

STORIES OF JUSTICE AND FORGIVENESS

(USA, HD, color, 80 minutes)
info@beyondrightandwrong.org
P.O. Box 408446, Chicago, IL 60640
Tel: 312-373-9256

# SCREENING KIT

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Please complete, sign, and make a copy of this screening agreement for your records. Email, fax, or mail to:

LEKHA SINGH, DIRECTOR of Beyond Right & Wrong PRESIDENT of FORGIVENESS, LLC PO BOX 408446, CHICAGO, IL 60640 PHONE 312-373-9256 FAX 866-251-6082

info@beyondrightandwrong.org

# SCREENING AGREEMENT



This Agreement is made to grant		
("the Licensee") a single license for the lim		the film Beyond
Right & Wrong: Stories of Justice and Forg	· ·	
will be held on the (day) of		
(city),		
(country). I agree as the Licensee to paramount of one hundred fifty dollars (\$15 public performance rights, one DVD, and fee, the Licensor hereby grants to the Licenontransferable license to screen the Film, as follows:	y Forgiveness, LLC ("the Licensor") a lice 0.00) due upon signing of this agreement screening kit. In consideration of paymensee, without warranty, a limited, non-ex	ense fee in the nt for single-use nt of the license clusive,
The Licensee requests a license for single-	use public performance rights.	
<ul> <li>purposes as set forth in the agreement</li> <li>The Licensee agrees that a license alloan audience of one hundred (100) pe must be made to the Licensor by emain prior to the date of exhibition.</li> <li>The Licensee agrees that the Film may charged for viewing of the Film.</li> <li>The Licensee agrees that the Licensee stransferred, or made available in any</li> </ul>	not be exhibited before an audience wh	ial) y screenings for yond the license least one week ere admission is d, sold, lent, rein at any time
With respect to the License granted hereuby the Licensee that any rights, title, or intare expressly reserved by the Licensor. The parties with respect to the subject matter shall have legal effect and be binding on	erest that the Licensor maintains with res is Agreement constitutes the entire unde hereof, and any amendments, changes,	spect to the Film rstanding of the or modifications
Printed Name of Representative	Signature of Representative	Date



### **PRELIMINARY STEP**

Even if you don't have a venue or refreshments at your immediate disposal, you can still host a screening! Your event could be a chance to showcase a venue and/or food from a local restaurant, and don't be afraid to approach local establishments with this offer.

If you are looking for sponsors to financially support your event, see "How Can I Find Sponsors for an Event?" on Idealist.org for advice on finding and contacting sponsors.



### **STEP 1: BOOKING**

6-8 weeks before the event

#### Select a date and time:

- Consider your community: When will people in your community be available? <u>Doodle.com</u> can be a great resource for scheduling with smaller groups of people.
- Are other similar events taking place during that day or week? You do not want to compete
  with other events for attendees. Instead, consider collaborating with the other event so that both
  events benefit from increased visibility.

#### Secure a venue:

- How many people do you think will attend?
- Are you planning an indoor or outdoor screening? Will the weather accommodate an outdoor event? Do you have access to the equipment you'll need? If you're planning a panel, Q&A, or discussion, can you hold it at the same venue as the screening?
- Ensure your chosen venue has comfortable seating.
- Ensure your venue and parking options are accessible to people with disabilities.

### Collaborate with other groups or organizations:

- Which other groups in your community may be interested in hosting a screening? Working with other groups can raise the number of attendees to your screening and carry some of the cost.
   Such collaboration may also lead to long-term partnerships.
- If you want to collaborate with other groups but don't know of any appropriate organizations in your area, we may be able to help you connect with other interested groups and people.

### Book any panelists, speakers, and facilitators:

- If you'd like to include a panel, speaker, or discussion, we may be able to help you find or contact people knowledgeable about forgiveness, conflict resolution, and/or restorative justice.
- Once you've selected a date, time, and location, email us at <a href="mailto:info@beyondrightandwrong.org">info@beyondrightandwrong.org</a> so that we can add your event to the Beyond Right & Wrong Event Calendar. Please update us about any collaborating organizations, sponsors, panelists, and speakers.



