

We The Free 3 Minute Movie Challenge

Introduction:

3 Minute Movie Challenge is a style of street activism. It is a peaceful but interactive demonstration against the abuse and exploitation of non-human animals. This manual is for the team leaders and event organisers and is designed as a useful tool to manage a successful event. Here you will find information on the equipment requirements as well as how-to tips to have an effective demonstration.

During the event, members of the public are invited to watch a 3-minute movie and receive a prize at the end (usually in the form of food samples). The nature of the movie is kept in secret and forms part of the challenge.

What makes 3 Minute Movie Challenge effective is that it is a consensual, non-confrontational, and immersive type of protest where the members of the public are fully and uninterruptedly engaged with the footage shown on the screen. The narrated footage is with sounds, making it captivating and emotive.

NOTE: This is for guidance only; the team leader's creative input is encouraged.



Equipment:

TV monitors + Remote Controls:

When choosing viewing equipment, please check that it supports the footage file types as well as connectivity, suitable for memory sticks (USB) if used, and headphones (AUX or Bluetooth enabled). Quantity is at the organiser's discretion. As it is a very busy event, the minimum is usually 4 to avoid long queues.

Laptops can also be used; please check that the batteries are fully charged and will last the duration of the event (usually 2-3 hours).

To keep a professional look, try to stick with one type of viewing equipment.

Footage:

3-minute footage is provided by We The Free. On request, the footage can be tailored to your locus.

Headphones

Check for connectivity as not all TV support AUX connections.

Table(s)

Foldable, lightweight as they may need to be carried long distances. Please check the table's weight capacity, suitable for two TVs per table as well as their stability (windy weather etc).

Table cloths

Branded colours (ideally), select fitted tablecloths as they are wind resistant as well as can serve as storage.

Battery

If you are not using self-charging TVs/laptops, please consider using a battery.

Inverter and extension lead

If using a car battery.

3-minute movie banner

We The Free can supply specifications on request.

Prizes

Prizes can consist of food samples and goodie bags. They must be 100% plant based.

Cards

3movies.wtf cards

Chairs

Chairs are optional

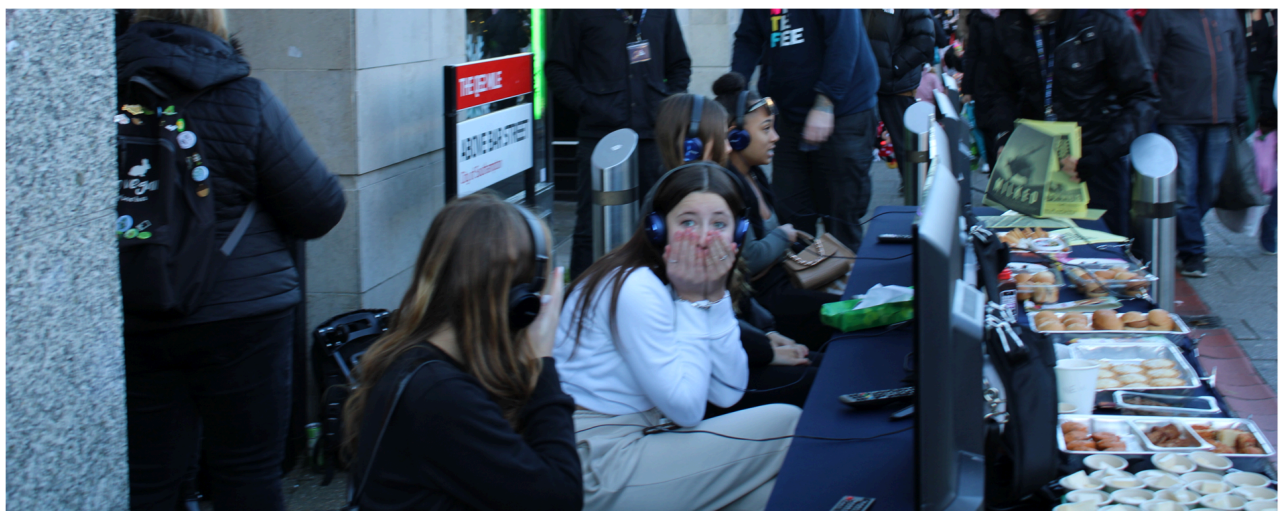
Pens

Lanyards

Chalk

Anti-bacterial wipes

Disposable gloves



Set Up:

Test all equipment before setting off to the event, using the checklist above. Please arrive at the event slightly earlier as the equipment takes time to set up.

