



HOST A SCREENING TOOLKIT

SMALL IS BEAUTIFUL

Thank you for your interest in hosting a screening of **SMALL IS BEAUTIFUL**, an award-winning short documentary exploring environmental justice, community voice over land use and the growing debate over housing policy across California.

The film is now distributed by **Bullfrog Films**, one of the oldest and most respected environmental and social justice documentary distributors in the United States.

Community groups, schools, and organizations can arrange screenings directly through Bullfrog Films, which offers **reasonable rates for educational and community screenings**.

Hosts may also contact the filmmaker directly. When the filmmaker attends **in person for a screening and discussion**, the distribution agreement allows for **significantly reduced screening fees for community events**.

Background on Film Campaign

Across California, communities are being reshaped by new housing mandates that require cities and counties to approve large numbers of additional housing units. While these policies aim to address the state's housing shortage, these new density developments are far from affordable for the average person. 88% or more of these accelerated dense developments are luxury units. And the new laws are overriding CEQA (California's Environmental Quality Act). Community voice is silenced while developers have free reign to build wherever they want, often in places facing serious environmental and safety challenges — including wildfire-prone hillsides, sensitive wildlife corridors, and areas with limited infrastructure.

FILM SYPNOSIS

SMALL IS BEAUTIFUL follows a rural community battling a massive luxury development that threatens a critical wildlife habitat and puts residents' lives at risk in a fire-prone landscape.

This story serves as a lens into a larger issue unfolding across California, where new housing mandates push cities to approve dense, mostly luxury projects, often bypassing environmental review and silencing local voices. Set against intensifying wildfire risks, residents and experts confront the precarious balance between development and preservation, asking: *who decides the future of California's communities and environment?*

How can California address its housing needs while protecting environmental safety, community resilience, and truly affordable housing?

The film invites audiences to consider how communities can pursue housing solutions that are **both sustainable and equitable**.

Why This Film Matters in Your Community

State housing mandates now affect nearly every city and town in California. Communities across the state are grappling with questions about how these policies impact:

The state is grappling with how these policies affect critical issues, including:

- Overriding environmental protections and local land-use laws (CEQA)
- Allowing developers to bypass community planning and zoning rules
- Prioritizing luxury housing over **truly affordable homes**
- Wildfire safety and evacuation planning
- Infrastructure capacity and readiness
- Preservation of wildlife habitats and open spaces
- Protection of historic neighborhoods and community character
- Whether new developments genuinely deliver meaningful affordability

Many Californians support solving the housing shortage. At the same time, residents are increasingly asking how development can occur **thoughtfully, safely, and responsibly**.

Because these issues are statewide, **SMALL IS BEAUTIFUL** resonates with audiences in **urban, suburban, rural, and coastal communities alike**.

The film provides a starting point for **constructive conversations about housing, environmental stewardship, and community resilience**.

Why Host a Screening?

Hosting a screening is an easy and powerful way to bring people together to learn and discuss issues affecting their community.

A screening can help:

- bring neighbors together to discuss local development issues
- encourage informed civic dialogue around housing and planning
- explore connections between development, wildfire risk, and environmental protection
- elevate voices often left out of top-down planning decisions
- build awareness around sustainable and truly affordable housing solutions

Many screenings bring together residents, planners, environmental advocates, and local leaders for thoughtful community discussions.

What You'll Need

Hosting a screening can be simple and informal.

Basic needs include:

- a venue with a screen and sound system (even a living room works)
 - a TV, projector, or laptop with HDMI connection
 - seating for your audience (10–300 people)
 - Wi-Fi for streaming, or a downloaded copy of the film (available upon request)
- guest speaker or panel discussion with local leaders concerned about this issue

Optional additions:

- refreshments
- printed flyers

Step-by-Step Hosting Guide

1. Choose Your Date & Venue

Screenings work well in many settings:

- libraries
- community centers
- theaters
- churches
- schools
- neighborhood homes

2. Arrange the Film

You can obtain screening rights through:

Bullfrog Films

bullfrogfilms.com

Or contact the filmmaker directly for a less expensive option:

Email: turtleislandfilms@mail.com

3. Promote Your Event

Use the promotional materials included in this toolkit.

Ideas include:

- sharing the customizable flyer
- posting in local newsletters or community groups
- inviting planners, housing advocates, environmental organizations, and civic leaders
- promoting the event on social media

4. Screen the Film

Runtime: **25 minutes**

Most hosts follow the screening with a discussion or Q&A.

We can provide:

- a short **5-minute presentation** explaining the policy background
- suggested **discussion questions**
- occasional **guest speakers familiar with the issue**

5. Host a Post-Film Conversation

Encourage participants to share their perspectives and experiences.

Possible formats include:

- informal audience discussion
- moderated Q&A
- panel discussion with local experts

These conversations often reveal how statewide policies are affecting local communities.

6. Encourage Community Engagement

Share the **Take Action handout** so participants can continue learning and participating in civic discussions.

Possible next steps include:

- joining a local community coalition
- contacting elected officials
- writing letters to local newspapers
- sharing the film with other organizations or neighborhoods

7. Tell Us About Your Screening

We love hearing how screenings go.

Please send:

- photos from the event
- audience feedback
- stories from your discussion

Email: turtleislandfilms@mail.com

Your screening helps expand the statewide conversation.

From our many screenings we can offer:

- Sample Email Invitation
- Customizable Flyer Template (8.5 × 11)
- Discussion Questions
- Social Media Promotion Copy

Sample Discussion Questions

- What surprised you most in the film?
- How do the issues raised relate to what is happening in our community?
- Do current housing policies produce housing that is truly affordable?
- How can communities balance housing needs with wildfire safety and environmental protection?
- What alternative approaches could support both housing and long-term sustainability?

Publicity & Recognition

SMALL IS BEAUTIFUL has received strong recognition on the international film festival circuit and in regional media.

Film Festival Recognition

The film has been **officially selected at more than 15 film festivals worldwide**, including **ECOCINE Brazil**, the oldest environmental film festival in the world.

Honors include:

- **European Premiere & Environmental Film Award Nomination**
Future World Film Festival – Lisbon (2025)
- **Best Short Documentary Nomination**
Septimius Awards – Amsterdam (2025)
- **Winner – Best Documentary Short**
Studio City International Film & TV Festival – Los Angeles (2025)
- **Winner – Best Documentary Short**
Best Shorts Competition (2025)
- **Winner – Best Score**
Touchstone Independent Film Festival (2025)
- **Winner – Award of Merit**
Accolade Global Film Competition (2024)

Media Coverage

The film has been featured in **Sonoma Magazine** and in **three articles in The Press Democrat**, which praised it as:

“A visually stunning and emotionally resonant call to action... essential viewing.”

Read the article:

<https://tinyurl.com/yfrpmxuk>

Contact Information

Website:

smallisbeautifulmovie.org

Distribution:

Bullfrog Films

bullfrogfilms.com

Filmmaker Contact:

turtleislandfilms@mail.com

