



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities Since 1983

GUIDE TO VIDEO RIGS

Setting up a mobile video rig in public may seem daunting, but it can be easily implemented with just a few simple items. A video rig allows you to visually expose standard farming and slaughter practices. It is a highly effective form of outreach, as it grabs attention and creates awareness.

VIDEO RIG SET-UP → WHAT YOU NEED

1) TV & DVD or TV/DVD Combo

No purchase necessary - any personal TV & DVD or VCR will work.

2) An Inverter

Power inverters are simple devices that allow your TV/VCR to draw power from your car battery (via the cigarette lighter) or from a separate battery pack. Running times vary so practice, practice, practice!

You will need an inverter that converts 12-volt DC power into 117-volt AC power. Small inverters (150 Watts) are suitable for most small TV/DVD combos and may be suitable for a TV and a DVD as separate units, if total wattage does not exceed 150. Larger units may require a higher wattage. Check your unit to make ensure compatibility.

Less expensive inverters often have a single outlet. A splitter (with two outlets) may be used if total wattage is within limits, or you may choose to spend a few extra dollars on an inverter with multiple outlets, which tend to have a higher wattage capability.

BUY.com has discounted rates and delivers in about 3 days. Other options include Radio Shack and camping or boating supply stores. Store clerks can assist with details.

A two-hour run is likely to discharge the average car battery, so start your car frequently or consider investing in a separate battery. Instructions for a more serious rig are available at www.cok.net/literature/faunette/components.php.

3) Videos from PETA, Farm Sanctuary, or Compassion Over Killing

If you are doing a chicken-related demonstration, we recommend COK's *45 Days: The Life and Death of a Broiler Chicken*. For more general demonstrations, we recommend *Meet Your Meat* and *Chew on This*, both from PETA. These videos run about 10 minutes, but you can request a 2-hour loop or DVD format to avoid frequent rewinding. Visit www.petatv.com/veg.html for PETA videos, and www.cok.net/market for COK videos. Please mention WFAD when ordering.

For those who prefer a less graphic video (ex: sanctuaries, schools, and indoor events), we recommend Farm Sanctuary's factory farming video *Life Behind Bars*. Contact info@farmsanctuary.org today to request a 2-hour looped copy.

4) Event Pack from FARM

Event Packs contain a WFAD banner, colorful posters, handouts, reproducible leaflets & petitions, and more. We encourage you to order one when you register at www.WFAD.org.

Event Packs will arrive in mid-late September, so register today, even if your plans are incomplete.

HINTS FOR SUCCESSFUL VIDEO SCREENINGS

- **Video screenings work best after dark**, but can still be effective during the day. To increase visibility, find shading or create your own with a tent or other cover.
- If you are using a car battery to run your video, **bring a pair of jumper cables and another car** in case the battery runs low. You may also decide to take turns switching vehicles or **invest in an external battery pack**. Remember, you can use these materials again and again so it's worth the small investment, and the animals will thank you.
- Increase visibility with a **display table**.
- Try to have **at least one person on either side** of the display to handout leaflets.
- **Wear black** mourning ribbons or black clothing to create a more somber mood.
- **Practice! Practice! Practice!** Running times and visibility vary, so do a test run beforehand.