

hosting guide

for **Community Screenings**



fambul tok

A film about the power of forgiveness.

FambulTok.com

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About Fambul Tok

In FAMBUL TOK, victims and perpetrators of Sierra Leone's brutal civil war come together for the first time since the conflict to commit an act that is as astonishing as it is simple: they forgive one another. Reviving an ancient, traditional practice called fambul tok ("family talk"), the Sierra Leonean communities portrayed in FAMBUL TOK build sustainable peace at the grass-roots level and succeed where the international community's post-conflict efforts have failed. Moreover, FAMBUL TOK's characters reveal the depths of a culture that believes that true justice lies in redemption and healing—and that forgiveness is the surest path to restoring a nation's dignity.

About Your Screening

By hosting your own screening, you can bring the power and catharsis of the FAMBUL TOK experience to your community. Screenings held in group settings have a unique ability to educate, inspire and spark discussion. Like the fambul tok forgiveness ceremonies featured in the film, community screenings can bring disparate voices and experiences together around the same story, creating a forum ripe for shared stories, thoughtful communication and compassion for one's neighbors. Before you host your own event, read through the tips below to ensure that your screening can become an event that fosters communication and community building.

Planning for Your Screening

- Start by finding a good location for your event. You'll want to be sure that your venue is easy to find for members of your community, that it can accommodate a broad audience (young, old, people with disabilities) and that it's equipped with the audio-visual equipment necessary to show a film on DVD: a laptop or stand-alone DVD player, a projector and screen or television set that all can see and a good sound system. To get started, try your local public library or high school auditorium, a local place of worship or a community center.
- Once you've nailed down your venue, pick a date and time. End-of week events are typically better attended than screenings held on Monday or Tuesday nights, but may also conflict with other community activities. Be sure that other nearby events won't diffuse your audience, and avoid scheduling events on religious holidays or during local sporting events or festivals.
- License the film's community screening rights by registering your preferred date, time, and venue with the FAMBUL TOK team at www.fambultok.com. Click on "Screenings" to get started on the quick licensing process.
- Once your screening details have been approved by the FAMBUL TOK team (and you've licensed the film for your event), it's time to invite guests! Use the checklist on page three for some tips.

Screening Checklist

Ensuring your event runs without a hitch can be hard work, but we've created the checklist below to help you cover all the basics of promotion and set-up. Here are some suggestions to consider:

FOUR WEEKS PRIOR TO YOUR EVENT

- Compile a contact list of potential audience members and divide it into groups that can be contacted via email and social media platforms, and those who you'll want to be in touch with in person, over the phone or through flyers and postcards placed in your community. Then start spreading the word!
- Using materials available on the "Host a Screening" page of the FAMBUL TOK website, create an event flyer to print out and send electronically. Be sure to include your date, time, admission or donation policies, directions and a link to the FAMBUL TOK website.
- Create a Facebook event, an Evite or an EventBrite listing for your screening. Begin to send event announcements and updates via your Twitter feed. If your audience isn't internet-savvy, arrange a phone tree to spread the word among friends and colleagues the old-fashioned way!

THREE WEEKS PRIOR TO YOUR EVENT

- Issue a press release to your local newspapers and to the editors of newsletters from organizations related to the film (faith groups, nonprofits, human rights organizations). Be sure to send them to FAMBUL TOK's "Press" page for downloadable film stills, poster artwork and a press kit.
- Ask local schools, libraries and retailers if you can post your FAMBUL TOK flyer or postcards in their windows or on bulletin boards. Equip a few volunteers with tape and thumbtacks, and send them on a posting mission!
- Decide if/how you will use the companion FAMBUL TOK book (for resale as a fundraiser? as a raffle or other promotion for attendees? simply to have available for sale?), and order your copies through the link on the screenings application, or by contacting Hannah at hewing@fambultok.com.

TWO WEEKS PRIOR TO YOUR EVENT

- Test-run your DVD and equipment. Be sure that the film plays all the way through, that your projector, audio and DVD player cables fit, that your sound is audible (even in the back of the room) and that the picture projected on your screen or wall is the right shape and size. Make sure your venue space gets very dark, and that the screen can be seen from every chair. If you notice a problem with your DVD, contact the FAMBUL TOK team immediately for a replacement.
- Double-check with your venue about day-of-event details such as parking procedures, room capacity, wheelchair-accessible entries, and policies on food and drink.

