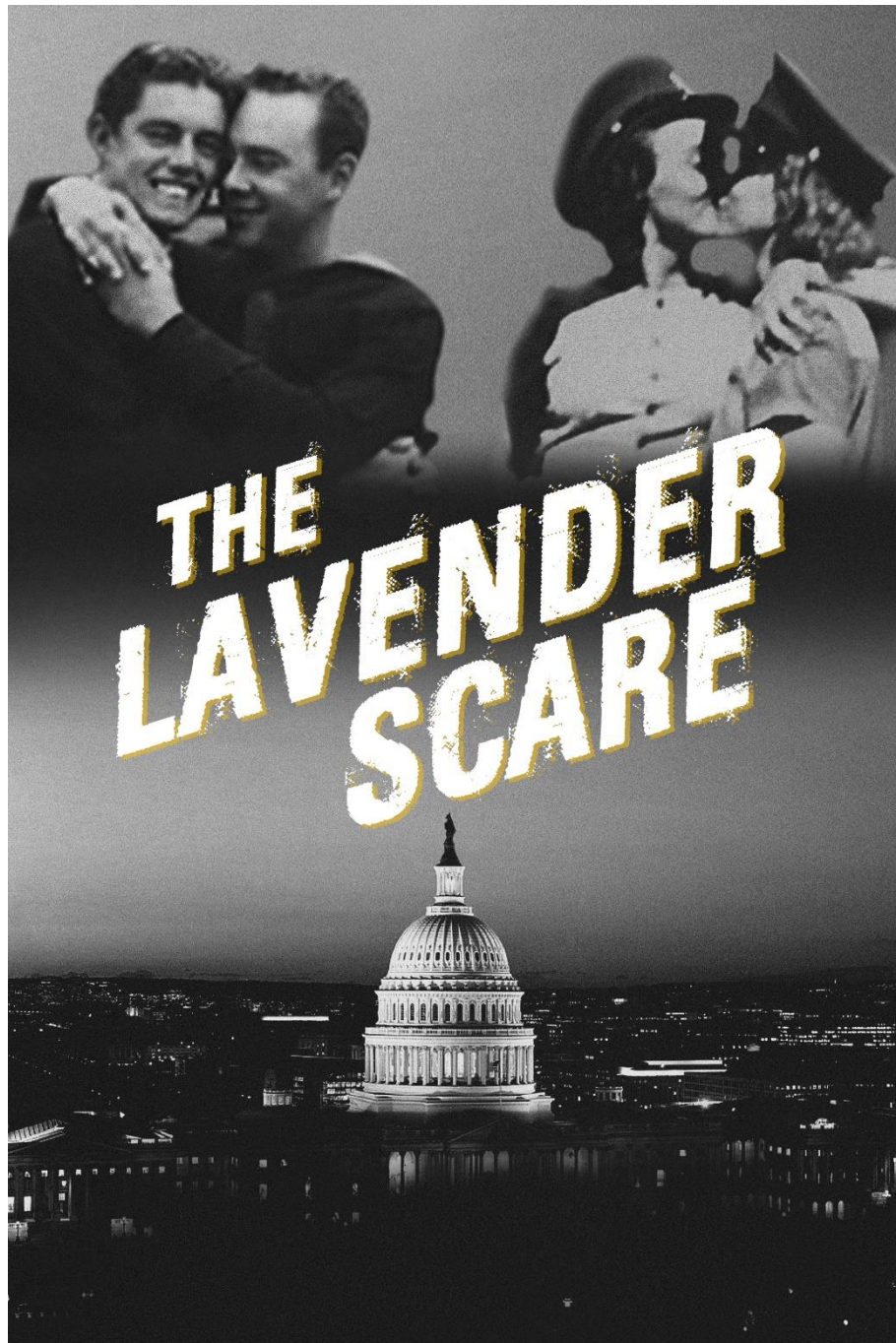


EVENT PLANNING GUIDE



FULL EXPOSURE
FILMS

theLavenderScare.com



Sen. Joseph McCarthy:
*"Homosexuals must not
be handling top secret
materials..."*

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**THE
LAVENDER
SCARE**

A LETTER FROM THE DIRECTOR



Dear Friends,

Thank you so much for your interest in screening our documentary film *The Lavender Scare*.

This project has been a journey of discovery for me.

I thought I had a reasonably good sense of the history of LGBTQ people in America. I grew up in an era when *The New York Times* used the words “pervert” and “homosexual” interchangeably. Today, the newspaper carries wedding announcements of same-sex couples. I never would have imagined I’d live to see the day!

But it was not until I read the book *The Lavender Scare* by historian David K. Johnson that I learned of the systematic way in which federal agencies went about trying to purge all homosexuals from the workforce -- and how that policy cemented in people’s minds the notion that gay men and lesbians were immoral, untrustworthy and a danger to society.

