



Punchline

Screening Toolkit



About The Film

Runtime: 10 minutes

Directed by: Kaare Iverson,
Dan Holz

Produced by: Dan Holz

Photography Director: Alex Palumbo

Editor: Eric Elofson

Assistant Editor: Lia Johnson



Logline

Meet Eland Stribling (AKA @blackstevesrwin), a wildlife biologist, stand-up comic and fly fisherman based in Denver, Colorado. Eland loves to fish and he loves to tell jokes. He's passionate about wild places and the comedic lens, but also forthright in his endeavors to pursue outdoor education for conservation purposes. Follow along as Eland blends a unique mix of comedy, stewardship and environmentalism in Punchline, a film meant to teach us the importance of laughter as we protect the places we live and we love.

Discussion Questions

- It's said that attitude affects thoughts, which affect behavior. Did you experience any shift in your perceptions, preconceived notions, or attitude after watching this film? About Eeland, or fishing, or environmentalism, or comedy? Do any shifts you observed in how you perceive the themes in the film have the potential to change any of your thoughts and/or behavior?
- Comedians often walk a fine line between being able to provide levity and make light of societal challenges, and being crass and making fun at someone or something's expense. Do you feel comedy has a place in conservation and environmentalism?
- In this film Eeland combines his passion for the arts (comedy) with his passion for science (wildlife biology). Are there other examples of combining art and science which have inspired you?
- When you consider the potential effects of climate change, where on your personal list of imaginable challenges do the health of rivers, streams, fishing, and access to clean water fall?
- Are there examples of the intersection of climate change and outdoor recreation, or climate change and public lands that you've observed in your life?

Film Resources

Official Trailer: https://www.youtube.com/watch?v=NRQ61mQN_kg

Full Film: https://www.youtube.com/watch?v=gXENbZA_Id4

Website: <https://protectourwinters.org/project/punchline/>

Download: contact ross@protectourwinters.org



The How To's

Thank you for your interest in screening Punchline!

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'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 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

Eeland Stribling is an angler, educator, wildlife biologist and a stand up comedian born and raised in Denver Colorado. He has a passion for conservation and comedy and advocates for outdoor education. Grew up learning about wildlife and ecosystem services with his grandfather who was also a wildlife biologist. He picked up flyfishing by learning to tie flies first, in college, then taking those flies he created to the local waterway of Denver to fish for carp. Eeland graduated with a degree in Fish, Wildlife and Conservation biology. No one in his family was outdoor"sy" besides his grandfather so Eeland created his own path to be in the outdoors.

[@blacksteveirwin](#)



About The Alliance Member

For over 20 years, Dan Holz has produced and directed impactful photographic, commercial campaigns and award-winning films across the globe. As a storyteller and artist, his primary focus is on conservation, active lifestyle and mountain sport imagery. Dan works in some of the most challenging conditions imaginable and loves every minute of it.

Dan has created and directed commercial campaigns for premium brands which include Adidas, Shimano, Expedia and REI. His work has appeared in notable publications, such as Outside, National Geographic Adventure, Sierra and Backpacker. He is passionate about sharing stories that inspire action to promote sustainability.

Dan currently lives in Leavenworth, Washington with his wife Lisa and two daughters where they love to explore the North Cascades and beyond.

[@danholzphoto](#)

