



Dear On Tour Host,

As the COVID-19 pandemic unfolds we are working hard to find solutions to continue bringing Wild & Scenic Film Festival On Tour to communities around the nation. The first solution we have begun to make available to our hosts is online screening option, by which ticketholders for tour events can log into and view their host's film program remotely from the safety and comfort of their own home. Mono Lake Committee, who was set to host three large events in Los Angeles last week, took advantage of this model and has reported success, with virtual attendees sending their gratitude for the committee's expediency and thoughtfulness in a short time frame.

During this time of so many people being confined to their homes, Video on Demand is a perfect vehicle to equip audiences with the means to engage with your organization and support its mission. Many of the effects of this crisis directly relate to your organization's mission, be it the measurable reduction of pollution to the clearing up of the canals of Venice, we are seeing real time the impact that we can all have through changing our behaviors.

The Video on Demand program facilitates increased equity among ticketholders--many of whom would be unable to engage in the learning, organizing and connecting provided by an in-person event. There are a variety of ways in which you can make this event a "happening" beyond just a digital video stream. Create a party-in-place kit for a pre- or post-screening celebration with opportunities for connecting and organizing: a group video chat, recipe share, Spotify playlist, etc. Get creative and your followers won't be able to help themselves from engaging!

Warmest regards,

The On Tour Team (Theresa, Eric and Hunter)

