

# HOST A FILM SCREENING IN FIVE EASY STEPS

A guide brought to you by:



March 21st–27th, 2016

**Freshwater Leadership**

**Canada Water Week Presenting Partners:**



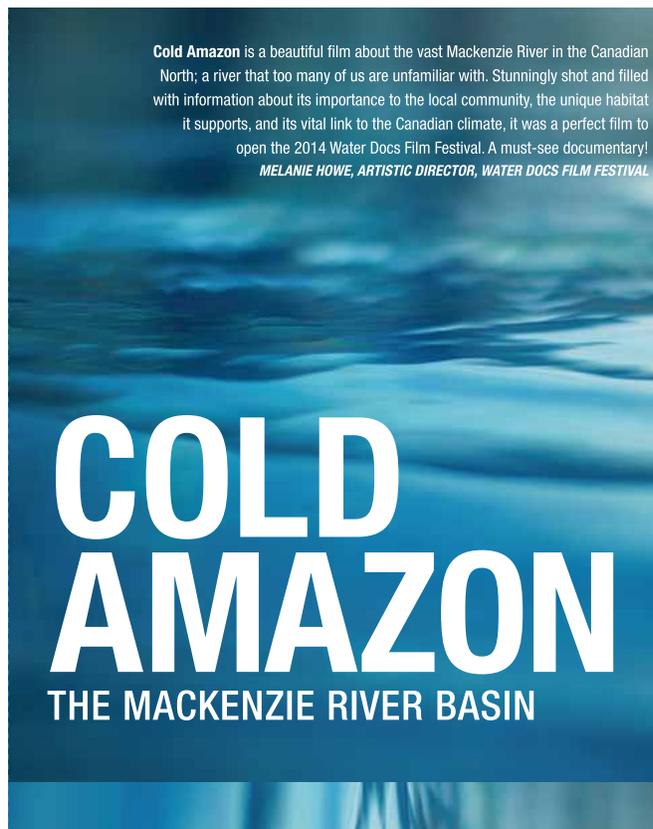
# STEP 1: CHOOSE A FILM

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## FREE DOCUMENTARY FROM CANADA WATER WEEK

### COLD AMAZON: THE MACKENZIE RIVER BASIN

Narrated by celebrated northern journalist Paul Andrew, *Cold Amazon* tells the story of Canada's massive Mackenzie River Basin. At 1.8 million sq. kilometres, covering three provinces and all three territories, the Mackenzie plays a significant environmental, economic, and spiritual role that stretches far beyond its borders. This short documentary highlights the importance and vulnerability of the mighty watershed through the impassioned voices of those who rely on its health and work for its protection.



### ORDER YOUR COPY

Email us at

[info@CanadaWaterWeek.com](mailto:info@CanadaWaterWeek.com)

with details of your event,  
including the date.

# RECOMMENDED DOCUMENTARIES

There are so many water documentaries out there, covering a breadth of issues as wide as the Mackenzie Basin! Whether you're interested in water from an economic, environmental, or cultural perspective, there are several options to choose from. Check Netflix or your local library to see if any of these titles are available, and please ensure you consider all copyright rules before planning your event.

## A SEA CHANGE

Filmmaker Barbara Ettinger puts a human face on the realities of global warming and ocean acidification in this documentary of one man's quest to learn more about his generation's environmental legacy.

## BLUE GOLD: WORLD WATER WARS

Narrated by Malcolm McDowell, and directed by Sam Bozzo, this documentary looks at water as an increasingly precious commodity, and how corrupt governments, corporations and even private investors are scrambling to control it.

## CHASING ICE

Environmental photographer James Balog deploys time-lapse cameras to capture a record of the world's changing glaciers, compressing years into seconds to illustrate how these ice mountains are disappearing at a breathtaking rate.