### **STEP 2: ADVERTISING**

5-6 weeks before the event

#### Connect with local restaurants and cafes:

- Ask local businesses if you can leave flyers or posters to advertise your event. You might want
  to find a local restaurant or cafe for the refreshments at the event. Tell the owner or manager
  about your event and ask if they will provide a discount if you purchase the refreshments for
  the event from them.
- In exchange, the small business will gain visibility through your event. Working with local businesses can build a sense of community between your group, these businesses, and other local groups and people.

### Promote your event:

- To reach as many people as possible, promote your event through multiple media venues.
   We've provided a list of possible promotion methods and venues and a suggested strategy for media outreach:
  - Press Kit Materials, such as Invitations and Posters
  - Social Media (e.g., Facebook and Twitter)
  - Community and City Websites and Email Lists, Personal or Group Sites and Email Lists
  - Local Television and Radio Stations and their WebsitesWord of Mouth
  - Local Newspaper, Magazines, Newsletters, and Other Print Media and their Websites

### If applicable, include the following information on invitations and promotion materials:

- We welcome accommodation requests for attendees with disabilities.
- Our venue and parking options are accessible to people with disabilities.
- The film includes English subtitles.
- We are selling DVDs of the film for [price] as a fundraiser for [group].

#### Suggested media outreach strategy: 5-6 weeks before event

- Compile a list of your contacts and press coverage options.
- Create an event page on social media venues (e.g., Facebook), and invite your contacts, asking
  all members of your group to do the same. Include all necessary information: the title of the
  event and documentary with a brief description, the date and time of the screening, the
  location, the admission fee (if applicable), the inclusion of refreshments, the hosting and
  sponsoring organization(s), the Beyond Right & Wrong website (beyondrightandwrong.org),
  and contact information.
- Announce the event to your group's mailing list and the mailing lists for other hosting and sponsoring organizations. Encourage them to visit the event page on the social media venues you used, to RSVP on Facebook, and to spread the word.



### **STEP 2: ADVERTISING**

(Social media outreach strategy continued)

#### 4 weeks before event:

- Send out invitations (template included) to local universities, faith organizations, community groups, activist groups, and health care organizations.
- Submit the event information to local event calendars, publications, and websites.
- Mail, fax, email, or hand-deliver the completed press release (template included) to a variety of local print media and television and radio stations. If you mail, fax, or email the press release, we recommend calling the intended receiver the same day or the following day to verify they received the press release. If they did not receive the press release, offer to resend it, asking which method of delivery they would prefer.
- Because these reporters and media organizations receive many press releases, calling the
  reporter or assignment editor will help make your event more memorable to them. If the
  reporter or assignment editor is busy, ask when they will be available so that you can call back.
  It is oftentimes more effective to contact these media organizations in the morning rather than
  the afternoon. If you want reporters to interview someone involved in the event, arrange the
  interview before the event.

#### 3 weeks before event:

 Hang up posters. Ask local community centers and businesses if you may hang up posters or leave flyers.

#### 2 weeks before event:

 Continue reminding people about your event through social media venues and by word of mouth.

#### 1 week before event:

Resend the press release to the media venues you contacted earlier. You may also want to call
these media organizations the day of your event to remind the organization about your event.
Continue reminding people about your event through social media venues and by word of
mouth.

For more detailed promotion strategies and templates, we recommend referencing the <u>RSO Marketing and Advertising document</u> by Public Affairs at University of Illinois at Urbana-Champaign and the <u>Publicizing and Promoting Your Special Event toolkit</u> by the National Blood Clot Alliance.



### **STEP 3: CHECKING THE EQUIPMENT**

1 week before the event

#### Test run:

Do a test run of your DVD and equipment. Ensure there are no glitches on the DVD, and ensure
the equipment is not malfunctioning. If you are selling DVDs as a fundraiser, make sure there
are no problems with the DVDs.

### **Check screening equipment:**

• Ensure all the screening equipment works. Make sure you have enough time to acquire replacements, if necessary.

