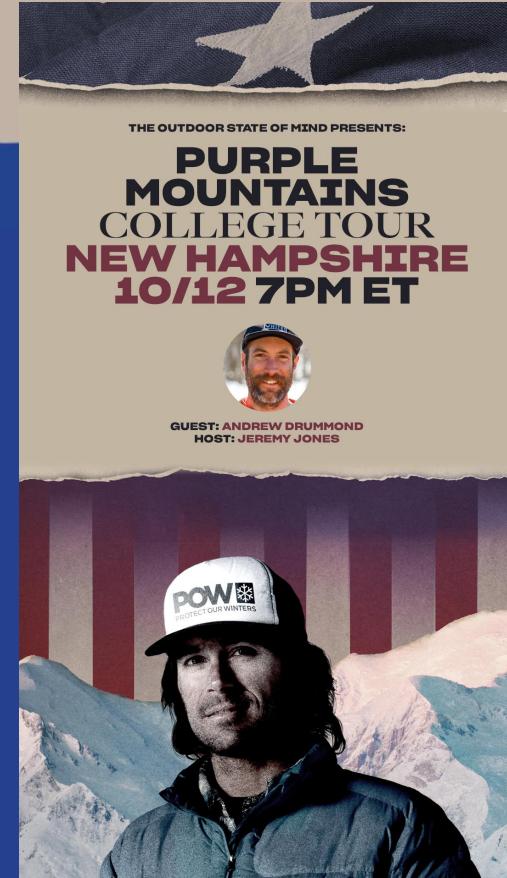


PURPLE MOUNTAINS

Screening Toolkit



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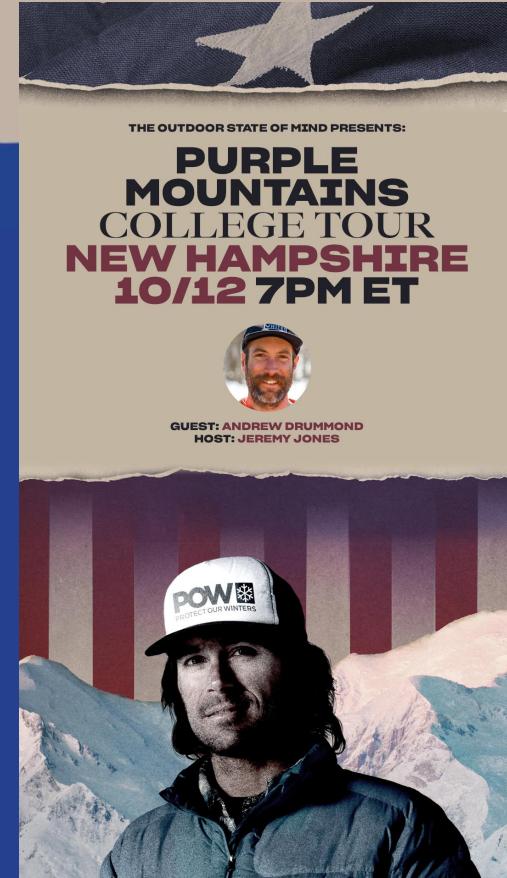


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INTRODUCTION

Thank you for hosting a screening of Purple Mountains!

This guide and toolkit is intended to help you host an impactful and successful screening. Below we have included a few tips to help bring this event to life.

Promotion: Make sure you promote your event! Social media, email, and phone calls are great ways to spread the word. Resources, sample language, and images can be found [here](#).

Timing: Give yourself at least two weeks to schedule, plan, promote, and execute your event. Don't forget to use the resources provided by Purple Mountains.

Organizing your Event: We highly recommend having a post-screening conversation or panel. Partner with other organizations for participants, reach across the aisle for different points of view, and develop a list of questions (using those outlined below) that will address the local and personal issues your audience cares about.

Event Preparation: Make sure you test your technology at least a day in advance of your screening so you have plenty of time to troubleshoot. If you are doing a panel conversation, do a test run with your participants and ensure they are all comfortable with the run of show.

