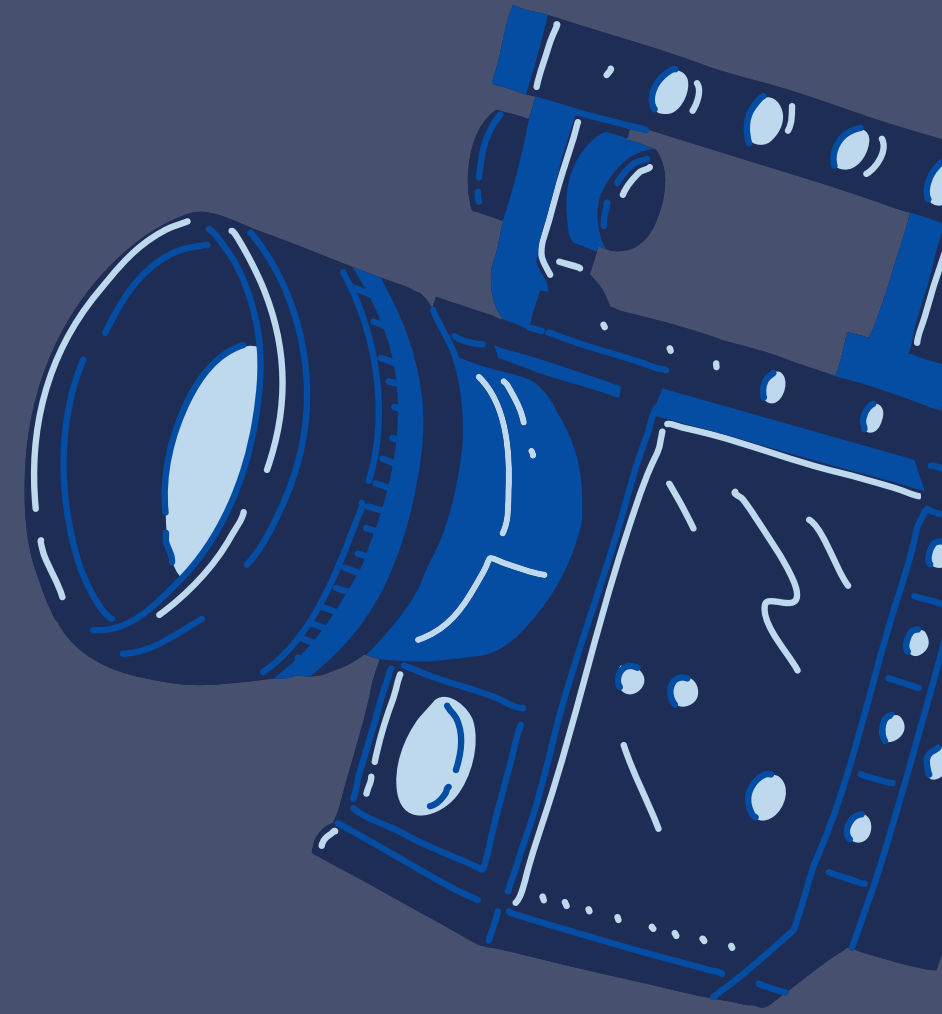




How to Organize a Successful Screening



SATURDAYOCT7.COM



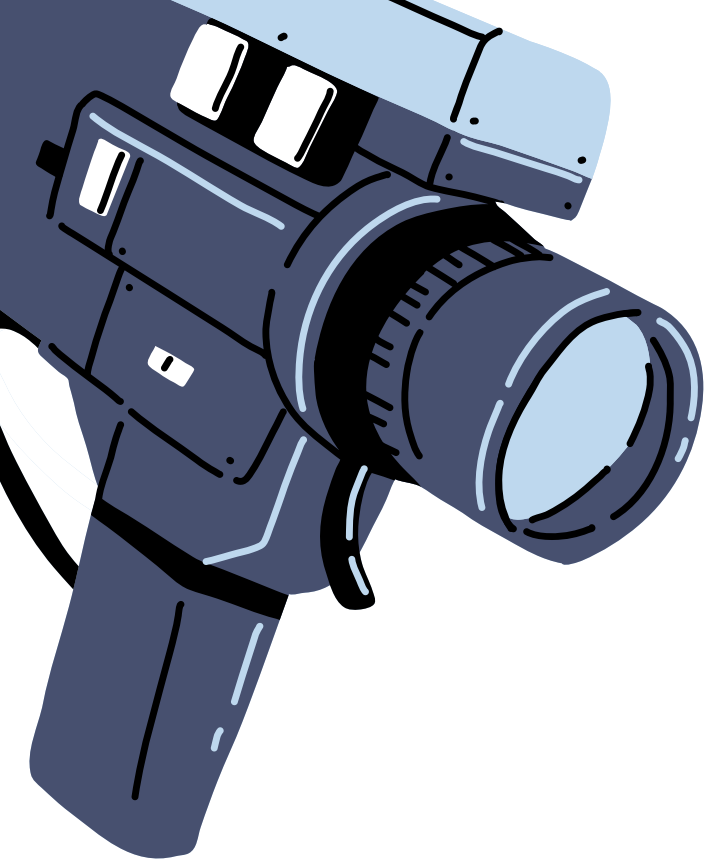
About the Film



SATURDAY October 7 is a 1-hour documentary film produced by the **Jerusalem Institute of Justice** that weaves together the stories of 7 survivors of the October 7th massacre.

Featuring survivors' own eyewitness testimony, combined with their personal video footage and panicked phone calls, the film captures first-hand accounts of miraculous survival, heroic rescue operations, and the lingering impacts of the darkest day in Israel's history.





WHY SCREEN THIS FILM?

The eyewitness accounts of those who survived the October 7th massacre are the most potent antidote to the atrocity denial that powers hatred and antisemitism.

1

Invite others to **bear witness** to the darkest day in Israel's history

2

Stand in **solidarity with Israeli survivors** who bear the burden of re-telling their stories

