



SCREENING & DISCUSSION GUIDE



HARD TO BELIEVE

AN AWARD-WINNING DOCUMENTARY ABOUT
HOW DOCTORS BECAME MURDERERS
AND WHY WE TURNED A BLIND EYE

WWW.HARDTOBELIEVEMOVIE.COM

LETTER FROM SWOOP FILMS

Thank you for bringing *Hard to Believe* to your medical school, university or community!

This film is one of the most horrible topics I could imagine. One so abhorrent that it is, literally, 'hard to believe.' Yet for that very reason it begs for our attention.

Of the large body of evidence about forced organ harvesting in China, no one who has analyzed it has refuted the conclusions. However a lack of attention by Western media and governments has cast a shadow in which the crime has continued.

The implications of the evidence—that tens of thousands of innocent, healthy, prisoners of conscience are being housed in prisons across China, blood tested, and killed on demand by doctors through organ extraction—provides a serious ethical challenge to us all.

It raises perhaps the hardest question: "What are we going to do about it?"

We hope that *Hard to Believe* inspires that question and deep discussion on the answer. Above all else, we are honored to have you be a part of the process in finding answers and encourage you to participate in taking action.

Kay Rubacek
Executive Producer
SWOOP FILMS





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“

The allegations were so shocking that they are almost impossible to believe...

We were well aware of the statement of U.S. Supreme Court Justice Felix Frankfurter made in 1943 to a Polish diplomat in reaction to being told by Jan Karski about the Holocaust.

Frankfurter said:

‘I did not say that this young man was lying. I said that I was unable to believe what he told me. There is a difference.’

After the Holocaust, it is impossible to rule out any form of depravity.”

Nobel Peace Prize Nominees,
David Matas, Esq. and
Hon. David Kilgour, Esq.
In *Bloody Harvest, The Killing of
Falun Gong for Their Organs*

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DIRECTOR'S STATEMENT

“So many of us haven't just been silent, we haven't even paid attention.”

I had spent 20 years in radio and television newsrooms – and was currently well into my second decade as an independent producer and I had never heard of the term “live organ harvesting,” I had virtually no knowledge of Falun Gong, and I was pretty skeptical when I was first approached to do a documentary about it.

After some cursory research, when I saw all the information about allegations that prisoners of conscience have been killed so their organs could be transplanted, I realized I had stumbled on a gruesome murder mystery: tens of thousands of murders may have been committed and the mystery is that so few people are paying attention.



That is the story I wanted to tell. *Hard to Believe* is not a documentary that proves, once and for all, that large scale organ harvesting has been happening in China for more than a decade. Other journalists, researchers, doctors and human rights activists have tried to do that (and, with just a bit of effort, you can judge for yourself how convincing their case is). The mystery I wanted to unravel, is why so little attention has been paid to the people trying to make the case and, more

importantly, why so little attention has been paid to the testimony from tens of thousands of people who spent time in Chinese labor camps.

You may be familiar with the quote from Dr. Martin Luther King, Jr., writing about the civil rights era in the United States: “History will have to record that the greatest tragedy of this period of social transition was not the strident clamor of the bad people, but the appalling silence of the good people.”

One of the lessons, I think, from *Hard to Believe* is that so many good people—so many of us—haven't just been silent, we haven't even paid attention. I hope this film prompts a few more people to do so.



FILM CHAPTERS



CHAPTER 1

Opening



CHAPTER 5

A Cry for Help



CHAPTER 2

Experiment on the Frontier



CHAPTER 6

The Third Rail



CHAPTER 3

The Canadian Investigation



CHAPTER 7

Hard To Believe



CHAPTER 4

The Israeli Response

“ You are a brother. So we will give you the family price. But we are going to do more for you than that ... So you will have no worries for your patients. They will receive nothing but the best: all the organs will come from Falun Gong ... They don't drink. They don't smoke. Many of them are young, and they all practice healthy Chinese qigong. Soon your patients — they will be young and healthy, too.”

Taiwanese surgeon, Dr. Ko Wen-je, retelling what he was told by surgeons in Mainland China, to journalist and author, Ethan Gutmann.

Excerpt from featured book *The Slaughter*.

FILM SYNOPSIS

It's happened before: Governments killing their own citizens for their political or spiritual beliefs. But it's never happened like this.

Hard to Believe is a serious investigation into one of the most horrifying crimes of our time being carried out by the most trusted members of our society: doctors. It examines the issue of forced live organ harvesting from Chinese prisoners of conscience, and the response—or lack of it—around the world.

Investigating the silence of the mass media, the political community, and the medical community, the documentary questions: *"Why is it that so few people seem to be paying attention?"*

The issue is brought to life through the personal stories of an author's 7-year investigation, a doctor's confession, a crusading human rights lawyer and Nobel Peace Prize nominee, a surgeon inspired by his father who survived the Holocaust, an award-winning China reporter, and surviving prisoners of conscience.