### **STEP 4: SCREENING**

On day of the event

#### Check sound levels:

• We recommend setting the sound higher than seems comfortable in an empty room, as a full theater will absorb some of the sound.

#### **Provide refreshments:**

• Whether you partnered with a local business or not, be sure to include refreshments for your audience. For drinks, we recommend water, soft drinks, and perhaps wine or beer. We do not recommend a full bar because of the intensity of the film.

#### Tissues:

• It's always nice to have tissues nearby when screening such a powerful film. We suggest having a few boxes scattered about the venue within arm's reach.



### **STEP 4: SCREENING**

(Day of event continued)

#### Discussion:

• We find it's best to leave any extended remarks for after the film so people can experience the film with little to no preexisting expectations. After the film ends, please give the audience a few moments to catch their breath, use the restroom, and sit with the experience before gently entering into discussion about what the film has brought up. We've included a list of suggested discussion questions and a sheet of frequently asked questions with answers. Feel free to direct any lingering questions our way by either guiding guests to email us directly, or by letting us know their question and email address on the Evaluation/Feedback form we've provided.

#### Distribute resource sheet:

• Provide a resource sheet with the names of all hosting groups and organizations, sponsors, and related activism organization. Leave a stack of these sheets on a table at the entrance to the screening or on all chairs in the venue.

### Mailing list sign up sheet:

 Please encourage audience members to join the Beyond Right and Wrong mailing list (sign-up sheet included) for updates on the documentary and for interesting information relating to forgiveness. You may want to provide a sign-up sheet for your organization's mailing list, as well. Keep the mailing list sign-up at the entrance to the venue.

### Managing media attention:

• If you are expecting reporters to attend the event, be prepared to give them copies of the press release, the resource sheet, and the business cards. Compile a list of expected reporters and/or photographers so that the ticket-taker or greeter knows to look for them. If your group has arranged an interview, escort the reporter(s) to the interviewee, and stay nearby during each interview. Offer to assist any photographers present.



### **STEP 5: CELEBRATING SUCCESS**

#### After the event:

• Follow up with media: Send a brief news release with information on attendance, money raised (if applicable), or some other measure of success to the media organizations you contacted in the weeks preceding the event, whether a reporter from that organization attended or not. If a reporter and/or reporter from that media organization did attend, add a short note thanking them for their time and support.

### Tell us about your event:

- We want to hear about the success of your event and any tips you have for future screenings. On the Evaluation/Feedback form (included), tell us how many people attended your event and if your group may be interested in hosting another screening.
- If your group created any promotional materials in addition to the ones we provided or if you have any photographs of the event, please send us a copy or file of them along with the Evaluation/Feedback form and the Mailing List.

### Share your reaction:

• We want everyone who watches this film to join the conversation on forgiveness. If your event included a discussion or panel, tell us about people's reactions, questions, and comments in the Evaluation/Feedback Form. If you found particular questions prompted wonderful responses, please share them with us!

# DVD ORDER INFORMATION



### Community Screening License - \$150

 For individuals, non-profits, and organizations that wish to screen the film where no admission is charged. Authorization for single-use public performance rights of the film will be emailed to you.

### Institutional Screening License - \$150

 For institutions such as universities and colleges, student groups, and organizations, who wish to screen the film in classrooms for members, students and instructors. Authorization for single-use public performance rights of the film will be emailed to you. Ticket sales not permitted.

### Personal Use DVD - \$20

 For individuals that wish to screen the film for home use only and are not licensed for public, community or institutional screenings.

### **Shipping Charges:**

In the US:

USPS Priority Mail: \$4

Canada and Mexico:

USPS mail: \$7

International Shipping:

USPS mail: \$15

<sup>\*</sup>Please allow two weeks for delivery. For rush service and express delivery, please inquire.





Please complete and email, fax or mail: PO BOX 408466, CHICAGO, IL 60640 PHONE 312-373-9256 FAX 866-251-6082 info@beyondrightandwrong.org

Ship To:
Name:

Title/Organization:

Address:

City, State, Zip:

Phone:

Email:

Bill to (if different):
Name:
Title/Organization:
Address:
City, State, Zip:
Phone:
Email:

Qty	Product Description	DVD Format NTSC or PAL*	Unit Price	Total
Subtotal				
Shipping				
Sales Tax				
TOTAL				

(\*NTSC is USA/Canada and PAL is Europe/Asia)

Paypal (a Paypal invoice will be emailed)

Check/Money Order Enclosed (USD only)

Please make checks payable to: FORGIVENESS, LLC.