I see the story of *The Lavender Scare* not as gay history, but as an integral part of American history. And it’s not *just* history. The film carries a crucial message that is particularly relevant in today’s social and political climate. It is a powerful reminder of how easy it can be to trample the rights of an entire class of people for patently political purposes. And it demonstrates the urgent need for activism and vigilance in the on-going struggle for justice and equality.

This guide provides tools to help you plan your event and ensure that it is a success. It offers suggestions for using *The Lavender Scare* as a catalyst for thoughtful and engaging conversation.

For additional resources, remember to consult our Electronic Press Kit at www.theLavenderScare.com/epk.

On behalf of all of us for whom the production of *The Lavender Scare* has been a labor of love, thank you so much for your support. We are deeply grateful for all you are doing to take the message of the film to your community and beyond.

Warmest regards,

Josh Howard
Producer/Director
The Lavender Scare

**THE
LAVENDER
SCARE**

GETTING STARTED



Dr. Franklin E.

Kameny:

"If the world and I disagree, then I am right, and the world is wrong."

**THE
LAVENDER
SCARE**

A screening of *The Lavender Scare* offers more than just a chance for your audience to watch an entertaining film. It's an opportunity to bring people together to engage in thoughtful discussion about crucial social and cultural issues.

Through the lens of history, *The Lavender Scare* conveys an important message about justice, discrimination, and national security – a message just as relevant today as it was fifty years ago.

In the community, at the workplace, or at schools, the personal stories chronicled in *The Lavender Scare* will touch your audience in a way that only film can. It will infuriate, inspire and energize. Here are some tips to ensure that your screening of *The Lavender Scare* is both a moving and memorable experience.

SET A DATE

First things first. Think about what day, date and time would best suit the schedule of your audience.

For community-based events, weekend afternoons and weekday evenings have proven to be successful times to screen documentaries.

For events sponsored by businesses that are intended specifically for their employees, lunchtime or cocktail-hour events work well. If you are considering a mid-day event, you might want to choose the shortened version of the film that has been specifically crafted for use when schedules are tight.

If you have purchased the educational version of the film, consult the separate curriculum guide for additional suggestions on scheduling.

Check community and religious holiday calendars to ensure that your selected date doesn't conflict with another major event likely to draw the same audience.

When choosing a date, it's a good idea to plan at least two months in advance so that you'll have plenty of time to decide on a screening location, work out the details, and adequately publicize your event.

SECURE A VENUE

Once you have a date, immediately get to work securing a venue. The ideal screening location, of course, is a movie theater or a well-

equipped auditorium at a school or university. But a classroom or a large office space such as a conference room can also be utilized.

Choose a venue that can accommodate your anticipated audience size, and check to make sure it has the necessary equipment to show the film:

1. A DVD or Blu-ray player. Or better yet: a DCP projection system.
2. A projector and screen, or a monitor large enough to be viewed comfortably by the entire audience. In a conference room that does not allow for theater-style seating, several monitors placed strategically throughout the room may be necessary.
3. An adequate sound system.
4. If you are planning a discussion or a Q & A session after the screening, provide microphones for both the people on stage and for any audience members who might want to ask questions.

GET A SCREENING LICENSE

A screening license gives your organization, school or business the copyright permissions necessary to show the film. Purchase the screening license at least one month in advance to allow plenty of time to receive the film and test it out well before the date of your event.

**THE
LAVENDER
SCARE**



Lilli Vincenz:

*"The first time,
there were just ten.
Just ten. I was the
only lesbian."*



PROMOTION

Whether your screening is a private in-house event or open to the public, our Promotion Kit contains a wealth of material to help you publicize the film: high-resolution images, artwork for posters, a detailed synopsis, videos to post on social media and much more. These elements and many more can be downloaded directly from our electronic press kit at www.thelavenderscare.com/epk.

For private screenings, the policies of your company or organization will dictate your promotion strategy.

If your screening is a public, community-wide affair, here's a quick checklist of promotion ideas.

LOCAL PRESS

Send a press release to local newspapers, as well as radio and TV stations, at least three weeks before your event. If you know reporters who have covered LGBTQ issues in the past, contact them directly.

The story of *The Lavender Scare* touches on a wide range of topics that are in the news today: issues involving sexual orientation, gender identity, national security, ethnic profiling, and discrimination. Your screening of the film gives media outlets a chance to take a fresh look at these subjects through the illuminating lens of history.

Also keep in mind *The Lavender Scare* tells a story that very few people know. Take advantage of the "I didn't know that" angle.

We can often provide a member of our production team for telephone interviews with print or radio reporters. Feel free to check with us on scheduling.

