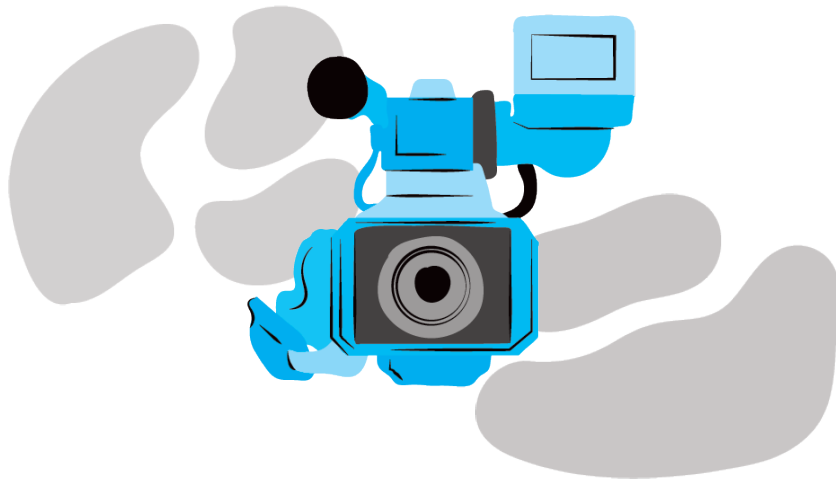


BENEATH THE SURFACE:

*Community Solutions to the
Global Mining Threat*

Guide to Community Video Screenings



**NEW MEDIA
ADVOCACY
PROJECT**

The New Media Advocacy Project (NMAP) advances human rights and social justice by using digital video and other media to strengthen legal advocacy in courts, legislatures, and communities.

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NMAP freely grants permission for copies of the materials to be made, in whole or in part, for use by community advocates working to protect their communities from negative impacts of mining.

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EQUIPMENT GUIDE



INTRODUCTION

Who are these videos for?

The Beneath the Surface Video Series was developed to share stories, information, ideas and strategies among communities impacted by mining. **The videos are designed for communities where mining is already a threat or where mining companies want to enter.**

The information in the videos is useful for community organizing, spreading awareness and sparking action. Whether you want to try and stop mining from occurring altogether, or protect your rights as mining moves forward, these videos can be a tool in your community action.

Why host a screening?

Screenings of the *Beneath the Surface* videos can educate people, bring them together for discussions, bring out challenging questions, reveal differing viewpoints, shift individual opinions, help people reach agreements, and begin the path toward action.

There are many reasons to host a screening:

- **To warn people about the impacts of mining**
- **To learn about concrete strategies other communities have used to protect their rights or stop mining altogether (which you may want to mimic)**
- **To convene citizens and spark dialogue about mining in your own community (such as deciding together whether you want mining to occur, or deciding together what action you want to take collectively)**

- **To pressure government officials or other decision-makers to participate in dialogue with you**
- **To increase visibility of your own activities in community organizing**

Important safety considerations

Mining is a controversial topic in many parts of the world, and community meetings near mining concessions can be targets of suspicion or persecution by company officials, government representatives, or even citizens with strong feelings or affiliations. As you make decisions about when and where to hold a screening and who to invite, consider potential safety and security risks, and discuss them with trusted community members.

This guide offers tips, recommendations, and information to help you prepare for a screening of *Beneath the Surface* videos in your community. You will find many ideas, which you can adapt to your specific setting. Not everything in every video will be relevant or appropriate for your circumstances. You can use what is useful and ignore what is not!



PART I: BEFORE THE EVENT

PLANNING A SCREENING



1 WORK WITH YOUR COMMUNITY TO DETERMINE YOUR GOALS

Communicate with participants and stakeholders

Successful video screenings have **clear goals that are agreed on in advance, and are part of a larger strategy for community organizing and empowerment.**

Meet with other concerned citizens or leaders in your community to discuss what challenges you are facing. Based on that discussion, you can decide how the videos might help you address some of those challenges. As you identify other community members or leaders who are interested in this issue, you can also form a team to organize the screening together. There are many tasks that can be divided according to each group member's particular skills or background: mobilizing participants, coordinating the venue and time, notifying the audience, facilitating the event, and so on.

