

Pay Per View Checklist (for indoor tabling)

1) Required: **Single dollar bills**. Make sure you count them before and after the event to find out how many you gave out.

Preferable but not required: \$100 or more to start with, \$200 if it's an event that last more than a day.

If someone watches the video but either gives back or refuses the dollar, please put it in the donation jar. You can keep it.

2) Required: **Flier** to put the dollar in when you hand it out—can be your group's flier but preferably will have some info on veganism.

Preferable but not required: a number of other fliers, especially vegan starter kits, vegan recipes, veg-friendly restaurants, nutrition information.

3) Required: One **viewing booth**—can make this out of 3 pieces of foam board taped together—24" long, 18" high. Black is the most appropriate color.

Preferable: More than one viewing booth setup. (When there's only one, some people won't wait for others to finish and will wander off even though they were initially interested.)

4) Required: One large **sign** that says:

We'll pay you \$1.00 in CASH to watch this 4-minute video!
(Smaller print) Warning: graphic material. One per customer.

Preferable: several large signs that say the same thing. Optional: put "Pay per view" at the top of the sign.

5) Required: One **laptop** or TV/DVD or TV/VHS player. DVD is faster than VHS; no rewinding required.

Preferable: more than one laptop.

6) Required: Two **chairs** for people to sit and watch

Preferable: a few more chairs.

7) Required: One **DVD of “Meat Your Meat” that starts at the Cattle section**—we can send this to you. If you don't want to use Meet Your Meat but have a similar video, we must approve it in advance in order to provide funding. Meet Your Meat was chosen because it is graphic but accurate, has generally clear video, includes the sounds that terrified animals make, represents of the United States meat and dairy industry, has no “talking heads,” has a good narrator, and covers a lot of material in a short amount of time. Any replacement video needs to be fairly similar to this.

Preferable: at least two copies of the DVD, plus some other graphic videos (e.g. fur, chickens) in case visitors are interested in specific topics.

8) Required: **Camera** (to take pictures for us.) Please take them from behind the visitors so as not to disturb them while they're watching.

9) Required: at least one volunteer to be at the booth.

Preferable: another volunteer to answer questions while the first volunteer is busy helping people get set to watch the video, monitoring the viewers to make sure they're watching, and paying them afterwards. A third volunteer is helpful but not critical.

Not required but highly recommended:

1) **Earphones** for all setups. You can plug more than one pair of earphones into a laptop. Some events are very noisy and this allows people to concentrate.

Optional but you will probably need:

- 1) Your group's banner
- 2) Donation jar for your group
- 3) Power strip
- 4) Extra-strength (usually orange) electrical cord
- 5) Tablecloth
- 6) Cart for moving stuff
- 7) Sign-up sheet for your group
- 8) Duct tape, clear tape
- 9) Anything you're selling

10) Vegan samples (e.g. cookies)

Note: Please try not to talk too loudly or laugh loudly while visitors are watching the video. It's a traumatic experience that you've already been through, but they haven't.

This is roughly what you tell people when they express interest—keep it short: **“Here’s the deal. This is about where meat comes from in the U.S. If you watch the 4-minute cattle section, we’ll give you a dollar. After that, there’s a 5-minute section on pigs that you’re welcome to watch, but you don’t have to.”**

If they ask if it's scary, say yes, it is bloody and gruesome but it's only 4 minutes long, it's important to know, and that each of them have a choice to stop contributing to it.

It's OK if 4 or 5 people crowd around the screen but tell them they have to be able to **see and hear** the video. With kids, tell them nicely but firmly that they need to pay attention in order to get the dollar.

If they don't make it through the 4-minute cattle section, they don't get the dollar. If that happens, they probably won't want it anyhow. **Most people opt to watch the 5-minute pig section after the cattle section.** Please let them watch; don't cut them short to get to the next person. The pig section is even more horrible than the cattle section and watching for 9 minutes will have a bigger impact.

If there are parents with young children, let the parents know that it's bloody and gruesome and shows animal abuse. Don't discourage them from letting kids watch, but let the parents decide what they want to do. **“It's up to you whether you want to let the kids watch.”** Let them pre-watch it if they want.

If there are kids wandering around alone who want to watch, let them know it's very sad and bloody. We have been allowing these kids to watch under the assumption that if they're old enough to be wandering around without parental supervision, they're old enough to decide whether to watch a video about animal suffering. “Meet Your Meat” is widely available online and was made by a large, well-known organization, PETA. It is rated PG-13 on Amazon.com. Any child can watch it if he or she has access to a computer. However, you don't have to let young kids watch if you don't want to.

If someone is already vegetarian, you can let them watch if you think it will reinforce their choice, but the main emphasis is to reach non-vegetarians.

For **outdoor tabling**, it's more difficult because of the lack of a power source and glare from the sun and possibly more noise, but it can still be effective. The viewing booth needs to be more of a box (the laptop holds it down) than a screen so it won't blow away in the wind. Charge up your laptop battery so that it will last as long as possible, or bring an extra generator or battery pack. Or bring two laptops, run one until it runs out of power, then charge it indoors someplace while the other one plays. If possible, get a glare screen for the computer. If you have a tent over your tables, it may help to use the side flaps of the tent instead of just an overhead part.

For any questions, contact:

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