



Orgasmic Birth

The Best-Kept Secret

*A documentary that examines
the intimate nature of birth and
the powerful role it plays in
women's lives when they are
permitted to experience it fully*

Screening Planner

*Everything You Need to Present
an Orgasmic Birth Event*

MAKE AN IMPACT IN YOUR COMMUNITY

Move into action



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Orgasmic Birth

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A documentary that examines the intimate nature of birth and the powerful role it plays in women's lives when they are permitted to experience it fully

Dear Screening Host,

Thank you for deciding to screen **Orgasmic Birth** in your community. You have joined a growing movement dedicated to reexamining everything we thought we knew about giving birth.

This screening planner will take you step by step toward a successful event. The packet describes everything you need. If you have questions, contact us at info@fatherstobe.org. This planner is simply the first step. Please download our online screening reservation form, fill it out, sign it, and send us the screening contract for your Educational Use DVD. Payment may be made online or by calling 44(0)1892 890614.

If your screening will be open to the public, we would like to post an announcement on our website event calendar. On our online screening form, please fill in the date, time, location, cost, sponsor(s)/host(s), and any other relevant information, such as speakers, panelists, and postscreening discussions or gatherings.

After the screening, please send us a message about how it went. We value your feedback and suggestions for other hosts.

We hope your event marks a new beginning toward optimal births in your community and ours!

Warmly,

Debra Pascali-Bonaro
Director and Producer, *Orgasmic Birth*

Planning Your Event

Purchasing the Film

Make an impact in your community by purchasing an Educational Use copy of *Orgasmic Birth* for a film screening. Raise funds for your local group or organization, sponsors, or co-hosts through ticket sales, exhibitor fees, and sales of *Orgasmic Birth* DVDs and CDs of the original soundtrack, which **will be available for sale only at events** through late 2008.

You will receive a comprehensive **guide to hosting a panel discussion**, including sample questions, as well as a **“Take Action” guide**, with your Educational Use *Orgasmic Birth* DVD. For ordering instructions, please see page 13.

For United Kingdom orders, please go to www.fatherstobe.org.

For conditions and prices for licensing the DVD for educational use in other countries, please consult www.orgasmicbirth.com/host-a-screening. If your country or region is not listed there, send a query to region@orgasmicbirth.com.

Please note that the purchase of an individual DVD does not authorize or entitle to the buyer to hold a separate screening. Educational Use prices and contracts still apply.

Educational Use DVDs

NOT-FOR-PROFIT EDUCATIONAL USES Price: £ 3 0 0
For tax-exempt organizations only

FOR-PROFIT EDUCATIONAL USES Price: £ 5 0 0
For organizations and groups without tax-exempt status

COLLEGE/UNIVERSITY EDUCATIONAL USES Price:£500
To be used for educational purposes at a school of higher education

DVDs and CDs for resale at your event

Additional DVDs and CDs may be purchased at a 25% discount with Educational Use DVD orders for resale at your event. Available in increments of 25. Nonreturnable.

DVDs

Your price per DVD: £ 1 8 . 7 5 (your selling price: £ 2 5)
Lots of 10 each at £187.50

SOUNDTRACK CDs

Your price per CD: £ 9 . 0 0 (your selling price: £ 1 2)
Lots of 10 each at £90.00

I'm ready to screen Orgasmic Birth in my community...

Planning Your Event (continued)

Mobilizing Your Team

You can host a screening on your own or with co-hosts. Success with a large screening requires an active group of enthusiastic presenters to reach the widest audience. An effective team shares the tasks according to talent and resources while communicating continuously.

Choose helpers who know a lot of people. Tap into the skills of those who have managed successful events before. Look for organizations and group members that get things done in their areas. Include representatives from your community with a wide variety of interests. For example, find a web-savvy person to post your event, send e-newsletters, and handle the email likely to be generated. One friendly and tenacious person can be in charge of follow-through. Build in accountability and self-checks.