Please let us know if the cost is prohibitive; we will be happy to work with you. Our priority is to have the film seen by as many people as possible. THANK YOU for your order.

# WHOLESALE DVD ORDERING



For attendees to purchase at your screening. You can purchase as many DVDs as you like at wholesale cost to sell at your screening. We recommend a retail price of \$20 per copy, and you may retain the profits.

### **Shipping Charges:**

We will contact you with a quote for shipping based on how many DVDs ordered.

\*Please allow two weeks for delivery. For rush service and express delivery, please inquire.

Qty:

**Product Description:** 

**DVD Format:** 

NTSC or PAL\*:

Unit Price:

Total:

Subtotal:

Shipping:

**TOTAL:** 

(\*NTSC is USA/Canada and PAL is Europe/Asia)

### **Payment by:**

Paypal (a Paypal invoice will be emailed)

Check/Money Order Enclosed (USD only)

Please make checks payable to: FORGIVENESS LLC





Please complete and email/fax/mail: PO BOX 408446, CHICAGO, IL 60640 PHONE 312-373-9256 FAX 866-251-6082 info@beyondrightandwrong.org

Ship To:
Name:
Title/Organization:
Address:
City, State, Zip:
Phone:
Email:
Bill to (if different):
Name:
Title/Organization:
Address:
Address: City, State, Zip:

# MAILING LIST SIGN-UP



Join our mailing list for updates on the film's release, screenings in your area, and our forgiveness community.

DATE: LOCATION:

# EVALUATION & FEEDBACK



Thank you for hosting a screening of Beyond Right and Wrong: Stories of Justice and Forgiveness! We deeply appreciate the important part you've played in helping us spread the reach of this conversation, and we'd love to hear about your screening. It's always so exciting to hear the questions and ideas that this film inspires in all the corners of the world.

How many people attended your screening?
Would you like to share any specific discussion points with us?
Are there any quotes you would like to share?
Were there any questions asked by audience members that you'd like us to respond to? Please include the email addresses of anyone who would like to hear from us.
Would you be interested in helping with another showing of Beyond Right and Wrong? Please let us know.



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# PRESS KIT

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# RELATED LINKS



### **Trailer:**

vimeo.com/49362753

### Website:

beyondrightandwrong.org

### Facebook:

facebook.com/beyondrightandwrongthemovie

### **Twitter:**

twitter.com/couldu4give

# CONTACT US

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# BRIEF SUMMARY



This transformative documentary explores what happens as victims of three devastating conflicts attempt to rebuild their lives, balancing their need for justice with the desire to forgive..

## OFFICIAL SYNOPSIS

In the stillness after conflict, after the blood dries and the screams fade, the memory of violence transforms survivors into prisoners. How do whole societies recover from devastating conflict? Can survivors live—converse, smile, and even laugh—beside someone who blinded them, killed their parents, or slaughtered their children? Can victims and perpetrators work together to rebuild their lives? This life-changing documentary explores the intersections of justice and forgiveness as

### **AWARDS**

Best Avant-Garde Film

American Psychological Association Annual Convention 2013

**Best Documentary Film** 

Fingal Film Festival 2013

Official Selection

Hamptons International Film Festival 2012

Runner-Up Best Documentary

LA Jewish Film Festival 2013

# RECOGNITION



United Nations Secretary-General Ban Ki-moon presented Beyond Right and Wrong to the General Assembly in New York on 13 September 2012 in a special screening. Following this screening, the United Nations adopted a resolution titled "Strengthening the Role of Mediation and the Peaceful Settlement of Disputes, Conflict Prevention and Resolution" (A/RES/66/291).

For a short video on this UN screening, visit vimeo.com/50225788.

