

# Razom Connect

*Impact Report from DVD distribution to  
University campuses*

May 2024



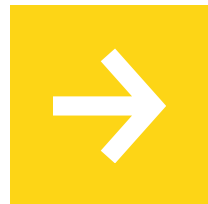
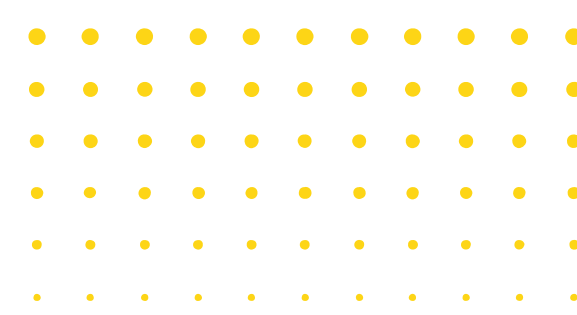
# Introduction

Leading up to the historic win of “20 Days in Mariupol” at the OSCARS 2024, Razom Connect (specifically programs Razom Cinema and Ukraine on Campus), collaborated with the PBS Distribution team to support their distribution efforts and impact strategy to reach a wider audience for the film. With Razom’s wide reach to community and student organizations, we were able to successfully distribute the 50 DVDs to a variety of campuses across the US and prolong the life of the film by ensuring these DVDs will be donated to libraries at those campuses.

In essence, the impact of “20 Days in Mariupol” extended far beyond the confines of the university campuses where it was screened. It ignited a spark of empathy and activism that reverberated throughout society, reaffirming the enduring importance of bearing witness to the human experience in times of crisis. Through collective reflection and action, these screenings exemplified the transformative potential of art in fostering understanding, compassion, and hope in the face of adversity.



# Rules for Participation



## Overview

In order to keep student groups and those applying accountable for the successful completion of this initiative, we set some requirements that would help us get a better idea about when the event is going to happen and what the format will be. In addition, we built a screening toolkit that the participants could refer to while planning and advertising their screening. The toolkit included a pre-made template graphic with suggested captions for various social media platforms that would help amplify the efforts made by “20 Days in Mariupol” team.

