

# Hail Satan?

Marketing Pack for venues, part of BFI FAN's support for new releases



## Specification details:

*Hail Satan?*

Dir. Penny Lane | Cert 15 |

95 mins | U.S. | 2019

**Distributor:** Dogwoof

**Available:** 23 August 2019 (theatrical)

**Booking:** Please email Marcel at [marcel@dogwoof.com](mailto:marcel@dogwoof.com)

## Synopsis:

*Chronicling the extraordinary rise of one of the most colourful and controversial religious movements in American history, Hail Satan? is an inspiring and entertaining new*

feature documentary from acclaimed director Penny Lane (*Nuts!*, *Our Nixon*). When media-savvy members of the Satanic Temple organize a series of public actions designed to advocate for religious freedom and challenge corrupt authority, they prove that with little more than a clever idea, a mischievous sense of humor, and a few rebellious friends, you can speak truth to power in some truly profound ways. As charming and funny as it is thought-provoking, *Hail Satan?* offers a timely look at a group of often misunderstood outsiders whose unwavering commitment to social and political justice has empowered thousands of people around the world.

### **About the director:**

*Penny Lane has been making award-winning, innovative nonfiction films for more than a decade. Her third feature documentary, The Pain of Others (2018), debuted at the International Film Festival Rotterdam and went on to Sheffield and BAMcinemaFest. Her previous feature documentary Nuts! (2016) premiered at Sundance, where it won a Special Jury Prize for Editing. Her debut feature documentary, Our Nixon(2013), premiered at Rotterdam, had its North American premiere at SXSW, won the Ken Burns Award for Best of the Festival at Ann Arbor, and was selected as the closing night film at New Directors/New Films. Lane was recently honored with the Vanguard Award at SF DocFest, a Chicken & Egg Breakthrough Filmmaker Award and, in 2017, was admitted into the Academy of Motion Picture Arts and Sciences. (She is possibly most proud, however, of having been named “Most Badass!” at the Iowa City Documentary Film Festival in 2009.) Her short films, including Just Add Water: The Story of the Amazing Lives of Sea-Monkeys (2016) and The Voyagers (2010), have won film festivals accolades as well as online popularity. Lane is currently an associate professor in the Department of Art and Art History at Colgate University, where she lives in a very old house and shows movies in her barn.*

**Official Website:** <https://www.hailsatanfilm.co.uk/>

**Official Facebook:** <https://www.facebook.com/hailsatanfilmuk/>

**Official Twitter:** <https://twitter.com/hailsatanfilm>

**Official hashtag:** #HailSatan

**Official Instagram:** <https://www.instagram.com/hailsatanfilm/>

**Confirmed screenings:** <https://www.hailsatanfilm.co.uk/screenings>

**Poster/stills:** <https://dogwoof.box.com/s/j2rj3x32maggxca430cwajm462f1qbua>

**Social assets (gifs, images and videos):**

<http://www.magpictures.com/hailsatan/share/>

**Official Dogwoof press pack:**

<https://dogwoof.app.box.com/s/j2ri3x32magqxca430cwajm462f1gbua/file/484458570578>

**Trailer YouTube version:** [https://youtu.be/z\\_i6hRw4zR8](https://youtu.be/z_i6hRw4zR8)

**Screener available on request. Please contact [marcel@dogwoof.com](mailto:marcel@dogwoof.com)**

**HAIL SATAN: campaign and marketing ideas**

The focus of BFI FAN's support for new releases is developing audiences aged 16-30.

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Hail Satan*?
- **Experience:** Research into young audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings.
- **Interaction / social media:** Focus on the fact that it is a film all about being an outsider, something that will resonate with most young audiences.

**Simple and easy wins**

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.
- Local postcard distribution and poster in hangouts - pubs, clubs, SUs, cafes, venues, festivals

**We expect *Hail Satan?* to appeal to:**

- Young audiences who can relate to the 'outsider' aspect of the story
- Political activists
- Those concerned about religious over-reach or the rise of the far-right
- LGBT+ audiences
- People interested in the film's other aspects (inclusion, diversity of thought and expression, activist)

Through humorous and lighthearted interviews with members of the Satanic Temple, the film taps into contemporary social movements, manipulation of the media, and a group of often misunderstood outsiders whose unwavering commitment to social and

political justice has empowered thousands of people around the world. This will undoubtedly resonate with the young 16-30 year-old audience we want to engage.

### **Themes for post-film discussions**

*Hail Satan?* has a huge potential to engage diverse audiences due to its inclusive nature. Within the film, there are many underrepresented groups such as ethnic minorities and transgender people who are given a platform to share their opinion, which will encourage a diverse audience to take interest in watching it in the cinema.

Additionally, a few of the seven tenets of Satanism promote treating others with compassion and empathy, as well as respecting the freedom of others. With FAN support, we would hope to promote these messages of inclusivity and respecting diversity with talks and workshops after regional screenings.

The very purpose of the film is to show that Satanism is an inclusive religion, fighting for justice and promoting compassion and empathy. Throughout the film, there are various ethnic minorities, members of the LGBTQ+ community, and marginalised groups represented as part of the Satanic Temple, and they offer a vital foundation for the film's message.

On top of this, the film is directed by female filmmaker, Penny Lane, allowing the film to be told through a female lens.

### **Potential guest speakers**

**Gavin Beddeley (based in Yorkshire, perfect for venues in the North):** Ordained reverend in the Church of Satan - up for introducing films.

