

WELCOME LETTER



Dear Screening Host,

Thank you for hosting a screening of [FUNDAMENTAL](#). This screening kit is full of helpful tips for planning, promoting, and facilitating a successful screening and discussion of the film.

Included in this Host Screening Kit, you'll find:

- **Discussion Guides** for each episode, including discussion questions, tips to lead a successful post-screening conversation, and resources to learn more about each issue space
- A **Social Media Guide** with suggested language and social media handles and sample newsletter language for sharing your event with your community
- **Streaming Best Practices** You will receive a streaming link for the episode(s) of your choice via the platform INDEE. Please pay attention to your expiration date and number of views for each episode
- **Additional Digital Assets**, including film stills, graphics, and sample invites to publicize your event

We encourage you to use these materials to help promote and introduce the film at your event. We invite you and your audiences to visit the [FUNDAMENTAL](#) website to learn more about the inspirational efforts of leading feminist activists.

If there are any issues, please email fundamental@picturemotion.com with questions or concerns.

Thank you again for hosting a screening of **FUNDAMENTAL!**

EPISODE GUIDE



Feminist movements have the power to disrupt the status quo and radically alter the course of history for women and girls—and ALL historically marginalized people and communities globally. **But what does it really look like to be a feminist leader today?**

From Global Fund for Women and directed by two-time Academy Award-winner Sharmeen Obaid-Chinoy, [Fundamental](#) profiles a distinct set of remarkable grassroots leaders working on issues from ending child marriage in Pakistan to pursuing LGBTQI liberation in Georgia. These incredible leaders are at the front lines of fighting for gender justice and mobilizing to write new futures for themselves, their societies, and the world.”

The entire short docu-series is available to any organization, college, university or community that wants to host a screening this spring at **NO COST TO YOU.**

HOSTING A SCREENING

1. Select which of the five episodes you'd like to screen for your audience. Each episode is approximately 17 minutes, so you may screen one or multiple episodes at a time and may host more than one event.
2. Once you've selected the episode or episodes for your screening, simply fill out this [form](#).
3. Someone from our team will respond within 1-3 business days with next steps to confirm your event, which will require you to select a date/time and location. If you'd like to host another public screening, you must receive written approval from the screening team.

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4. Once confirmed, we will send you a screening toolkit, including robust discussion and educational resources, social media guides and graphics to help you promote your event to your community.

5. Engage local professors, activists and community members to secure speakers for your post-screening panel.

EPISODE BREAKDOWN

*Each episode has a runtime of approximately **17 minutes**. We recommend pairing two episodes with a discussion for your event.*

Episode 1 **Rights Not Roses**: *Ending child, early, and forced marriage in Pakistan*

In Pakistan, we meet **Zarmina**, who was married at age 13 to a 28-year-old man, who abused and starved her until her parents found out and helped Zarmina escape the marriage. We also hear from a network of community activists fighting to end the scourge of early and forced marriage in Pakistan, where 21% of girls are married before the age of 18. These include **Rukhshanda Naz**, a human rights attorney and longtime women's rights leader who is fighting in Pakistan's courts to extricate girls like Zarmina from early and forced marriages, and whose passionate advocacy for ending child marriage is informed by her family's own experiences with the issue.

Episode 2 **Defenders of Justice**: *Fighting racism and patriarchy in Brazil*

In Brazil, we meet **Lucia Xavier**, who is part of a movement to reframe reproductive rights as an issue of women's rights and racial justice, as she and others work to address security threats against their activist community. We also meet **Daniele Duarte**, an Afro-Brazilian lesbian activist who protests and marches against the rise of the extremist president Jair Bolsonaro. Lucia and Daniele are among the changemakers mobilizing what some are calling a "Feminist Spring" in Brazil as the Supreme Court considers decriminalizing abortion.

Episode 3 **Living Out Loud**: *LGBTQI rights in Georgia*

In Georgia, we meet **Eka Aghdgomelashvili**, a Georgian feminist activist and trailblazer who led successful efforts to pass anti-discrimination laws in this former Soviet state homophobic ideologies and strong ties between the church and state still exist. We also meet young artist **Eka Tkemeladzeand**, and fellow community activists who are mobilizing in the tense days leading up to the International Day Against Homophobia and Transphobia (IDAHOT) rally.