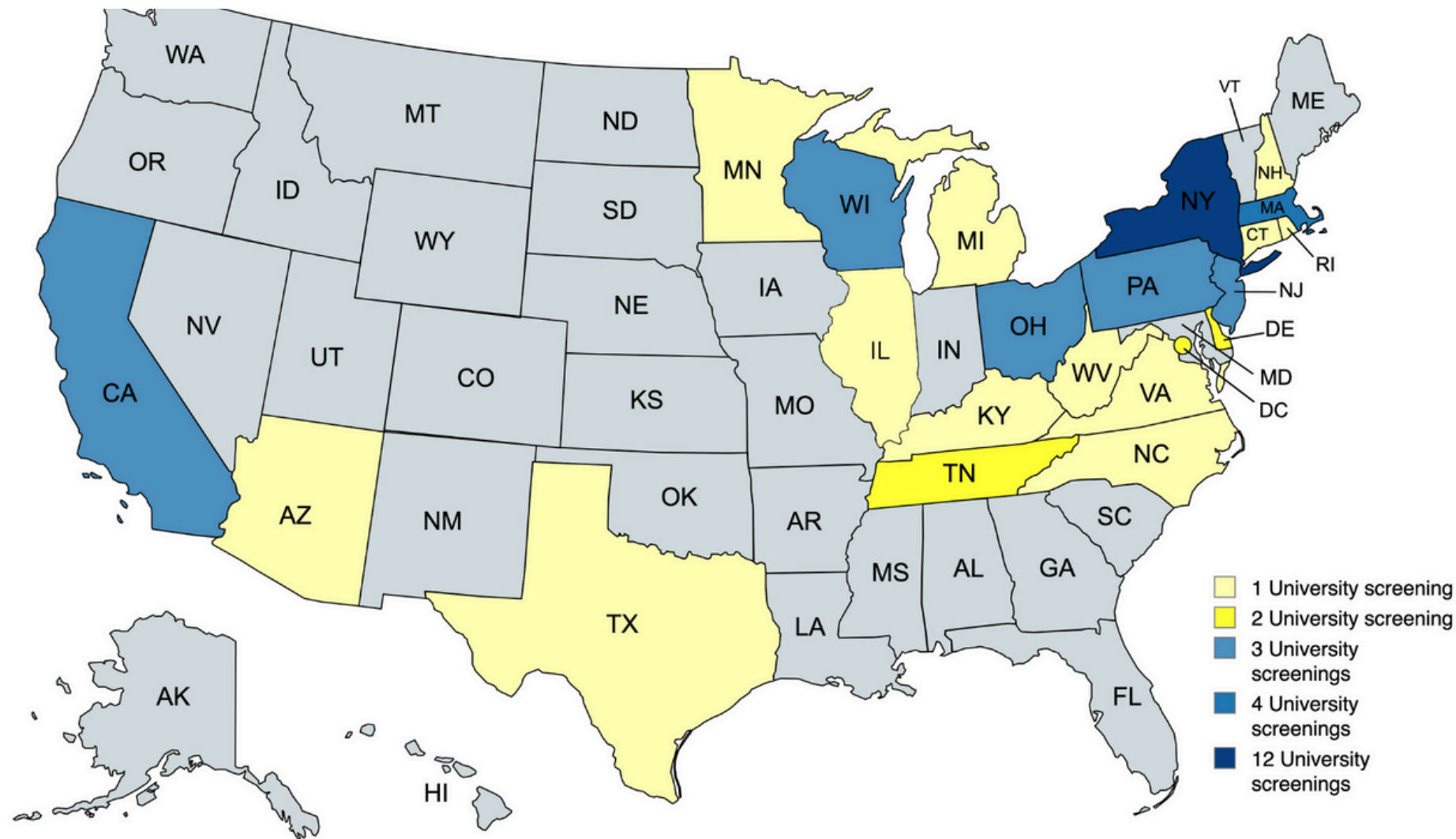


## Steps to receive the DVD

- 01.** Fill out the form informing the Razom team when, where, and what format the screening will take. This helped groups strategize and decide on the location and partners to involve in amplifying their event.
- 02.** Submit a post-screening report after the event that includes qualitative and quantitative information. Photos were highly encouraged.
- 03.** All participants were required to donate the DVDs they received to their university library so that other student groups, professors, and faculty are able to use the film for educational purposes in the future.

[Link to the form](#)

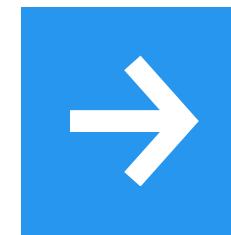
# Overall Statistics



50 US university and college screenings



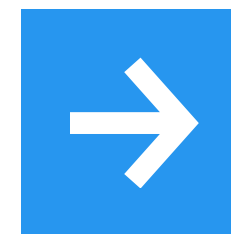
9 additional international and community screenings facilitated



60% student-led screenings  
40% faculty-led screenings

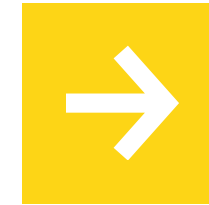


23 states and Washington D.C.



