



THE SMELL OF MONEY

Screening Guide

Who pays the price for what we want?



Dear friend,

When we began this project, we set out to create a film that would expose the human costs of our industrialized food system. The journey has been long and often deeply challenging, but the beautiful friends in the fight for justice we've made along the way have kept us going. **The Smell of Money** has been a true passion project for us since its inception, and we are so grateful to the countless incredible advocates and leaders who have brought their own passion to this film and made it what it is.

That includes you, dear reader of this guide -- thank you for bringing **The Smell of Money** to your community!

We always hoped our documentary would reach as large an audience as possible and inspire real change. We could never achieve those goals without you and others like you who have believed in our film and its message. The grassroots tide behind **The Smell of Money** has taken the film to places we could never have imagined. We stand in awe and appreciation every day.

All around the world, the fight against factory farming and injustice rages on. We are honored that you are considering using our film as a tool in your own struggle. We hope this guide helps you plan an impactful screening, and we welcome your feedback. Your partnership means everything to us.

For the cause of justice, in the name of love,

The Smell of Money team

Resource Links

[Film website](#)

[Promotional images](#)

[Film poster](#)

[Press kit](#)

[Event flyer template](#)

[Filmmaker headshots](#)

[Trailer link](#)

[Trailer file](#)

[Film socials: Instagram, Tik Tok, X](#)

[Action Toolkit](#)

[High school curriculum](#)

[College guide](#)

Our Team

Contact us at smellofmoneymovie@gmail.com
Find additional crew information at smellofmoneydoc.com



Shawn Bannon

Director / Producer / Cinematographer / Editor
he/him/his

Shawn Bannon is an award-winning filmmaker whose films have screened at Sundance Film Festival and AFI FEST as well as on *The Atlantic*, *Forbes*, and *BBC America*. His short films, *Hurricane Heroes*, *Bloody Barbara*, and *A Ghost Story – 10 Pages*, have been Vimeo Staff Picks. He recently directed *The Green Knight Documentary* for A24. *The Smell of Money* is his first feature-length documentary.

[@shawnbannon \(IG\)](#)
[@shawn_bannon \(X\)](#)



Jamie Berger

Writer / Producer
she/her/hers

Jamie Berger is a writer and filmmaker born and raised in North Carolina. Her writing has been featured in *Vox*, *The Guardian*, *USA Today*, *NowThis*, *The News & Observer*, and more. Throughout her career, she has used writing and visual storytelling to draw attention to issues ranging from environmental racism to the climate crisis to other injustices wrought against people, animals, and the planet.

[@jcberger13 \(IG\)](#)
[@jamiieberger \(X\)](#)

Event Planning

- 1. Set an attendance goal:** Consider both whom you would like to reach and how many people you hope will attend.
- 2. Choose a venue:** Ensure your venue has sufficient capacity for your attendance goal as well as a reliable audio/video set up that would be conducive to a positive film viewing experience.
- 3. Choose a date:** consider how long it will take you to promote the event and ensure you reach your attendance goal.
- 4. Set a budget:** Free screenings are ideal, but you may want to suggest a donation to help cover event costs. If inviting panelists, be sure to compensate them for their time and/or travel expenses.
- 5. Secure partners:** Co-hosted events are more successful; they allow you to share costs and promote your screening to a wider, more diverse audience.
- 6. Collect RSVPs:** Create an event page on your organization's website or an event platform with all relevant details.
- 7. Promote your event:** As a general rule, expect about 50-60% of people who RSVP to attend. We strongly recommend over promoting to ensure strong attendance.
- 8. Plan a panel:** Screenings are often more impactful when paired with a Q&A or panel discussion. Learn more on [page 5](#).



Promo Tips

Post your event on relevant local Facebook and Meetup groups.

Tag @smellofmoneydoc on social media so we can share your promo materials.

Complete this form if you would like your screening listed on the film's website.

Print posters and flyers for your event and distribute them around your community.

Recruit support: Ask local businesses, leaders, or organizations to post about the event.

Submit your event to local event listings. Pitch the event to local newspapers, magazines, and student newspapers.

