



Global Grassroots

CONSCIOUS SOCIAL CHANGE FOR WOMEN

Host a Screening and Discussion of *The Devil Came on Horseback*

The Devil Came on Horseback exposes the tragedy taking place in Darfur as seen through the eyes of a lone American witness. Ultimately frustrated by the inaction of the international community, former Marine Capt. Brian Steidle resigns his post as a military observer with the African Union, and returns to the US to expose the images and stories of lives systematically destroyed. *The Devil Came on Horseback* is a Break Thru Films production in association with Global Grassroots and Three Generations.

Step 1. Request a Screening

Go to www.thedevilcameonhorseback.com/action and fill out the online screening request form. Once you submit your request, 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 public event in compliance with copyright law.

Step 2. Reserve your Venue

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 other formats but will require an additional processing time and fee, so please give advance notice of special format requests.

Step 3. Get the Word Out

Every good film needs a good audience. Invite representatives from local organizations to attend your event. This is a great way to get your message out to a wider audience and increase community interest in Darfur. Consider:

- Peace, human rights and justice centers
- Faith-based groups
- Professors and students from local universities
- Chapters or local advocacy groups like STAND or Amnesty International
- Peace Corps Groups
- Rotary Clubs and other local groups
- Local Politicians and Community leaders

Please help yourself to our template publicity materials or feel free to make your own. Post your flyers on community event bulletin boards, in cafes, libraries, health clubs and schools. Be sure to check out online calendars as well--most public radio, newspapers and community centers allow you to post on their event calendars free of charge.

> [Download a template press release](#)

> [Download a publicity template](#)

Step 4. Engage Discussion

Audience members will likely have strong emotions about what they have 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.

Discussion Session: Choose a moderator who will skillfully keep the conversation going by posing questions, ensuring a balanced debate, and allowing for diverse participation without any one person dominating the dialogue. 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 would like your audience to take.

> [Download the following discussion guide, created especially for use with *The Devil Came on Horseback* by The Council of Holocaust Educators](#)

Read and discuss other books on Darfur:

- Steidle, Brian and Gretchen Steidle Wallace. *The Devil Came on Horseback: Bearing Witness to the Genocide in Darfur*. PublicAffairs, 2007.
- Cheadle, Don and John Prendergast. *Not on Our Watch: The Mission to End Genocide in Darfur and Beyond*. Hyperion, 2007.
- Flint, Julie and Alex De Waal. *Darfur: A Short History of a Long War*. Zed Books, 2005.
- Power, Samantha. *A Problem from Hell: America and the Age of Genocide*. Perennial, 2003.
- Prurier, Gerard. *Darfur: The Ambiguous Genocide*. Cornell University Press, 2007.

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 local Darfuri community to speak about their involvement and interest in Darfur and inform audience members about follow up steps for action. Again, choose a skilled moderator who will introduce the panel, pose questions, ensure a balanced response from all viewpoints, manage time and field audience questions.

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

Step 5. Take Action

Use your film screening to take action for Darfur. Pick an action, set a goal, and get your audience involved. Here are a few ideas to get you started:

1. Tell your audience to call 1-800 GENOCIDE to express support for Darfur legislation.
2. Host a letter writing or petition table before and after the film. Provide letters, envelopes, stamps, and address labels to make it easy for your audience to write their elected leader.

3. Start a Darfur Action Group. Develop a group of people who care about Darfur and start working together to spread awareness and action. Then, link your group in to the national movement. Visit these sites for national campaign resources:
Save Darfur Coalition: www.savedarfur.org
Students Taking Action Now Darfur (STAND): www.standnow.org
4. Set out a sign-up sheet-- ask audience members to fill out their name and email address so you can send them updates about Darfur related events and action opportunities.
5. Hold a follow up Darfur Group meeting 1-2 weeks after your event. Publicize the meeting at your film screening and encourage your audience to attend.
6. Plan a lobby day at your representative's office.
7. Hold a rally or other public awareness event and invite elected officials to attend. Try to coordinate with national campaigns and find community partners to support you.
8. Raise funds.

For more information on current calls to action, explore these advocacy resource links:

http://www.globalgrassroots.org/darfur_genocide.html

Step 6. Use the film for Fundraising

We invite you to use *The Devil Came on Horseback* for fundraising for Global Grassroots and/or jointly with your organization or for another organization active on Darfur. We require that you specify in the license agreement whether you are charging admission and agree to share 50% of funds raised, whether through ticket sales or other fundraising activities during the event, with Global Grassroots for our work with women in post-conflict societies.