What are your objectives?

Every community screening should have clearly defined objectives. What do you want to accomplish with this event? There is no “wrong” objective. But it is vital to discuss and agree upon your objectives as a group, in order to ensure that the screening is organized to support those goals.

Your objectives could be...

- To raise awareness and stimulate an important discussion
- To form a group of concerned individuals
- To build alliances between groups or partnerships with specific individuals
- To develop an action plan

Who is your audience?

Consider what audiences you want to reach. Who needs to see the videos?

This should relate directly to your objective. If your objective is to increase awareness and education about mining generally, then the screening should target the general public. If your objective is to influence particular decision-makers—like community chiefs, elected officials, mining company public relations officers, religious leaders, or journalists—then those individuals (or persons who could influence those individuals) should be included in the target audience.

Refer to the safety considerations in the introduction of this guide when deciding who to invite or alert about the screening.

Your audience may be one or a combination of these:

- **Your neighbors and local community**, in order to unify, educate, or motivate them. You may wish to use the screening as an opportunity to attract people who are not normally involved in community activities, and involve people who aren't familiar with the issue yet.
- **A local NGO**, in order to brainstorm strategies and actions together, based on the information in the films.
- **Potential allies**, including other citizens, civic groups, religious leaders, neighboring villages, or sympathetic political bodies, such as the ministry of health or education.
- **Your elected officials**, locally, nationally, or at the district level.
- **The media**, who may be interested in the videos and can do a story about your activities.
- **Mining company officials**, who you may be meeting with on behalf of the community to negotiate, build a relationship, or exert pressure.

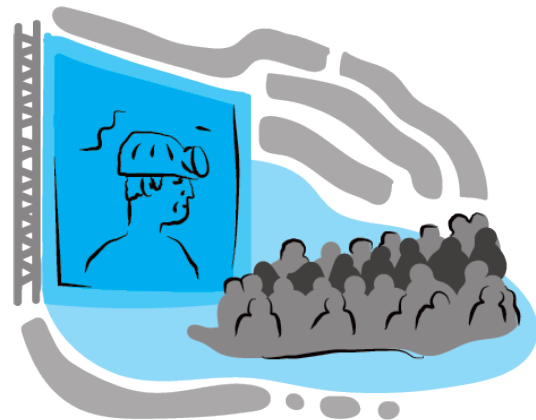
If there are several different groups or audiences you want to see the video, you could convene screenings of the same video multiple times.

Sometimes it seems most important to screen a video for as large an audience as possible, but often it is difficult to have meaningful participation and valuable discussions among very large groups. A small audience with a well-structured discussion could lead to a better outcome.

In this case, **it may be more impactful to convene a number of smaller screenings and discussions, instead of one very large one.**

In some cases, important individuals may be unable to attend a community film screening. Then you may consider more targeted or individualized screenings. However, such screenings cut down on the opportunity for broader community participation, and/or direct engagement between decision-makers and community members, which can be quite important.

2 SELECT THE VIDEOS FOR YOUR SPECIFIC AUDIENCE



The *Beneath the Surface* video series is currently comprised of eight videos. Consider which ones are useful to your objectives, or interesting to your audiences.

You may also consider **using the videos as a series**, and plan several events, such as one per week, to show a different video each time and create a regular meeting time and place for your community to gather.



BENEATH THE SURFACE VIDEO SERIES



THE IMPACTS OF MINING.

This video provides warnings and detailed information about the negative impacts of mining in three different countries around the world (Peru, Zimbabwe, and the Democratic Republic of Congo). This video is a good introduction to mining and can help communities begin to think critically about their own circumstances.



COMMUNITY MAPPING AND RESISTANCE TO MINING.

