

# Tidewater & The Burden Screening Guide

Citizens' Climate Education has procured rights for you to show two movies produced by Roger Sorkin at the American Resilience Project: Tidewater and The Burden.

A copy of the rights are in the CCL Conservative Caucus Shared Drive for support material.

You can request a copy of the disc (DVD) for The Burden and/or for Tidewater by emailing Morgan McCue at [morgan@citizensclimatelobby.org](mailto:morgan@citizensclimatelobby.org) or calling 619-437-7142. When contacting, make sure to make any requests well in advance and clearly articulate when you need the DVDs to get the disc(s) shipped to you in time.

## Target Audience

This planning guide assumes your target audience includes veterans and/or active military.

## Venue

Your venue sends a message – both the location and the reputation of the establishment. To attract veterans and active military, try to find a venue they will be comfortable visiting and maybe familiar with. Possible venues include local businesses like breweries or movie theaters, churches, community centers, town halls, VFW or other veterans meeting areas, school classrooms or auditoriums. Consider looking up where the local GOP has their meetings.

Avoid the coffee shop where the local progressive groups meet or the bookstore filled with non-conservative books.

Review our “approval” from Roger Sorkin with the venue early on – so that you are not surprised if they want some other type of documentation at a later date. (CCL Conservative Caucus Shared Drive)

Review food and beverage policy with the venue. Will they serve and charge for drinks; who will bring in food? Can we bring in food like free popcorn or movie snacks?

**NOTE:** If you want alcoholic beverages served – you need a venue that does that as part of their business. CCE/CCL will not sell or serve alcohol.

## Citizens' Climate Education (CCE) vs. Citizens' Climate Lobby (CCL)

What's in a name? A lot actually. People make assumptions based on first impressions, and a name is important.

*Citizens' Climate Education* is the name for our organization that does educational outreach activities – like showing The Burden or Tidewater.

*Citizens' Climate Lobby* is the name for the organization that tries to influence members of Congress on specific legislation.

Rights for both *The Burden* and *Tidewater* were purchased by Citizens' Climate Education – the education branch of what we are doing.

Using this name – Citizens' Climate Education” is accurate, and may be preferable to Citizens' Climate Lobby when recruiting speakers from the military and organizing these events. We have had direct experiences where people in government positions refuse to be linked to “a lobbying group” but are very willing to help a group focused on educating the public. The main limitation is that Citizens' Climate Education can not encourage people to take actions supporting (or trying to influence) specific legislation in Congress. And these events really are designed to open a dialogue and be an education event.

### **Discussion Panel**

Recruit two or three people to participate in a discussion panel after the movie. At least one expert should have a background in climate and security for *The Burden* and have military credentials (retired or active) or be from a business that served the military (e.g. Boeing, etc).

Consider inviting your member of Congress or his staff to talk make a comment on the movie or even on the importance of citizen advocacy.

No more than one expert related to science – preferably from a local university or institution.

Prefer to have people on your panel that can help you attract your target audience. Ask panel members to actively invite people from their network and through their outreach. Include panel members in your planning calls if possible.

Have a CCL leader be on the panel to field questions on “solutions” and link to our group.

### **Recruit people to attend**

- Find other groups to help
- Spread the word through veterans groups in your area.
- Find the local veterans council that represents key veterans connections from the veterans groups in the area. (Google “veterans” and your county or region, or “veterans council”)
- “Military Officers Association of America” is a forum for officers who are active, retired, or separated from military for Army, Navy, AirForce, Marines, & Coast Guard. Find and talk with your local chapter. Officers may have broader perspective and more likely that they played a leadership role.
- Ask the partner veterans organizations you work with “how would you get the desired audience for this event” then you can follow-up “can you help with that”.
- National Security – if a local group hosts lectures on National Security lectures – draw them in: examples include World Affairs Councils or Osher Lifelong Learning Institute speakers (OLLI's).
- Be strategic. You want a focused and targeted audience. Don't simply toss up fliers all over.

- We are currently talking to the Truman Center and the Center for Climate & Security – email Jim Tolbert, at [james.tolbert@citizensclimatelobby.org](mailto:james.tolbert@citizensclimatelobby.org), CCL’s Conservative Director for more information.

### **Event pricing**

We can not directly charge for the event as Citizens’ Climate Lobby or Citizens’ Climate Education. But a venue can charge for an event – like a brewery or movie house. People consider a small price acceptable for entertainment, so don’t push back against a venue collecting a small fee. Do not solicit for endorsements.

If there is a fee, consider a hook for veterans, like \$5 for public and free for veterans and their families.