Consider enlisting a corporate sponsor to contribute a portion of the costs in exchange for your including their logo on handouts and product bags. One planning committee member may be put in charge of finding sponsors and exhibitors. Beware of using sponsors or exhibitors that promote pharmaceuticals or artificial infant feeding products. Ask sponsors and exhibitors to sign an agreement that they will abide by the World Health Organization Code of Marketing Breastmilk Substitutes (www.who.int/nutrition/publications/code_english.pdf).

Finding the Location and Setting the Date

The place you choose for your screening should be appealing and comfortable, with technical facilities for playing a DVD on a large screen. Ideally, your site will have a separate greeting area and a space for exhibitors, if applicable. Suitable options include a high school or college auditorium, community center, gym, church or synagogue, movie theater, hotel conference room, library, yoga studio, medical office, birth center, or large private home. You may pay several hundred dollars or find a donated space.

An active birth community with an ample planning committee in a big city can bring a large number of people to your event. A smaller town or city or one without a well-developed birthing community might focus on a smaller audience and choose a location that is locally respected, such as a hospital, community, or house of worship.

Before selecting a date, research other events that may be taking place at the same time in your region. It would be less than ideal to have booked your event for the same day that another birth or breastfeeding group was to hold a conference or annual meeting. In a search engine such as Google, enter the name of your state, province, or city plus “childbirth workshop,” “doula workshop,” “breastfeeding conference,” and “midwifery conference” until you are satisfied that your audience members will not encounter a conflict. If a birth or breastfeeding event will take place two or more weeks before your screening, take advantage of the opportunity to advertise or announce your screening to that audience.

(continued)

Planning Your Event (continued)

Guest Speakers

The screening of *Orgasmic Birth* has wonderful potential to ignite a conversation among a broad range of professionals in the birth and breastfeeding fields, in the women's movement, in fathers' groups, in the parenting and mental health professions, and in the new field of perinatal (b i r t h) psychology. Bring these leaders together before, during, and after the film. Choose a local birth professional to introduce the film. Have another moderate the panel discussion or question-and-answer session.

Use their expertise to create a panel of speakers for a postscreening discussion. For example, choose a parent who has experienced ecstatic birth; homebirth and hospital-based midwives; a doula; a doctor; a naturopath; and/or a psychologist. The panelists should know about normal/ecstatic birth. We want to disseminate the message about what is possible in positive birth.

The director, Debra Pascali-Bonaro, and other experts can be contracted with to moderate the event, serve on the panel, or conduct workshops before and/or after the event.

"How to Hold a Scintillating Panel Discussion," a guide created for *Orgasmic Birth* screening hosts and included with each Educational Use sign-up, suggests topics and questions to consider for your Q&A session as well as many other practical recommendations for this portion of your program.

Audiovisual Equipment

Sign your contract for the *Orgasmic Birth* DVD a month in advance. Allow plenty of time to test your equipment and sound system. Not all DVD equipment can play all DVDs. Play the DVD on the same equipment that you will use for the screening. If you use a television, the screen must be large enough to accommodate your audience.

Orgasmic Birth has a beautiful original soundtrack by John McDowell, composer of the Academy Award-winning documentary *Born Into Brothels*. To hear it properly, you will need a good sound system.

(continued)

Planning Your Event (continued)

Exhibitors and Sponsors

Leasing space to exhibitors can raise funds at your event and create awareness of what's happening in your community. Offer an admission ticket as part of the exhibitor fee to enhance participation. To prepare for early arrivals, require exhibitors to set up their tables at least one hour before your event starts. They should also be asked to remain for at least 30 minutes afterward.

Solicit donations to your organization from exhibitors and sponsors. Hold a drawing for donated gifts or sell raffle tickets for prizes such as complimentary doula services, two hours with a lactation consultant, baby products, and birth and breastfeeding books.

Invite exhibitors and local organizations and businesses to pay a small fee for you to insert their flyers in a handout bag or folder to attendees.

Establishing a Timetable

The larger your event, the more important it is to establish a timetable. For example, if you anticipate attendance by 500 people, you may need 3 to 6 months to plan and organize your event. An active, well-connected birth community may need only a month to get the word out and attract 100 people or more.

Enlist a detail-oriented person to coordinate your timetable and keep your team on track.

