

# Featured Event

## SAAM Film Screening

### *NO! Confronting Sexual Assault in Our Communities*

The documentary film renaissance has helped communities consider war and peace, corporate accountability, and the impact of fast food on our lives. Evocative, personal, and compelling, documentary films provide new windows through which to see the world. Film screenings provide an opportunity for formal discussion, expert panels, or informal networking around social issues impacting our communities. SAAM campaigns across the country are harnessing the power of documentary film by hosting screening nights and community discussions about sexual violence.

## SAAM Film Screening Overview

*NO! Confronting Sexual Assault in Our Communities* is a new documentary film about the impact of sexual violence on African American women and girls. As the incidents of violence and sexual assault continue on campuses and in communities across the country, this film can be used to support both women and men, regardless of race, as they negotiate the challenging terrain of sexuality — without violence. Created by award-winning producer Aishah Shahidah Simmons to shed light on the challenges and solutions to sexual assault in the African American community, *NO!* artfully combines socio-historical inquiry with messages from violence prevention advocates and first person testimonials from survivors. The film offers something for everyone: cultural performance, men speaking out, prevention issues for minors and consideration of alternative types of justice.

This film will help each of us consider the complex dynamics of sexual assault, and renew our commitment to preventing it in our communities. It provides community members an opportunity to serve as moral witnesses to the survivors who testify in the film, to learn first-hand from violence prevention experts, and to gain historical and sociological context for the struggle against sexual violence.

94 minutes, 2006, DVD only,

Closed Captioned for hearing impaired

Producer/Director: Aishah Shahidah Simmons

Download Posters: [www.NOtherapedocumentary.org](http://www.NOtherapedocumentary.org)



photo credit: ©Scheherazade Tillet

For information about the DVD *No!* contact:

California Newsreel

Call: 1-877-811-7495

Fax: 802-946-1850

Click: [www.newsreel.org](http://www.newsreel.org)

## Basic Information for Organizers

- Collaborating with other individuals, groups, and organizations in your area is highly recommended. The goal is to create a community event and generate awareness, dialogue and action.
- Programs organizing these events are encouraged to submit information to the NSVRC online national events calendar by March 16, 2007. **The first 20 organizations that register a SAAM Film Screening event will receive a free copy of the DVD *NO! Confronting Sexual Assault in Our Communities*. (See the Share Your Event insert for more details).**
- The NSVRC recommends that any funds collected in association with the event be donated to a program working to prevent sexual violence.

APRIL 2007 • Prevent Sexual Violence ... in our communities



[www.nsvrc.org](http://www.nsvrc.org)

Sexual Assault  
Awareness Month

- To find if there is a scheduled SAAM Film Screening event in your area, or for more information, please visit [www.nsvrc.org/saam](http://www.nsvrc.org/saam).
- A trailer for the documentary *NO!* is available on *YouTube* — <http://www.youtube.com/watch?v=aRGESU0CuvI&NR>

---

## Host

---

- Select a host for the film screening to welcome the community, introduce the film and any invited panelists or guests. The host should make people feel welcome and engaged with the issues and create a safe space for discussions. They may also provide some context for the material, including promoting local programs and projects working to address and prevent sexual violence. Select a host who has an engaging personality, is well respected and able to interact well with the audience, and is comfortable with the topic.

---

## Panel *(optional)*

---

- Invite leadership from local violence prevention organizations, sexual violence programs, campus groups and racial justice advocacy organizations. Depending on your intended audience, consider inviting speakers in sports leadership, cultural performance, youth organizing, faith leaders, etc. Preventing sexual violence is everyone's issue.
- Ask panelists to bring resources from their organization and to share best practices for violence prevention in their service area. The goal is to empower the community with a sense of purpose and possibility in preventing sexual assault. Since the film itself is 94 minutes in length, you will probably want to keep the panel fairly small (perhaps three speakers). Ask each to speak for 5-10 minutes and to reflect on the portions of the film that relate to their work. Ask them to remain to answer questions from the audience. Panelists should provide a one-paragraph biography to the host in advance. In most cases, the host will also serve as timekeeper.

---

## Reception *(optional)*

---

- Planning a post-event reception encourages continued dialogue and provides an opportunity for people to network, exchange information, and view any materials you have available. Find volunteers or partner organizations to organize this and to provide light refreshments. The NSVRC SAAM beverage napkins are ideal for receptions (*see SAAM Products insert*).

---

## Door Prizes *(optional)*

---

- Obtain door prizes if possible. Ask local shops such as record stores, video stores, restaurants, bookstores and professional sport franchises to consider donating items, tickets, posters or gift cards as prizes in exchange for a mention in the program. Ask your local radio station for a prize donation in exchange for a listing in the program.
- You may wish to develop a few questions and answers about sexual assault and prevention to engage the audience. Consider light trivia questions from films as well as serious questions about sexual violence statistics in the US and abroad. Give prizes for correct answers.