Episode 4 **Girls at the Heart of It**: *Comprehensive sexuality education in Kenya*

In Kenya, we follow two young women from Akili Dada, a women-led grassroots organization with programs focused on empowering girls and young women to become leaders in Kenya through sexual and reproductive health advocacy. We also meet **Purity Kagwiria**, Akili

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Dada's Executive Director, whose own personal experiences have led her to a lifelong commitment to support women and girls in her community.

Episode 5 **Rising Power**: *Building an intersectional justice movement in the United States*

In Madison, Wisconsin, we meet community organizers **Kabzuag** and **M**, co-directors of **Freedom Inc.**, a grassroots advocacy organization fighting for the rights of Black, Hmong and Khmer, women, girls, queer and trans people. Driven by their own intimate experiences of violence and poverty, M and Kabzuag have carved out a space for multiracial, multilingual, and multigenerational community members to disrupt a broken system and provide the community with the tools they need to confront oppression in all facets of their lives, and ultimately build a roadmap toward shared liberation.

Contact: fundamental@picturemotion.com | <https://fundamental-film.com>

VIRTUAL EMAIL INVITE

Hi friend,

I'm emailing to invite you to a private online screening and conversation, happening **[Insert Date & Time]** - and to request your support.

As you know, COVID-19 has impacted in-person events taking place this spring and summer. However, we have found a virtual solution. While we're still learning about the virus and its effects, it's clear that women, girls, and marginalized communities will be particularly hard-hit. You can read [Global Fund for Women's statement on COVID-19 here](#) on why feminist solidarity is needed now more than ever. In this unprecedented moment, it's critical to ensure the voices of women, girls, and marginalized communities are heard. Stories and film have a unique ability to bridge divides and bring us together as part of something bigger than ourselves - to connect us and create empathy during perilous times. To that end, we hope Global Fund For Women's new series *Fundamental* serves as a tool to foster connection and spark dialogue.

You are invited to attend an invite-only viewing and conversation:

What: Episodes [X] from the series *Fundamental* [total minutes]

[Include panel or moderators]

[Maybe special guests?]

Who: YOU! Make sure to join the live chat.

When: *RSVP HERE*

[Date]

XX-mins [17 X Number of Episodes] Screening: Available between X Date and X Date

Post-Screening Conversation: TIME PST / TIME EST

Once RSVP'd, we will send your screening and video conferencing links as well as ways to join the movement of women activists like those shown in the series.

Thank you. We all greatly appreciate your help - and think you'll love *Fundamental*.

SOCIAL MEDIA TOOLKIT

Social Links & Hashtags

#FundamentalFilm
#WomensRightsAreFundamental

[Website](#)

[Facebook](#)
[Instagram](#)
[Twitter](#)

Film Synopsis

Feminist movements have the power to disrupt the status quo and radically alter the course of history for women and girls—and ALL historically marginalized people and communities globally. But what does it really look like to be a feminist leader today?

Presented by Global Fund for Women **FUNDAMENTAL** is a character-driven documentary film series presented in five short episodes, directed by two-time Academy Award-winner Sharmeen Obaid-Chinoy. Each episode shines a light on grassroots activists and community organizers who are fighting for gender justice and disrupting the status quo to alter the course of history.

Sample Social Media Language

Promoting Your Event

Twitter

- Don't miss our screening of [@Fundamental_Doc](#), a series from [@GlobalFundWomen](#) directed by two-time Academy Awarding winner Sharmeen Obaid-Chinoy! We'll be talking about protecting the rights of women, girls, and gender non-conforming people across the globe. Hope to see you at [LOCATION] at [DATE/TIME]!
- We can't wait to see you at our special screening of [@Fundamental_Doc](#) on [DATE/TIME] at [LOCATION]! Together, let's fight for women's rights.
- Join us for a free screening of [@Fundamental_Doc](#) from [@GlobalFundWomen](#), and see the inspiring stories of women's movements around the globe organizing against the forces attacking them. [EVENT/RSVP LINK]
- [@Fundamental_Doc](#), from the [@GlobalFundWomen](#), follows incredible women activists like Rukhshanda Naz, a dynamic human rights attorney and

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passionate advocate for ending child, early, and forced marriage in Pakistan. Join us for a free screening and discussion on [DATE/TIME] at [LOCATION].