THE STORIES



Ethan Gutmann
Journalist and Author

Ethan Gutmann, was in China and witnessed some of the first arrests of Falun Gong practitioners in Beijing after China's government first began its crackdown on the spiritual practice. Knowing that this was the biggest issue in China at the time, Ethan began research on the topic for his next book.

When allegations of organ harvesting from Falun Gong practitioners first surfaced in 2006, Ethan was skeptical. However, his research led him to witnesses from China's labor camps and then to Xinjiang province, where organ harvesting from executed prisoners had been taking place for years. After seven years of investigation, Ethan published his findings and extensive research in the book, *The Slaughter*.

Enver Tohti
Former Surgeon from Xinjiang, China

As a general surgeon in China, Enver was once asked by his Chief Surgeon to remove the organs from a living prisoner who had just received a non-fatal gunshot in the chest. The operation was done at the execution grounds and without anesthetic. The prisoner was killed through the process.



Only years later, after leaving China and gaining a new perspective from the Western world, Enver felt he had done something wrong. After his first public confession, he has testified on numerous occasions to Western governmental agencies about his experience.

A member of the Uyghur minority in China, his people have been, and still are persecuted by China's government. There have also been reports of forced organ harvesting.



David Matas

International Human Rights Lawyer

In 2006, David Matas, and former Member of Parliament and former Canadian Secretary of State (Asia-Pacific), David Kilgour, conducted an independent investigation on the allegations of forced organ harvesting from Falun Gong practitioners in China.

Their first report, *Bloody Harvest*, set out to either prove or disprove the allegations. They

concluded that the allegations were true and that tens of thousands of Falun Gong practitioners had been killed for their organs between 2000 and 2006.

Since then, *Bloody Harvest* has been updated with substantial additional information and released as a book. Both David Matas and David Kilgour have traveled extensively to promote recommendations to stop the crime and were nominated for the Nobel Peace Prize in 2010.

Jacob Lavee

President, Israel Society of Transplantation

A heart transplant surgeon in Israel, Jacob Lavee first became suspicious of transplant abuse in China when a patient told him he was scheduled to undergo heart transplant surgery in China in two weeks.



Knowing the standard wait for heart donors and the inability to schedule such operations in advance, Jacob set out to uncover how China was able to schedule heart transplants on specific dates with such short wait times.

Shocked upon finding that China was executing prisoners of conscience on demand for transplantation, he worked with the Israeli government to change the law so that Israel would no longer cover the costs of such transplants for Israeli citizens. Since then, no Israelis have returned to China for heart transplantation.



Xiaodan Wang

Falun Gong Practitioner, USA

Xiaodan Wang's father was one of the first people arrested in China in the 1999 crackdown by the Chinese Communist Party on the practice of Falun Gong.

Like thousands of other practitioners across the United States, Xiaodan slowly became an activist, telling the story of her family's suffering in an effort to stop the persecution

in China. However, as the persecution has continued, media attention has waned, and raising awareness within a compassion-fatigued society has become even more challenging.

Matthew Robertson

China Reporter, Epoch Times

Matthew Robertson's reporting on organ harvesting in China has been awarded in media circles, yet the issue has still failed to gain attention from the major media. Fluent in the Chinese language, Matthew is driven by his research and insists on reporting on topics deemed sensitive by China's government, regardless of the consequences.



Adnan Sharif

Doctors Against Forced Organ Harvesting

A consultant nephrologist, Adnan Sharif, was one of the doctors who presented a petition of 1.5 million signatures to the United Nations in 2013. The petition requested the U.N. to investigate organ harvesting in China. Puzzlingly, there has been no official acknowledgement of the petition.



In 2014, over 200 U.S. Congressmen co-sponsored a resolution to condemn the practice of organ harvesting in China, but the resolution never came up for a vote.

HARD TO BELIEVE QUOTES

“China has a huge number of transplants, largest in the world after the U.S., but no explanation of the sourcing [of organs].”

