



**Interested in doing a screening for Maafa21 in your area? We hope that the following information will help to make your event a success.**

**SCHEDULING:** Although you will never find a date or a time that is completely free of conflicts, try to avoid competing against other meetings, banquets, conventions, seminars, political or church functions, concerts, televised or live sporting events, etcetera. If you are going to have your showing as part of another event such as a state convention, look for times that do not force attendees to choose between your presentation and other functions such as speeches, training or breakout sessions.

**PROMOTION:** Several items to help you promote your showing are available free of charge at Maafa21.com or on our facebook page under the Promote Your Screening tab. Under “Promo Tools” you will find a selection of downloadable printmedia products and the “Comments” and “Videos” sections contain valuable feedback from previous viewers. Perhaps the most powerful tool we offer is our Trailer, which is a professionally produced two-minute promotional video that really gives a feel for the movie. Whenever you have the ability to show this clip to your target audience, it can really boost your attendance.

**VENUE:** *First*, make sure that you have sufficient seating for your anticipated audience size and that it is comfortable and not overly crowded. Also, please take into consideration appropriate temperature and lighting. For the best results, make sure the room is as dark as possible.

*Second*, far in advance of your showing, you must familiarize yourself with the operation of the audio/video equipment. Also, even though problems with DVDs are rare, we urge you to watch the actual DVD you plan to use all the way through beforehand and clean the DVD immediately prior to your showing. Don't let your event be interrupted or terminated by something as minor as a fingerprint or speck of dust on the playing surface. *Third*, check the performance of the audio/video equipment by sitting in the seat that will be the greatest distance from the screen to confirm that a person with normal eyesight can easily read the text on the screen and can hear the audio without straining. Next, leave the volume at that level and sit in the seats closest to the speaker(s) to make sure that the people sitting in those seats will not be “blown-out” by the level of volume needed to reach those sitting farther away. Finally, make sure that the sound does not become garbled or distorted when turned up to this level.

Some people have shown Maafa 21 in a conventional movie theater and, if you are anticipating a large audience, renting such a space can make sense. It also eliminates most of the potential technical pitfalls mentioned here.

**PRESENTATION:** Do not allow speeches, discussions or Q&A before the showing. Simply welcome everyone to the event, tell them that questions and comments will be addressed at the end, then start the movie. If you scheduled the event for 7:00, you should be rolling by 7:05. When it's over, do not allow long-winded speeches and never allow any one person to monopolize the conversations. Maafa 21 should be shown from start to finish in one sitting or not shown at all. We will **ONLY** approve of screenings which show Maafa21 **IN FULL**.

*Remember, the intent of this documentary is to connect the dots between colonization and abortion and to show that eugenics was the real motivation for legalizing abortion.* To accomplish that, it is necessary for the viewers to understand how some extremely complex issues and events relate to each other. If any of these "dots" are shortened or eliminated, the connection is broken and the central point of the movie is lost. The reality is that Maafa 21 has already been professionally edited to achieve its goal in as short a time as possible. If the movie is divided up to show in more than one sitting, some of the people who see your "part one" will mistakenly conclude that, "I get it. I understand. I don't need to see the rest." In those cases, they are not likely to return and the impact of the film will be destroyed. If you are concerned about the 2 hour/19 minute length, keep in mind that Hollywood routinely releases movies that exceed two hours and almost every "Awards Show" as well as for televised sporting events.

We suggest sponsors of screening let those who are thinking about attending know that, "Maafa21 is a feature-length movie that lasts about two hours." That simple statement has virtually eliminated the complaints about Maafa 21 being too long while having no discernable affect on attendance. Our experience is that when people come into the room assuming that they are going to be there for 45 minutes or so, two hours seems like an eternity. But when they have been told up front that, "Maafa 21 is a feature-length movie that lasts about two hours," they rarely complain about it being too long. It seems that the issue is not how long Maafa 21 is, but how long they mentally allotted for it.

One thing that is common, is for sponsors to stop the movie as the credits start rolling. We don't have a problem with that but there are two things to consider. First, seeing the sheer volume of credits builds credibility as it demonstrates the enormous amount of research that went into producing Maafa 21. Second, this is an extremely emotional movie for many of the viewers and the time spent on the credits gives these people a few moments to collect their thoughts before having to interact with others.

**DISTRACTIONS:** Be sympathetic to the fact that this is an intense and often complicated presentation that encourages people to pay close attention. In that environment, distractions such as crying babies and fidgety children are more annoying than they would be in a conventional "entertainment" setting. It is also true that there are things in Maafa 21 that most parents would not want their children seeing or hearing. Consider providing a nursery for people who cannot make other arrangements for their children.

**MISCELLANEOUS:** If you have DVDs available at the event, many of these people would purchase them on the spot. Based on your anticipated attendance, you may want to purchase a supply of Maafa 21s under our bulk sale program. DVDs bought at this sort of discount could also make a great premium for your next fundraising effort.

To order Maafa 21 in bulk for your event or if you have additional questions, please feel free to call us at: (940)380-8800.

<b>5 DVDs</b>	<b>\$4.00 each</b>
<b>10 DVDs</b>	<b>\$3.25 each</b>
<b>25 DVDs</b>	<b>\$2.50 each</b>
<b>50 DVDs</b>	<b>\$2.00 each</b>
<b>100 DVDs</b>	<b>\$1.50 each</b>

**CONTACT US:**

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**Thank You for Showing Maafa 21!**