Promoting Your Event

Once you have contracted with *Orgasmic Birth* to bring the film to your community, download the online press kit. Customize the posters and postcards and take them to a local printing service or use an online company. In the UK this will be with Creative Life Systems/Patrick Houser.

A wide variety of people will be interested in learning about undisturbed or orgasmic birthing: play groups, women's groups, moms' groups, infertility groups, book clubs, religious organizations, medical professionals, chiropractors, alternative health providers, massage therapists, arts groups, college student groups, counselors and psychologists, early childhood educators, high school educators, maternity care workers, social workers, and more.

With permission, post flyers at coffee shops, ice cream parlors, natural food coops, grocery stores, bookstores, and theaters. Place posters at local community, state, and private colleges, women's counseling centers, health centers, community centers, hospitals, film clubs, and art galleries. Ask to have your screening included in community calendars and websites. Don't forget the local hospital employee newsletter.

On average, for every ten people who express interest, one will make a commitment to come. You may be able to increase that ratio by offering early-bird payment, such as through PayPal or an online event registration service.

Begin promoting your event as soon as you have selected the site and date. The more lead time you provide, the more participants you're likely to attract. Word of mouth is priceless, yet free, but takes time.

Fundraising

If one of your goals is to raise funds, you may wish to hold a silent auction, sell food, or have a cash bar and live music at your event. Offer space to vendors in exchange for a predetermined portion of their proceeds. Ask them to contribute items for a silent auction.

To raise additional funds, consider conducting a workshop with an *Orgasmic Birth* presenter or local birthing expert before and/or after your event (see Workshop Options, page 11), where you can also sell *Orgasmic Birth* DVDs and CDs of the original soundtrack. The soundtrack is ideal for use in pregnancy, labor, and birth and while nursing a baby. Childbirth educators can play the CD during class. Doulas will want to have copies available for their clients.

If one of the experts in the film, such as director Debra Pascali-Bonaro, will be a presenter at your event, sell tickets to a wine and cheese party with the expert in attendance or for a special limited-admittance backstage gathering after the show.

(continued)

Promoting Your Event (continued)

Invitations

Send invitations to your event in three stages:

- 1 First do a mass email in which you describe the event and list the place, date and time, price, and how to buy tickets. List and describe the host and sponsors. You may want to add all or part of the following statement:

Birth stories are a powerful way of creating an awareness of all that is possible in birth. Joyous, sensuous, revolutionary: **Orgasmic Birth** is a documentary that examines the powerful and intimate role that birth plays in women's lives when they are permitted to experience it fully. As you follow the births of 11 couples, you will reexamine everything you thought you knew about giving birth and the potential it holds.

- 2 Call significant possible audience members—the people in your community whom the public will expect to attend. Include prominent midwives, doctors and psychologists, radio and TV personalities, and others. Make it clear that your group would consider it an honor for them to attend. You may want to offer them free tickets in exchange for being allowed to include their names in your publicity efforts.
- 3 Email and mail reminder postcards two or three weeks before the screening. Encourage people to visit www.orgasmicbirth.com to view the trailer and read recent media reviews. A nudge may be just what a busy person needs to come to the screening.

The Media

To promote your event to the media, download and personalize the **Orgasmic Birth** fill-in press release. In mailings, include a page with a brief description of your group and its goal in bringing **Orgasmic Birth** to your community. If you plan to have speakers for a discussion after the screening, include a page on their backgrounds and contributions to the field. Develop a fact sheet on why the birth movement is important and why this film is an innovative step in promoting it.

To encourage reporters to write newspaper articles that will boost your publicity efforts, host a private screening for local media and your panelists with a wine and cheese reception a week before your event. Send an invitation and a gift pass to your event to reporters who miss the early screening. When talking to the media, be well prepared and enthusiastic.

Most local radio stations announce public events free. Some local newspapers will print a notice at no charge when space permits. Email or fax your press release to all newspapers and radio stations in your area.

Holding the Event

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Birth*
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Before the Film

At least two hours before your *Orgasmic Birth* event, conduct a final check on all audiovisual equipment, including the microphone. You may have to connect speaker wires or solve laptop compatibility problems. Test everything even if you've done it before!