Select the location with a barrier/wall, set the table in front of the wall or barrier where the footage cannot be seen by the passing public, leaving enough space for chairs and for the participants to move freely around the equipment (at this point decide whether it is a sitting or standing viewing).

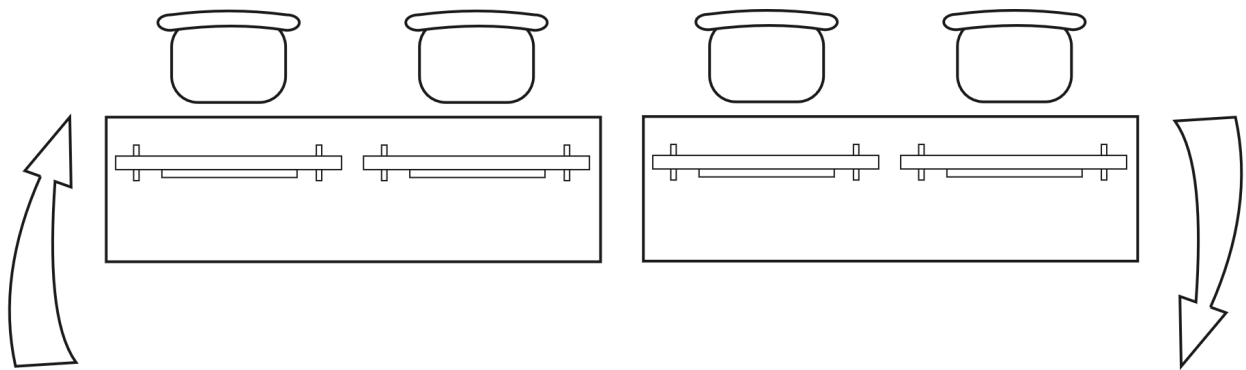
Set up each station with a monitor with footage, chair, headphones, and anti-bacterial wipes.

Prizes lined up in front of the TVs, on the side visible to the public. It is recommended to put samples in small bags to (1) keep it a secret, (2) for hygiene and aesthetic purposes.

Decide on the Enter and Exit side of the tables, clearly mark them using chalks.

To ensure health and safety, please check for any trip hazards (cables, bags, unused equipment, and samples etc) and stow them away.

Keep all items always close by to ensure a smooth running of the event and replenish prizes as necessary, keep it clean and tidy particularly where food is involved, use gloves when handling food.



Briefing:

Using the We The Free guide, conduct the briefing as normal. Explain about the event and its objectives; talk through the general set up. (include briefing guide).

At this stage, nominate 1 or 2 ushers, depending on how many monitors are used. Their role will be to set up the monitors and wipe the headphones using anti-bacterial wipes between viewers. It is at this point you can nominate a person to take photos and videos. The remaining participants will invite the public to the challenge and outreach afterwards (they can swap during the event). Clearly explain the roles of each participant.

Challenge:

Outreach participants will be actively inviting people to take a 3-minute challenge. A typical conversation would be: "Would you like to take/accept the challenge and win a prize?", a typical response would be, "What's the challenge?", answer with, "If you watch a 3-minute movie, you can select one of the prizes on the table and it's completely free". It is normal for the public to ask about the kind of movie, politely answer that *that is* the challenge, you can also mention that it is only 3 minutes long and that they can stop at any point. It is important not to give away any vegan clues, it can be tempting but leave the outreach after they've watched the movie.

Once they agree to take the challenge, lead them to the ENTRANCE side and ask them to join the queue and tell them that one of your colleagues will be ready for them. The usher will then guide them to the vacant station, ask them to make themselves comfortable in the chair if used, help them with the headphones and inform them that they can stop at any point during the film. Start the film.

When the viewer finished watching, help them with the headphones and lead them out through the EXIT side and invite any of the outreach participants to take over by introducing them to the viewer(s). Prepare the station for the next viewer.

The outreach person (strictly one per viewer or group if they are together) will lead them away from the table so as not to cause congestion and start a conversation with them, using the standard We The Free outreach practice. At the end of the conversation, they will give them a card with their own MyStats code on it and invite the viewer to collect their prize.



Footage:

The footage is approximately 3.5 minutes long and contains the most graphic parts from the Dominion documentary. It is narrated and has sounds of animals. Some may find it very upsetting, so it is advisable for parents (if present) to watch it first and for them to decide if they want their children to watch without giving away the nature of the film. The footage can be tailored to the location (country) of the event. ([Link to Footage](#))

Debrief:

Debrief as per We The Free debrief guide ([Link to Organizer Handbook](#))

Funding:

The prizes (samples) can be obtained from businesses by writing to them. Funding is also available from VegFund and We The Free using the appropriate channels.