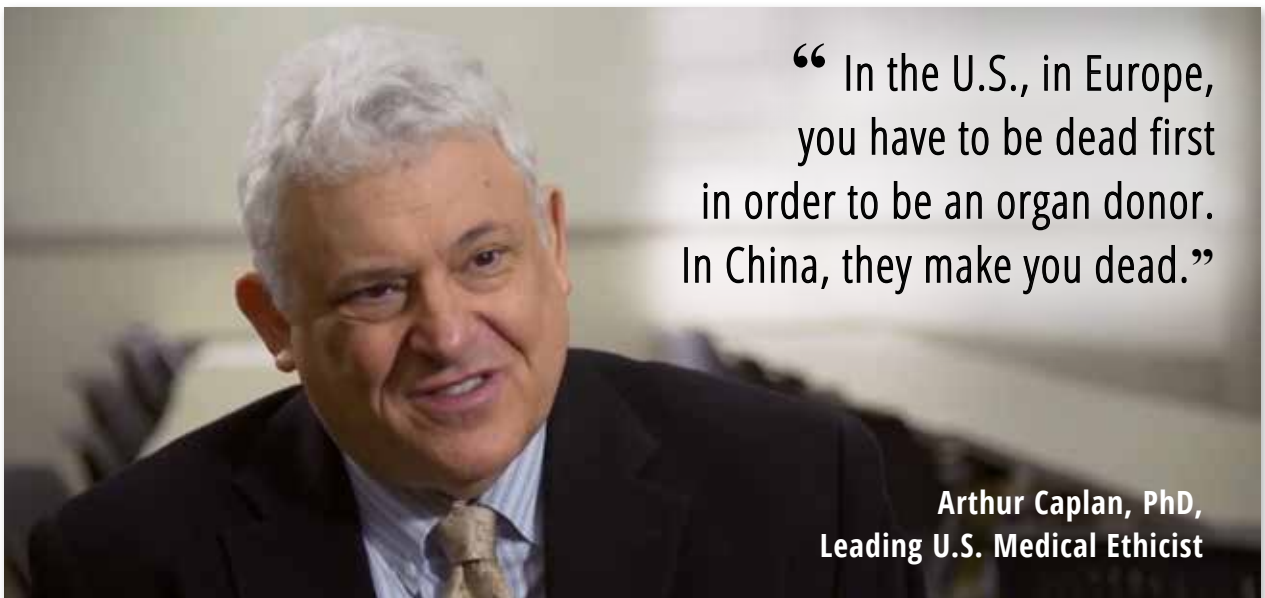
~ David Matas, Human Rights Lawyer

“We know that the majority of these organs are coming from prisoners of conscience...You’re talking up to \$200,000 per person.”

~ Ethan Gutmann, Journalist and Author

“It’s not up for discussion as to whether murder for parts is taking place. It’s now just a question of whether we’re going to continue to put up with it.”

~ Arthur Caplan, Leading U.S. Medical Ethicist





“From my common sense, I understood that I don’t need to wait for anesthetic... you don’t worry if you hurt or if you damage the organ next to it because you don’t care.”

~ Enver Tohti, Former Surgeon in China

“This is the most destructive thing you can do to a society, to take their most trusted members...and turn them into these monsters.”

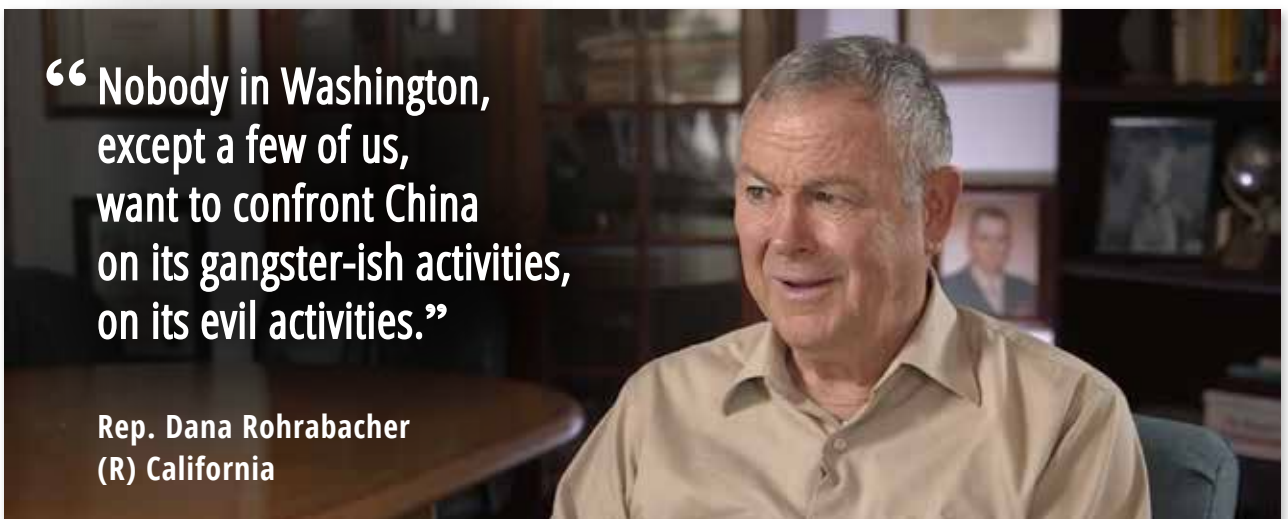
~ Ethan Gutmann, Journalist and Author

“They are physicians acting as murderers. It’s as simple as that.”