## THE END OF THE LINE

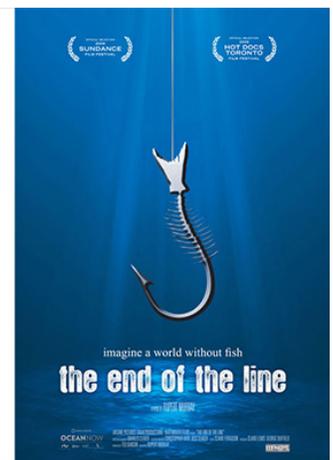
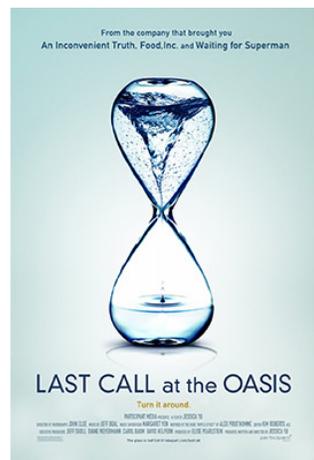
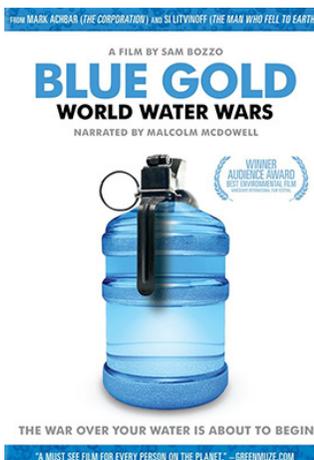
Narrated by Ted Danson, this documentary examines the imminent extinction of bluefin tuna, brought on by increasing Western demand for sushi, and the ultimate negative impact of overfishing on marine life.

## FLOW: FOR THE LOVE OF WATER

Irena Salina builds a case against the growing privatization of the world's dwindling fresh water supply with an unflinching focus on politics, pollution, human rights, and the emergence of a domineering world water cartel.

## FRACTURED LAND

Fractured Land follows Caleb Behn, a young Dene lawyer who may become one of this generation's great leaders, if he can discover how to reconcile the fractures within himself, his community and the world around him, blending modern tools of the law with ancient wisdom.



## GIANTS AMONG US – RICK HANSEN AND THE GREAT WHITE STURGEON

Giants Among Us tells the story of a great Canadian, Rick Hansen, and his dedication to saving the White Sturgeon of BC's Fraser River.

## LAST CALL AT THE OASIS

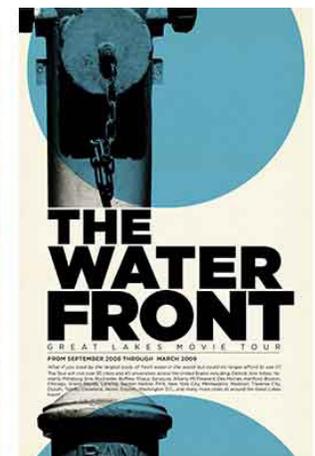
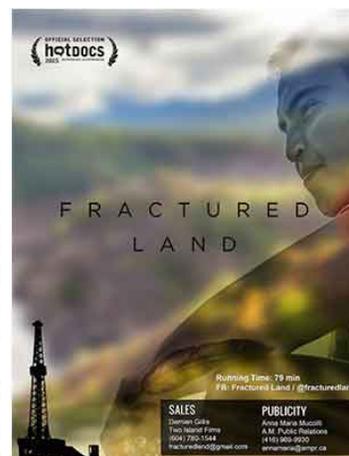
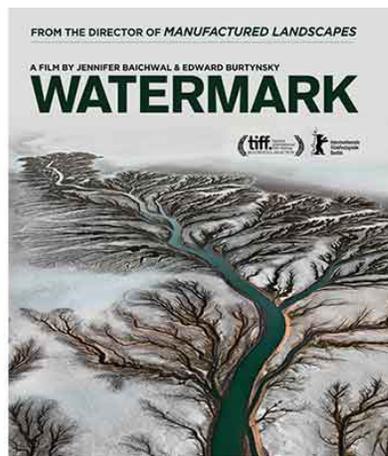
This documentary explores the global water crisis, shedding light on the vital role water plays in our lives. It exposes deficiencies in the supply system and introduces us to communities already struggling with its ill-effects.

## VANISHING POINT

Two Inuit communities in the Arctic, linked by lineage to a legendary shaman, face the greatest social and environmental challenges in their history. While the groups share much in common, they approach technological and social change differently.

## THE WATER FRONT

When a financially suffering town turns to an unlikely source - its water plant - for hope, no one expects \$10,000 water bills, and worse. This documentary reveals the drastic policies enacted by an emergency financial manager, and their shocking effects.



## WATERMARK

Transporting us all over the world, *Watermark* reveals the extent to which humanity has shaped water, and how it has shaped us. The images are incredible, taking something as commonplace as water and capturing it in curiously beautiful ways.

## WATERSHED

Executive produced and narrated by Robert Redford, and directed by filmmaker Mark Decena, *Watershed* tells the story of the threats to the once-mighty Colorado River, and offers solutions for the future of the American West.