- How can we support intersectional justice in the United States and across the globe? Join us for a screening and discussion and screening of [@Fundamental_Doc](#) from [@GlobalFundWomen](#) on [DATE/TIME] at [LOCATION].
- In 30 US States, LGBTQ+ people are at risk of being fired, refused housing or denied services simply because they identify as LGBTQ+. See the inspiring story of women activists fighting for LGBTQ+ rights in Georgia at our free screening of [@Fundamental_Doc](#). [EVENT/RSVP LINK]

Instagram

- Don't miss our screening of [@FundamentalFilmSeries](#), a series from [@globalfundwomen](#) directed by two-time Academy Awarding winner Sharmeen Obaid-Chinoy!! We'll be talking about protecting the rights of women, girls, and gender non-conforming people across the globe. Hope to see you at [LOCATION] at [DATE/TIME]!
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SOCIAL MEDIA TOOLKIT

screening of [@FundamentalFilmSeries](#) from [@globalfundwomen](#).
[EVENT/RSVP LINK]

Facebook

- Don't miss our free screening of [@FundamentalFilmSeries](#)! We'll be talking about protecting the rights of women, girls, and gender non-conforming people across the globe. Hope to see you at [LOCATION] at [DATE/TIME]!
- We can't wait to see you at our FREE screening of [@FundamentalFilmSeries](#) from [@GlobalFundforWomen](#) on [DATE/TIME] at [LOCATION]! Together, let's fight for women's rights.
- Join us for a free screening of [@FundamentalFilmSeries](#) from [@GlobalFundforWomen](#), and see the inspiring stories of women's movements around the globe organizing against the forces attacking them. [EVENT/RSVP LINK]
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Promoting the Grassroots Screening Tour

Twitter

- [@Fundamental_Doc](#) is about courageous women rallying the movements they lead with incredible passion and urgency to protect women's rights around the globe. Bring the film to your community now!
<https://bit.ly/2vzH30E> #FundamentalFilm

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- Activists like those in the [@Fundamental_Doc](#) series are building momentum, making progress, and writing new futures for themselves and their communities. Join them! Get involved and host a screening: <https://bit.ly/2vzH30E>
- Join resilient activists rising to the moment and leading movements against authoritarianism, extremism, and conservatism that targets the rights of women, girls, and gender nonconforming people. [@Fundamental_Doc](#) is now available for community screenings: <https://bit.ly/2vzH30E>
- #WomensRightsAreFundamental. See how women's movements around the globe are protecting and advancing women's human rights against the forces attacking them in [@Fundamental_Doc](#), and host a screening: <https://bit.ly/2vzH30E>
- We campaign every day to ensure that every woman and girl is strong, safe, powerful, and heard. We are excited that [@GlobalFundWomen](#) has a new film series, [@Fundamental_Doc](#), that you can bring to your community for free. Learn more at <https://fundamental-film.com/#about>
- Gender Justice. No Exceptions. Join organizers across the globe hosting screenings of [@Fundamental_Doc](#). <https://bit.ly/2vzH30E>
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- We campaign every day to ensure that every woman and girl is strong, safe, powerful, and heard. We are excited that @globalfundwomen has a new film series, [@FundamentalFilmSeries](#), that you can bring to your community for free. Link in bio to host a screening
- Gender Justice. No Exceptions. Join organizers across the globe hosting screenings of [@FundamentalFilmSeries](#). <https://bit.ly/2vzH30E> #WomensRightsAreFundamental

Facebook

- [@FundamentalFilmSeries](#) is a documentary about courageous women rallying the movements they lead with incredible passion and urgency to protect women's rights around the globe. Bring the film to your community now! <https://bit.ly/2vzH30E> #FundamentalFilm
- Activists like those in the [@FundamentalFilmSeries](#) are building momentum, making progress, and writing new futures for themselves and their communities. Join them! Get involved and host a screening: <https://bit.ly/2vzH30E>
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- We campaign every day support woman and girls to amplify their voices. We are excited that [@GlobalFundforWomen](#) has a new film, [@FundamentalFilmSeries](#), that you can bring to your community for free. Learn more at <https://fundamental-film.com/#about>

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How to Host a Virtual Screening of **FUNDAMENTAL**

On COVID-19 and Convening

With COVID-19 affecting all in-person gatherings, the following is a guide for alternative viewing options for hosting FUNDAMENTAL community screenings. These options ensure the safety of our communities while providing shared viewing experiences to watch, discuss, and support movements for gender justice.