~ Jacob Lavee, President, Israel Society of Transplantation

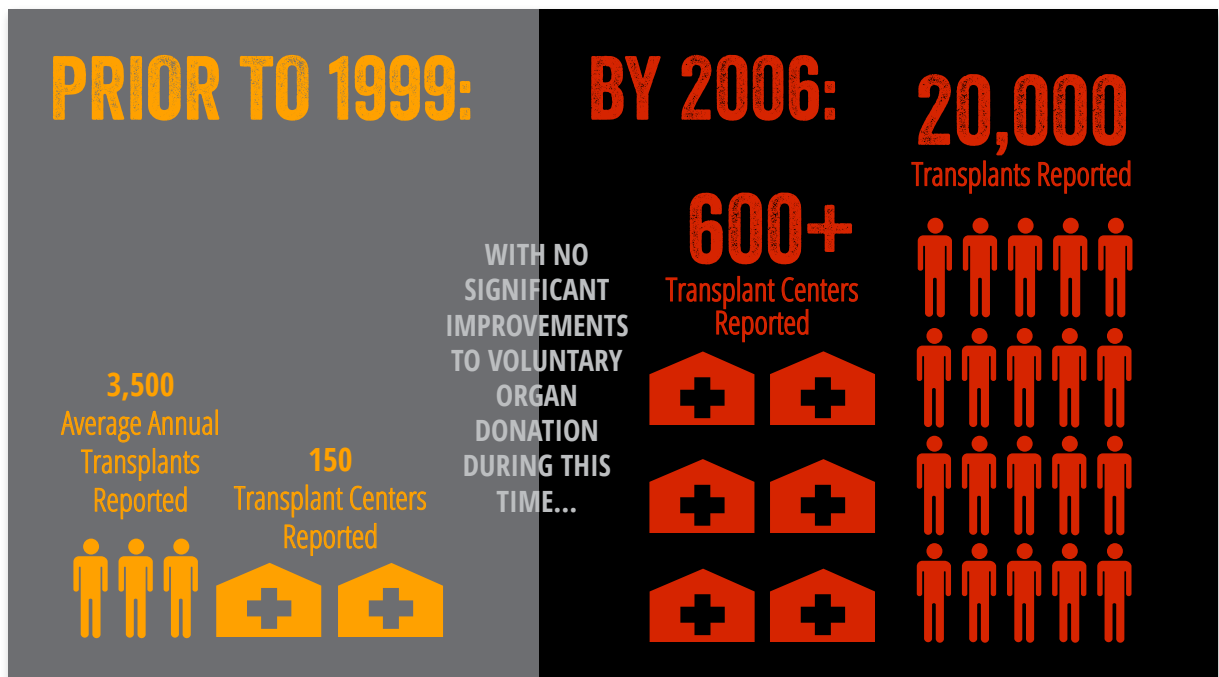
“If you’re in a meeting with a Chinese official, all you have to do is mention the word Falun Gong and the meeting is over...It is the third rail of Chinese politics.”

~ Ethan Gutmann, Journalist and Author




ORGAN HARVESTING

Organ transplants and transplant centers in China grew phenomenally after 1999, when the Chinese Communist Party began imprisoning millions of Falun Gong practitioners across the country because of their traditional beliefs.



Independent investigators found the majority of organs used for transplants were not taken from criminal prisoners, but from prisoners of conscience.

- China's government does not provide public access to records on its organ sources.¹
- China's government does not acknowledge that many of its prisoners harvested for their organs are prisoners of conscience.
- Between 1994-1999 China reported performing 18,500 transplants. Between 1999 and 2005, 60,000 were reported. A record 20,000 transplants were reported in 2006.² 12,000 transplants are expected in 2015.³
- Between 1999 and 2006, according to Chinese officials the number of China's transplant centers increased dramatically; from 150 to over 600.⁴



Based on available evidence, experts estimate that up to 100,000 Falun Gong practitioners—the majority of China’s prisoners of conscience—have been killed for their organs.

Falun Gong is a spiritual practice founded in 1992 that teaches exercises and the moral principles of truthfulness, compassion, and tolerance.⁸

By 1998 over 70 million Chinese—more than the number of Chinese Communist Party members—were practicing.⁹ It is believed this increased popularity was perceived to undermine the Party leadership’s image, thus leading to the nationwide campaign to ‘eradicate’ the movement.

The Chinese Communist Party has a history of going to great lengths to promote atheism and destroy traditional beliefs. The crackdown on Falun Gong by the then Communist leader, Jiang Zemin, began in 1999.

- Falun Gong practitioners have made up at least half of China’s labor camp population. Investigator, Ethan Gutmann, estimates between half a million to a million Falun Gong practitioners have been in labor camps at any given time.⁵
- Chinese doctors and hospital workers admitted in recorded phone calls from undercover investigators that they have live organs from healthy Falun Gong practitioners in prisons, available for sale.⁶
- Ethan Gutmann in his book *The Slaughter*, reports that Chinese surgeons promised Taiwanese surgeon Dr. Ko Wen-je, while on a visit to Mainland China to arrange organs for his patients, that “all the organs will come from Falun Gong...They don’t drink. They don’t smoke. Many of them are young, and they all practice healthy Chinese qigong. Soon your patients—they will be young and healthy, too.”⁷
- Falun Gong practitioners who were detained in labor camps, prisons and/or detention centers have testified to being systematically blood tested and receiving regular physical exams between periods of torture.