This video tells the story of a rural village in Ghana that used a practice called community mapping and democratic decision making to successfully say “No” to a huge mining company. This video can help communities consider whether they want to pursue a resistance strategy to mining, and get ideas for how to do it. It can prompt discussions about best practices for collective decision-making and building unity. It can also help NGOs think about how to best support communities.



BASELINE DATA AND ENVIRONMENTAL MONITORING.

This video tells the story of several villages in Nigeria that were devastated by an oil spill. Luckily, some community leaders had collected water samples BEFORE the spill took place, and used them to show the environmental changes that resulted from the oil spill. This video can help communities discuss environmental damage and environmental protection, and decide whether to implement a baseline data and environmental monitoring program. It can also help NGOs think about how to best support communities.



CREATING A COMMUNITY BASED ORGANIZATION TO FIGHT DISPLACEMENT.

This video tells the story of villagers in Zimbabwe who were displaced by a massive mine, and were first ignored when they complained to their government and the company about human rights abuses. They formed an organization of their own in order to get powerful decision-makers to listen to them. This video is useful for discussing the importance of persistence when dealing with human rights abuses, for understanding the power of collective action, and for discussing the various tactics communities must use in unison to stand up for their rights. It gives ideas for various actions communities should take on their own behalf, and how to build relationships with public officials and political leaders. It can also help NGOs think about how to best support communities.

BENEATH THE SURFACE VIDEO SERIES



WOMEN'S LEADERSHIP IN THE PHILIPPINES.

This video introduces the women who lead the anti-mining resistance movement in the Cordillera region of the Philippines. For decades, these women have risked their lives to protect their homes and ways of life. To sustain their struggle over time, female leaders pass their knowledge and experience on to the younger generation, who learn about the struggles of their elders through performance and storytelling.



NEGOTIATING FOR PROTECTIONS IN THE ENVIRONMENTAL IMPACT ASSESSMENT.

This video tells the story of a village in Bolivia that was threatened by an oil company, and forced by their own government to accept an unwanted project. The communities negotiated successfully with the oil company to have protections for their land and forests written into the official environmental impact assessment and plan. This video can help communities learn how to negotiate with companies when resistance is not an option. It also teaches about the important role of technical advisors to support communities with expert knowledge.



Using Information to Build a Resistance to Mining.

This video follows the successful case of communities who stopped the advancement of a massive gold mine in Peru. When Newmont Mining Company arrived, residents demanded access to information and used community organizing, civil disobedience, and mass communications to build a powerful grassroots resistance. This video can help communities understand the risks of resistance, and how to use information and communication effectively.



3 CHOOSE THE TIME & PLACE

Set the date: Consider the needs and constraints of your target audience when choosing a date and time for your screening. Consult widely before agreeing on the appropriate date and time, and once it is set, don't change it unless completely unavoidable.

Find a good location:

Consider the size of the space. Will it be large enough to accommodate the viewers who will attend? Is there a safe place to securely position the equipment?

Try to **choose a space that is centrally located**, easy for your intended guests to access, and familiar to the people you will invite. Generally, people will be more likely to engage in meaningful discussion in a venue where they feel comfortable. When a community is divided in disagreement, look for a neutral screening place that would be acceptable to all potential audience members, or consider more than one screening. Above all, try to find a space **within the community** so that people will feel comfortable.

Consider lighting and sound. If you are screening the video during the day, is there a way to block windows and doors in order to make the space dark enough for viewing with the projector? Especially outdoors, you will need significant amplification of sound for everyone to hear the videos. Try to also choose a location without noise interference from loud roads, construction projects, or electricity generators.

Finally, it is of critical importance to **consider the safety and security** of screening the videos in a given location. Some risks might be obvious from the outset, whereas others may be less apparent. Is anyone likely to be

upset or angry by watching or discussing the videos? Will attending the screening at the set time and place be safe for women, children, and all community members? Are there clear, unobstructed exits in the case of a fire? Keep in mind that some people may find these videos to be controversial, particularly mining company employees or government officials.

Often local community centers, schools, or churches are good options for video screenings since they

are large spaces, often with seats enough to accommodate a large number of people. If there are no indoor screening options, convening a screening outdoors is possible, but requires the screening to be at night, and extra attention to be paid to other concerns like sound, weather, and safety.