## WHATI FISH CAMP

This video documents the fish, water and sediment monitoring camp that was held at Burnt Island near Whatì in the Northwest Territories in September 2014. The camp was part of the Tłı̄cho Aquatic Ecosystem Monitoring Program - a community-based program to monitor the health of fish and fish habitats in the area, and to see if there were any changes to fish or water quality over time. It features hands-on learning of science-based sampling methods to aquatic ecosystem monitoring, and includes interview clips with elders who shared their traditional knowledge of the land and water at the fish camp.

# STEP 2: FIND A VENUE

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## HOME

Invite a small group of friends and watch in the comfort of your own home. This is a great informal opportunity to create dialogue with those around you. Please register your event at [www.canadawaterweek.com](http://www.canadawaterweek.com) (there is an option to leave the address fields blank to keep it private).

## PUBLIC LIBRARY

Many of the documentaries listed are available for rent from public libraries across the country. Most libraries also have public rooms that you can book, often at no or low cost.

## TOWN OR CITY HALL

Municipalities across Canada are supporting Canada Water Week. Contact your local City Hall and request a space for your event. Contact us at [info@canadawaterweek.com](mailto:info@canadawaterweek.com) to see if we have a contact in your community to help arrange the details.

## CHURCHES OR COMMUNITY HALLS

Partner with a local church association or community hall to host a public screening of the free Canada Water Week documentary, *Cold Amazon*. Email us to obtain a copy for public viewing.

## LOCAL COMMUNITY COLLEGE OR UNIVERSITY CAMPUS

Partner with a student group on campus, book a room and start promoting. Some campuses have theatres as well, so consider partnering with the theatre and screen our free Canada Water Week documentary.



# STEP 3: MAKE IT AN EVENT

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*There's lots more you can do at the film screening besides watching the movie! Here are some helpful tips to make your screening a must-attend event!*

1. Invite a local personality or water advocate to serve as MC.
2. Assemble a panel of water experts to present and generate audience dialogue post-screening. Check with your local conservation authority, colleges and universities, or community water groups to find potential panelists.
3. Use the discussion questions included in your screening kit for *Cold Amazon*, or develop your own for another documentary to encourage audience members to explore the themes and content further. Put a local spin on your chosen documentary by discussing how the issues are relevant to your area, or what lessons could be applied to your watershed.
4. Invite local water groups to set up booths pre- and post-screening.
5. Encourage local businesses to donate silent auction or raffle items to raise funds for your organization or a local water group.
6. If you run a local water group, use Canada Water Week as an opportunity to invite volunteers and supporters for an exclusive evening. Show a documentary and mix and mingle to show your thanks for their work and support year-round.

# STEP 4: PROMOTE IT

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## WEBSITE AND SOCIAL MEDIA

We'd love to hear about your event. Add it to our listing on [www.canadawaterweek.com](http://www.canadawaterweek.com) to make it easier for participants to find. We'll tweet about it and mention it on our Facebook page to make sure the word gets out to the Canada Water Week networks. Add your tweets to ours using #canh2o or send a note to [info@canadawaterweek.com](mailto:info@canadawaterweek.com) to submit a blog to [www.OurLivingWater.ca](http://www.OurLivingWater.ca).

## LOCAL MEDIA

You can also contact your local media the week before the event to spread the word in your community. Press release templates can be found in the Resources section of the website. If you are successful in getting media coverage, make sure you invite them back to cover the event itself.

## DURING AND AFTER YOUR EVENT

Live-tweet and Instagram your event. Make sure you add it to our larger discussion by using #canh2o. Post your photos to our Facebook page or Flickr group.

# STEP 5: FOLLOW UP

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*Congrats on hosting a successful film screening! Your job's not over yet, though. Here are a few things you can do to ensure attendees and participants keep coming back to your Canada Water Week event year after year!*

## NEXT STEPS

Meet with your event organizers to determine the best practices. What worked for your event? What didn't? What can you do to make your next event even more successful?

## THANK-YOU'S

Be sure to send personalized thank-you's to speakers, panel members, and key attendees. Providing a small gift at the event is a good idea, and then follow up a day or two later with an appreciative email.

## FOLLOW UP WITH ATTENDEES

Provide an opportunity during the event for participants to sign up for newsletters or fill out a survey. Did anything come up during the panel discussion that requires follow-up (e.g., setting up regular meetings with community members, or getting information on an unanswered question)? Make sure you follow up in a timely manner to take advantage of the momentum built during the event.

# YOU'RE DONE!

*Enjoy your film screening and don't hesitate to contact us with any questions or feedback!*

[www.CanadaWaterWeek.com](http://www.CanadaWaterWeek.com)

[Info@CanadaWaterWeek.com](mailto:Info@CanadaWaterWeek.com)

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