Different Types of Virtual Events

Depending on the type of event you want to have, we have different recommended platforms to encourage you to use.

Grassroots Events

Post-Screening Conversations

Because FUNDAMENTAL is currently available on YouTube, you can easily share the episode [links](#) with your audience and send them an invitation to a virtual panel or conversation.



We are also sending private screeners for each episode via the platform Indee, which allows for a more distraction-free/ad-free experience. Always feel free to contact us: fundamental@picturemotion.com

To complement your viewing, we recommend the following platforms for hosting thoughtful discussions to engage your community post-screening. These platforms do not allow for co-viewing.

Zoom:

- Allows for HD screen sharing; Ideal for smaller, more intimate post-screening discussions
- Allows up to 100 participants (and has Large Meeting add on if you need more)
- Rates: Free (for up to 40 minute sessions) ---- \$19.99/mo

Crowdcast

- Live video (great for panels); Fine for audience numbers up to 3k; Can record event to share later with stakeholders and new audiences
- Allows for audience chat and polling
- Rates: Starter \$20/mo ----- Business \$139/mo

GoToWebinar

- Up to 1,000 participants in standard mode
- Platform could facilitate a Q&A, polling and can integrate video
- Rates: Lite- \$49/mo --- Enterprise \$399/mo

Facebook Live

- Easy to use if host is familiar with Facebook, gives opportunities for company to receive funds without paying the platform to use services
- Audiences can subscribe to company's account or react to videos
- Rates: Free



MARQUEE Events

For Screening + Engagement (All in One Platform)

Recommended for 100+ audience members, panel discussions with journalists, influencers, and activists.

Picture Motion's Screening Room

- High quality streaming (can have 5000 viewers)
- Attendees can participate in moderated chat (can support 1000 people chatting during screening)
- Can easily direct people to post-screening video conference
- Password protected
- Free for screenings of FUNDAMENTAL



Use Case	PicMo Screening Room	CYA.Live	Crowdcast	Zoom	GoToWebinar	Facebook Live
Audience Size	100+	100+	Up to 3,000	Up to 100	Up to 1,000	8,000+
Live Watch Party / Co-Viewing Video Content	✓	✓	✗	✗	✗	✗
<ul style="list-style-type: none"> Backend "Control Room" 	✗	✓	✗	✗	✗	✗
<ul style="list-style-type: none"> Green Room 	✗	✓	✗	✗	✗	✗
<ul style="list-style-type: none"> Digital Rights Management 	✗	✓	✗	✗	✗	✗
Side Chat	✓	✓	✓	✓	✗	✓
Live Panel Discussion	✗	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Moderation 	✗	✓	✓	✗	✗	✗
<ul style="list-style-type: none"> CTA Button 	✗	✗	✓	✗	✗	✗
<ul style="list-style-type: none"> Q+A Feature 	✗	*Coming 1-2 Months	✓	✗	✓	✗
<ul style="list-style-type: none"> Polling 	✗	*Coming 1-2 Months	✓	✗	✓	✗
Live-Streamed Content	✗	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Live Video Stream (Hosts / Panelists) 	✗	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Slides / Presentations 	✗	✓	✓	✓	✗	✗
<ul style="list-style-type: none"> Video Sharing (ie. youtube video) 	✗	✓	✗	✗	✗	✗
Password Protected	✓	✓	✓	✓	✓	✗
Recording of Event	✗	✓	✓	✓	✓	✗
Pricing	Reach out to PicMo Rep	-\$1 per attendee	Free 7 day Trial	Free Up to 100 people for 40 minutes	Free 7 day Trial	Free

Additional Resources

[Here](#) is a recorded webinar where we discuss multiple platforms in detail.