Have a table with a sign-in sheet requesting attendees' contact information for future action, such as birth-related legislation or another event. Provide handouts that highlight key discussion points and information on local resources. If you will offer an open microphone for questions after the film, distribute blank index cards for questions or put a card in each publicity bag or folder.

Welcome everyone personally. It's important to greet each person who comes through your door with a smile. When everyone is settled, greet the entire audience. Set the tone and focus of the screening. Showing that you are enthusiastic will make their enthusiasm grow. Introduce yourself, welcome everyone, and thank and acknowledge your committee, the guest speakers, and each sponsor. Tell the audience, briefly, why you felt compelled to bring the screening to them. Share your goals for the event. If you have guest speakers, introduce them.

Place a pitcher of water and some paper cups near the microphone at the front of the audience.

After the Film

Orgasmic Birth carries powerful messages and images. Your audience will experience a wide range of emotions while watching it. Take this into consideration before you speak. If possible, turn the lights on gradually. Express your delight in the positive messages in the film. Comment on the possibilities that are open to us when we have an opportunity to reframe our attitudes about birth.

Whether you have a panel or a single guest speaker, be prepared for provocative questions and comments from the audience.

Including on your panel a father, fathers' educator, or other father support figure who is passionate about this topic will add balance. Incorporating a father's perspective into the proceedings will help men in the audience, including the press, to feel more comfortable and better represented.

Workshop Options

Craft your event around your community needs and your organization's goals. Adding workshops enhances the opportunity for further exploration of the possibility of pleasurable, undisturbed birth. Inviting a speaker from the *Orgasmic Birth* Presenters List will expand your ability to reach a larger audience.

Suggested formats include:

1½-hour prescreening workshop followed by personal introduction of the film before the screening and participation on a panel or in a discussion group after the screening

Pleasurable Birth: Is it Possible?

The film *Orgasmic Birth* demonstrates the powerful impact of undisturbed birth. In this workshop we will explore the sexual aspect of birth including the significance for survivors of sexual abuse. Strategies and techniques for achieving a pleasurable birth in all settings will be explored. Women's stories and *Orgasmic Birth* images will be woven into this inspirational way to view birth.

4-hour workshop on the day after the screening

Become a Birth Activist the *Orgasmic Birth* Way

Are you a birth enthusiast, a breastfeeding advocate, interested in women's health rights, compelled to make a change? Do you want to create awareness of the possibility of pleasurable, undisturbed birth? Participation in this workshop will provide tools for taking action and becoming an active birth activist the *Orgasmic Birth* way.

Party or other get-together with a birth expert

You may wish to connect the leaders of your local birth movement with university professors, therapists, women's health activists, students, and more for a wine and cheese party, backstage party, or brunch with director Debra Pascali-Bonaro or another birth expert. Proceeds from the sale of tickets for these gatherings may help to defray the cost of your event.

Questions about workshops: info@orgasmicbirth.com or in UK info@fatherstobe.org.

Hosting a screening involves far more than signing the agreement, buying a DVD, and finding a site. Estimating your costs in advance will help you decide how much to charge attendees while keeping you in the reality zone financially.



Calculating a Budget

EXPENSES	High estimate	Low estimate
Fixed expenses		
Purchase of Educational Use DVD		
Purchase of DVDs for sale at the event		
Purchase of soundtrack CDs for sale at the event		
Cost for director or other birth expert to attend event (optional)		
Honarium		
Travel		
Meals		
Lodging		
Subtotal, fixed expenses		
Publicity/Promotion		
Purchase of mailing lists		
Flyer and postcard production		
Postage		
Program creation, design, and production		
Mailing for advertiser		
Ad purchase		
Subtotal, publicity/promotion		
Other major expenses		
Site rental		
Salaries for workers (enrol lots of volunteers)		
Audiovisual equipment rental (projector, screen, microphone, etc.)		
Telephone/fax		
Office supplies		
Fees for continuing education credits (optional)		
Subtotal, other major expenses		
Expenses at event		
Refreshments and related supplies		
Printed programs		
Name tags(optional)		
Handouts		
Miscellaneous		
Subtotal, expenses at event		
Total anticipated expenses		
Add: contingency for unexpected expenses (10% of total budget)		
Total		

ANTICIPATED INCOME

Registration fees: £ ____ per person x number of anticipated attendees		
Workshop admission fees		
DVD sales		
CD sales		
Grants		
Donations		
Other income		
Total		

How to Order

You can order an Educational Use DVD for your screening through the film's website. Fees are payable by Visa or MasterCard.