<http://www.gavinbaddeley.com/bio/>

Contact: [gavinbaddeley@rocketmail.com](mailto:gavinbaddeley@rocketmail.com)

***NB: Please note there are no official UK representatives for The Satanic Temple. If anyone gets in touch claiming to be part of The Satanic Temple around the release of Hail Satan?, this is not the case – please alert the Hub to any approaches of this sort.***

## Event Ideas

- Engage local Satanist groups and put on special screenings featuring guest speakers
- Reach out to the rock and metal communities
- Engage with local bars and gig venues

## Planning your event

*There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home). Get in touch on [fannewreleases@watershed.co.uk](mailto:fannewreleases@watershed.co.uk) to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.*

- [Email template for schools/university/youth networks](#)
- [Email template for event screenings](#)

## Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

### [Generic press template for local press and listings](#)

## Key Press Quotes

*“Witty and smart... The devil always tells a good story!” - Kim Newman*

*“A devilishly funny documentary that blends improbable imagery, self-awareness and religious provocation with a genuine sense of political purpose. ★★★★★” - Ben Travis, Empire Magazine*

**★★★★ - The List**

*“Devilishly funny - ★★★★★” - Time Out*

*“Provocative and hilarious” - IndieWire*

*“A demonically brilliant must-see” - Alan Jones, Frightfest*

*“Religious plurality is a cornerstone of constitutional freedom, and sometimes it takes a protester wearing Day-Glo-pink horns to remind us of that.” - Time Out*

*“An insider look at an activist movement born to raise hell!” - The AV Club*

*“Hail Satan? makes a compelling case that invoking the name of the devil is a necessary way to combat an intolerance that has only grown stronger in the last couple of years.” - Birth. Movies. Death.*

*“Lane sets out to subvert American history with intelligence and wit. Here, she asks us to question why certain religions are deemed “normal,” even though, notes one Temple member, Catholic mass is all about the symbolic drinking of blood.” - Variety*

## **ARTICLES OF INTEREST**

### **THE GUARDIAN: Hail Satan?: the film that will change your mind about satanism**

- <https://www.theguardian.com/film/2019/apr/18/hail-satan-documentary-the-satanic-temple>

### **INDIEWIRE: ‘Hail Satan?’ Review: A Devilishly Fun Documentary About Faith in America**

<https://www.indiewire.com/2019/02/hail-satan-review-sundance-1202040439/>

### **VOX: “It challenged my ideas about religion”: Penny Lane on her new movie about Satanists**

<https://www.vox.com/culture/2019/4/16/18311449/hail-satan-penny-lane-interview-review-satanic-temple>

### **NPR: Filmmaker And Satanic Temple Leader Talk New Documentary 'Hail Satan?'**

<https://www.npr.org/2019/04/27/717863758/filmmaker-and-satanic-temple-leader-talk-new-documentary-hail-satan?t=1561539202962>

### **WIRED: The Satanic Temple is no laughing matter**

<https://www.wired.com/2019/05/geeks-guide-hail-satan/>

## **FILM COPY**

### **Official Synopsis**

#### **30 words**

*Chronicling the extraordinary rise of one of the most colourful and controversial religious movements in American history, Hail Satan? is an inspiring and entertaining new feature documentary from acclaimed director Penny Lane.*

#### **50 words**

*Chronicling the extraordinary rise of one of the most colourful and controversial religious movements in American history, the Satanic Temple.*

*As charming and funny as it is thought-provoking, Hail Satan? offers a timely look at a group of often misunderstood outsiders whose unwavering commitment to social and political justice has empowered thousands of people around the world.*

#### **80 words**

*Chronicling the extraordinary rise of one of the most colourful and controversial religious movements in American history, Hail Satan? is an inspiring and entertaining new feature documentary from acclaimed director Penny Lane (Nuts!, Our Nixon).*

*As charming and funny as it is thought-provoking, Hail Satan? offers a timely look at a group of often misunderstood outsiders whose unwavering commitment to social and political justice has empowered thousands of people around the world.*

### **Full Synopsis**

*Chronicling the extraordinary rise of one of the most colourful and controversial religious movements in American history, Hail Satan? is an inspiring and entertaining new feature documentary from acclaimed director Penny Lane (Nuts!, Our Nixon). When media-savvy members of the Satanic Temple organize a series of public actions designed to advocate for religious freedom and challenge corrupt authority, they prove that with little more than a clever idea, a mischievous sense of humor, and a few rebellious friends, you can speak truth to power in some truly profound ways. As charming and funny as it is thought-provoking, Hail Satan? offers a timely look at a group of often misunderstood outsiders whose unwavering commitment to social and political justice has empowered thousands of people around the world.*

## SAMPLE SOCIAL MEDIA POSTS

### Twitter/Instagram:

*“An insider look at an activist movement born to raise hell!” - The AV Club*

*Watch #HailSatan and find out how misunderstood outsiders whose unwavering commitment to social and political justice are changing the world.*

[VENUE]

[DATE]

[LINK]

*“Religious plurality is a cornerstone of constitutional freedom, and sometimes it takes a protester wearing Day-Glo-pink horns to remind us of that.”*

From director Penny Lane comes this hilarious documentary about social and political justice coming from the most unlikely of places. #FRated

[VENUE]

[DATE]

[LINK]

*Special event:*

Join us for a post-show discussion on social and political change in the face of entrenched fundamentalism. [DATE and CTA]

### Facebook:

*“An insider look at an activist movement born to raise hell!” - The AV Club*

*Hail Satan? offers a timely look at a group of often misunderstood outsiders whose unwavering commitment to social and political justice has empowered thousands of people around the world.*

Read more and book tickets: [LINK]

**If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:**

- Extinction Rebellion
- Political activism
- Louis Theroux
- Resistance
- LGBT
- People who play Dungeons and Dragons (board game societies)
- F-Rated
- Female directors/filmmakers and activists