



## Planning a Grassy Narrows Movie Night Step by Step

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Thank you for volunteering to host a movie night for “As the River Flows: The Grassy Narrows Blockade Story,” the documentary on the struggle of the Grassy Narrows First Nation community against logging giant, Weyerhaeuser.

Here is an easy step by step guide to help you plan your movie night, whether it’s a small gathering of friends in your living room or a community-wide event at the movie theater. ***If you have any questions, please email Julie at [jwolk@ran.org](mailto:jwolk@ran.org) or call 415-398-4404 and ask to speak to Julie or Allison.***

### 3 WEEKS PRIOR TO THE EVENT

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- Select a date and time for your movie-night. Our day of solidarity with Grassy Narrows is Wednesday, June 14<sup>th</sup>, but feel free to show the movie any night that week (or beyond).
- Select a venue for the event. Planning a movie night in your own home is easy, and it’s a great way to gather your friends and family together. If you’d like to get more members of your community involved, think about asking a local school, community center, movie theater, bookstore or concert venue to let you screen the film there.
- Reach out to organizations in your community that may be interested in supporting, co-sponsoring or attending the movie night. We’ll supply a sample email asking these folks to participate.
- Draw up a list of potential guests. Remember to over-invite as not everyone will be able to attend.

### TWO WEEKS BEFORE THE EVENT

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- Confirm the location and time of your movie night.
- Make sure your audio-visual equipment is ready to go.
- If movie night is not at your house, find out if it is okay for you or guests to bring refreshments.
- Send out an email invitation to family, friends, group list serves and/or other concerned activists. Try to get an RSVP so you know how many people to expect for the evening. We will supply a sample email invitation.
- If you are doing a community-wide viewing, look into posting the announcement on community event websites, Indy Media websites, Craigslist, local papers or ask local groups to advertise on their website/list serve. You can refer people to the website [www.FreeGrassy.org](http://www.FreeGrassy.org) for more information.
- Expect a package in the mail from RAN including the DVD, posters, recruitment materials and some extra treats!

- If your event is public, fill in the blank at the bottom of the posters we'll send you with the date, time and location of your event, and put them up around town on community bulletin boards, coffee shops, storefronts (make sure to ask permission) and outdoor spaces.

## ONE WEEK BEFORE THE EVENT

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- Send out a reminder email to your guests.
- One or two days before the event call people who RSVPed to confirm that they'll attend and send out a reminder email about the movie night. Include a map link or directions to the location if necessary.
- Ask friends to bring snacks and drinks to share. You can even turn it into a potluck dinner or dessert event!
- Look over the Grassy Narrows fact sheet and movie intro (we will supply) so that you can tell people that aren't familiar with Grassy Narrows a little bit about they are about to view. You can also check out [www.FreeGrassy.org](http://www.FreeGrassy.org) or [www.RAN.org](http://www.RAN.org) or email us for ideas.

## MOVIE NIGHT!

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- Make sure to have posters, brochures, stickers, fact sheets, the petition and donation slips visible and readily available (We'll send you all of this!).
- Introduce people to each other and to the film you're about to watch.
- Play the **INTRO**, then the film – enjoy the film and your snacks!
- Have a discussion after the movie. We'll provide some ideas for topics in the packet we send.
- Take some pictures!
- **Take the next step – ask people to sign (with their address!) the letters to Quadrant Homes and add their own message at the bottom. Collect these letters and send them back to us with the survey and petitions.**
- Don't forget to ask all attendants to sign the petition to Free Grassy before they leave!
- Relax! You just threw a really important party.

## FOLLOW-UP

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- Fill out the survey about how your event went, and send it back to us. This way, we'll be able to learn what went well and what we should improve for next time.
- In the provided RAN-addressed stamped envelope, please mail us your signed petitions, survey, and letters to Quadrant so we that we can pass them on and update new activists about the campaign. Also, you can mail us any donation slips that you collected.

- Email us your pictures of the event so we can post them on our website.
- Send out a thank you email to all those who attended.

## **OTHER MATERIALS WE WILL PROVIDE:**

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Via Email:

- Sample email for guests
- Sample email to recruit other groups to co-sponsor the event

In the package we'll mail to you:

- DVD
- Posters to advertise your event or hand out to guests
- Free Grassy petitions
- RAN brochures and donation slips
- Grassy Narrows fact sheets for guests
- Report documenting wood products sourced from Grassy Narrows land
- Letters to send to Quadrant asking them to stop building homes using wood sourced from Grassy Narrows
- A RAN-addressed stamped envelope for petitions, Quadrant letters, petitions
- Discussion questions
- Stickers and stuff for your guests
- Popcorn!

## **MORE BACKGROUND ON GRASSY NARROWS**

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*"The government of the colonists and the logging industry have conspired to destroy much of what we hold sacred. Our traditional values and culture are suffering and are headed towards extinguishment. This land and the forests that are an integral part of it have sustained our people for time immemorial. We watch as they disappear on the backs of logging trucks to paper mills all over the continent."* Joe B. Fobister, a Grassy Narrows business man and community leader, in a letter written on March 21, 2002, to the Ontario Ministry of Natural Resources.

The First Nations community of Grassy Narrows in Northern Ontario's boreal forest has fought for decades to stop multinational logging companies from clear-cutting their traditional lands.

Grassy Narrows has seen its traditional subsistence way of life devastated by massive deforestation, ecological damage and toxic pesticides left by logging companies. Weyerhaeuser, the biggest lumber company in the world, is buying up the ancient hardwood forests of Grassy Narrows – forests clear-cut over the objections of the community – and converting them into building products for the

U.S. housing industry. Weyerhaeuser purchases the wood for these products from Abitibi and markets these products as “environmentally friendly.”

In December 2002, community members at Grassy Narrows established a blockade on a logging road in their territory, sparking the longest-standing and highest-profile indigenous logging blockade in Canadian history. However, clear-cuts still take place -- Weyerhaeuser and Abitibi refuse to respect the community's right to self-determination within their traditional territory. This July, busloads of activists from around North America will gather in solidarity at Grassy Narrows to help uphold the blockade.

For a short video on RAN's involvement in the campaign see:

<http://www.youtube.com/watch?v=KrwoUp6lb-0>

Director David Clement's "As Long As the Rivers Flow: The Grassy Narrows Blockade Story," tracks Grassy Narrows' continuing battle to save its native lands from two of the world's largest lumber companies, Abitibi and Weyerhaeuser. The documentary is approximately 55 minutes, shot by Thunder Bay Indy Media. It includes interviews with community members, footage of clear-cuts, the blockades, protests and rousing visits to Canadian government officials.

You can watch a clip from the documentary here:

<http://www.youtube.com/watch?v=STsn4fqDtGk&search=FreeGrassy.org%20Activism%20protest%20indigenous%20forest%20action%20rainforestactionnetwork>

*For much more info on the Grassy Narrows First Nation community's struggle against logging giants Weyerhaeuser and Abitibi, go to [www.freegrassy.org](http://www.freegrassy.org)*