



# AN IMPERFECT ADVOCATE



**POW**  
HOST Y<sup>❄</sup>OUR OWN  
**PARTY**



Screening Toolkit



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# The How To's

Thank you for hosting a screening of the Imperfect Advocate!

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 POW

**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 get involved and to inspire others.





**“If we don’t engage with Imperfect Advocacy, our only other option is to sit back and watch the world burn.”**





## FILM SYNOPSIS

In the rarified air of the world's wildest mountains, alpinist Graham Zimmerman has seen firsthand the effects of human-driven climate change on the world. He has seen glaciers recede, winters become shorter, and weather patterns become more volatile. As his eyes have been opened to the irreversible damage that humans are doing to the planet, he has been forced to acknowledge that he is complicit in the destruction of these places that he loves. Despite his own carbon footprint, Graham decides that he must take action and joins Protect Our Winters, an advocacy group that enlists him in the fight against Climate Change. In doing so, he starts down the path of advocacy in an increasingly turbulent world. A world that will challenge him in many ways, not least of all by asking if he can accept his imperfections to become an effective advocate.

# Film Access

Online Trailer:

<https://www.youtube.com/watch?v=pWdvkAtAkq8>

Film + Trailer:

<https://protectourwinters.canto.com/s/HMK4Q?viewIndex=0>

# DISCUSSION QUESTIONS

What ideas were presented in the film that you can incorporate into your own advocacy?

How can you broadcast these ideas into your community?

Let's talk about story. Graham is leveraging his stories from the mountains to drive change in his community, how can you do the same?

Why do you think it was so important to showcase the Black Lives Matter movement in the film?

Why do you think it's important for folks who recreate outdoors to educate themselves about climate impacts and pass on that information to visitors?





# 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.

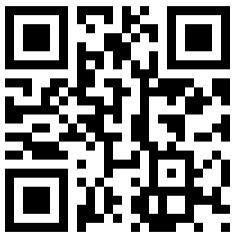
#### **5. Move forward.**

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>

# Pledge to Vote!



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

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