Invite local public officials or members of their staff, especially if your event has a policy-related ask.

Reach students: Conduct outreach to local student organizations, such as animal and environmental/climate groups, public health students, film and journalism students, racial justice groups, etc. If applicable, invite educators in your networks to bring their classes to the screening.

Tech Tips

Access the film via [Apple](#), [Google Play](#), [Amazon](#), or [YouTube](#). We recommend purchasing and downloading the film in advance to ensure seamless playback.



Do a tech check in advance if possible. When you do so, run the film for at least a few minutes to ensure everything is functioning properly.

Test microphone set up and volume, if applicable.

Have tech support on call in case technical problems arise during the screening.

Display captions if language barriers or hearing disabilities are factors for your audience.

Runtime: 84 minutes
Aspect ratio: 1.85:1
Sound: 5.1
Original Language: English

Accessibility

Ensure your space is geographically accessible to the audience you are hoping to reach.

Consider the parking situation and whether public transit is available. Include information about how to access your venue in the event information shared with attendees.

Ensure accommodations are available for those with disabilities.

When accepting RSVPs, consider asking your attendees if they need captions displayed.

Some of the film's characters have accents that may be difficult for non-native English speakers to understand.

Captions are available in English and Spanish.

If filmmakers/panelists are attending, please provide directions and parking instructions/ passes in advance of your event.

Food

Serving food/beverages at your screening can be a great way to entice more attendees and offer the opportunity to network before the film begins.

We respectfully request that all food served at screenings be plant-based (i.e. contain no animal products, including meat, eggs, or dairy) out of respect for the people, ecosystems, and animals harmed by industrial animal agriculture.

Whenever possible, we suggest purchasing food from local BIPOC-owned businesses.

Have a plan for any leftover food.

Panel Discussions & Q&As

Including a panel discussion or Q&A in your screening event is a fantastic way to boost attendance, inspire more audience engagement and participation, and highlight the important perspectives of advocates and thought leaders working to build a more just and sustainable food system.

Discussions can take place either in-person or virtually. In either case, we strongly recommend compensating panel participants for their time (and travel if applicable).

We recommend inviting participation from local environmental justice advocates/experts, policymakers, or other local leaders whose work intersects with the themes of the film.

We also recommend the leaders below who have spoken on post-screening panels and whose brilliant work addresses the central issues of the film. Please note that participation is subject to budget as well as the speaker's availability and current priorities.

When possible, we (the filmmakers) love to participate in Q&As and panels. If you would like to invite one or both of us to participate in your event, please [reach out](#) to us.



RECOMMENDED SPEAKERS

Sherri White-Williamson

Environmental Justice Community Action Network
Sampson County, NC
swhitewilliamson@ejcan.org

Sherri White-Williamson serves as Executive Director of Environmental Justice Community Action Network (EJCAN)—an organization that she co-founded to address environmental injustices experienced by rural communities. She is also the Director of Environmental Justice Strategy at the North Carolina Conservation Network and previously served in the U. S. EPA, Office of Environmental Justice. She encourages the next generation of environmental justice leaders by working as an adjunct professor teaching an Environmental Justice course at Duke University.

Rañia Masri

North Carolina Environmental Justice Network
Raleigh, NC
rania@ncejn.org

Dr. Rañia Masri is the Co-Director of Organizing and Policy for the North Carolina Environmental Justice Network. She has taught interdisciplinary environmental sciences, environmental justice, and communications at various universities and was previously the Director of the Southern Peace Research and Education Center at the Institute for Southern Studies in North Carolina. Throughout, Rañia has worked to bring a holistic lens to the environment and a recognition that environmental management must encompass a human rights and social justice practice.