---

## Venue

---

- Make sure the venue is accessible to people using wheelchairs; and is an appropriate size for the expected audience. If you plan to have a reception, display tables, or safe room for survivor's to receive support, make sure there is adequate space available. Find out if they have a DVD player and screen, or plan to rent one for your event. You may consider the following locations for your event:
  - College Campuses
  - High Schools
  - Faith Based Organizations
  - Community Centers
  - Libraries
  - Museums
  - Independent Movie Theatres
  - Playhouse/Regional Theatres
  - Bookstores

---

## Program *(optional)*

---

- The printed program can be an attractive incentive for involving local businesses. You can sell advertising space or offer it in exchange for prizes or other in-kind contributions to the event. Some considerations for items to include in printed programs are listed below.
- List the participating sponsors and speakers.
- Use business cards for advertisers; they are easy to duplicate and most business cards already have the company logo on them.
- List local community resources working to address and prevent sexual violence.
- Provide information about the documentary *NO! Confronting Sexual Assault in Our Communities*.
- You may also wish to develop a press packet with the program, information about the film, purpose of sexual assault awareness month, etc.

---

## Sponsors

---

- Consider inviting the following types of businesses/organizations to sponsor your event:
  - Banks
  - Restaurants
  - Bookstores
  - Colleges
  - Printers, office suppliers and others with whom you routinely do business

---

## Advertising

---

- Compile a list of media outlets and fax them a press release two weeks in advance. They should be short and exciting. Send the press release again one week prior to your event. A sample press release is included on the NSVRC website [www.nsvrc.org/saam](http://www.nsvrc.org/saam).
- Take advantage of free advertising. You may be able to list your event for free on your Community Events Calendar. Check with your local radio and television stations and newspapers to obtain deadlines for submissions.
- Contact your local media to see if you can partner with them. You may have to buy a small radio schedule, but keep in mind that every radio and television station is required to publicize community events. Ask to see their community service records to determine whether there is a good match.

---

## For More Information

---

- For more information about sexual violence or sexual assault awareness month, contact:  
National Sexual Violence Resource Center (NSVRC)  
Toll Free: (877) 739-3895  
Email: [resources@nsvrc.org](mailto:resources@nsvrc.org)  
Website: [www.nsvrc.org](http://www.nsvrc.org)
- For information about the DVD *NO!* contact:  
California Newsreel  
Call: 1-877-811-7495  
Fax: 802-946-1850  
Click: [www.newsreel.org](http://www.newsreel.org)

# SAAM Event Planning Timeline

## 3 Months Prior

- Develop a “Countdown Calendar” of tasks.
- Find a venue for the event.
- Identify potential hosts and panelists.
- Write letters to potential host. Call to follow up.
- Write letters to potential panelists. Call to follow up.
- Write letters to potential endorsers, sponsors and advertisers. Call to follow up.
- Order your DVD and test on your player.
- Recruit volunteers from endorsing organizations.
- Send letters to other community organizations inviting their participation.

## 2 Months Prior

- Finalize Host and Speakers.
- Design a program. Seek donations for paper, supplies and copying.
- Invite elected officials and dignitaries.
- Invite survivors and their supporters.
- Invite local programs and counselors to set up information tables and a “safe place” for private counseling.
- Secure any necessary equipment (DVD player, screen, microphone, sound system).
- Secure any necessary furniture (tables, chairs).

- Develop referral information for program.
  - Local crisis/counseling centers
  - Other support services
  - Written resource materials
  - State/Territory/National organization information
- Order or create SAAM materials to sell or distribute during the event.
- Submit information to the NSVRC online national calendar.

## 1 Month Prior

- Distribute news releases to the media and community calendars.
- Confirm host and panel
- Finalize listing of onsite counselors.
- Publicize the event.
- Confirm AV Equipment and technical support.
- Finalize program booklets.
- Secure Door Prizes and develop audience participation questions.
- Print flyers/posters.
- Identify volunteers to organize an after-event reception with light refreshments.

## 1 Week Prior

- Meet with the host about announcements/logistics.
- Send out media advisory/press release.
- Call media.

- Post flyers.
- Print all written materials (programs, fact sheets, resource info, etc.).
- Assemble media kits.
- Arrange for set-up and clean-up crew.
- Identify volunteer(s) to greet and count audience members upon their arrival and to serve refreshments at the reception.

## Day of Event

- Arrange private, safe places with local counselors.
- Set up information tables.
- Set up sound system and test projector.
- Greet audience members upon their arrival and distribute programs.
- Sell or distribute promotional items.

## Post-Event

- Clean up area.
- Send “thank you” letters/cards to panelists, host, volunteers, donors.
- Advise Sponsors and advertisers of turnout, impact and community interest.
- Send feedback form and pictures to the NSVRC.
- Celebrate your success!
- Strategize about how to continue the community dialogue about preventing sexual violence.



123 North Enola Drive • Enola, PA 17025

Toll Free (877) 739-3895 • Fax (717) 909-0714

TTY (717) 909-0715 • www.nsvrc.org