48 average attendees per screening

# Overall Statistics

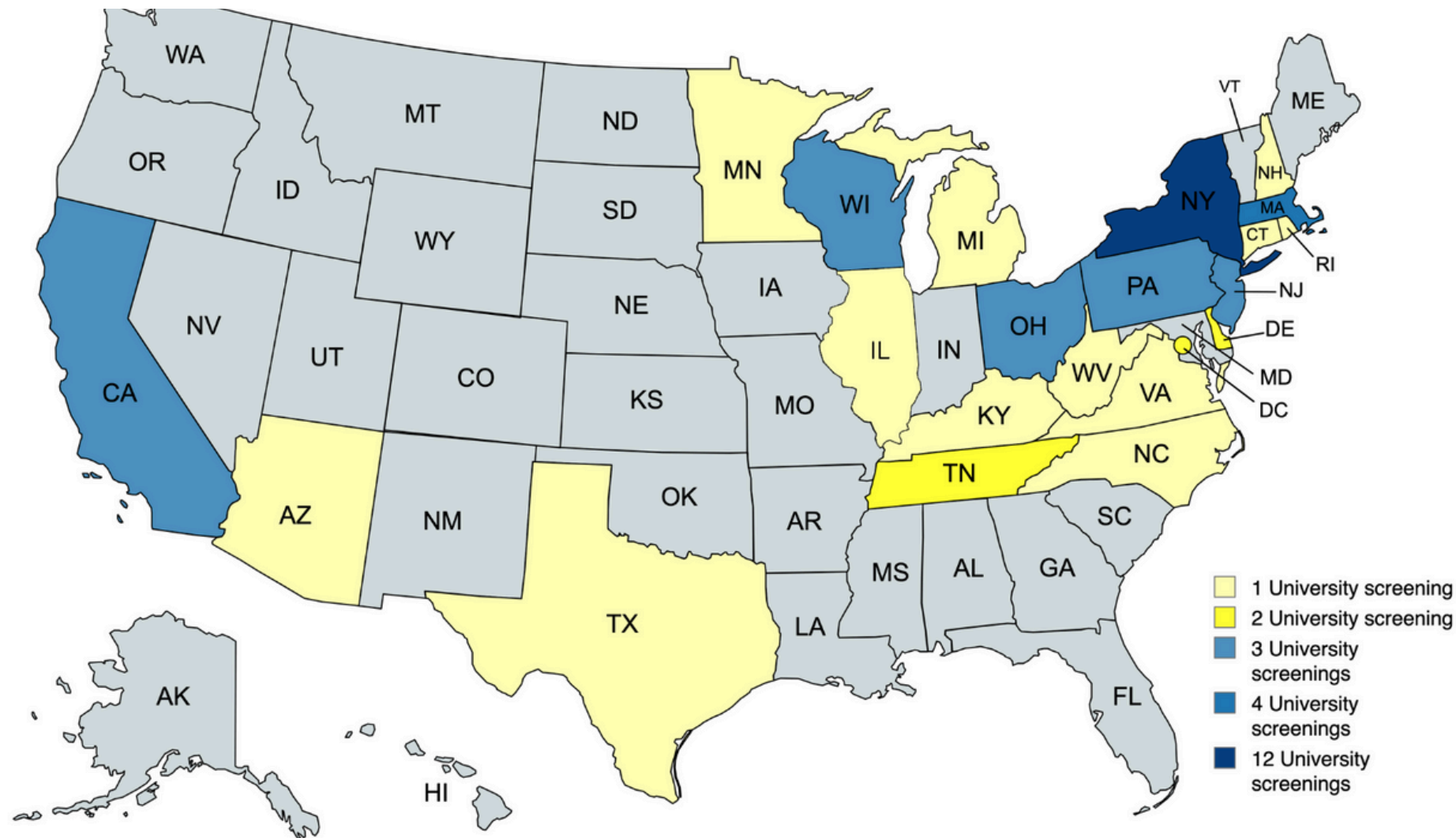


## Our Journey

Students and faculty across 50 US university campuses have come together to screen the FRONTLINE PBS documentary "20 Days in Mariupol", directed by Pulitzer Prize-winning Ukrainian journalist Mstyslav Chernov. These showings played a crucial role in preventing the full-scale invasion of Ukraine from fading from the minds of university students across the US. The film's screenings have helped people all over university campuses understand what an average day looks like for many Ukrainians during the war. The documentary confronts the viewer with the hard-hitting realities that the news generally airbrushes out. Many reactions after the film expressed the silence felt in the rooms, showing how this movie puts viewers face-to-face with the evils and horrors of war.

Please note, some universities are still organizing their screenings and will be hosting them in the coming month/semester.

[Link to detailed breakdown of Universities](#)



# International Connections

Razom's reach crossed borders in that international students were requesting to be part of the initiative and bring this impact to their campuses. Razom made sure to connect everyone with the international distribution partners DogWoof to make these screenings possible.



*SODA, School of Digital Arts, Manchester Metropolitan University*



The event was well attended (approx. 60–70 people) with a lot of interest from film students and the Ukrainian community in Manchester.

*SODA, School of Digital Arts,  
Manchester Metropolitan University*

*University of Waterloo  
Ontario Canada*

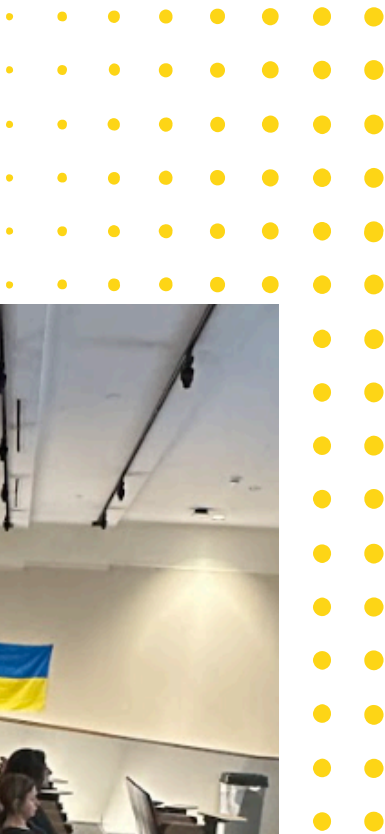
*Oekraïners in Eindhoven  
Netherlands*

*American University Kyiv*

*Universidad Loyola Andalucía  
Sevilla, España*

*Universidad Loyola Andalucía  
Sevilla, España*

# Snapshot of Events



→ At the showing at Harvard, students had the opportunity to meet Mariupol siege survivor Alina Beskrovna, who brought in artifacts so that students could see for themselves some of the items destroyed by the war. Alina's artifacts served as a tangible reminder of the devastation wrought upon innocent lives.

