



SWITCH STEP-BY-STEP GUIDE

Thank you for participating in the GSA *Switch* Energy Awareness & Efficiency program, as well as for your leadership in moving the energy conversation from polarized to practical. This guide will provide you with steps to take before, during and after the screening to help ensure that the event is a success!

***PROMOTE YOUR SCREENING**

Here are some ideas for student ambassadors and faculty sponsors to get the word out and ensure your screening is well attended:

EMAIL BLAST

- Email student groups and departments (closer to your event we will provide you with an Invite and Web-flyer to help with promotion).

BUILD A COALITION

- Partner with student organizations on campus.
- Ask your department for promotional ideas.
- Ask professors in various departments to announce the screening in class, or offer extra credit to students who attend.

WEBSITE

- Add the event to your department, university and/or student group's website or calendar.

SOCIAL MEDIA

- Post on Facebook and share on our page (www.facebook.com/switchenergyproject). Tweet about your event and let us know (@SwitchEProject).
- Like us on Facebook and follow us on Twitter and we can link to each other when mentioning your school's screening and program updates.

FLYERS

- Put up *Switch* flyers around campus.

UNIVERSITY MEDIA

- Reach out to campus media (newspapers, radio stations, TV stations, websites and campus social media pages/groups).
- Here is some language you can use to recommend your event for placement. We've found university media is most responsive when they receive a direct call to action from faculty:

MY UNIVERSITY is partnering with Arcos Films and the Geological Society of America to bring the **Switch Energy Awareness & Efficiency Program** to campus this fall. (www.switchenergyproject.com)

I'd like to recommend that you run a story about the screening, below, and the overall program.

DAY, DATE, TIME - LOCATION

FREE and open to the public.

(INCLUDE WHETHER THERE WILL BE A Q&A, AND BY WHOM. EXAMPLE: "Producer/narrator Dr. Scott Tinker will introduce the film and lead a Q&A.")

The program includes an exclusive screening of the acclaimed new energy film *Switch*, a student ambassador program, campus efficiency drive, and web video program. Our screening is one of over 250 universities across the country participating in the program, which launched last fall at over 40 pilot schools with a student ambassador program, efficiency drive and screening of the film. It's part of the *Switch* Energy Project (www.switchenergyproject.com), a multi-pronged effort to build a global understanding of energy.

Please see the attached press release and flyer. For more information, or to schedule an interview with Dr. Scott Tinker or the film's director Harry Lynch, please contact Rachel Ecklund at recklund@arcosfilms.com or (512) 861-6278.

***BEFORE YOUR SCREENING**

- ***Test your entire copy of Switch on venue's projection equipment you'll be using for your screening. Contact us ASAP if there are any problems, so we can send you a new copy of the film if there are any problems.***
- You may be leading the discussion at your screening, so take 10-15 minutes to check out the *Switch* web-guide and become familiar with the videos and content.
- Faculty and students across the country are integrating *Switch's* online video content into coursework and research. Encourage this interactive learning model at your school, make appointments with 2 or 3 faculty members to show them potential videos to use in coursework.

***DURING YOUR SCREENING**

- Thank people for coming.
- Introduce the film and the Switch Energy Project.
- Take pictures.
- Count attendees to help us track the film's reach.
- Pass around the Switch newsletter sign-up sheet to audience members.
- Enjoy the show!

***AFTER YOUR SCREENING**

- Complete the [Outreach Tracking Form](#). This program is available free to universities thanks to the support of our nonprofit funders. To ensure this funding continues, we need your contribution.
- Mail or scan your newsletter sign-up sheets so we can keep your community up to date on *Switch* news.