Remember to submit your event information to community calendars posted by media outlets, schools, community groups and local organizations, both online and in print.

SOCIAL MEDIA

Post an announcement on your organization's website. If possible, put a banner on your homepage and create a special page with information about the screening. You can embed the trailer for *The Lavender Scare* and other video elements right on your website. (Visit our electronic press kit at www.thelavenderscare.com/epk to download these elements.) Be sure to provide a direct link to *The Lavender Scare* website as well.



Dean Rusk,
Secretary of State,
1965:

*"We do not employ
homosexuals
knowingly, and if we
find homosexuals in
our department, we
discharge them."*

**THE
LAVENDER
SCARE**

Announce the screening on your organization's Facebook page (or create a special events page and ask your contacts to repost your message. Start posting at least two weeks before the screening and keep it up!

If your budget allows, consider buying advertising space on local blogs or media websites.

FLYERS AND POSTERS

You will find downloadable poster art on our website. Try to place posters in the following locations:

- Community centers
- Schools and universities
- Government offices
- Churches and synagogues
- Libraries
- Shopping Malls

Flyers might be distributed at:

- Local government meetings
- Social service organizations
- Club meetings
- Religious services
- School sporting events

Check your local community calendar bulletin boards for ideas.

SCHOOLS AND UNIVERSITIES

Contact local schools, colleges and universities – especially the history, social studies or gender studies departments. Teachers and professors might be willing to mention your screening of *The Lavender Scare* in their classes (and maybe even ask students to come to the screening for extra credit!).

NON-PROFIT ORGANIZATIONS

Be sure to tell social service organizations and community groups about your screening. Is there a chapter of SAGE in your town? The ACLU? AFSCME? Members of social service groups, professional societies and union organizations are a natural audience for *The Lavender Scare*. Get them engaged early. Ask them to help spread the word.

When reaching out to groups with whom you've never worked before, highlight elements of the film that are most relevant to their interests. For example, the history department of a local school will be most interested in what the film has to say about the Cold War, the McCarthy Era and the historical context of the film.

Groups affiliated with the legal profession or organizations that focus on civil liberties will find their particular interests addressed in the story of *The Lavender Scare*.

Try to identify the natural audience for the film in your community. Let groups know that getting involved in your event can be a good opportunity for them to raise their own visibility and reach new audiences.

EMAIL LISTS

If your organization has an email membership list, send a "Save the Date" announcement well in advance of the screening. Then, send a more detailed invitation as the date gets closer, and another quick reminder the day before. Ask other organizations in your community if they'll do the same.

WORD OF MOUTH

Nothing beats word of mouth and a personal endorsement. Talk it up! Your screening of *The Lavender Scare* is an exciting and important event. Ask moderators of other gatherings (a PTA meeting, a talk at a local library, for instance) to make announcements at their meetings. Use media reviews and quotes from people who have seen the film (check out our website for those) to speak to its importance and relevance – not to mention the fact that it is a dramatic and engrossing story!

**THE
LAVENDER
SCARE**

PLAN AHEAD

ENLIST VOLUNTEERS

There will be a lot to do the day of the screening. Enlist members of your organization to help with:

- Creating and managing a sign-in sheet with names, emails, phone numbers and ZIP Codes.
- Greeting audience members and showing them to their seats
- Managing the literature tables and distributing printed materials
- Signing people up for further actions, information or membership. (If your event is sponsored by a membership organization, this is a perfect opportunity to solicit new members.)

TEST YOUR EQUIPMENT

At least a week before your screening, please preview the media we have supplied to you to ensure that it is compatible with your equipment. Let us know immediately if you have any difficulties.

Jamie Shoemaker:

"They said 'you can't be gay and work here at the same time.'"



THE EVENT



Madeleine Tress:

"Working in Washington was what I always, always wanted to do. But my career was over before it began."

**THE
LAVENDER
SCARE**

A screening of *The Lavender Scare* offers is more than just a chance for your audience to watch an entertaining film. It's an opportunity to bring people together to engage in thoughtful discussion about crucial social and cultural issues.

Here's a suggested program:

- **Pre-screening reception.** If you have the space, giving your audience a chance to gather and mingle before the screening helps build interest. In addition, it encourages people to arrive on time!
- **Film introduction.** An engaging member of your organization should serve as master of ceremonies and *briefly* introduce the film. We suggest any extended remarks are saved for after the screening, so people can experience the film with little to no pre-existing expectations.

But we do suggest it's important to open the program by doing the following: mention the name and purpose of the organization sponsoring the screening, acknowledge any individual or organization that has been particularly helpful in producing the event, briefly explain why the message of *The Lavender Scare* is particularly relevant to the group, and if you plan to have a Q&A session or discussion immediately following the screening, let the audience know before the showing the film. You don't want people to leave during the credit roll! (Neither do we!)