HISTORY OF HARVESTING

- 1960's** China performs first human organ transplant.
- 1970's** Organ transplantation program begins in China.
- 1980's** Executed criminals are used as organ sources by a rule that is state sanctioned.
- 1990's** Uyghur political prisoners begin to be targeted for their organs.
- 1999** Crackdown of the popular spiritual practice Falun Gong begins.
- 2000** Transplant and transplant centers in China escalate exponentially.
- 2006** Independent investigations find the allegations of forced organ harvesting of Falun Gong to be true.
- 2007** China promises to end organ procurement from executed prisoners.
- 2012** Conservative estimates by experts claim that 60,000 Falun Gong prisoners of conscience were killed for their organs.
- 2014** Huang Jiefu announces that prisoners will become part of the unified allocation system and will be counted as citizen voluntary donors.
- 2015** China announces it has stopped using organs from executed prisoners.

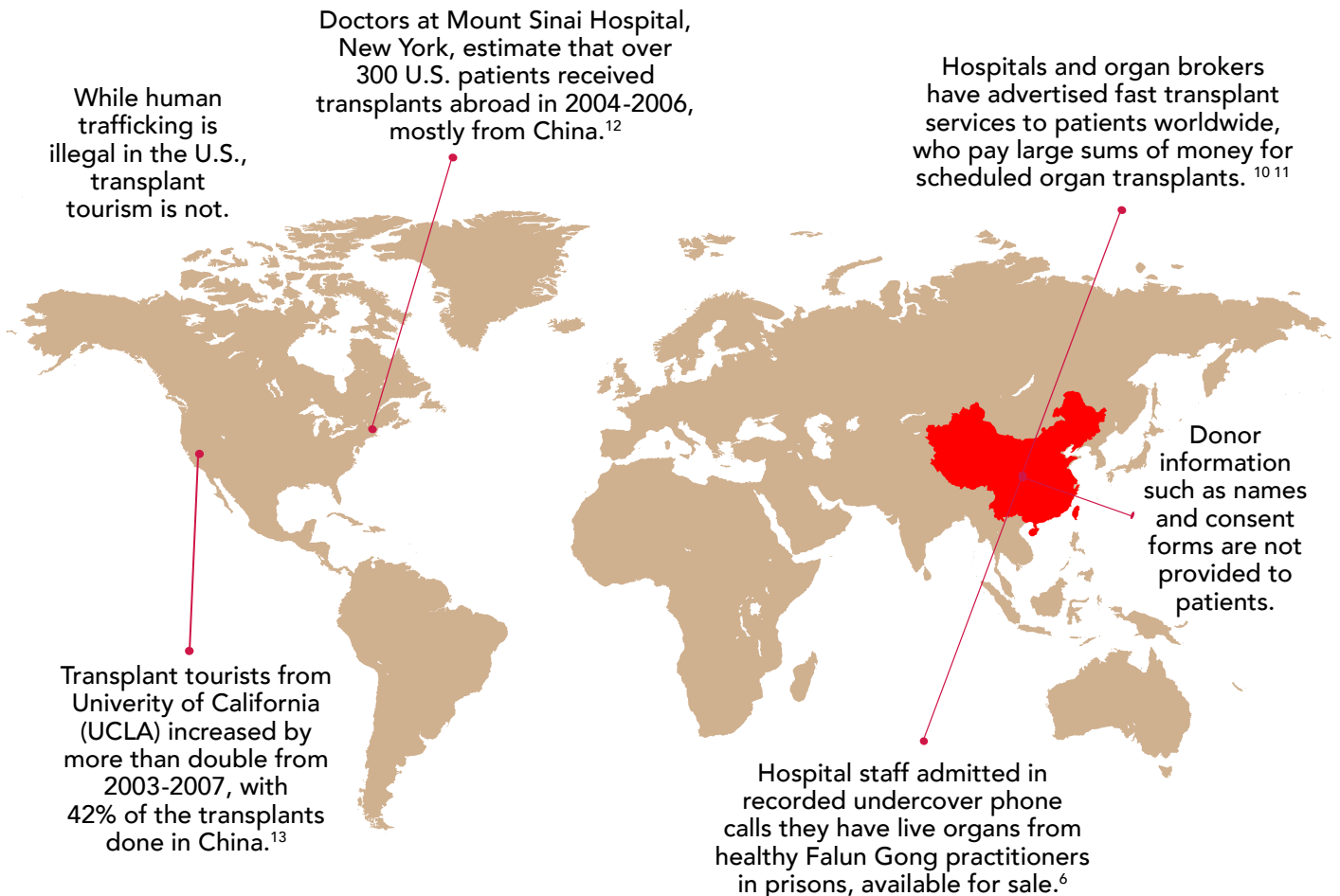
China announces its new policy is to "use as few executed prisoner organs as possible."

Critics are skeptical of Western transplant societies' plan to welcome China's transplant system to the world stage without independent investigation.

TRANSPLANT TOURISM

Health officials have admitted that almost all organs transplanted in China before 2010 were from executed prisoners. Chinese law allows the use of organs from prisoners, while international medical standards do not.