All DVDs carry optional subtitles in Spanish, French, German, and Portuguese. No special editions need to be ordered.

It's easy:

- 1.5** Go to the film's website, www.orgasmicbirth.com. In the UK www.fatherstobe.org.
- 2.** Under the "See the film" tab, click on "Host a Screening."
- 3.5** Follow the instructions for signing and sending the contractual agreement to license the film for the number of screenings you are requesting. Only one payment is necessary, but if you wish to host additional events in the future, as we hope you will, you must apply for written permission for each showing; no additional fees will be charged.
- 4.5** Order the DVD and, if desired, copies of the DVD and soundtrack CD for resale.

To order from the United Kingdom

Contact Patrick Houser, Fathers-To-Be www.fatherstobe.org

To order from all other countries and regions

Check the website ordering page accessed through www.orgasmicbirth.com/host-a-screening. If your country or region is not listed, please contact us at region@orgasmicbirth.com.

WORKSHOPS

The cost of each workshop described on page 11 of this Screening Planner is £ 500 plus expenses . If you want to try something different, we're open to suggestion.

Director/producer Debra Pascali-Bonaro will be able to attend only a limited number of screenings. Contact us at info@orgasmicbirth.com to give us the date or possible dates of your screening and the supplementary activities you have in mind. We'll write back to let you know which birth experts are available to lead your workshop, attend your prescreening or postscreening party, and/or participate in your panel discussion. In the UK Patrick Houser is available or a midwife/educator based on need.

You will receive information about payment for workshops at that time. Payment for workshops will not be made through the website DVD ordering page or phon.

Please note: DVDs of *Orgasmic Birth* obtained at or after a screening or when copies become available for sale to individuals may not be used for separate screenings without payment of the appropriate Educational Use fee and the submission of a signed agreement, available at www.fatherstobe.org.



A World of Helpful Organizations and Internet Resources

Advocacy

Childbirth Connection

www.childbirthconnection.com

A source for trustworthy up-to-date evidence-based information and resources on planning for pregnancy, labor, and birth and the postpartum period, promoting safe, effective, and satisfying evidence-based maternity care for women and families.

Coalition for Improving Maternity Services

www.motherfriendly.org

The Mother-Friendly Childbirth Initiative provides guidelines for identifying “mother-friendly” birth sites, including hospitals, birth centers, and homebirth services.

International MotherBaby Childbirth Initiative

www.imbci.org

The purpose of the IMBCI 10 Steps is to improve care throughout the childbearing continuum in order to save lives, prevent illness and harm from the overuse of obstetric technologies, and promote health for mothers and babies around the world.

Mothers Naturally

www.mothersnaturally.org

Goal: to increase the number of safe and positive births by educating and informing the public about natural birth options and empowering women to make pregnancy and birth choices appropriate for their lives. A public education program from the Midwives Alliance of North America (see under Midwifery).

Breastfeeding

La Leche League International www.llli.org

Gives information and encouragement to mothers who want to breastfeed their babies, recognizing the unique importance of one mother helping another to perceive the needs of her child and to learn the best means of fulfilling those needs.

World Alliance for Breastfeeding Action

www.waba.org.my

A global network of individuals and organizations concerned with the protection, promotion, and support of breastfeeding worldwide.

Cesarean birth

International Cesarean Awareness Network

www.ican-online.org

Formed more than 25 years ago to support women in their journey toward understanding the risks of cesarean section and to help them have healthy births and healthy lives after undergoing the surgery that changed them.

VBAC (vaginal birth after cesarean)

www.vbac.com

Provides access to information from scientific studies, professional guidelines, government reports, successful and safe established VBAC programs, and the midwifery model of care with the goal of helping women make informed decisions about how they will give birth and to encourage an honest and respectful dialog with their caregivers.