4 GET THE WORD OUT: PROMOTE YOUR EVENT

Now that you have defined your objectives and your audiences, selected your videos, and chosen a time and place, you need to get the word out about your screening so that people will be able to come!

Publicize your event among your target audience in advance, using whatever methods are most appropriate for your context. What are the existing ways of raising awareness? They might include:

- **Sending text messages, making phone calls, sending letters**
- **Announcements at a village square or in community meetings**
- **Sharing the event on social media (you could make a simple image with the details to share on Facebook, WhatsApp, and more)**
- **Handing out leaflets**
- **Hanging posters in strategic locations like public spaces, schools, hospitals, or places of worship**
- **Simply spreading news via word of mouth or door-to-door**
- **Local media (radio, tv, newspapers)**

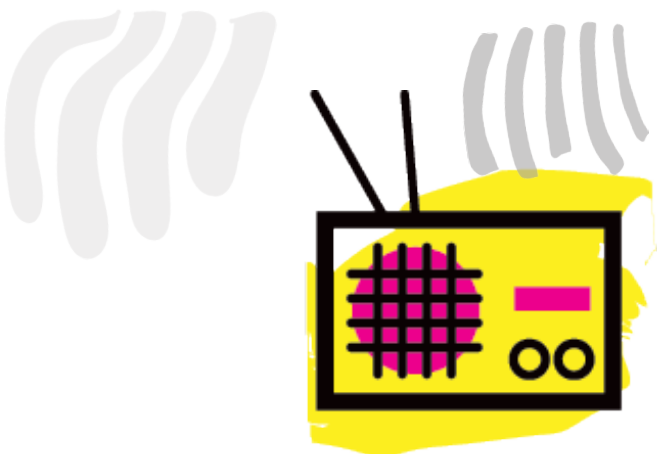
Keep in mind:

It is crucial to clearly communicate the details (time, place, duration), the intention, and the limitations of the event so that your audience knows what to expect.

Ensure that people are aware that they are coming for a video screening *and* a discussion. **Try to differentiate the event from a passive cinema experience—this is a chance to engage with the issue, not just watch a movie.** The better prepared your audience is for what you've planned, the more successful the screening and discussion will be.

Manage expectations. Avoid disappointing those attending by setting realistic expectations. What has the audience been led to expect from the screening? Is there an expectation that the screening process will directly answer any needs/frustrations? Is there an anticipation of further investment or engagement from anyone present?

Consider whether it is appropriate or necessary to notify or consult with local authorities or groups such as the village head, local police, elders, government officials, or mining officials. Advance consultation with authorities can help to ensure necessary security arrangements are made, that there aren't any disruptions of the screening, or other unexpected challenges. However, in some circumstances, advance notification or participation of certain parties could instead have a negative impact. Always make an informed assessment of what is most appropriate in your specific circumstance.





PART II: PRE-SCREENING PREPARATION



PLAN THE SCREENING AGENDA

Create an agenda for your screening. Revisit your initial objective when writing the agenda. Remember, you are showing the videos in order to create certain changes and solve problems, not just to entertain. The structure does not have to be rigid, but should usually include the following elements:

Welcome and Opening Remarks:

Introduce yourself and key partners or people in attendance. Give a brief background on the topic of the film being screened, and an explanation of why it is being screened. This is the opportunity to frame the video and the discussion that will follow. Share the objectives of the screening, and make it clear that it will not guarantee any particular outcome. You can also set ground rules, such as how and when to respectfully share feedback. If you are taking photos or videos of the event, be sure to seek consent from everyone in attendance.

Film Screening: Play the film through without any interruptions.

Facilitated Discussion After the Film:

The discussion following the film is a key opportunity for participants to ask questions, make comments, as well as reflect on how the film relates to their present reality. See attached discussion questions for ideas for each film.

Determine Next Steps: After the video, help your community propose changes you want

to create, as well as actions and action plans. You can refer to the suggested resources to help the group decide on next steps or actionable goals. Always set a specific date for when the group will convene again, and for what purpose.

