)

Start on time (no later than 10 mins. from posted time)

Brief introduction to the film (5–10 mins.)

Introduce the film and make a brief introduction of any speakers or guests that you want to recognize. Make sure the audience knows that the film will be followed by discussion and action, and encourage them to stick around after the credits roll. If the group is small enough, ask the audience to make very brief individual introductions. Tell them an ending time.

Viewing of the film (52 mins.)

Discussion (10–20 mins.)* See helpful talking points **This is a key part of the agenda. Folks will likely have strong emotions about what they’ve seen and will want to reflect on the film and find out what they can do to make a difference. Make sure that everyone who wants to speak has a chance, but keep the conversation flowing.**

Take Action & Thanks (about 5–20 mins.)

Plan for Maximum Impact

Remember, a screening isn’t just a chance to watch a great film, it’s an opportunity for the audience to get involved and do something! Consider one or two actions that attendees can take to make a difference. Look at the suggestions under “Take Action” on page 7 and more at <http://hemphistoryweek.com/eventkit.php> and http://votehemp.com/take_action.html

Share Tasks

Consider partnering with other individuals or organizations to make your event more dynamic, split the workload and increase the number of attendees and diversity of the audience. Your partners can also extend the reach of your get-the-word-out efforts. Be sure to reach out to people directly affected by the issues.



In order to make planning easier, to ensure that the event is as successful as it can be, and have fun, we highly recommend that you delegate some tasks. These may include:

- Inviting people by making calls, putting up flyers, posting to community calendars, sending a press release to local newspaper weeklies, and making announcements through organizational listservs and social networking sites like Facebook or MySpace
- Arranging for snacks and drinks. Consider using hemp seeds, oils and protein powders.
- Handling the technical aspects of setting up and playing the film
- Greeting attendees and collecting signatures at the door so you know who to follow up with later
- Introducing the film and any speakers, facilitating audience discussion to assist in balancing the energy of the audience and the speakers, and keeping an eye on time
- Interacting with the press
- Taking photos and video



Now, this is the most important part: Invite your audience to get involved in the issues and in your organization (if you represent one). At the end, be sure to thank everyone for their participation.

Take Action: Let U.S. Farmers Grow Hemp

After the film, ask your audience to get involved with your group or take action. It's best to highlight one or two actions in order to focus, follow up and see measurable results. For background information on the status on federal state policy, visit Vote Hemp's legislative page.

You may already have ways for folks to get involved in your group, or could promote the following actions from Vote Hemp to

urge your senators and representatives to support the Industrial Hemp Farming Act of 2013 (S. 359 and H.R. 525). Be sure to check Vote Hemp's website for the most up to date actions, as well as ones that are urgent and specific to your state.

- Collect signed letters to your Senators and Representatives to support the Industrial Hemp Farming Act. Download and print blank letters at <http://www.hemphistoryweek.com/eventkit.php#action>
- Print and Post Take Action QR code (at the link above) for attendees to scan with smart phones
- Encourage attendees to connect to and share Bringing It Home, Hemp History Week and Vote Hemp on facebook and twitter to support hemp change and keep up with news.

Report Back

During the event, take pictures, and video your audience's reaction to the film. Ask attendees:

- How did they like the event and what would they like to see next?
- How did the film change their understanding, raise their awareness or motivate them to take action?



Share photos and stories with us on our Facebook page

<https://www.facebook.com/pages/Bringing-It-Home-Movie/188754071136404>

Post:

- Photos or video
- News articles
- Summary of the event and outcomes
- Stories from the audience

Your report back may inspire others to replicate your efforts in their community!

Thank you for being a champion of sustainable and sensible solutions.

If your group is interested in having a Director attend your event for a post-screening panel or Q&A, please contact Linda Booker: info@bythebrookfilms.com



Helpful Talking Points from Hemp History Week

Why do American manufacturers want hemp farming legalized?

Due to the U.S. ban on industrial hemp farming, American companies are forced to import hemp from Canada and overseas. Removing the ban on hemp farming will allow them to source our supply of hemp from American farmers.

Why is this campaign relevant now?

- Hemp food, body care, and clothing sales are increasing like never before.
- In 2013, *The New York Times*, *Wall Street Journal*, *The Washington Post*, and *Forbes Business* ran features on Industrial Hemp
- Best-selling authors, athletes, musicians, health experts, and celebrities have joined the effort to bring back hemp farming.
- This grassroots education campaign ties into Vote Hemp's strategy to change federal policy to allow hemp farming and processing in the U.S. once again; and the momentum has never been stronger.

How many states have passed hemp farming legislation?

- To date, 31 states have introduced pro-hemp legislation and nineteen have passed pro-hemp legislation.
- Nine states (Colorado, Kentucky, Maine, Montana, North Dakota, Oregon, Vermont, Washington, and West Virginia) have defined industrial hemp as distinct and removed barriers to its production
- Despite statewide hemp legislation, farmers need a license from the U.S. Drug Enforcement Administration (DEA) before they can legally plant hemp under federal law.
- Hemp has been misclassified with drug varieties of Cannabis and therefore falls under the Controlled Substances Act, though it offers no potential for drug use.
- Farmers still risk raids by federal agents, possible prison time, and forfeiture of their farms if they try to grow the crop under state law and permits due to the failure of the Drug Enforcement Administration to distinguish non-drug industrial hemp from drug types of Cannabis.

What is the Industrial Hemp Farming Act of 2013?

- On February 6, 2013 Rep. Thomas Massie introduced H.R. 525, the "Industrial Hemp Farming Act of 2013," with twenty-eight original cosponsors. The bill has been assigned to committee.
- On February 14, 2013, Senate Minority Leader Mitch McConnell (R-KY), Ron Wyden (D-OR), Rand Paul (R-KY), and Jeff Merkley (D-OR) introduced S. 359.
- Both H.R. 525 and S. 359 would define "industrial hemp," amend the Controlled Substances Act to properly exclude non-drug industrial hemp from the definition of "marihuana," and allow states to regulate industrial hemp in accordance with state law.
- Both bills, their status and cosponsors may be found at: <http://votehemp.com/legislation>

What kind of federal policy change do Bringing It Home outreach sponsors want to see?

- They would like the government to recognize that industrial hemp is an agricultural crop and therefore is not a drug policy issue. We would like to see American farmers begin growing hemp once again so it may be sourced domestically, which will benefit American farmers, businesses, as well as the American economy.
- Specifically, they would like the President, Attorney General and Congress to direct the U.S. Drug Enforcement Administration (DEA) to differentiate between industrial hemp and "marihuana" in the Controlled Substances Act and adopt policy to allow American farmers to once again grow industrial hemp, this time under state law, without requiring a DEA license or permit.

How does hemp differ from drug varieties of Cannabis?

- This campaign has nothing to do with drug legalization. Hemp is essentially an entirely different plant. Industrial hemp has no drug value. Hemp is grown for food and fiber, and is a nutritious, sustainable and profitable crop. Refer to "What is Hemp" in pocket guide. A more detailed discussion may be found at <http://votehemp.com/different>