Although transplant tourism is generally frowned upon by Western medical professionals, due to the increase of available organs for sale in China, many foreigners have traveled there for transplantation. Transplant tourism data is not systematically gathered or reported in most countries.



RECORDED CALLS

CALLER: I want to know how long [the patients] have to wait [for a liver transplant].

DOCTOR: **The supply of organs we have, we have every day. We do them every day.**

CALLER: We want fresh, alive ones.

DOCTOR: **They are all alive, all alive...**

CALLER: How many [liver transplants] have you done?

DOCTOR: **We have done 400 to 500 cases...Your major job is to come, prepare the money, enough money, and come.**

CALLER: How much is it?

DOCTOR: **If everything goes smoothly, it's about RMB 150,000...RMB 200,000.**

CALLER: How long do I have to wait?

DOCTOR: **I need to check your blood type...If you come today, I may do it for you within one week.**

CALLER: I heard some come from those who practise Falun Gong, those who are very healthy.

DOCTOR: **Yes, we have. I can't talk clearly to you over the phone.**

*Call by undercover investigators to
Jiaotong University Hospital's
Liver Transplant Center, Shanghai.
Recorded on 16 March, 2006.*





CALLER: ...So how long do I have to wait [for organ transplant surgery]?

DOCTOR: About a week after you come...

CALLER: Is there the kind of organs that come from Falun Gong? I heard that they are very good.

DOCTOR: All of ours are those types.

*Call by undercover investigators to
Zhongshan Hospital Organ Transplant Clinic, Shanghai.
Recorded on 16 March, 2006.*

DR. WANG: ...For sure, [the organ] is healthy... If it's not healthy, we won't take it.

CALLER: I've heard that those kidneys from Falun Gong practitioners are better. Do you have them?

DR. WANG: Yes, yes, we pick all young and healthy kidneys...

CALLER: That is the kind that practices this type of [Falun] Gong.

DR. WANG: For this, you could rest assured. Sorry I can't tell you much on the phone.

CALLER: Do you get [them] out of town?

DR. WANG: ...We have local ones and out-of-town ones.

*Call by undercover investigators to
Zhengzhou Medical University
Organ Transplant Centre, Henan Province.
Recorded on 14 March, 2006.*

CALLER: How many [kidney transplants] can you do in a year?

OFFICIAL: ...Our department is the one that does the most in the whole Hubei province. We do a lot if the organ suppliers are ample.

CALLER: We hope the kidney suppliers are alive. [We're] looking for live organ transplants from prisoners, for example, using living bodies from prisoners who practise Falun Gong. Is it possible?

OFFICIAL: It's not a problem.

*Call by undercover investigators to
Tongji Hospital, Wuhan City, Hunan Province
Recorded on 30 March, 2006.*



WHAT CAN BE DONE?

Numerous countries and organizations have changed laws or amended policies to stop the abuse and prevent their citizens or members from participating in them. Here's a list of actions experts recommend.

GOVERNMENTS

- Pressure China's government to explain the increased source of organs since 1999.
- Prohibit receipt of illegal organs in any country and reimbursement of medical costs for any such transplants.
- Deny visas to individuals involved in illegal organ procurement in any country.
- Prosecute businesses and individuals engaging in transplant tourism.
- Issue travel advisories to warn their citizens of organ transplants in China.

HUMAN RIGHTS AND HUMANITARIAN ORGANIZATIONS

- Undertake their own investigations into forced organ harvesting in China.
- Pressure China's government to open all its labor camp, detention center, and prison facilities for inspection by the international community.

MEDICAL PROFESSIONALS

- Discourage patients from traveling to China for transplant surgery.
- Require Chinese transplant professionals to adhere to internationally accepted ethical standards to be members of professional societies.
- Not accept research or publications in journals or at conferences unless authors clearly indicate that organs from executed prisoners were not used in the research.
- Prohibit training of Chinese transplant professionals unless they commit to not using organs from executed prisoners.
- Proactively remind China's government and medical profession of internationally accepted ethical standards.
- Require onsite inspections of Chinese transplant centers and records by trusted foreign organ transplant professionals.

PHARMACEUTICAL COMPANIES

- Ensure that no organs from executed prisoners are used in studies.



As an individual, you can also take action and make an impact!

BE INFORMED Knowledge is power. Watch *Hard To Believe* and look into the surrounding issues. Use the Resources list at the end of this booklet to get you started.

SHARE YOUR KNOWLEDGE Tell your friends, family, and colleagues about the issues and personal stories in *Hard To Believe*. Share related facts, video clips, and images from the website www.HardToBelieveMovie.com on social media.

HOST A SCREENING Screen *Hard To Believe* at your local theater or for your community or college. See How To Host a Screening on the following pages.

SPONSOR A SCREENING Don't have time to host a screening? Support others by sponsoring a screening event and help more people watch *Hard To Believe*. You cover a minimal screening license fee and receive a certificate of appreciation, recognition at the screening, and a post-event summary.

GET ACTIVE Participate in more global actions by visiting www.HardToBelieveMovie.com/TakeAction.