### **Local Media**

- A template for a Press Release is [here](#).
- Conservative Talk Radio – get a slot on their show with a semi-provocative hook for host. We are going to talk about something that is traditionally of interest to your listeners – but we are approaching from a national security approach.
- Be proactive on approaching local media – both major papers in your area and the small free ones. Find the conservative small paper(s) in your area and send them your press release and call them.

### **Email Blast**

Offer text for an email for other groups to send out as an email blast for all these other organizations, and ask the organizations if they would pass it on to their members. (See Press Release wording)

### **The Event**

Consider having refreshments and popcorn (or other snacks)

### **Handout for guests**

Have some short, maybe quarter page to one-page handout with Citizens’ Climate Lobby name, logo and email address so people can take this home. Include a contact for them – preferably someone on the panel – who they can reach out to locally.

Consider having a small sign-up sheet on every chair instead of just having a CCL sign-up sheet only on tables where someone would have to stop by the table.

### **Sample Agenda**

- Mingle as people arrive
- Welcome (introduction & 2 minute statement by each panelist) Give a call out to Roger Sorkin (producer) and the [Americana Resilience Project](#); and also to Citizens’ Climate Lobby.

Recognize public officials that are in attendance if you know them. Recognize veterans and active military in attendance – ask for show of hands – who is a veteran or active military.

[10 minutes]

- Film [45 minutes]
- Discussion with the panel (each member makes a small statement to start, or just go right into questions from the audience) [20 minutes]
- Conclusion: close with a thanks from CCL – and point people to CCL sign-up sheets and people from CCL if they want to help engage on this topic matter.
- Take an action: offer people the option to take a concrete action at the end of the movie – have “constituent comment forms” that people can fill out and make a commitment to deliver them to their members of Congress.

## **Discussion Guides**

We will be developing some discussion guides, updated information overviews, and other supporting tools. When these are available, they will be put in the [shared drive](#).

## **During the event**

- Photographs: Capture candid photos of the crowd, of people enjoying the movie, of your panelists.
- Encourage CCL members to mingle with the crowd before and after the event. Try to exchange names, emails and cards with people.
- Have plenty of opportunity for social interactions. Give time for people to mingle.
- MC – Set and maintain the right tone of openness, civility, and respect.
- No fundraising or other financial asks.

## **After the event**

Enter new CCL members into our system

- Use the “new member spreadsheet” to enter the names and contact information for the new members who signed up at the event. The Excel spreadsheet is available on [Community site](#) for Group Leaders.
- Simply fill in the spreadsheet and follow the directions on the “Instructions” tab.
- Event Name in spreadsheet to Salesforce Entry
- Please include the following words in the “Event” column as appropriate:
- “SEVT” for events which were part of the Southeast Veterans Tour during April through September of 2017.
- “The Burden” or “Tidewater” depending on what movie you showed.
- “City ST” to designate which city the movie was shown in
- YYYYMMDD – an eight digit numeric code for the year, month and date of the movie event.
- Examples for the Lead Source field might be “SEVT The Burden Asheville NC 20180724” or “Tidewater Boston MA 20180817”.

## **Copies of the Sign-in Sheets**

Make digital copies of the sign-up sheets. Handwriting is often hard to interpret, and it is invaluable to have a copy of the original sign-up sheets to review email addresses that come back as not delivered.

## **Your Follow-up Team**

- Have a team to help with follow-up! The follow-up is critical. Anyone who attends or helps has expressed some level of interest.
- Have a personal follow-up with people who signed up
- A timely email immediately after the event is critical. Let the person know they will be receiving emails from CCL, and ask if they want to get coffee to learn more. Always have your next local meetings in this email.
- A personal invitation for coffee is a great way to help engage people.
- Thank you to your panelist and to the venue.
- Also thank each of the groups who helped.

## **Check for undelivered email addresses**

After a couple emails have been sent to the new members, check back in to see if there are any undeliverable email addresses. Salesforce will flag email addresses which can not receive email. And you can find the list of your new members by your “Lead Source” field. Review the original sign-up sheet and edit emails to try to get the correct email for every new member.

## **Report back to CCL**

Please help us understand the impact we are having with Roger Sorkin’s films. Whenever you have two or more people watch either of these films together, please have your CCL Group complete a field report the Outreach Event and include the following details:

- Include the name of the movie: “The Burden” or “Tidewater”
- Short description of the showing (title of event)
- Approximate attendance (number of people who came)
- CCL Lead person for the event

If you have a write-up or overview of the showing and pictures, please include a copy of those too.