Childbirth education

Bradley Method of Natural Childbirth

www.bradleybirth.com

Bradley classes stress the importance of healthy baby, healthy mother, and healthy families, attracting families who are willing to take the responsibility needed for preparation and birth.

Childbirth International

www.childbirthinternational.com

A worldwide community of doulas, childbirth educators, and breastfeeding counselors.

International Childbirth Education Association

www.icea.org

Freedom of choice based on knowledge of alternatives in family-centered maternity and newborn care.

Lamaze International www.lamaze.org

Promotes, supports, and protects normal birth through education and advocacy.

National Childbirth Trust

www.nctpregnancyandbabycare.com

British charity informs and supports parents through pregnancy, birth, and the early days of parenthood.

Consumer groups

Birth Networks

www.lamaze.org/Default.aspx?tabid=113

Birth Networks have formed independently in at least nine states as well as in Canada and Australia. These grassroots community organizations promote normal birth; endorse the Mother-Friendly Childbirth Initiative; provide support, education, and evidenced-based information about normal birth for parents; and serve as a resource for caregivers who support normal birth.

The Birth Survey www.thebirthsurvey.com

A mechanism for women to share information about maternity care practices in their communities and a source of feedback to practitioners and institutions toward improving quality of care.

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Organizations and Internet Resources (continued)

Consumer groups (continued)

Citizens for Midwifery www.cfmidwifery.org

Works to provide information and resources that promote the local midwife as well as midwives and midwifery care nationwide. The only national consumer-based group in the United States promoting the Midwives Model of Care.

Doulas

DONA International www.dona.org

The oldest and largest doula association in the world serves mothers and families by providing access to information and research about doulas, childbirth, and the postpartum experience. www.doula.org.uk

Midwifery

American College of Nurse-Midwives

www.acnm.org

Mission: to promote the health and well-being of women and infants within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives.

Foundation for the Advancement of Midwifery

www.formidwifery.org

Fulfills its mission—to improve the health status of women, babies, and families by increasing awareness of and access to the midwifery model of care—by funding education, research, and public policy initiatives.

International Confederation of Midwives

www.internationalmidwives.org

Supports, represents, and works to strengthen professional associations of midwives; works with midwives and midwifery associations globally to secure women's right and access to midwifery care before, during, and after childbirth.

Midwifery Today www.midwiferytoday.com

Quarterly journal written mostly by midwives, doctors, doulas, childbirth educators, academics, and other specialists; sponsors worldwide midwifery conferences.

Midwives Alliance of North America

www.mana.org

A professional organization for all midwives with the goal of unifying and strengthening the profession of midwifery.

Parenting

Fathers-To-Be www.fatherstobe.org

UK-based group focuses on the transition to fatherhood.

Mothering Magazine www.mothering.com

Includes both evidence-based clinical articles and articles written by parents, all supporting simple and natural parenting and living.

Postpartum resources

Birth Trauma Association

www.birthtraumaassociation.org.uk

UK-based group offers emotional and practical support to women who have had a traumatic birth experience and their families.

Postpartum Support International

www.postpartum.net

Coordinators worldwide provide information and support to women experiencing symptoms of prenatal or postpartum mood or anxiety disorder and their families.

Robyn's Nest Post Traumatic Stress Disorder After Childbirth

www.robynsnest.com/postpart2.htm

Provides educational information and support for women who have experienced PTSD after childbirth or related disorders.

Trauma and Birth Stress www.tabs.org.nz

New Zealand-based organization focuses on posttraumatic stress disorder as a result of a traumatic birth experience.

Waterbirth

Active Birth Centre

www.activebirthcentre.com

London-based group promoting waterbirth as a natural, safe, and effective method of pain relief in labor and a gentler, easier way to give birth.

Sheila Kitzinger's waterbirth page

www.sheilakitinger.com/WaterBirth.htm

A collection of resources and information about waterbirth from the well-known British birth activist.

Waterbirth International www.waterbirth.org

A not-for-profit organization of childbirth professionals and consumer advocates dedicated to making waterbirth an available option for all women in all birth settings.