And of course, remind your audience to turn off cell phones.

- **The film.**
- **After the film.** If you have booked a member of our production team to conduct a Q&A session, you are in for a lively discussion! The production of *The Lavender Scare* been a real labor of love, and there are a ton of behind-the-scenes stories about the filming of the movie and insights into the relevance of the story in today's social and political environment that we like to share.

The master of ceremonies should briefly introduce the speaker and begin the conversation with a general question of his or her own before inviting audience members to ask questions from the floor. As we mentioned earlier, we suggest that microphones are provided for both the speakers on stage and those in the audience who might want to ask questions. The

most convenient option is to have a member of your team in the audience with a held-held wireless mic.

If a member of the production team is not available for question-and-answer session, you should consider putting together a panel of local experts for a moderated conversation. Members of local LGBTQ groups, civil liberties organizations, and educators would be ideal. Engage an experienced moderator well-versed in the subject matter to conduct the conversation with your experts and invite audience members to join in with their thoughts.

Here are some suggested questions and topics of conversations to get the discussion going.

- 1) Were the kind of stories shared in *The Lavender Scare* unknown to you before watching the film?
 - Which historical aspects of the film were you familiar with?
 - What surprised you?
 - If you could learn more about one aspect of this film, what would it be?
- 2) In the film, historian John D’Emilio states, *“In some ways, World War II is perhaps...the most revolutionary thing that happened to lesbians and gay men.”*
 - What were the some of the positive and negative implications of World War II for gay and lesbian communities?
 - Were you surprised to learn that the United States was more accommodating to homosexuals before World War II?
- 3) In the opening scene, Frank Kameny writes a letter to his mother in which he says, *“I hadn’t told you about my work situation because I didn’t want you to worry.”*
 - What are some of the ways in which fear of discrimination in the workplace carries over into our personal relationships?
- 4) In explaining why homosexuals could not be trusted with handling top-secret material, Senator Joseph McCarthy claimed that *“The pervert is easy prey to the blackmailer.”* In private, however, senate investigators admitted that they couldn’t find a single case of a gay man or lesbian being blackmailed into giving up government secrets.
 - Do you believe that it’s accurate to refer to *The Lavender Scare* as a witch-hunt? Why or why not?
 - In what ways did politicians play upon people’s fears during this era?
 - Can you think of other examples in which somebody has pointed to hypothetical (yet unproven) threats to justify their discrimination?
- 5) In the film, Frank Kameny famously claims that if he and the world have a disagreement, it is the world that must change to see things his way.
 - What are the advantages and potential disadvantages to being absolutely resolute in your convictions?



- 6) After watching *The Lavender Scare*, what forms of activism do you believe to be the most effective?
 - Why did Frank Kameny disagree with the strategies employed by the Mattachine Society?
 - What are some of the different ways in which individuals can get involved in political and social activism?
 - Why might a variety of strategies be effective?
- 7) In the Public Service Film, *Boys Beware*, homosexuality is referred to as a “sickness of the mind” which is “no less dangerous and contagious” than smallpox.
 - What was the significance of framing sexual orientation as a contagious disease? And how did this ultimately affect public discourse about lesbians and gay men?
- 8) How important do you think a sense of outrage is toward sparking a political movement?
 - What current policies regarding LGBTQ communities do you believe hurt individuals, but also might cause the outrage necessary to spark political action and activism?
- 9) How do the events in *The Lavender Scare* change or bring complexity to your understanding of American LGBTQ history?
- 10) Consider this quote from Frank Kameny: *“I am a homosexual American citizen. I assure you that before I leave this earth, the second and third words in that phrase—American citizen—are no longer ignored in regard to people like me.”*
 - What is the significance of framing the events in *The Lavender Scare* as either LGBTQ history or American history?
 - Do you have a preference?
 - What is the significance of saying that a story is part of “our” history?

**THE
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AFTER THE SCREENING

We want to hear about your success! After your screening, please drop us a line.

How many people attended your screening?

Would you like to share any specific discussion points with us?

Were there any questions asked by audience members that you would like us to respond to?

We would like to hear from your audience members as well. Please encourage them to use the “Contact Us” page on our website -- www.theLavenderScare.com – to get in touch.

Again, thank you for your support for *The Lavender Scare*. It means a lot to us!

**THE
LAVENDER
SCARE**

TECHNICAL DETAILS

Run time: 75 minutes
(a 49-minute version is also available)

Screening format: DCP, Blu-ray, DVD, Quicktime

Aspect ratio: 16:9

Audio: Stereo

Language: English

Contact us: info@theLavenderScare.com

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