DISCUSSION QUESTIONS

After watching *Hard To Believe* you can use these questions as prompts to encourage an open and thought-provoking discussion.

GENERAL AUDIENCES

1. The atrocities of the Holocaust weren't believed when the first witnesses emerged. Why is there a tendency to ignore allegations of serious crimes when they first surface?
2. What poses a greater risk for our society: confronting the perpetrators of serious crimes or being silent and ignoring them? Why?
3. What can be done to prevent serious crimes against humanity from happening in the future in China or anywhere in the world?
4. While China's government still retains the law that allows the use of organs from executed prisoners, do you think their announcements to stop using prisoner organs are credible?





MEDICAL ETHICS & TRANSPLANTATION

1. Why do you think Enver Tohti, the surgeon in China, didn't know he was doing something wrong when he removed the organs from a living prisoner, which resulted in the prisoner's death?
2. If transplant surgeons are forced to kill as part of their work, instead of save lives, what impact does this have on society's trust in doctors and the medical profession?
3. How do you think the transplant profession and medical ethics in China differ from those in Western countries?
4. What responsibility does the international medical community have when they train and engage with Chinese transplant surgeons outside of China? What about pharmaceutical companies that supply drugs vital for transplant surgery and recovery to Chinese hospitals?
5. What can be done to increase organ donation rates in your country to lower the need for patients to seek organs via transplant tourism?



DISCUSSION QUESTIONS

HUMAN RIGHTS

1. With a trend of compassion-fatigue towards human rights issues, how can attention be brought to serious abuses like killing prisoners of conscience for their organs?
2. What could cause a society to become desensitized towards abuse of a particular group of people, to the point where the group is dehumanized and treated as living commodities for sale?
3. What impact does that level of desensitization towards any group have upon a society? What about on the perpetrators who carry out the crime?
4. Considering the large number of prisoners of conscience held captive in China, what rights, if any, do you think a government should have over an individual's choice of religious belief or political views?
5. What can be done to stop crimes against humanity when even governments and media won't engage on an issue?



ASIAN STUDIES

1. Under the rule of Chinese communist leader, Mao Zedong, more than 80 million Chinese citizens died of unnatural causes. What role does the violent history of the Chinese Communist Party play in continuing the abuse of its own citizens?
2. How does the structure of China's government, under the rule of the Chinese Communist Party, which controls all media, military, the prison system, and the the legal system, allow for such a crime to spread across the country?
3. How does forced organ harvesting impact the traditional cultural values of Chinese citizens who believe the body should remain intact after death?
4. How does China's prison system differ from the prison system in your country?
5. According to author Ethan Gutmann in *Hard To Believe*, the words "Falun Gong" can shut down a meeting in China. When meeting with Chinese officials should our representatives censor themselves or stand up for their own values?
6. How has *Hard To Believe* affected your view of the plight of the Falun Gong community?



DISCUSSION QUESTIONS

INTERNATIONAL LAW & POLITICS

1. What responsibility do foreign governments have in stopping transplant abuse in China, particularly if their citizens are recipients of Chinese organs?
2. What type of laws could or should be put in place to stop the crime and prevent further abuse? Which governments and organizations are likely to have the most impact, and why?
3. China's government uses the terms "state secrets" and "domestic issue" for topics they don't want foreigners to know about. If a "state secret" is a crime against humanity, how can foreign governments help to stop the crime?
4. Do you think the United Nations intentionally ignored the petition of 1.5 million signatures requesting them to investigate organ harvesting in China? Why?
5. In *Hard To Believe*, Ethan Gutmann describes the political relations with China as having a "mushy middle," with only those on the far left and far right of politics willing to criticize China's human rights abuses. What could be done to reduce the "mushiness?"
6. What impact is there upon a country's ethical standards if it chooses to ignore crimes against humanity in another country? How important are those standards?



MEDIA ETHICS

1. What risks do journalists take when they report on issues censored by regimes like the Chinese Communist Party while inside China?
2. Is it better for a media outlet to follow the censorship guidelines of a foreign regime like the Chinese Communist Party to gain limited access, or to follow the free speech guidelines of their country?
3. What impact can media coverage have in stopping crimes against humanity? How important is media coverage for bringing justice and holding perpetrators accountable?
4. How does state run media in a country like China differ from media in your country?
5. How much should foreign governments and international relations influence the media coverage in your country?
6. Why is a free press important in your country? What do people lose when the press is not able to report freely?



HOW TO HOST A SCREENING

Film screenings have a unique ability to spark in-depth discussion and positive action. Whether yours is to complement coursework or provide a community forum, here are some tips to make it a success

CHOOSE A LOCATION Pick a space that is easy for people to get to, can facilitate a post-screening discussion, and can play a DVD that can be seen and heard from all seats in the venue. Think about a school, community center, library, public amphitheater, or local cinema.

PICK A DATE Give yourself enough time to invite people and organize your screening. Avoid holidays and other scheduled events, and choose a day that is convenient for your intended audience. For example, Wednesday and Thursday evenings are often better for screenings on a college campus than weekends or Monday or Tuesday nights.