Rick Dove

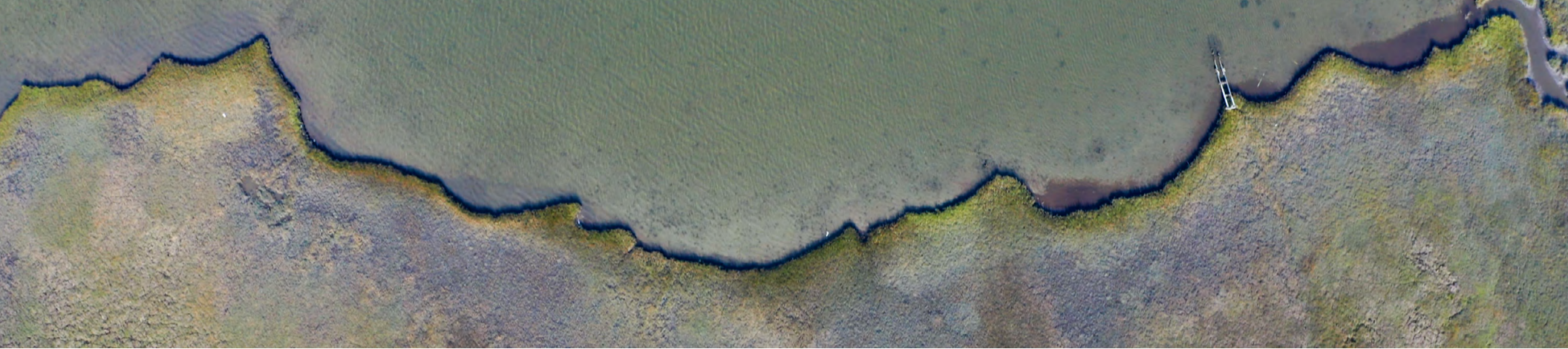
Waterkeeper Alliance
New Bern, NC
rdove@waterkeeper.org

Rick Dove, a legendary figure in the Waterkeeper movement since 1993, co-founded the Waterkeeper Alliance and served on its inaugural Board of Directors. As the former Neuse Riverkeeper, he pioneered aircraft use for pollution documentation, gaining global recognition for addressing issues like fish kills and the vampire organism *Pfiesteria*. A retired U.S. Marine Colonel and Military Judge with 25 years of service, Rick currently advises the Waterkeeper Alliance's Pure Farms, Pure Waters campaign to address factory farm pollution.

Larry Baldwin

Waterkeeper Alliance
New Bern, NC
lbaldwin@waterkeeper.org

Larry Baldwin, a devoted leader in the Waterkeeper movement since 2002, has served in several roles, including Crystal Coast Waterkeeper, Lower Neuse Riverkeeper, and Executive Director of Coastal Carolina Riverwatch. Throughout his tenure with Waterkeeper Alliance, he has worked tirelessly to address factory farm pollution issues and has collaborated closely with environmental justice organizations. Larry now serves as Waterkeeper Alliance's North Carolina CAFO Coordinator.



During Your Event

Welcome guests and, if applicable, encourage them to stay for the Q&A or panel discussion after the screening.

If doing a panel discussion or Q&A with us, feel free to ask panelists to say a few words to welcome the audience. This personal hello can help encourage participation in the discussion following the film.

If you can, take a few photos of the audience to send to us and to count attendance.

Remind the audience to silence their devices.

Ensure lights are off or dim so the screen is visible and clear.

Ensure sound is at a reasonable volume. Sometimes there is a tendency to keep the volume too low.

Please allow the film to run all the way through to the end of the credits. The credits are extremely short, and there are some important thank-yous at the very end.





Inspire Action

Films like *The Smell of Money* are only powerful if they inspire real change. Don't let your audience walk out the door without encouraging them to take action! Plug them into a local policy campaign, suggest they donate to or volunteer with a frontline organization, or pass out **guides** to help them shift their diets away from harmful factory farmed products. Find more ideas in our **Action Toolkit**, or pass out the toolkit for your audience to take home.

After Your Event

After your event, please complete this short feedback survey to let us know how it went! This helps us track the film's impact, show those who have supported our impact campaign that their contributions are making a difference, and continue to bring the film to more communities.

Please tag us in photos and share your reactions to the film on Instagram or X @smellofmoneydoc.





CONTACT

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smellofmoneymovie@gmail.com