



RIVERKEEPER.

NY's clean water advocate

FILM SCREENING TOOLKIT

Winter/Spring 2018-2019

Source to Sea

Film Screenings are valuable organizing tools in a number of ways. We see screenings of *Source to Sea* as having three primary goals:

- Bringing people together to learn more about Riverkeepers' efforts to protect the Hudson and its tributaries, and the role they can play in them.
- Equipping people with the knowledge they need to be effective advocates for the Hudson in their communities.
- Catalyzing individual action to address relevant threats to the river.



Source to Sea is a short film by acclaimed filmmaker Jon Bowermaster and his team at Oceans 8 Films. It explores how Riverkeeper's Water Quality Program answers the question, "How's the water?"

On its 315-mile journey from Lake Tear of the Clouds in the heart of the Adirondacks to meet the Atlantic Ocean in New York Harbor, the Hudson River and the tributaries that feed it give life to our communities. Decades of progress have vastly improved water quality in the Hudson River, but much work remains to achieve the goals of making the river and its tributaries safe for swimming, healthy for wildlife, and fit for drinking. Riverkeeper and our thousands of citizen scientists, volunteers and members provide the data and the people power to continue the restoration of the Hudson River.

Now in its 11th year, Riverkeeper's Water Quality Monitoring Program samples water at more than 410 sites throughout the Hudson River watershed. Using the 5,400 samples we and our partners collect each year, we assess conditions in the Hudson River and its tributaries and provide the most extensive dataset of its kind.

Writer, filmmaker and adventurer, Jon Bowermaster is a six-time grantee of the National Geographic Expeditions Council. One of the Society's 'Ocean Heroes,' his first assignment for National Geographic Magazine was documenting a 3,741 mile crossing of Antarctica by dogsled. Jon has written eleven books and produced/directed more than thirty documentary films.

Learn more at <https://www.riverkeeper.org/sourcetosea/>

STEP-BY-STEP GUIDE:

Step 1: Figure out who is organizing the screening

Are you organizing the film screening as an individual or as a part of a group?

Who will take the lead in organizing the event?

Are there other groups you can partner with to expand the reach of this event?

Step 2: Find the right time and place

Potential screening locations include your local library, community center, place of worship, school, or even your home. If you hope to attract members of the public not already involved in your group, try to choose a place where they will feel welcome.

Ensure that your potential venue has the equipment needed to show the film, and ask if they have a registration process or fee.

Each film screening and action session should last 1-2 hours. When choosing a time, think about religious and community holidays as well as when most people might be working. Evenings during the week or afternoons or evenings on the weekend often are best for maximizing turn out.

Step 3: Register your screening

Fill out our registration form at this link (goo.gl/qYrtXz) to make us aware of your screening and request additional materials. We'll send you sign-in sheets, postcards, and copies of our annual journal as well as potential additional information on timely, relevant local issues and actions on water quality.

Step 4: Get the word out

There are many ways to let your community know about your film screening:

- Talk about it with your neighbors, family, coworkers, and friends
- Send an e-mail invitation that includes asking recipients to forward it to others they know who might be interested
- Create a Facebook event
- Invite local government officials and community leaders
- Reach out to local outdoor groups
- Post flyers around your community, coffee shops, restaurants, bars, etc are great places to start (with permission of course).

A flyer is included in this toolkit for your use. Print them and write your day/time/location on in marker. We suggest printing and posting 15-30 flyers depending on the size of your community and the size of the audience you hope to attract.

Step 5: Check your tech

In advance of your screening, make sure your screen/projector and speakers are working properly. Check to see if you can hear the words and that the room is dark enough to see the entire screen.

Step 6: Prepare for the Action Session

While you have friends, neighbors, and community members convened around Hudson River water quality monitoring, this is a great opportunity to speak up for the health of the river by inspiring your friends and neighbors to take action.

ISSUE OUTLINE

There is an enormous need for new investments in water infrastructure, to stop the scourge of single-use plastic bags, and to defend New York State from federal rollbacks of environmental protections. New elected officials in Albany mean there is a tremendous opportunity for real change to occur, but it will only happen if we take action.

Our three key issues for this spring are: fully funding and staffing the DEC, investing boldly in clean water infrastructure, and passing legislation that bans single-use plastic bags with a fee on alternatives.

YOUR ACTION

Personalized messages are far more effective than form letters--many elected officials tell us this. To bring it home for the Hudson River Estuary this year, we need you to reach out to your elected officials to tell them why protecting the Hudson and its watershed is important to you and your community.

Learn more about specific issues and effective actions by visiting our action page at <https://www.riverkeeper.org/get-involved/take-action/>.

Find your elected officials contact information at <https://www.commoncause.org/find-your-representative>

LOCAL CONNECTIONS

When you register your event with us, we will work to see if there are potential actions for any local water quality issues in the community where you're hosting your screenings. If there are, we'll be in touch with information and resources related to them.

Step 7: Show the film and activate your audience

Get your materials together so that you can track attendance and prepare to follow-up. Consider holding a Q&A after the film with local leaders. Invite the audience to take action right then and there by signing and sharing an online petition, by signing up to volunteer, or a similar action.

Step 8: Follow up

Send your attendees' names and contact information to us by scanning or taking a clear photo of the sign-in sheets and e-mail them to us at nmitch@riverkeeper.org

EXAMPLES:

Use the customizable materials below and on the next few pages to promote your event, or create your own. Feel free to copy and paste the e-mail and social media content, adding the details about your event. You can add the day, time, and location of your event to the flyer using marker.

FACEBOOK – Sample Posts:

Make a Facebook event and invite your friends, or simply post on your friends' walls

Sample post: Join me for a film screening and discussion of Jon Bowermaster's Source to Sea. A Q&A session will follow, along with a conversation outlining how we can join the fight to defend and protect the Hudson. The screening is free, but please RSVP.

TWITTER – Sample Tweets:

- Join me for a screening of the mini doc #SourcetoSea on (DATE) at (PLACE) and take action to support water quality protection efforts on the Hudson. #Riverkeeper #HudsonRiver*
- Learn more about our neighbors working to protect #HudsonRiver water quality. The mini doc #SourcetoSea will be shown on (DATE) at (PLACE). #Riverkeeper*
- Citizens sample the #HudsonRiver in 400+ locations every year to understand its health. Learn more about their work by watching mini doc #SourcetoSea on (DATE) at (PLACE). #Riverkeeper*

E-MAIL - Sample Message:

Dear _____,

I'm inviting you to join me for a screening of XXXXXX, a new short documentary from acclaimed filmmaker Jon Bowermaster. This hard hitting film takes a look at the Hudson River and [specific topic of film].

WHEN:

WHERE:

ADMISSION: Free

Following the screening there will be a Q&A discussion and conversation about how we can work to protect the Hudson.

*I hope to see you there,
(YOUR NAME)*