



Advice For Girls

Screening Toolkit



About The Film

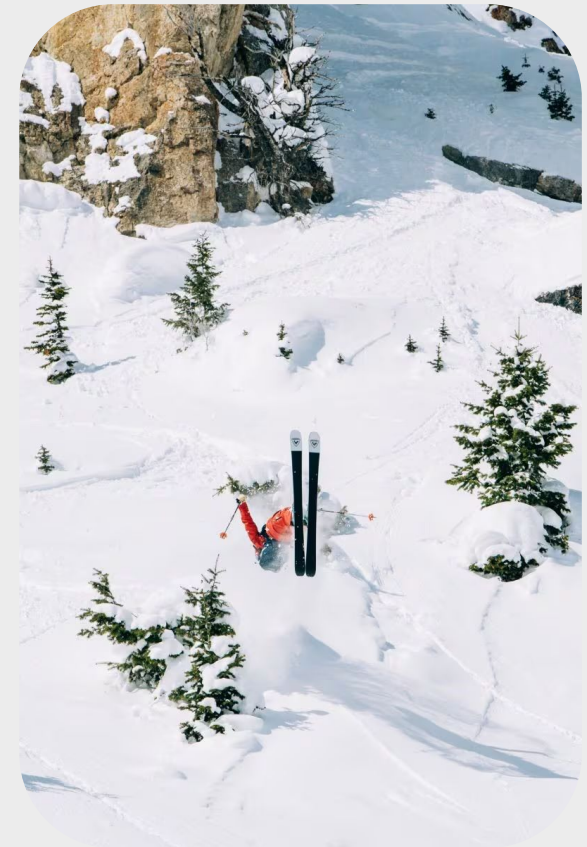
Runtime: 45 minutes

Directed by: Sara Beam Robbins

Produced by: Addy Jacobsend,
Sierra Schlag,
Sara Beam Robbins

**Cinematography
& Editing by:** Iz La Motte,
Sara Beam Robbins

Production Company: The Road West Traveled



Logline

With this film, we wanted to give as many women as possible the opportunity to shine. Women in the ski industry are still fighting for equal opportunities and pay. We hope that women and girls of all ages will feel seen and inspired by this cast of athletes.

Synopsis

“Advice for Girls” puts a spotlight on the collective experience of women in the ski industry. The film showcases advice from three generations of women in skiing. Each generation reminds women and girls of all ages that they are worthy of success, allowed to take up space, and are extremely valuable to the ski industry.

With an intersectional cast featuring all types of women – women of color, queer women, women with disabilities, and more – the crew hopes that everyone can find someone in the film to connect to.

Discussion Questions

- What are some of your takeaways from the film?
- What are some ways you think the outdoor industry can continue to support women and minorities?
- What can you certain levers in your life which you might be able to pull to continue uplifting womens' stories?
- What are some areas you hope to see change in snowsports?
- Do you personally have any limiting beliefs? How has this film made you think any differently about those?
- Who are some women that you look up to as role models, and why? What impact have these women had on your life?

Film Resources

Official Trailer: <https://youtu.be/0p1z3So-d5I?si=mAwDW6FATL6adNFf>

Official Link: Advice for Girls requests a \$500 screening fee for any organized screening of the film. To learn more about organizing a group viewing of the film, please inquire below. We promise you'll be glad you did!

Independent Screening Inquiry:

<https://www.adviceforgirlsfilm.com/general-screening-inquiry>

Independent Screening Agreement:

<https://www.adviceforgirlsfilm.com/independent-screening-agreement>

Website: <https://www.adviceforgirlsfilm.com/>

Download: contact ross@protectourwinters.org



**“It’s time to stop using “there aren’t any women out there”
as an excuse to only have one female athlete in a film”**

-Advice for Girls

The How To's

Thank you for your interest in screening Advice for Girls!

This guide and toolkit is intended to help you host an impactful and successful screening. Here 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.

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 that will address the local and personal issues your audience cares about. If you'd like support in film discussion questions, please contact info@protectourwinters.org

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 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 to join them. To learn more about how POW is creating impact and to join the cause, [Join Team POW!](#)

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.

About The Alliance Member

Professional Photographer and Filmmaker based in Crested Butte, Colorado. Born and raised in Colorado, Sara Beam Robbins has always considered the mountains to be her home and her artistic inspiration. Sara has worked with various outdoor brands to provide commercial photography and videography services across product and lifestyle campaigns.

Sara is the Co-Founder of the indie production company, The Road West Traveled, known for the ski documentary “Abandoned”. She has experience directing, story-boarding, writing, shooting in hard to access places, and all aspects of post production. With a previous career in Big Tech with companies including Google, Yahoo, and Oracle, she brings professionalism and innovation to every project.

Sara is also a Big Mountain Skier currently competing in the Freeride World Qualifiers and a Big Mountain Coach at the University of Colorado.

[Visit Sara's POW Alliance Profile](#)

[@sbeamrobbins](#)



About The Alliance Member

Iz La Motte is an adventure photographer and filmmaker who was raised in the Catskill Mountains of New York and educated in the Green Mountains of Vermont. Today, Iz splits her time between the deep snow and sharp ridgelines of Utah's Wasatch Range and the serene green spaces that surround her off-grid cabin in the woods of Vermont. She has developed her craft into one that focuses on the human story and its relation to the world. Iz believes that everyone has a story to tell. Her passion lies in working with individuals and brands to tell their own impactful stories in a way that feels true to them.

Her work has been seen in marketing campaigns across the ski industry, in print publications such as Freeskier and Backcountry Magazine, and at film festivals across the world including Mountainfilm and Banff Mountain Film Festival.

[Visit Iz's POW Alliance Profile](#)

[@izmottephoto](#)

