



***Silent No More* Screening**
Marketing Media

SAMPLE PRESS RELEASE

[Insert City, State] - On [Date] a documentary 'Silent No More' will be shown at [location] at [time]. There is no admission fee.

The 52 minute documentary created by White Bison, Inc. and the Wellbriety Movement presents an authentic look at violence against Indigenous women as well as the issue of missing and murdered Indigenous women.

In introducing the film, Don Coyhis, White Bison President and Founder, describes the ceremony and guidance of elders that directed the organization's work in bringing awareness to this issue in both Canada and the U.S.

J. Carlos Rivera and Erin Williams of White Bison, Inc. traveled to Pine Ridge, South Dakota and Lame Dee, Montana to interview families of women who have gone missing. They documented families sharing their memories and experiences when their loved one went missing and were found murdered. It is their hope to bring awareness to these issues and hopefully solutions will be found for grassroots protocols.

"Families describe their loved ones as far more than the circumstances of their deaths; these were daughters, mothers, sisters and aunties and they were loved", said Pember in her review. Seated on their living room couches, mothers describe their last words to their daughters, "Dress warm, it's cold outside," Lucille White Dress told her daughter Emily Blue.

After wiping away tears, however, the mothers and aunties describe how they stopped waiting for state, federal and tribal law enforcement to sort out jurisdictional issues; these are women descended from ancestors who have survived waves of destruction. They describe how law enforcement repeatedly tried to minimize their missing persons claims and how they rallied family and community forces to search for their daughters.

On some reservations, Native women are murdered at ten times the rate of the national average. White Bison, Inc. plans to use the film to raise awareness and create dialogue.

For more information about this screening of the documentary film Silent No More, contact [insert your name and contact email and/or phone number].

For press inquiries or other information, contact info@whitebison.org.

SAMPLE AGENDA

1. **Arrive early to set up the event space.** Be sure to set out the sign-in sheet and pens near the entrance and announce to everyone to sign-in as they arrive. You will also want to set up and test the AV equipment, including your microphone, TV/Projector/Screen and DVD player or computer.
2. **Welcoming Remarks & Prayer (10 minutes).** Begin your event with an opening prayer and ceremony. Introduce partners, thank sponsors and hosts, and let people know how the event will proceed. Use the **Sample Welcoming Remarks** below or create your own.

“Thank you for coming. I am [your name] and I coordinated this *Silent No More* Screening. If you haven’t done so already please sign-in on the sheet near the entrance before you leave.

This is [name] and s/he will be beginning this event with a prayer. [Or: I will be beginning this event with a prayer].

Today we are going to view and discuss the documentary *Silent No More*. This film shares the stories of families and friends of victims of missing and murdered Indigenous women. Our intention for this screening is to spread awareness of this epidemic. Immediately, after the film we will welcome your comments in a facilitated discussion”.

3. **Film Screening (53 minutes).** *Taking a break between the film and discussion puts you at risk for losing part of your audience, so begin the discussion as soon as the film ends.*
4. **Discussion (30-60 minutes).** Engaging the audience in dialogue about the film is as important as the film itself! Use the Sample Discussion Questions or create your own.
5. **Closing (7 minutes).** Conclude your event with a prayer and ceremony. Offer the following suggestions to continue the dialogue and build the movement after your screening.
 - Join the Facebook *Silent No More* Wellbriety Support Group at, <https://tinyurl.com/y7k3l7ys>
 - Has an Indigenous female family member or friend of yours one missing or been murdered? Share your story by emailing info@whitebison.org
 - Host your own screening! Maybe in a different town or part of town, or for a different audience. Given the size and scope of the problem, there are still millions more who need to see this film!
 - Attend a White Bison training. Contact info@whitebison.org or (710)548-1000 for more information.

SAMPLE EMAIL MESSAGE

Hi [Insert Name],

I just signed up to bring a documentary called *Silent No More* to our community. This documentary, created by White Bison, Inc. and the Wellbriety Movement, presents an authentic look at missing and murdered Indigenous Women. On some reservations, Native American women are murdered at 10 times the rate of the national average. Families from Pine Ridge, South Dakota and Lame Deer, Montana share their stories of suffering in this film. By sharing their experiences, they hope to bring awareness to these issues and start a dialogue in order to create change.

You can watch the trailer here:

The screening is planned for [date] at [time] at [location]. I hope you can make it.

Feel free to tell anyone you know who might be interested.

Thanks and I hope to see you [date of screening]!

[Your Name]

P.S. Can't go? Join the Facebook *Silent No More* Wellbriety Support Group at, <https://tinyurl.com/y7k3l7ys>

FACEBOOK EVENT INSTRUCTIONS AND SAMPLES

To create a Facebook event follow these steps:

1. Click on 'Events' on the left side of your Facebook page
2. Click on 'Create an Event'
3. Name it 'Silent No More [your city] Screening'
4. Add the date, time and location of your event. Use the **Sample Facebook Event Description** below or create your own.

On some reservations, Native American women are murdered 10 times the rate of the national average. Silent No More, created by @White Bison, Inc. and the Wellbriety Movement, presents an authentic, pull no punches look at missing, murdered and the violence against Native American Women. Families from Pine Ridge and North Cheyenne, South Dakota share their stories to bring awareness to these issues.

Please join me for a community screening of Silent No More on [Date] at [time] at [location]. [After the screening we will be having a community discussion]

If you have any questions please contact me at [your email and/or phone number]

5. Add the **Sample Facebook Event Cover Photo**
6. Click invite friends to add friends to the guest list. Check the names of the people you want to invite and then click 'Save'
7. Click create and you are set!

SAMPLE SOCIAL MEDIA POSTS

Silent No More tells the stories of families of missing and murdered women from @Pine Ridge, South Dakota and @Lame Deer, Montana. Join us at the screening of the film at [LOCATION] on [DATE] at [TIME] by signing up at [INSERT LINK TO YOUR FACEBOOK EVENT](#)! #SilentNoMore

Bringing Silent No More's message to [#YOUR CITY] relies on YOU. RSVP to my screening now at [INSERT LINK TO YOUR FACEBOOK EVENT](#)! #SilentNoMore

On some reservations, Native American woman are murdered at 10 times the rate of the national average. Join me at the Silent No More screening at [LOCATION] on [DATE] at [TIME] to learn more! Visit [INSERT LINK TO YOUR FACEBOOK EVENT](#)

Hashtags to consider using: #SilentNoMore #MissingandMurderedWomen #MakeADifference #ShareYourStory #[Insert Your City] #Documentary