Next Steps, Closing Remarks, and Thank You:

Summarize the key points made during the discussion and the key lessons learned in the video. Confirm any agreements reached, follow-up assignments, or next steps. Remember to thank the audience for attending.

Documentation (for NMAP): Leave time to fill out the feedback form for NMAP for each event that you organize. The form can be found in the NMAP resource bank at www.nmap.co/surface.



The agenda above may require contributions from several participants. You may assemble a team of several people who can take on different roles, such as:

FACILITATOR: gives opening and closing remarks, encourages and coordinates discussion about each video

SCRIBE: records comments, suggestions, questions, and answers (with written notes, audio recordings, or video)

TECHNICIAN: sets up the equipment and plays the videos

PANELISTS: invited to discuss their experiences and answer questions

To help the screening run smoothly, identify in advance who will be speaking when, and how the interactive discussion will be facilitated. These roles should be clearly defined well before the screening, allowing time for each person to prepare and share any misgivings or anxiety they may have. Encourage participants who are not necessarily the most confident or visible to take on roles in the screening; this may help other people speak out and feel more comfortable engaging in the discussions.

2 SOUND & SCREEN SET-UP

Sometimes technology lets us down when we need it most! The Equipment Manual documents in our resource bank explain how to use all of the equipment needed for a video screening. Here are some additional tips for getting the best results from technology during your screening. ***Our most important tip is to test everything in advance!***

Think about sound.

Sound is just as important as visuals, and maybe even more so.

- **Monitor sound throughout the screening and adjust the volume as needed.**
- **Amplify the videos with speakers, and consider amplifying the presenters or facilitators as well if you are in a large space.**

Make it visible.

Arrange the space and equipment to ensure that everyone has a good view.

- **Block out light so that the projector image is visible.**
- **Test the distance between the projector and the screen to find the best distance for the image to look clear.**
- **Try arranging seating in semi-circles (take care not to make them too rounded or else those at the ends may not be facing the screen).**
- **Try projecting higher than normal to allow everyone to see the screen above the back of each others' heads.**
- **If screening outside, you might use a natural slope or hill. Position the screen at the bottom of the slope and allow the audience to sit on the gradient, raising their heads above those seated directly in front.**
- **Avoid movement in front of the screen while the videos are playing.**
- **Use the fullscreen option to play the video and move the cursor away from the controls to hide the control bar during playback.**





3 PRE-SCREENING CHECKLIST

- ☐ **Will your target audience(s) be attending the screening?**
- ☐ **Have you communicated details of the screening to everyone attending?**
- ☐ **Do you have all extra resources?**
If your plans require extra resources like chairs/seating, refreshments, documents, or paper, plan for this well in advance to avoid the small things draining your energy immediately prior to the screening.
- ☐ **Have you assigned roles for each aspect of the screening and dialogue?**
- ☐ **Are plans in place for recording discussions and feedback?**
Capturing what happens (including valuable insights and feedback, or the establishment of support for a cause or action) can be very useful in the future for participants and stakeholders to review and reflect upon.
- ☐ **Have all potential risks been assessed and taken into account?**
- ☐ **Have the screening equipment and videos been tested?**
Test all of your equipment before the day of the film screening. Make sure that all of the batteries are charged, for the projector and speaker. Test the USBs to make sure the videos play. Connect the speaker(s) to the projector and test to make sure the sound works. Check to see that all of the necessary cords are available. Set up the screen to make sure that all of the needed parts are intact. Collect all of the documents, resources or forms you will bring.

EQUIPMENT CHECKLIST

- Laptop for playing videos (battery charged)
- Projector (battery charged) and projector legs to hold it up
- VGA cable to connect projector to laptop
- Audio cable to connect projector to speakers
- Speaker (battery charged, tested sound with projector)
- USBs with videos on them (test to make sure they play)
- Screen (or white sheet), and legs to hold it up
- Flip chart (if available) for recording notes and/or blocking windows
- Markers for recording notes
- Paper and pens for recording responses
- Documentation forms to report back to NMAP



For more information about the specific equipment kit NMAP has assembled for community screenings, check out the gear list at the end of this document.