ONE WEEK PRIOR TO YOUR EVENT

- Send reminders about your event via email and social media platforms, or mail your FAMBUL TOK postcards to offline audience members via snail mail, to arrive 2-3 days before your screening.
- Create a simple agenda for your event using the ideas on page four of this guide.

At Your Screening

To ensure that your screening runs smoothly, consider following an itinerary similar to the one below.

INTRODUCTION (5 minutes)

Welcome your guests to your venue, ask them to silence their phones and tell them a little bit about your first experience viewing FAMBUL TOK. You might even explain what moved you to host FAMBUL TOK for your community in the first place. Encourage your guests to stay beyond the film's credit roll for a post-film discussion. If you'll have special guests or panelists after the film, tell the audience a little something about them now.

SCREENING (82 minutes)

Dim the lights first to signal the beginning of the viewing experience (as in a movie theater). Once any rustling or chatter has stopped, hit play!

POST-FILM DISCUSSION (30 minutes)

1. After watching FAMBUL TOK, your audience may feel inspired, overwhelmed, reflective or ready to speak out. Let a moment or two pass before you turn the lights up, to help transition your audience out of the screening experience and into the discussion portion of the film.
2. Next, before you lose anyone, pass out your FAMBUL TOK audience mailing list and encourage your guests to sign up to receive FAMBUL TOK news and updates (and sometimes, special discounts!) Make sure to collect this sheet at the end of the night by asking the person at the back of the room to return it to you.
3. Let your audience know that if they are moved to share their thoughts about FAMBUL TOK with the people who lived it, they can send a quick virtual postcard of thoughts, impressions or encouragement to the people of Sierra Leone by visiting www.FambulTok.com/postcards. (If you are handing out film postcards, audience members with barcode scanners on their mobile phones can access this site directly by scanning the QR tag on the card!) Not only will FAMBUL TOK deliver these messages directly to the field, we may also share them on our Facebook page or website.
4. If you will have a guest speaker or discussion moderator, introduce them to the group now. If the conversation will be audience-generated, or if your group is small, pass out your FAMBUL TOK Conversation Sparks cards to inspire questions and reflection.
5. As the conversation comes to a natural close, consider carrying these ideas - and the energy behind them - further. Conclude by asking your audience if, or how they hope to act upon what they have learned. You may wish to suggest a follow-up event or activity to broaden the impact of FAMBUL TOK in your community. No matter how big your plans, try to identify an achievable next step to keep the group engaged and on track. Some suggested follow-up activities might be to:
 - View and discuss the Epilogue of Savage's apology, available as a DVD extra;
 - View and discuss the story of the 6th grade *fambul tok* at The Philadelphia School, and brainstorm ways these ideas might be incorporated into your community schools; or
 - Convene a book/discussion group to talk about the book and the Fambul Tok process in more depth.
6. If your screening audience generates a great idea for a follow-up activity, share it with us to inspire others. Send a description of your follow-up activity to Hannah Ewing, Outreach and Screenings Coordinator, at hewing@fambultok.com, or post it to our Facebook page at www.Facebook.com/FambulTok.

After Your Event

AFTER YOUR EVENT

- The day after your event, send a thank you note to attendees through email and your social media networks, and be sure to thank any volunteers or special guests who helped make the night possible.
- Many audience members will want to know how they can learn more about FAMBUL TOK, how they can purchase a DVD or soundtrack, or how they can host their own events. Send them on to **www.FambulTok.com** for more resources, free excerpts from the FAMBUL TOK book, soundtrack downloads, and the FAMBUL TOK store!
- If you have photos from your event, post them to both your and FAMBUL TOK's Facebook page to showcase your success! We would also love to feature screening success stories on the FAMBUL TOK blog at **www.FambulTokBlog.org** or on our Facebook page at **www.Facebook.com/FambulTok**. If you are inspired to share your experience with a wider audience, contact Outreach and Screenings Coordinator Hannah Ewing at **hewing@fambultok.com** for details.
- If you have feedback for the FAMBUL TOK team, pass it along! What worked? What was difficult? We'd love to know. You can reach FAMBUL TOK Outreach and Screenings Coordinator Hannah Ewing at **hewing@fambultok.com** with any questions before or after your event.

