

# Watch. Learn. Act.

Planning a screening of *The Devil Came on Horseback: An Activist's Guide*



Thank you for hosting a screening of *The Devil Came on Horseback*! We hope you will find this film a useful tool for educating new audiences about Darfur. We also hope you will take this opportunity to engage your audiences to Take Action to help bring an end to this ongoing crisis. In this section:

**Watch:** Advice for Planning and Advertising your Event

## First Steps for your Screening

**1. Fill out the online screening request form.** Please fill out the request form to let us know you are interested in screening the film. Once you do this, the film team will start working with you to arrange a one-time licensing agreement. The licensing agreement allows you to show the film as part of a formal event in compliance with copyright law and also entitles you to educational support and materials.

**2. Pick your venue, event date and film format.** Consider the darkness of the room you will be using as well as AV equipment and acoustical quality. If you are using a local theater, ask if they can show the film on DVD or if they require digibeta or 35 mm format. The film is available in these formats but requires an additional processing time and fee, so please give advance notice of special format requests. Let us know your event details and then start planning your action-filled film screening!

## Get the Word Out— Advertise!

We all know that every good film needs a good audience. We want to help you get the word out about your event—please help yourself to our template publicity materials or feel free to make your own! Post your flyers on community event bulletins—cafes, libraries and schools are great places to advertise. Be sure to check out online calendars as well—most public radio and community centers allow you to post on their event calendars free of charge.

### Press Materials

Template Press Release  
High-Res Photos and AdSlicks  
Email Publicity Copy  
Film Poster

We also encourage you to make use of free advertising through online social networks. The following sites are great places to post your event:

- Devil Came on Horseback website [www.thedevilcameonhorseback.com](http://www.thedevilcameonhorseback.com)
- Save Darfur Events Center [www.savedarfur.org](http://www.savedarfur.org)
- Genocide Intervention Network [www.genocideintervention.net](http://www.genocideintervention.net)
- Meetup.com [www.darfur.meetup.com](http://www.darfur.meetup.com)
- My Space [www.myspace.com](http://www.myspace.com)
- Facebook [www.facebook.com](http://www.facebook.com)

(and join our Facebook group while you're at it!)

### **Build Community**

Invite representatives from local organizations to attend your event, for example:

- Peace and Justice Centers
- Faith-based groups
- Professors and students from local universities (try the political science and international studies departments)
- Amnesty International groups ([www.aiusa.org](http://www.aiusa.org))
- Peace Corps Groups
- Rotary Clubs
- Local Politicians and Community leaders

This is a great way to get your message out to a wider audience and increase community interest in Darfur.

### **Hold a Post- Film Discussion or Q & A Panel**

Folks will likely have strong emotions about what they've seen and will want to know what they can do to make a difference. Make space at your event for the audience to discuss, ask their questions, and take action (see our Act section for ideas).

**Discussion Session:** Make sure that everyone who wants to has a chance to speak up, but keep the conversation flowing. The purpose of the event is to explore the issues and increase understanding, not to settle the conflicts or come to complete agreement.

Encourage participants to focus on possibilities for the future rather than on coming to consensus about the past. Use this time to promote the action you'd like your audience to engage in.

**Q & A Panel:** Invite speakers with special background on Darfur to share their experiences and work in this area. Consider inviting local leaders, politicians, professors, activists and members of the Darfurian community to speak about their involvement and interest in Darfur and inform audience members about follow up steps for action.

Need help finding a speaker? Contact Genocide Intervention Network's Speakers Bureau. Visit [www.genocideintervention.net](http://www.genocideintervention.net) for more information.

***The Devil Came on Horseback***

A Break Thru Films Production

in Association with Global Grassroots and Three Generations

Directed by Annie Sundberg and Ricki Stern

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