→ Montclair State University, after the screening, invited Michael Levdanski, whose family escaped Mariupol after hiding for a month in a bunker, and Marianna Tretiak, president of the American Coalition for Ukraine and national advocacy chair of the Ukrainian National Women's League of America. Through this talk, students got to ask questions and received insights from people actively working to aid Ukraine in its victory.

→ At the University of Wisconsin, the discussion was led by one of their own students, Anna Kovalchuk, demonstrating to attendees how people on their university campus can be affected by the war.

The presence of survivors and experts at these events offered a humanizing perspective to a war often reduced to statistics and political rhetoric. Interacting with individuals who have directly experienced the horrors depicted in the film allowed students to grasp the human cost of war in a profound and personal manner.



*Stony Brook University*

# Snapshot of Events



University of Minnesota had several honorary guests, including Beth Richardson, Consul General of Canada in Minneapolis, who gave intro remarks. In addition, two refugees from Mariupol shared their stories. The students invited Artem, a 17 y.o. boy from Mariupol who got injured in a missile attack while playing soccer and also featured in "20 Days in Mariupol". He is currently in Minnesota undergoing rehabilitation after getting a prosthesis through Protez Foundation. To wrap up, Ditsi Carolino, a member of the Academy Award committee for the Documentary section and also currently in Minneapolis, shared her thoughts on why "20 Days in Mariupol" got an award.



*The screening organizers found one of the subjects of the documentary and invited Artem to share his story*



CCNY students hosted a screening with The Documentary Forum. The organization is well known for building a bridge between the college's media-making community, the Harlem community in which it resides, while connecting with the global documentary conversation. The screening was one of the most attended events. The students invited Daria Kolomiec, who is an influential cultural activist and one of TIME's Next Generation Leaders.



*Daria Kolomiec, a Ukrainian cultural activist and creator of Diary of War podcast at a screening at CCNY (The Documentary Forum)*



# Student Feedback

Students have said they were deeply moved by the film; in many reactions, students stated how they were brought to tears and how much more informed they felt about the war. Students at American University said that the film aided in combating false information about what Mariupol was like after the Russian invasion. It opened a whole new reality for many in showing how people live in this time of war. Students were thankful to have the opportunity to gain a better understanding of what is happening. The movie showings helped create empathy across all 50 campuses, with students expressing how close they felt to the war and how the movie moved them.

*I work in the library for the Slavic collection and donated (and already catalogued) the dvd, so it is now in the Princeton Library Video Collection! Thank you for the opportunity!*

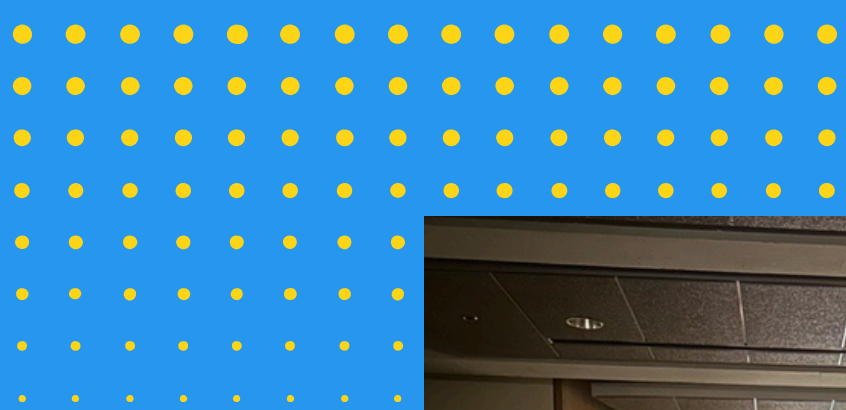
*One US student said he cried three times and thanked for giving him the opportunity to see this documentary. A representative of one of the churches spoke about the need to support refugee families who are industrious and highly adaptable to their new life in our town.*

*Documentary screening night was without a doubt the most successful event that our organization has ever hosted. We had a lot of faculty, as well as guests off-campus, join us for the documentary screening. The attendance could have been better, if not for the abundance of exams scheduled around the same day, leaving a lot of students busy with school work and unable to attend any events in general. But, as for the third event in history of our new club, we believe that this outcome was beyond our expectations.*

*The film was very emotionally impactful, and we heard many community obviously struggling with processing the feelings conveyed through the documentary. At the time, the audience understood the importance of the screening and thanked us for sharing this brilliant film with us.*



CUNY Hunter College student organizers



# Thank You

We would like to thank PBS Distribution for the opportunity to bring this impactful story from Ukraine to campuses around the US. Our student network is engaged and inspired for future collaborations. And we look forward to it!