Creating Impact: We're making this film available to you for free but we need your help! In this guide you will find ways for you and your audience to take action. Encourage your audience to register to vote, to learn about local legislation and candidates on their ballot, and to inspire others to get involved.

There are 50 Million passionate outdoor enthusiasts across the country. This is our common ground. Together, we can use our votes to protect the places we love.





Pull Quote or something about the film.

**PULL QUOTE
OR SOMETHING
ABOUT THE
FILM.**



ABOUT THE FILM

Protect Our Winters turns passionate outdoor people into effective climate advocates. POW leads a community of athletes, thought pioneers and forward-thinking business leaders to affect systemic political solutions to climate change. Our policy agenda consists of a four-pronged approach to climate solutions including clean energy, clean transportation, carbon pricing and protecting public lands from fossil fuel extraction. We've chosen to focus on these four areas because of their broad reaching impact to climate, their possibility for success in policy and their ability to be enacted on the individual and collective scale.

FILM SYNOPSIS

Professional snowboarder and mountaineer Jeremy Jones has an intimate relationship with the outdoors. It's his escape, his identity, and his legacy. But over the course of his 45 years in the mountains, he's seen things change: more extreme weather, fewer snow days, and economic strain on mountain towns.

Motivated by an urge to protect the places he loves, Jeremy sets out on a physical and philosophical journey to find common ground with fellow outdoor people across diverse political backgrounds.

With intimacy and emotion set against breathtaking backdrops, Purple Mountains navigates America's divide with a refreshing perspective: even though we may disagree about climate policy, our shared values can unite us.

DISCUSSION QUESTIONS

Why do you think Jeremy and Bones spent more time speaking to regular people than they did scientists? Do you think that helps get across a different side of the argument?

What impacts of climate change have you seen in your own life?

What tactics did you see Jeremy deploy while discussing the climate crisis with deniers or skeptics that you could employ in your own conversations and debates to sway others' views?

Why do you think climate action is typically identified with the Democratic party platform? Why do you think Republican representatives haven't embraced it more widely? How might this change?

Why do you think that Jeremy is focusing so much on government intervention, rather than individual or corporate responsibility?

Did you find Jerry Taylor's argument about risk management effective? What did you learn from it when having your own conversations?

Why do you think the common goal of preserving our outdoors is an effective way to combat divisiveness around climate crisis?



HOW TO TALK ABOUT CLIMATE CHANGE

Climate change is one of the most divisive issues in the United States. Here are five tips for having productive conversations with those who are uncommitted or skeptical.

1. Manage your expectations.

Enter with the expectation of having a dialogue, not a debate. Psychologist Peter Coleman explains the difference: “A debate is a closed process of persuading the other that you’re right, a dialogue is a process of discovery, a process of learning.” No one likes being told what to do or how to feel. We often have false assumptions about the beliefs of those who disagree with us.

2. Practice active listening.

Listen with the intent of understanding their point of view, not to refute. Casually introduce the topic by asking questions about weather patterns, such as recent fires and hurricanes. They may not be interested in talking about the topic, but if they are, ask them further clarifying questions, without mentally preparing a rebuttal or interrupting. Show that you’re listening and reflect back.

3. Find common ground.

We all want the same basic things out of life: security, belonging, and respect. People connect to divisive issues like climate change at a deep emotional level, so it’s best to meet people where they are. You may encounter people who are unsure, doubtful, and even skeptical and still find common ground. Statistically speaking, a majority of Americans believe climate change is real and human-caused. Only about 7% say they are “very sure” climate change is not happening.

4. Set Boundaries

When deep-seated beliefs are challenged, many people become defensive and may hold on to the belief despite being presented with contradicting evidence. This backfire effect occurs when there isn't mutual respect and understanding. Try to remain calm, focused, and kind. If the conversation devolves into an argument, especially with tension, raised voices, or name-calling from either side, it's best to disengage.

5. Move forward.

No matter how you feel the conversation went, end on a positive note. Tell the other person you love, respect, and/or appreciate them. You can have more conversations with them if they are willing, and if not, it was still good practice for talking with others who are more open about it.