## REVIEWS: EXCERPTS

"Beyond Right and Wrong examines powerful stories of ordinary people in Rwanda and Israel/ Palestine who have let go of perfectly natural punitive instincts in the name of a brighter tomorrow, one not trapped by the hatreds of the past."

- The Guardian

"Inspiring and hopeful without downplaying hard realities about human nature..."

- Hollywood Reporter

"[Beyond Right and Wrong] smartly gathers different kinds of on-topic stories and pairs them with just enough outsider commentary to lend psychological, moral, and political perspective."

- Hollywood Reporter

"Beyond Right and Wrong is a most remarkable film that goes directly into the wound of our world's great conflicts and genocide, showing the pathway of healing and forgiveness taken on by those touched and affected most directly by it."

- Steve Robertson (Founder/Ceo of ProjectPeaceOnEarth.org and SupportVetsNow.org and Co-Founder of LifeWorks Entertainment) in an email to colleagues and friends

"I don't think you can be the same person when you see a movie like this...it's so touching and moving."

- Attendee at the American Psychological Association 2013 Annual Convention

# PRESS RELEASE



FOR IMMEDIATE RELEASE: [Insert Date]

[ ] PRESENTS A SPECIAL DOCUMENTARY SCREENING OF BEYOND RIGHT AND WRONG FOLLOWED BY A DISCUSSION [DATE], [TIME], AT [LOCATION]

[Insert City, State] – [Insert Organization Name] will host a special screening of the documentary Beyond Right and Wrong: Stories of Justice and Forgiveness on [Date] at [Time] at [Location/Venue]. [Indicate if the screening is a fundraiser benefiting an organization and/or if the screening is part of a larger event]

In Beyond Right and Wrong, victims of three devastating conflicts struggle to forgive without sacrificing their need for justice. From the Rwandan Genocide to the Israeli-Palestinian Conflict to the Troubles in Northern Ireland, this transformative documentary allows viewers to delve deeply into the familiar battles for reconciliation and recovery, opening their eyes to the multifaceted expression of human resilience.

"The stories broke my heart yet gave me enormous hope," says co-director Lekha Singh. "I hope this film has illustrated the strength of the survivors and expressed the possibility of an alternative path towards justice, a solution rooted in neither violence nor hatred."

The film garnered worldwide attention, living up to Singh's hopes for the documentary's message and impact. UN Secretary-General Ban Ki-moon presented Beyond Right and Wrong to the General Assembly before they adopted a far-reaching resolution for the peaceful mediation of conflict. The American Psychological Association (APA) made Beyond Right and Wrong an official selection, awarding it Best Avant-Garde Film in 2013. Ireland's Fingal Film Festival awarded it Best Documentary, while the LA Jewish Film Festival named it Runner-up for Best Documentary. From its showing at the Hamptons International Film Festival to its impact in the psychology community, Beyond Right and Wrong offers hope for forgiveness and healing, promising to improve the well-being of people, communities, and the world.

#### About the Directors:

Roger Spottiswoode began his career as an editor but became a director with the 1980 film Terror Train. He is well-known for directing action movies such as Turner and Hooch and Tomorrow Never Dies, but he also directs more political films (Spinning Boris and Shake Hands with the Devil). Collaborating with fine-art photographer Lekha Singh, Roger Spottiswoode co-directed Beyond Right and Wrong, a documentary which presents stories of unimaginable loss and remarkable resilience.

Fine-art photographer Lekha Singh's work offers insight into the human condition around the world. She contributed photographs to National Geographic's The Other Side of War: Women's Stories of Survival and Hope, and her photography books include Call to Love: In the Rose Garden with Rumi, Bhutan, and Pop-Up Pianos. Singh made her directorial debut with the documentary film Beyond Right & Wrong.

For more information, contact:

Alysha Sidhu

Phone: 312-373-9256

Email: [info@beyondrightandwrong.com]

# INVITATION TEMPLATE



Groups hosting a screening of Beyond Right and Wrong can add the date and time of the screeening, RSVP information, and their logo(s) to this invitation. To access the invitation, click here.

## POSTER

You may want to put this poster up in public places to let people know that you're holding a screening. To access the poster, <u>click here</u>.