3

Support survivors in their fight for **justice, accountability, and restitution**

- 1 Apply for a Screening License
- 2 Book the Venue
- 3 Gather Co-Sponsors
- 4 Promote the Screening
- 5 Host the Screening
- 6 Take Action Together
- 7 Lead a Discussion
- 8 Support the Campus Tour
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Apply for a Screening License

Complete an application for a screening license to get the process started. The license fee depends on multiple factors (*but campus screenings are always FREE!*).

[APPLY FOR LICENSE](#)

3 options to cover the fee:

- Pay a flat fee in advance
- Sell tickets in advance & at the door
- Collect donations at the screening to support the film's campus tour

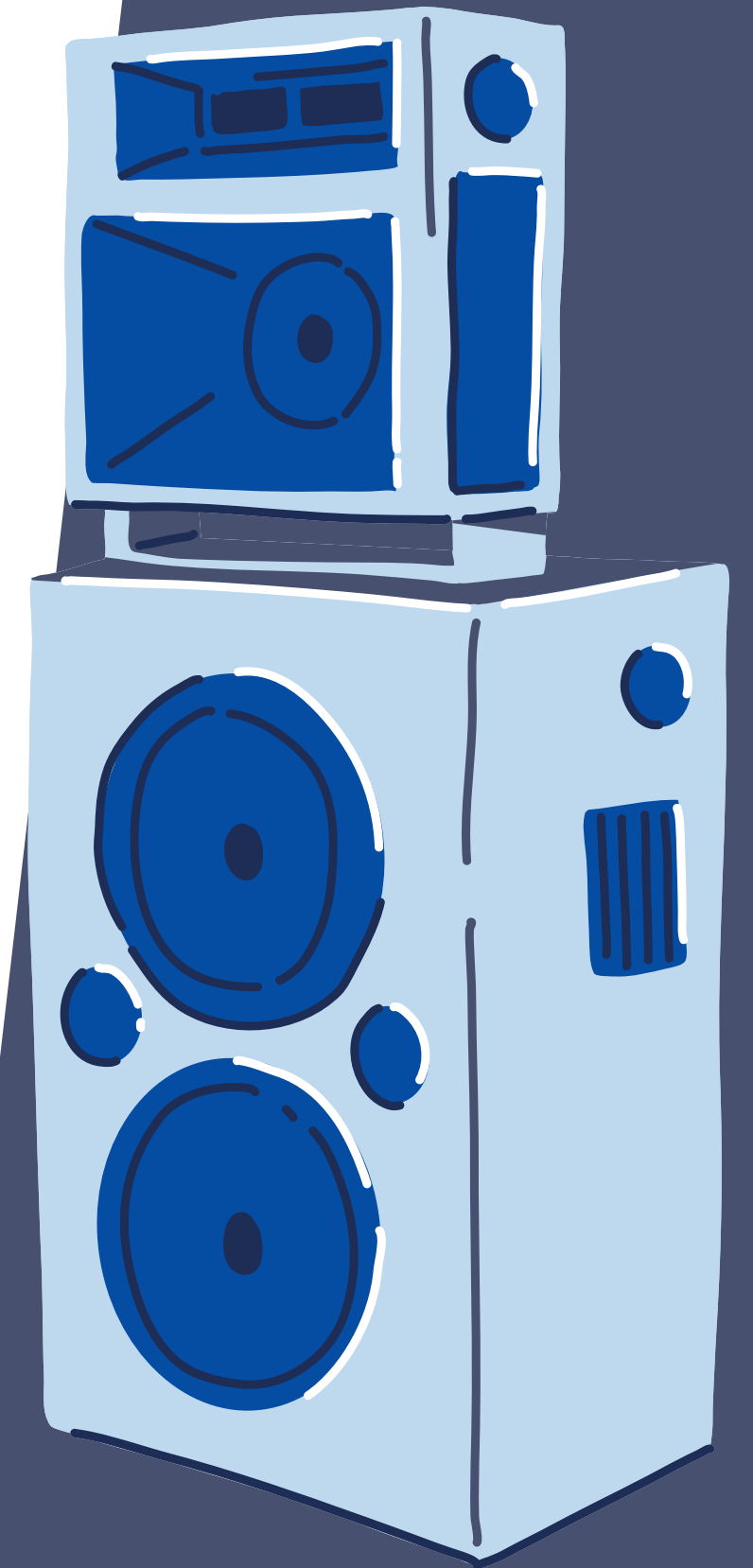
JJ will review your Screening License Application. If approved to host a screening, you must sign the Screening License Agreement before receiving the private link that you will use to project the film.



