

SCREENING KIT



MONUMENTAL CROSSROADS

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A LETTER FROM TIM VAN DEN HOFF DIRECTOR, MONUMENTAL CROSSROADS

Thank you for hosting a screening of *Monumental Crossroads: The Fight for Southern Heritage!*

When I read about the monument removal in New Orleans in a Dutch newspaper, I immediately wanted to go and make a film about it.

It looked like the debate about our blackface tradition of 'Zwarte Piet' (Black Pete) in The Netherlands. These Zwarte Pieten are to our Saint Nicholas, what the Elves are to your Santa Claus: friendly helpers. But of course, this figure is steeped in a history of slavery and isn't an innocent character for a children's party. Largely unaware of the racist associations, people celebrated Saint Nicholas' day for decades, till migrant groups, who recently moved to the country from the former Dutch colonies in the Caribbean and Indonesia, started voicing their concerns. Over the past 50 years, the debate about Zwarte Piet has almost become a new tradition in itself, but unfortunately one of increasingly opposed camps merely shouting at each other: 'Heritage, not Hate!'

So struck by the similarities, I went to the Deep South, only to find out how deep the American racial divide really is. I had to drop the idea of making a comparison to our Dutch pendant and instead explore this topic on its own merits. In what became a 6,000 mile road trip through the former Confederate States, my eyes were slowly opened to its history and how it continues to shape public opinion and race relations in the present day.

I hope the resulting film will be of inspiration to you and your audience!

Tim van den Hoff
Rotterdam, The Netherlands

www.monumentalcrossroads.com

MONUMENTAL CROSSROADS

GETTING STARTED WITH YOUR SCREENING

YOUR OBJECTIVES AND AUDIENCE

Identifying your goals and objectives will lay the foundation for your event planning. Think about what you'd like to get out of the screening, and what is realistic.

Once you determine your objectives, consider your target audience. Do you want to invite only a small circle of people to the screening? Or do you hope to cast a wider net and reach the community-at-large? Your decision will impact each step of your event planning.

THE BASICS

The first steps in planning your *Monumental Crossroads* screening are to:

PICK A DATE

Check your calendar and talk to your members about the best date and time for your screening. Make sure your screening doesn't fall on a holiday or conflict with other major events in your community. Lastly, leave yourself at least 6 to 8 weeks for promotions and outreach.

BOOK YOUR VENUE

Make sure you have everything you need to conduct your screening event. Does the venue have adequate seating? Do you have a projector and sound system for the film? Do you have a microphone and PA for a panel discussion? Is there space in the lobby for booths and a reception?

ENGAGE YOUR STAFF

Get your organization's staff involved in your *Monumental Crossroads* screening. Your staff can help fundraise, conduct community outreach, and organize the logistics. Think of creative ways to use your organization's talent pool to best plan your event.

MONUMENTAL CROSSROADS

PLANNING YOUR SCREENING

EVENT FORMAT

We suggest organizing your event in three parts—reception, screening, and discussion—over the course of two to three hours. The receptions should last approximately 30 minutes, the screening should last 54-87 minutes (depending on which version of the film), and the discussion should last about 30 minutes:

DISCUSSION

There are many ways to format your post-screening discussion: you may want to moderate a panel with experts; you may want to have an open community discussion and take questions from the audience.

Use the Discussion Guide as a starting point for designing this portion of your event. And please let people know they can receive a 10% discount on DVDs by entering the Discount Code “community” on the *Monumental Crossroads* website!

ENHANCEMENTS

If you'd like to do more, here are some suggestions to enhance your event:

- **Keynote speaker:** Invite a local leader or scholar to speak about some of the themes the film raises.
- **Invite local organizations to speak:** Invite local organizations to speak about the issues they face and what they're doing to combat them.
- **Invite the filmmakers:** If you'd like to hire the filmmakers to speak at your event, contact us at info@ganderyonderpictures.com.
- **Performances:** Invite a local choir, band, playhouse or dance troupe to perform before or after your screening.

MONUMENTAL CROSSROADS

PROMOTING YOUR SCREENING

Get the word out about your event! Promote the screening to your audience, create partnerships with other organizations, and alert the media. Here's how to get started:

YOUR AUDIENCE

We recommend beginning your promotions at least four weeks before the screening date, then following up regularly (two or three times) leading up to the event. Let your audience know about the screening through available channels of communication, including a newsletter, website, e-mail list, and announcements at meetings.

PARTNERSHIPS

Reach out to organizations in your community who are relevant to the film's theme. They can help promote your event and share some of the costs. There are a few ways you can leverage your partnerships with these organizations:

- Have them promote the event to their members
- Invite them to set up a booth in the lobby of your screening venue
- Invite their experts to share their experience in a keynote presentation or panel talk

PRESS COVERAGE

If you want to let the whole community know about your *Monumental Crossroads* screening, generate some coverage in the local media!

Just give them a call, see who is the best contact person (editor, producer, writer), and tell them why the screening is important for your community. At the very least, you should be able to get your screening listed in the events calendar.

MONUMENTAL CROSSROADS

GET INVOLVED WITH MONUMENTAL CROSSROADS

Here are three ways your screening guests can get involved with the film:

HOST A SCREENING

To get started, sign up on our website and purchase the *Monumental Crossroads* Screening Kit. The Kit includes the DVD, discussion guide and public viewing license.

Sign up now at <https://monumentalcrossroads.com>

BUY THE DVD

Buy *Monumental Crossroads* and get 10% off the DVD. Just enter the Discount Code “community” when you check out and get 10% off your purchase. Buy *Monumental Crossroads* as a gift and inspire someone in your life!

Buy now at <https://monumentalcrossroads.com/buy-dvd>

SPREAD THE WORD

Share *Monumental Crossroads* with your friends and family! Buy the DVD on our website, or stream it from one of the available VOD channels, and watch the film in your home.

Watch it now at <https://monumentalcrossroads.com/watch>

RECOMMEND IT TO THE (COLLEGE/UNIVERSITY) LIBRARIAN

Monumental Crossroads is available for educational streaming through Kanopy. The film is also available on educational DVD for use in educational institutions and libraries.

Tell your librarian about it here: <https://monumentalcrossroads.com/watch-at-school>

www.monumentalcrossroads.com

MONUMENTAL CROSSROADS

ADDITIONAL RESOURCES

Here are some additional resources that will help you screen the film:

LINK TO POSTER

To get attract attention to your viewing, you can download and print the official *Monumental Crossroads* poster and hang them in appropriate places.

Download the poster at: <https://monumentalcrossroads.com/poster/>

SPLC REPORT

The Southern Poverty Law Center has published an insightful report on public symbols of the Confederacy, that offers information on the 1,747 Confederate monuments, place names and other symbols still in public spaces, both in the South and across the nation.

Read more at: <https://www.splcenter.org/20190201/whose-heritage-public-symbols-confederacy>