<http://www.someurl.com/filmseries/educationandinformation>

<http://www.anothersomeurl.com/filmseries/educationandinformation>

FAQ

Why do you think Jeremy and Bones spent more time speaking to regular people than they did scientists? Do you think that helps get across a different side of the argument? Jeremy and Bones both believe fervently that the science of climate change is not up for debate. Imagine debating the merits of the science behind gravity — it is not necessary or appropriate. Instead, their focus is on discussing the ideological differences and how we can bridge the gap between parties.

Why is this film focusing only on white men? The Purple Mountains team is absolutely aware that the climate crisis is an issue that impacts BIPOC more than any other population and that BIPOC have been leading the charge, fighting against the impacts of climate change and the infrastructures that support climate inaction.

However, it is generally white people and predominately white men who are leading the crusade to argue against climate change. This film is intended to speak to those audiences and to, when possible, help them understand the fundamental science that instructs our need to take profound action right now. The subjects featured represent the audience that we are trying to reach, those that we think can enter into this space to help support the BIPOC who have been leading the charge for so long.

What is the meaning of Purple Mountains? Purple Mountains is both a line from the song America the beautiful and a play on the political red (conservative) vs blue (liberal) blending to purple. This title conveys the hope that people can come together and build a bridge between parties to address the needs of our planet.

Where can I find more resources about climate change?

Protect our Winters: <https://protectourwinters.org/take-action/resources/>

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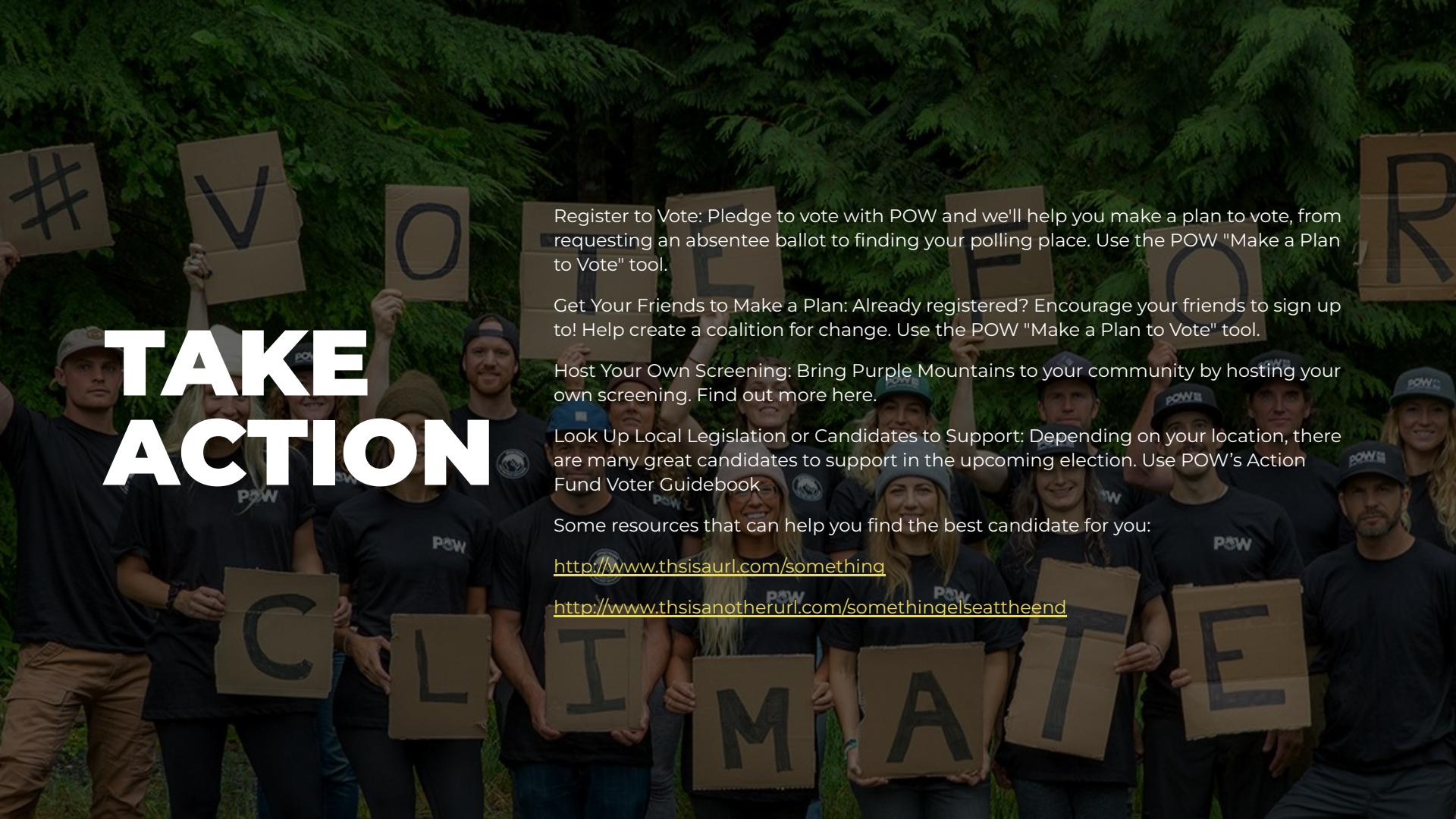
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TAKE ACTION