## HIGH-RES FILM STILLS

Click on the name to access photo:

Jo Berry
Patrick Magee
Bassam Aramin
Rami Elhanan
Robi Damelin
Jean-Baptiste Ntakirutimana

## PRINCIPAL LIST OF CREW

**Film by:** Lekha Singh **Producers:** Lekha Singh Rebecca Chaiklin **Composer:**David Hirschfelder

**Directors:** 

Roger Spottiswoode Lekha Singh **Editor:** Paul Seydor

Directors of Photography:
Tony Hardmon
Robert Adams
Robert Fitzgerald

# DIRECTOR'S STATEMENT



Lekha Singh

This film could have been an examination of the darkest parts of human nature but instead became a story of survivors exploring their ability to forgive.

When I visited Rwanda several years ago, I did not expect to find more healing than horror. I witnessed the resilience of people living in unimaginable circumstances: How was a mother whose children were killed able to sit with the man who murdered them - even able to converse with and smile at him? As I saw more interactions between victims and the ones who wronged them, such questions became more pressing. How could any person in that situation forgive the person responsible? Seeing the entire society move towards forgiveness was even more staggering.

I had so many questions about these efforts to cope with trauma. Why do some victims take the path of revenge, while others work towards forgiveness? Can forgiveness get in the way of justice? Is forgiveness a requirement for healing or moving on? This film explores these questions through the stories of survivors in Rwanda, Israel, Palestine, and Northern Ireland, where people have suffered different degrees and forms of trauma. Rather than simply informing the audience, the survivors share stories that show the transformative role of forgiveness in the lives of victims and perpetrators. These evocative accounts resonate with viewers, opening up deep dialogues on justice and forgiveness.

The stories broke my heart yet gave me enormous hope. Though each story deserves a documentary of its own, together they craft an illuminating narrative of justice and forgiveness in humanity. I hope this film has illustrated the strength of the survivors and expressed the possibility of an alternative path towards justice, a solution rooted in neither violence nor hatred.

## DIRECTOR BIOGRAPHIES



Roger Spottiswoode began his career as an editor in the early '70s. Making the transition from the editing room to behind the camera, Spottiswoode wrote the 1982 film 48 Hrs, starring Nick Nolte and Eddie Murphy, and made his directorial debut with Terror Train, starring Jamie Lee Curtis. He has since directed films such as The Best of Times, Shoot to Kill, Turner and Hooch, Air America, The 6th Day, The Children of Huang Shi, and the James Bond thriller Tomorrow Never Dies.

Although he is well-known for his action movies, his main focus continues to be on his more political films - both theatrical and made for TV - which have collected numerous nominations and awards. These political films include Under Fire, And the Band Played On, Hiroshima, Noriega: God's Favorite, Spinning Boris, and Shake Hands with the Devil. Collaborating with fine-art photographer Lekha Singh, Roger Spottiswoode co-directed the independent documentary Beyond Right and Wrong: Stories of Justice and Forgiveness, which presents stories of loss and resilience from the perspectives of survivors and perpetrators of the Rwandan Genocide, the Israeli-Palestinian conflict, and the Troubles in Northern Ireland and Great Britain.

Director and producer *Lekha Singh* is a fine-art photographer whose work has been featured in numerous museum collections, magazines, and books, including National Geographic's The Other Side of War: Women's Stories of Survival and Hope. Travelling for her art exposed Singh to the stories of survivors of warfare around the world, and alongside well-known director Roger Spottiswoode, she shares a handful of these stories in the independent documentary Beyond Right and Wrong: Stories of Justice and Forgiveness. In interviews with those who have suffered from the Genocide in Rwanda, the conflict in Israel and Palestine, and the Troubles in Northern Ireland and Great Britain, the film illustrates the difficult path towards recovery and explores the role of forgiveness in the search for justice. Singh also produced the documentary films Square, Midway, Food Chains and Rafea: Solar Mama. She is currently directing a second documentary film entitled God, Sex and the Body on legendary movement pioneer Gabrielle Roth, founder of 5Rhythms ecstatic dance method.