How To Have A Thoughtful Discussion

Please see the FUNDAMENTAL Screening Host Toolkit for discussion guides for all 5 episodes. (to be provided when you register [here](#).)

Virtual Event Best Practices

- Keep your events to 90 minutes or less (including screening)
- Set event time based on viewing and engagement patterns of your audiences (i.e. avoid dinner time if your key demographic is parents)
- Keep any panel to 4 participants or less to encourage more time for each speaker to contribute.
- Local subject matter experts are a great addition to a thoughtful discussion
- We recommend audiences pre-screen one or two episodes and concentrate the discussion around that episode or general topics of gender inequality

Virtual Event Technical Best Practices for Moderators and Panelists



- Test your internet connection and prepare your lighting at least 20-30 minutes before the event
- Make sure your browser is up to date
- Use headphones
- Close down all unnecessary applications and close all unnecessary windows



Guidance on How to Avoid Zoom Bombs and Create a Safe and Secure Event

During this time of frequent virtual convenings, unauthorized persons have been intruding on Zoom meetings.

Here are recommendations from Henry Fernandez (Center for American Progress) and David Sifry (Center for Technology & Society at the Anti-Defamation League):

- Convert Zoom Meetings into Zoom Webinars - this provides the host with MORE robust moderation features ([meetings vs. webinars](#), [scheduling a webinar](#))
- Configure the Webinar Settings in Advance - disable the chat feature and Q&A feature. End registration once the meeting begins or by a designated time. Do not allow people to register with new identities as the meeting is ongoing (this allows someone to be kicked out, but re-enter).



- Do not put an open zoom meeting link on the web - a meeting could easily be bombarded this way.
- Treat entry to virtual space like entering a physical building - consider validating identities of attendees if you would like to invite them to use audio at any point or to show video as a panelist. This means going one-by-one as people arrive. This is better for smaller events. Otherwise, almost everyone should remain an attendee who can only view the content. Attendees can only be unmuted by the host. Once the meeting starts, you can "lock the door" as the host.
- If problems persist, promptly end the event - this can be a traumatic experience and our attendees (survivors, students, their families) may be especially affected by this.
- Communicate with attendees - explain what happened to the extent that is possible, but ask attendees to refrain from spreading news of the incident, especially just afterward. If it gets public and in the media, it would be a major victory for the perpetrators and much more difficult to manage. No one wants a PR crisis now. This is often the goal.
- Record events - this enables us to preserve evidence for professional investigation after the fact and possible tracing to the source.



Invitation Platforms

If you are interested in tracking RSVPs and more easily communicating with attendees, we suggest the following services:

- [Splash](#)
- [Eventbrite](#)



How Picture Motion Can Support You In Your Virtual Screening

Throughout the screening process, you can contact us at Picture Motion (fundamental@picturemotion.com). We're here to relay support materials and brainstorm with you regarding how to have an effective virtual event. If these platforms are new to you, we're happy to also get on the phone with you and discuss best practices. The FUNDAMENTAL discussion guides will be disbursed to each screening host who fills out and agrees to our [Screening Application Form](#).



Responsibilities In Hosting a Virtual Screening and Calls to Action

We're excited to share with you the series and the support materials free of charge. What we do ask for in exchange is for you encourage your community in the following Calls To Action:

- 1) Post about the series on social media using #FundamentalFilm, #GenderJustice #NoExceptions
- 2) Visit the Fundamental Film website fundamental-film.com and sign-on to join the movement for gender justice
- 3) Support the activists in the film series and others like them who are fighting for gender justice by making a donation to Global Fund for Women



- 4) Take action through one of the items identified in the discussion guide or on the Fundamental Film website

Additionally, we ask you to survey yourself and your community so that we best assess the experience of hosting a FUNDAMENTAL screening and working with Picture Motion. The survey results help us best measure the impact of each screening. We will reach out with these surveys post screenings.

To Sign Up To Host Additional Screenings or To Refer A Friend/Colleague to Host A Screening Of Fundamental: [Please Use This Link](#)