A black and white photograph of a group of people in a forest. They are holding up large cardboard signs with letters on them. Some signs are held high, while others are held lower. The letters spell out '#VOTE' and 'MADE'. The people are wearing dark t-shirts with the letters 'POW' on them. The background is filled with green trees.

Register to Vote: Pledge to vote with POW and we'll help you make a plan to vote, from requesting an absentee ballot to finding your polling place. Use the POW "Make a Plan to Vote" tool.

Get Your Friends to Make a Plan: Already registered? Encourage your friends to sign up to! Help create a coalition for change. Use the POW "Make a Plan to Vote" tool.

Host Your Own Screening: Bring Purple Mountains to your community by hosting your own screening. Find out more here.

Look Up Local Legislation or Candidates to Support: Depending on your location, there are many great candidates to support in the upcoming election. Use POW's Action Fund Voter Guidebook

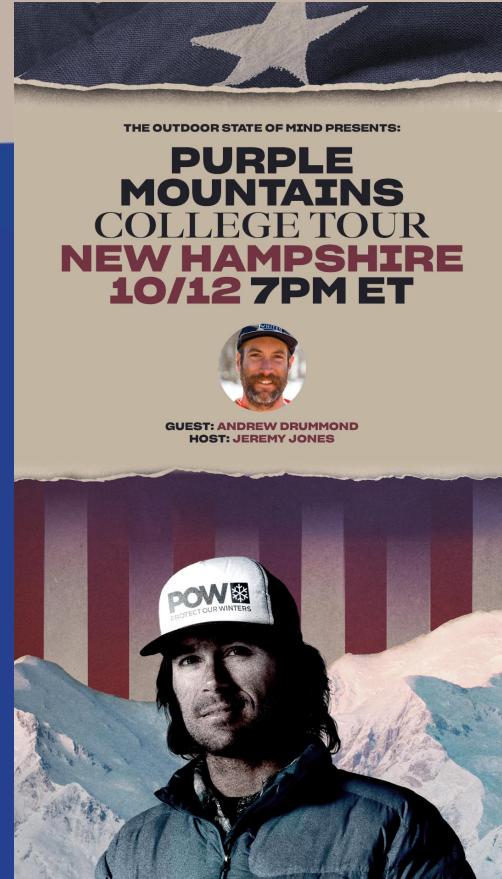
Some resources that can help you find the best candidate for you:

<http://www.thisisaurl.com/something>

<http://www.thisisanotherurl.com/somethingelseattheend>

THANKS!

Maybe a communication Email Address



**Text POW to 65351
to Join Us & Stay Informed!**



4 msgs/month. MsgDtaRtsMayAply. Reply STOP to optout, HELP for help



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