LICENSE HARD TO BELIEVE FOR PUBLIC PERFORMANCE A public screening license needs to be purchased for a modest fee for the necessary copyright permission to show it in a public setting. To get a license, email screenings@swoopfilms.com or fill out the form at www.HardToBelieveMovie.com/Host.

SEEK SCREENING PARTNERS Campus clubs, local or national organizations can help plan and support your screening, reach a broader network of people, assist with costs for the venue or refreshments, or provide an expert speaker or resources for a post-screening discussion.

The filmmakers and interviewees from *Hard to Believe* are also available to speak at events, in person, or via Skype. Please contact screenings@swoopfilms.com for further details.



IDENTIFY YOUR AUDIENCE

Try to identify specific audience groups to invite. These might be students, organ donations advocates, human rights or ethics organizations, or Chinese communities.

DOWNLOAD EVENT MATERIALS

Event materials can be downloaded from www.HardToBelieveMovie.com/Materials that you can personalize with your event details and print out or send digitally to your guests. These resources include press release templates, flyer and email templates, and more.

INVITE PEOPLE INDIVIDUALLY AND SPREAD THE WORD

Some audiences may be better reached digitally by email, e-newsletters, social media, online event listings, or event booking platforms. Other audiences may be better reached through posted materials like flyers, poster, postcards, or listings in print publications like campus or local newspapers. Don't forget to include all the necessary information, like date, time, venue, address, special speakers, etc. on your materials.

REACH OUT TO MEDIA

Personalize a press release from www.HardToBelieveMovie.com/Materials and use it to invite journalists, bloggers, or personalities in your area to attend and/or report on your event.

MAKE AN AGENDA

Make a list of who will do what on the screening day, such as introduce the film, moderate discussion, or organize refreshments, etc. and at what times they need to be ready. Remind them a few days before the event.

MAKE IT A FUNDRAISER

You can charge a set admission price or invite donations from your audience to support your organization or help offset the cost of the event. You can also sell *Hard To Believe* DVDs and merchandise.

CREATE A BUZZ!

A few days before and after the screening, you can create a buzz on social media by posting the trailer, the film stills from the website, and some film facts.



ON SCREENING DAY

Use these tips to help with your preparations on your screening day.

TEST YOUR EQUIPMENT

Make sure to test all equipment before the event to make sure the DVD plays smoothly, the sound levels are adequate, and your projected image is the right shape and size and is in focus.

INTRODUCE YOUR EVENT

Welcoming your guests and mention the speakers for a post-screening discussion if you have one. Remind them to silence their cell phones. Darken the light and when any rustling or chatter has stopped, hit play!

ENCOURAGE SOCIAL MEDIA

After the lights come up, encourage your guests to turn their phones back on and take a moment to follow and like *Hard To Believe Movie* on Facebook and Twitter and to post about the screening using the hashtag **#HardToBelieve**.

MAKE MATERIALS AVAILABLE

If you can print copies of handouts from the website, have them available, and have *Hard To Believe* DVDs or merchandise for sale at your event, remind the audience about them before they leave.

COLLECT CONTACT INFORMATION

Print out and pass the mailing list sign-up sheets around (with pens and clipboards) during your screening. After your event, thank your audience. Email a scanned image or a photo of your sign-up sheet to screenings@swoopfilms.com so that your audience members can stay up-to-date with news about the film and the issue.

DOCUMENT YOUR EVENT

It's helpful to take photos and note which members of the press attended. You can post the photos to your and *Hard To Believe's* Facebook page or email to screenings@swoopfilms.com so your success can be shared and inspire more screenings and discussion.



DOWNLOADABLE MATERIALS

You can find all the below resources and materials on the *Hard To Believe* website. Go to: www.HardToBelieveMovie.com/Materials.

FLYER TEMPLATE Add your event details to a fully designed flyer.

PRESS RELEASE A Microsoft Word document ready for you to insert your event details and alert local media about your screening.

FILM POSTER TEMPLATES Add the poster design (in JPG or PDF format) to your own materials or online promotion.

MAILING LIST SIGN-UP FORM Help your audience stay in touch and receive updates from your organization and about the film and the issue. If you send us copies we will add those emails to the *Hard To Believe* e-newsletter.

EVENT IMPACT FORM Let us know how your event went! It is exciting to learn what impact it had on you and your audience. Download, print and photograph or scan and send to screenings@swoopfilms.com.

LOGO Add the *Hard To Believe* logo to your website, blog, event flyer, or social media posts.

FILM STILLS If your local media request stills from the film, you can send these to them. You can also add them into your materials or post them on social media.



RESOURCES

Additional resources on forced organ harvesting in China.

BOOKS

The Slaughter: Mass Killings, Organ Harvesting, and China's Secret Solution to Its Dissident Problem

By Ethan Gutmann, Prometheus Books, 2014

State Organs: Transplant Abuse in China

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