PART III: AT THE EVENT

DISCUSSION QUESTIONS & ACTION STEPS

One of the key goals of a participatory film screening is a reflective and action-oriented discussion that follows the film. This is a time for questions, comments, and planning of possible next steps.

Often events end when a film stops playing. At the end of your film screening, your audience may be inclined to stand up or start preparing to leave. It is important therefore that the discussion begins immediately following the film. **Invite immediate questions and reflections on the film. This helps maintain the momentum and establish the participatory and active nature of the screening.**

Sometimes participants are initially shy or reluctant to provide feedback. This could be because watching a film is typically a passive experience. In order to make your audience feel that the discussion is a safe space in which anyone can speak their mind, here are some ideas:



- **Use the language that most people in the audience understand and will be comfortable using.**
- **Break the ice by opening the discussion with a reflection of your own.**
- **Ask someone from the audience to recap the main points of the video.**
- **Pose the same questions to different members of the audience of different ages, genders, perspectives, or groups.**
- **If the audience is too large or discussion is stilted, try breaking out into smaller groups.**
- **Another option is to organize panel discussions. Small panels with representatives from different groups who care about the issue can promote in-depth discussion of the central themes. Audience members can pose questions to them. Care should be taken to avoid the panel sitting and discussing amongst themselves in front of a passive audience.**

Qualities of a good facilitator

Good Listener. The facilitator should carefully record the comments and questions of the audience. A good way to do this is by using a flip chart or white board, if you have them. Otherwise, keep track of key points and refer back to them as the discussion moves forward.

Engages All Participants. A good facilitator also knows how to control the discussion. If one person is dominating, the facilitator should respectfully step in to create space for other participants. If there are some audience members who are less forthcoming, the facilitator should try to draw them into the conversation by specifically inviting their contributions or responses to a particular question.

Directs the Discussion. Where certain key issues or questions are not addressed during the general reflection and discussion, the facilitator should ask questions to point to the areas that have not been addressed. The facilitator maintains the focus of discussion on the issues explored through the videos, whilst recognizing alternative issues and concerns that are raised.

Action-Oriented. The facilitator should be thinking about how comments and observations about the communities depicted in the films are applicable to your own realities and identifying where lessons can be translated into action. A good facilitator will recap the outcomes or agreed next steps for the audience, so that all participants have a clear sense of what happens next and how they can be involved. Refer to the resource bank for more ideas.



EXAMPLES OF DISCUSSION QUESTIONS to guide communities towards strategies & action

What follows are 10-15 suggested questions that you may want to ask following the screening of each of the films in the *Beneath the Surface* video series. It is not necessary to ask all of the questions, or to ask them in the order that they are written. Focus on the questions that address topics not already covered during people's initial reactions to the film, and add in questions of your own!

1. What steps did the community take to organize themselves?
2. To what extent have you been able to participate in discussions about mining in your community? Who participated in the decision?
3. What tactics did the community use to make their case or to pursue justice? Have you tried this tactic?
4. Who were the targets of the community's advocacy? Local leadership? Government officials? Courts? The mining company?
5. Should your community focus on advocacy with the mining company, with your own government/officials, or someone else?
6. To which members of your own government have you communicated your problems?
7. What are some concrete ways to get your leaders to hear your concerns? Can you invite them to meet with you to hear your voices? Write a letter from the whole community? Go see them in person?
8. Does your community monitor its environment or the changes that have occurred to it due to mining?
9. What could you begin doing now to prevent environmental damage?
10. What resources would you want to document—water? Land? Air? How would you do this? What kind of expertise and/or equipment would you need to collect and store data?
11. Once you have collected data, who should you inform about it? What effect do you think it would have if the mining company or local leadership knew about this?
12. If a mining project were proposed in your community, who do you think has a right to be shown the environmental impact assessment? (International law says affected communities have a right to access the Environmental Impact Assessment)
13. Who could you ask about the status of the Environmental Impact Assessment? How could you communicate to your leaders and the mining company that you know this is your right, and you want it to be respected? (Can you send a letter? Go see them in person?)
14. Who do you know at universities or NGOs that can give technical support with collecting data, understanding an Environmental Impact Assessment, or other actions you want to take? Do you have relatives or friends at universities that can help you or that you can invite to visit your area and collaborate? What local or international partners could you seek to support your advocacy goals?