Book the Venue

Reserve a space for at least 2 hours. The film is 60 minutes, but you should plan for a 2-hour event to allow time for discussion and taking action together after showing the film. Consider these factors in planning your event space:

- How many attendees can be seated?
- Will everyone have a good view of the screen?
- What is the quality of the projection and audio system?
- Does the venue have a strong and stable internet connection?
- Can you operate the equipment, or will you need to recruit a volunteer?
- Will attendees need parking nearby?
- Will you offer food and drinks?
- Will you need on-site security?



Gather Event Co-Sponsors

Invite like-minded organizations to join you in co-sponsoring the screening. Co-sponsors should commit to:

- Inviting their own audience of friends and supporters
- Covering a portion of the costs

Gather co-sponsor names and logos to include in the event poster.



Promote the Screening

1. **Create an Event Poster.** Use our PDF template and edit the fields like date, time, location, address, and any other information you would like to include.

[MOVIE POSTER](#)

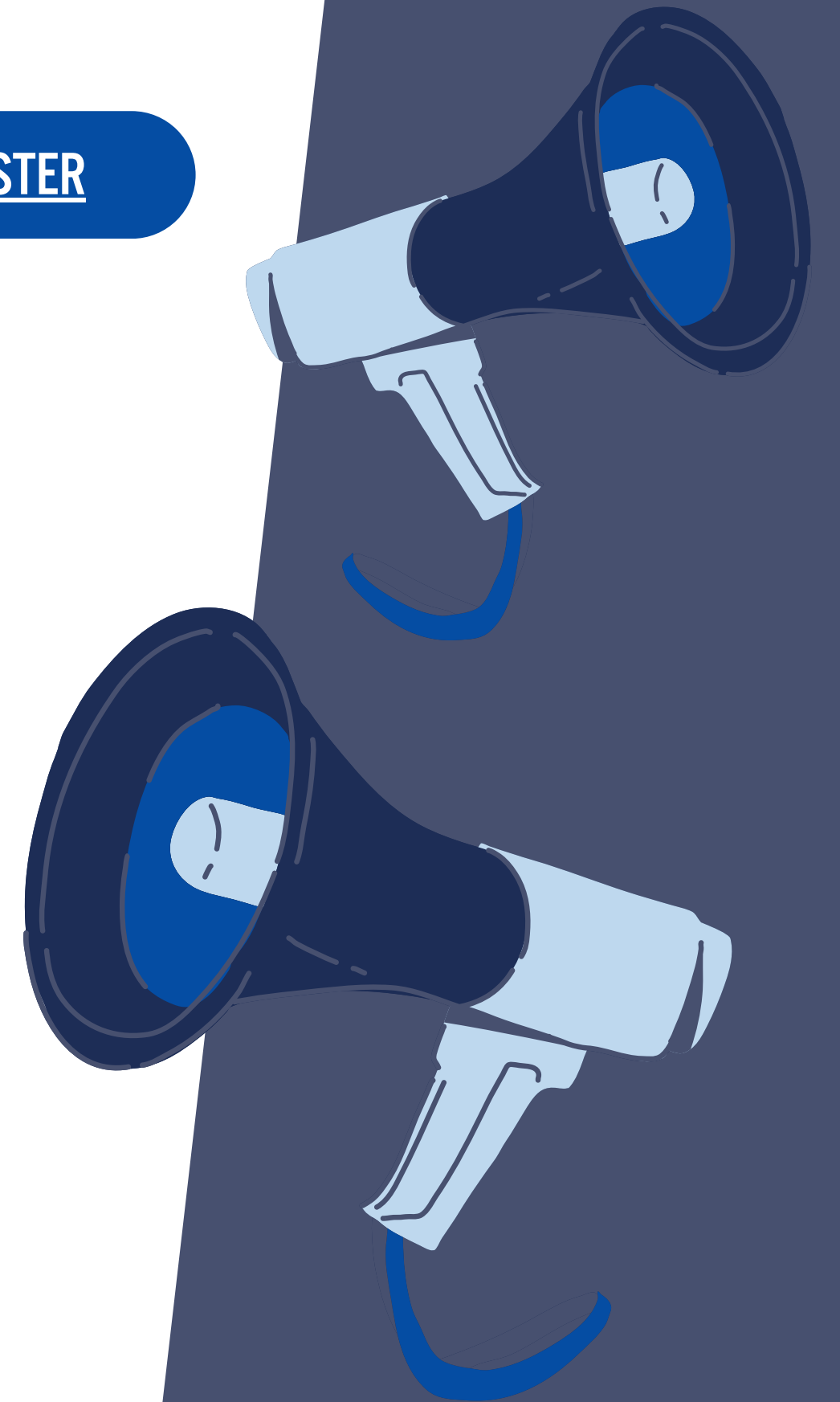
2. **Ask Co-Sponsors** to invite others through social media, email newsletters, and websites. Make sure to [share the trailer](#) in announcements.

3. **Invite community leaders**, elected officials, professors, and teachers.

4. Send a **press release to local media**. Include a quote that explains your personal motivation for showing this film. Why do you want to show this film, and why now? Use this template:

[.PDF PRESS RELEASE](#)

[.DOC PRESS RELEASE](#)



Host the Screening

1. **Set up seats & equipment.** Make sure there is a sign-in sheet so that you can send follow ups to audience members after the event.
2. **Test the film link & A/V equipment.** JIJ will send you a private link providing limited access to the film for 48 hours. Don't run the film from a cellphone hotspot. A wired internet connection is ideal.
