

COMMON GROUND SCREENING – GROUND RULES

Dear Screening Captain, Programmer, and/or Theater Manager,

We want to thank you for hosting Common Ground at your theater and in your city! Our goal is to empower viewers to heal the soil, get healthy food for their families, help our nation's farmers become debt-free and profitable, and balance the climate.

We've spent a decade of our lives and a tremendous quantity of resources to make Common Ground (www.CommonGroundFilm.org) and the Common Ground movement (including the 100 Million Acres Initiative at www.100millionacres.org) serve the above goals. We're excited that you're joining us in making this vision come to life.

We want you to benefit too – by showcasing your theater, your nonprofit work and the good people who are working for regeneration in your community. But we have also had some unfortunate experiences where people have used the movie to promote brands and ideas that are not aligned with the Common Ground ethos.

This document serves as our agreement that you're going to help us to ensure the viewer experience is as impactful as possible.

Let's Regenerate!

Josh and Rebecca Tickell

Filmmakers, Common Ground (and Kiss the Ground)



By booking this film, I agree to the following:

1. I will do my best to host a fun, positive, empowering and uplifting screening experience for my community.
2. I will avoid conversations about political ideologies (ie – “Democrats/Republicans are bad”) and also I will avoid deriding or endorsing Presidential candidates with the audience (ie “I don’t like Biden/Trump”).
3. I will avoid cursing or using demeaning language with the audience.
4. I will treat all audience members with respect, even if they say something off-putting.
5. If I host a panel discussion, there will be no more than 7 panelists for the Q&A after the film.
6. If I host a panel discussion, I will do my best to create a balanced ratio of male/female speakers and do my best to include diversity on the panel.
7. If Josh and/or Rebecca come to the screening, they will introduce the film, they will come up directly after the film and they will moderate the Q&A.
8. The film will play from Frame 1 all the way through Josh and Rebecca’s call to action at the end of the movie. The film will not end before the Tickell’s on-screen call to action is complete.
9. The end card displayed during the Q&A (if the theater allows it) will be provided by Josh and Rebecca and/or Area 23a.
10. Except for regular in-theater advertisements and movie trailers, any additional media (advertisement, short film, musical act, spoken word poetry, speech, dance performance, etc.) must be pre-approved in writing by the film team.
11. Any for-profit entities or political entities that wish to advertise in conjunction with the film must be pre-approved in writing by the filmmakers.

Please see the [Screening Handbook](#) for additional guidelines about how to make your screening impactful!