

# HOMELAND STORY SCREENING GUIDE

**HOMELAND STORY**  
Saving Country  
A film by Glenda Hambly

"The film shows that Yolngu people can take on any challenge.  
... My goal is for young people to watch it and then stand up  
and be strong for our land."  
Damien Guyula, co-producer

VAN DIEMAN GULF, Mt Borrardalle, Milingimbi, Galiwinku, GOVE PENINSULA, JABIRU, Donydji

**M** Recommended for mature audiences Occasional coarse language

# **Index**

<b>Hosting ideas and information</b>	<b>3</b>
<b>Engagement With Your Audience</b>	<b>3</b>
<b>Screening Logistics</b>	<b>3</b>
<b>Attaining A Copy Of The Film For The Screening</b>	<b>4</b>
<b>Publicity Materials For Hosts</b>	<b>5</b>
<b>Use of Social Media and Publicity</b>	<b>7</b>

Thank you for hosting a screening of HOMELAND STORY. We feel sure that your group will enjoy watching the film with a like-minded audience and hope that it provokes an interesting discussion as well as being entertaining. In order to assist you in creating a great event screening, we've put together some ideas. We hope you find them useful and please feel free to [contact us](#) if you have any queries about the film or your screening.

## **Engagement with your Audience**

Hosting a screening of HOMELAND STORY is about engagement. It's a way of creating a meaningful conversation with your community and your group/organization. In communicating with the audience for your screening, let them know WHO you are, WHY you are hosting this screening and WHAT is so important about this film and your event.

**Tell everyone with every means you have why are you hosting this screening. Is it to fundraise or awareness raise? Or both?**

If your group wants to raise awareness for its own special cause, a screening of HOMELAND STORY can assist with this. The screening can include a Q&A event for your group, a campaign launch or just entertainment for members with a common interest.

## Screening Logistics

In working out the details of where (venue) and when (time and date) you will screen the film, and of ticketing and projection logistics here are some questions to keep in mind:

- Is the venue suitable for screening an 84 minute film with regards to lighting, seating and audio?
- Is there enough lead time to organise the screening? We recommend at least 5 weeks between the date being confirmed and the screening date.
- Does your group have members with time to organise the screening, including publicity and assisting on the day?
- Will you screen in a Cinema or from DVD or BluRay on a large screen TV or project it onto a screen?
- If you are going to introduce the film or have a discussion afterward, is there a suitable space and microphones if required?
- Will the date and time for your screening clash with other events in your community, particularly sporting events, school events and other group/organizational activities.

Choose a popular venue suitable to the expected size of your audience. If in a cinema complex, ask if you can book the smaller size and upgrade if you need to.

## Attaining A Copy Of The Film For The Screening

Contact [RONIN FILMS](#) to organise the appropriate licence for your screening. The fee is calculated on a case by case basis depending on the venue and format of screening, and the price of the tickets. They will deliver the right screening format version of the film to you, (USB key or cinema copy on hard disk called DCP) and you can download publicity materials from their website [here](#)

Ronin films contact details are:

**Craig McConnell, ph 02 6248 0851,**

**[craig.mcconnell@roninfilms.com.au](mailto:craig.mcconnell@roninfilms.com.au)**

Please let us know the details of the screening so we can help publicise it and also let us know if there are other screenings planned in the area.

## Publicity Materials For Hosts

To let your potential audience know about the event, it is useful to use a combination of:

- Emailing your networks
- Word of Mouth
- Newsletter
- Inclusion at Meetings as an Agenda Item
- Using work and media networks to promote the screening

We've put together on the Ronin website the following materials to help publicise your screening:

1. **Posters** in various sizes that can be downloaded and printed. You can also add "stick on" banners in contrasting colours to highlight the date/time/venue of your screening.
2. Many groups find it useful to create a **Flyer** about the event, which can be distributed either electronically (via email or on social media) and/or which can be printed and given out. We have a Flyer that can be downloaded from the Ronin Films website and your screening details added [here](#)
3. The HOMELAND STORY trailer:
  - <https://vimeo.com/336949287>
4. Quotes from the Film that you can use for publicity purposes  
We have provided a large selection so you can choose what suits your group best:

*"It's true we put our name on the paper [giving permission for mining exploration], but we were tricked."*

*Joanne Wanabiya Birdingal*

*"The cattle boss was hunting them down [at Murwangi in Arnhem Land]. The stockmen were killing us. They were murderers".*

*Rayguyun*

*"Neville got his [Vietnam Veteran] mates to agree to help improve Donydji, but they needed money to make that happen. It came from the Rotary Club of Melbourne. Rotary liked Neville's plan to have the Vets and the young men of Donydji to work tougher."*

*Damien Guyula*

***“The [Vietnam] Vets got right into working with the community. They’ve been coming back for fifteen years, treating the young men as friends, not like whitefella bosses.”***

***Damien Guyula***

***“I want the young people to come back here [to Donydji] so they can learn on their land. The land is the foundation of their culture. If they go away they lose this.”***

***Mother at Donydji School meeting***

***“My people want to stay on their land and bring up their kids where it’s safe. “***

***Damien Guyula***

***“For anyone who’s prepared to listen I can assure you the young people here want to work.”***

***Dr Neville White***

## **Use of Social Media and Publicity**

- Create a Facebook, TryBooking or other event, send invitations out and perhaps a link to the film’s trailer. Invite your network to your Facebook Event and ask them to spread the word to get others to join. Let them know why you are doing this and how many tickets need to be sold by the deadline. Try making a video of yourself explaining these points for maximum effect.

Facebook is great for sending out initial information about a screening and follow ups as the screening day, time and venue approach. However, don’t rely on Facebook to get people to attend the screening. Personal, face to face, contact works best. Next is word of mouth from your friends to their friends. Personal recommendations from your

community leaders are powerful. Direct them to the Facebook Event or another booking alternative like [www.trybooking.com](http://www.trybooking.com) or your organisation's booking format.

- Film information - Tell everyone about the film and why it should be seen. Use one of the assets like the Trailer to back this up. Show how the film is relevant to your group/organization and why it should be seen at this time.
- Ticket Update - let everyone know how ticket sales are going. Do you need to send out reminders or boost a post?
- Event Purpose – provide some background on why you are hosting this screening. Are you fundraising? If you are fundraising, explain how these funds raised from the screening will make a difference to your cause. If you represent a group tell everyone a bit about it and why this film is aligned to your cause.
- Sharing Shout Out- Ask everyone to share the event with their own networks.

Thank you for your support of and interest in HOMELAND STORY. Have a great screening and remember to keep us in the loop about your event and share some photos with us on [Facebook](#)