



Sam & Me

Screening Toolkit



About The Film

Runtime: 31 minutes

Produced by: Anthony Bonello,
Mike Douglas,
Susie Douglas

Directed by: Mike Douglas

Production Company: Switchback Entertainment



Logline

Professional skier and climate activist Mike Douglas mentors a 13 year old boy Sam who's terrified of climate change.

Synopsis

At 13 years old Sam Tierney was in a dark place. His climate anxiety was getting so bad he was having trouble sleeping at night. In an attempt to ease his stress, Sam writes Salomon pro skier and climate advocate, Mike Douglas, asking for advice. Seeing his younger self in Sam, Mike invites him on a weekly ski meetup to talk about climate, skiing, and life.

Film Resources

Official Trailer: <https://protectourwinters.canto.com/b/SVIJO>

Full Film: <https://youtu.be/HGR34-SOlgg?si=ilfNZp7uEmJa6aNy>

Download: contact ross@protectourwinters.org

Website: <https://protectourwinters.org/grant-project/sam-me/>



The How To's

Thank you for your interest in screening Sam & Me!

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

Mike Douglas has been called one of the 10 most influential freeskiers of all time. He, along with the members of the New Canadian Air Force, pioneered modern freestyle skiing and developed the first high-performance twin tip ski with Salomon back in 1997. Since then he's won dozens of awards for his skiing, and has more recently added award-winning filmmaker to his resume. His company, Switchback Entertainment, produces documentary adventure films and the web series Salomon TV.

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

[@mikedski](#)