3. **Start on time.** Don't delay more than 10 minutes. Briefly introduce the film & special guests. Ask everyone to stay for the discussion after the screening, and share when you expect the event to end.
4. **Screen the film:** 60 minutes.



During the Credits

Get your audience to **TAKE ACTION**.

A QR code will appear alongside the credits, pointing to a website where attendees can sign a pledge to **stand in solidarity with the survivors** of the October 7th massacre. Encourage everyone to take out their phones, access the QR code, and sign the pledge.

[SIGN THE PLEDGE](#)





Discuss the Film Together

Facilitate discussion after the film. Optional discussion prompts:

Was there a particular survivor you connected with in this film?

What stood out to you as the survivors discussed the aftermath, and their recovery?

This film intentionally omits Hamas' most shocking crimes, like rape, mutilation, beheading, and hostage taking. Instead it focuses on the pattern of going house to house, bomb shelter to bomb shelter, bush to burning bush, hunting for Jewish people to kill.

Was this easier for you to digest? Or harder than you anticipated?

How did the people in your life respond to the atrocities of October 7th? Was there a general lack of awareness? Apathy? Compassion? Denial?

What can we do to fight antisemitism?

After the Discussion

Ask everyone to GIVE in support of the film's campus tour.

Try talking about it this way:

“I believe that every university student in school today should have an opportunity to see this film and understand what really happened on October 7th. Every donation made tonight, no matter the size, will help the Jerusalem Institute of Justice to bring this film on a global campus tour.”

FUND CAMPUS TOUR



Report Back

We want to hear from you!

Tell us what was successful or challenging about your screening event, and include photos, videos, and links to local press.

Send an email to ken.groat@jijusa.org with the highs and lows.



Resources

- 1 [Stills & Key Art](#)
- 2 [Poster Template](#)
- 3 Press Release Templates
[.pdf Format](#)
[.doc Format](#)
- 4 [Film Website](#)