PART IV: NEXT STEPS

1 DOCUMENT YOUR EXPERIENCE & GIVE FEEDBACK TO NMAP

Fill out the video screening feedback form found in the video screening resource kit.

This form will help you hold more effective screenings, and help NMAP learn about your work and how we can better support organizations like yours.

You can email your completed form to:
jessie@nmap.co

Reach out on social media as well to let us know you are using these materials!



[@newmediaadvocacy](https://www.facebook.com/newmediaadvocacy)



[@n_map](https://twitter.com/n_map)



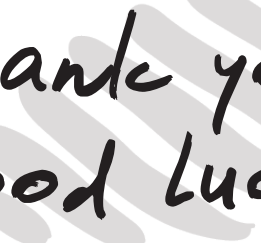
[@newmediaadvocacyproject](https://www.instagram.com/newmediaadvocacyproject)

Beyond this feedback form, remember to consider using other forms of documentation during the screening (such as photo and video) to gather feedback from the community that may be valuable to your organizing efforts in the future.



2 PLAN YOUR NEXT STEPS

- Check out our resource bank to find additional materials that you may consult when moving forward with your action plan. These include technical guides on environmental impact assessments; baseline data collection and environmental monitoring; community-based resource mapping; and other key topics.
- Consider reaching out to NGOs, universities, or other allies who can help you develop and implement plans moving forward. Universities in particular may have doctors, scientists, or technicians with expertise in fields relevant to you.
- Build relationships with other communities who are also impacted by mining, or may soon be impacted. You can help each other by sharing knowledge, supporting advocacy, and attending each others' events.



Thank you &
good luck!

Additional materials—including the *Beneath the Surface* videos, equipment manuals, and resources regarding the technical strategies used by the communities in the videos—can be found in NMAP’s online resource bank.

www.nmap.co/surface

EQUIPMENT GUIDE

NMAP'S MEDIA KIT FOR COMMUNITY SCREENINGS



Projector ([Amazon](#) - \$359.99)

AAXA P300 Pico/Micro LED Projector with 60 Minute Battery Life, WXGA 1280x800 Resolution, 500 Lumens, HDMI, Mini-VGA, 20,000 Hour LED Life, Media Player

Screen ([Amazon](#) - \$122.47)

Camp Chef Outdoor Entertainment Gear OS115 Indoor/Outdoor Movie Theater Screen

Screen legs ([Amazon](#) - \$53.00)

Outdoor Entertainment Gear OSKIT Indoor/Outdoor Big Screen Leg Kit

Amplifier ([Amazon](#) - \$179.99)

BEHRINGER EUROPORT MPA40BT

Harness for carrying amplifier ([Amazon](#) - \$39.99)

Crossrock CRCS1 Acoustic Guitar Bag

Projector carrying case ([Amazon](#) - \$15.99)

Hard Case for AAXA P300 Pico/Micro LED Projector Hard Carrying Case Travel Bag. - Fits all Accessories. By Caseling

Tripod for projector ([Amazon](#) - \$9.90)

Vidpro GP-24 Gripster III Flexible Digital SLR Camera Tripod

Audio cables for amplifier ([Amazon](#) - \$14.95)

Hosa CMR-225 Y Cable 3.5MM TRS - RCA 25 Feet

External battery pack ([Amazon](#) - \$101.82)

Xcellon 12,000mAh Power Bank with AC and USB Outlets

Backpack for equipment ([Amazon](#) - \$39.99)

Mountaintop 40 Liter Unisex Hiking/Camping Backpack

