



Film Screening Tips

for

Organizing a Public Screening of:

*Out of Balance: ExxonMobil's Impact on Climate
Change*

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1. Getting Started

Hosting a screening of *Out of Balance: ExxonMobil's Impact on Climate Change* can be a very straightforward, simple, and rewarding way to start or build-on a strong movement of people committed to demanding action on global warming. This film can be used as a first-time exposure to global warming or as an intriguing follow-up to Al Gore's *An Inconvenient Truth*.

Start off with a clear idea of what you want to accomplish with the screening. What action might people take directly following the film? Do you want to have a discussion afterward? Whatever your vision, start by setting your goals for the event as a group.

What is your goal for the screening event?

If the screening is linked to a group to which you belong, talk with your colleagues about what the film could help you accomplish as a group. Are you trying to: Generate a dialog about global warming in your community or in your group? Recruit new volunteers to your group? Afterward, it's important to have an action for people to take. The action could align with the interests or goals of your group, such as a letter writing effort to your town council or the city mayor regarding public transit, a local power plant, etc. or to your Congressional members to support legislation to cut carbon 80% by 2050. Additionally, include a petition to ExxonMobil executives to stop double-crossing America on global warming and be a part of the solution.

How many people do you want to attend? What are your goals for the screening?

Consider who you might want in your audience and how many people you want to turn out. Remember the rule of halves for recruitment: If you call four people, two will probably say they will come. If two say they will come, one will probably show up. You can maximize turnout by giving people something to take home and put on their fridge, getting phone numbers and doing

call reminders, and continually promoting the event through email and other kinds of media beforehand. Depending on your budget, providing free refreshments is always a good option.

2. About the film

The film is based on the premise that while the Earth's climate is being pushed further out of balance by the increasing use of fossil fuels, ExxonMobil's undue influence over our federal government (particularly the Bush administration) and its long-time funding of groups that deny the science of global warming has also pushed our country's understanding and concern about the climate out of balance. *Out of Balance* is an independent 1-hour expose' that establishes the science and urgency of global warming as it also reveals ExxonMobil's deliberate disinformation campaign to undermine the science of global warming and block action. The film also points the way forward and inspires viewers to think big about clean energy solutions.

- Features rare interviews with government and company whistleblowers, prominent scientists, and respected authors and experts including: Bill McKibben and Ross Gelbspan, Rick Piltz; Dr. Robert Watson; *and more.*

3. Why show the film Out of Balance: ExxonMobil's Impact on Climate Change?

The time for action on global warming is now! Yet, while we push for the adoption of renewable energy and cuts in carbon pollution, it's also important that we expose the tactics of our nation's number one opponent of action and naysayer of clean energy: ExxonMobil. As people learn about global warming they often ask, "If global warming is so serious, why isn't our government doing more about it?" *Out of Balance* helps answer that question.

The film reveals some ways that ExxonMobil has been double-crossing America on global warming for over a decade. The company is the largest, most profitable and most influential private oil company in the world and the only major oil giant still refusing to invest in renewable energy. One of ExxonMobil's tactics to block national action is to keep the public and policy makers focused on whether or not global warming is really caused by humans. They do this by funding front groups and industry think tanks that deny the reality of global warming. Their arguments that addressing global warming is too costly, that our nation alone can accomplish nothing, that fossil fuels have little to do with climate change, or that the heating of the planet is good for us, have all been repeatedly debunked by the best and broadest science and research.

Since 1998, ExxonMobil has spent a relatively modest but effective sum, around \$16 million, on a closely connected web of over 40 groups that parade around the same handful of scientists, whose views on global warming have been scientifically discredited. These groups have formed an echo chamber of doubt around the science of global warming and manufacturing uncertainty in the minds of Americans using the media. An internal memo of the American Petroleum Institute, twice led by ExxonMobil, revealed ExxonMobil's strategy: "Victory will be achieved when uncertainties in climate science become part of the

conventional wisdom" for "average citizens" and "the media." This tactic was taken directly from the playbooks of the tobacco industry. Indeed, some of the key Exxon-funded deniers of global warming were formerly employed by R.J. Reynolds and the tobacco industry during its heyday of science fiction about smoking.¹

Today, due to growing awareness about ExxonMobil's underhanded tactics to block action on global warming, ExxonMobil says it is trying to "soften" its image on climate. Yet, it continues to be the only oil giant refusing to invest in renewable energy and directly funding groups that mislead the media, the public and policy makers about the reality of global warming. By showing this film and helping to expose ExxonMobil, you will be adding to the voices of scientists, politicians, and public interest groups demanding that Congress take strong action on global warming despite ExxonMobil. Diminishing ExxonMobil's influence is key to pressuring the company stop funding the front groups, support mandatory reductions of carbon pollution and stop double-crossing America on global warming.

4. Logistics

a) Obtain a discounted copy of the film

Contact Joe Public Films at joepublicfilms@yahoo.com or by contacting the director Tom Jackson at (603) 498-3580. You can also contact Shawnee Hoover, campaign director of Exxpose Exxon at shoover@exxposeexxon.com or by phone (202) 546-9707. The DVD is available to Exxpose Exxon activists at a discounted price from Joe Public Films for \$15 each including shipping and handling (mention Exxpose Exxon).

b) Choose your screening date(s)

Pick a date that makes sense for you and that will make the most sense for those you want to show up. Showing the film can help promote your April 14th event and inspire people to join your event, or it may be the April 14th event itself. You might choose to focus your efforts on one large screening or hold a series of screenings throughout the week. If you're hoping to inspire people to join your April 14th action, you might think about when to plan the screening so that it builds momentum for your event.

- Give yourself enough time to plan and promote.
- Check holidays, community activities, and other organizational events that may be a conflict. See if you can get key support people and/or speakers to attend.
- When is your top-choice venue available?

c) Reserve a Venue

A film screening can be held at essentially any venue that has the capacity to show a DVD and seat a number of people. This could be a local school or university auditorium, a theater, library, coffee shop, bookstore, church, or even your own home. School auditoriums and theaters are

¹ For written materials on Exxon's disinformation campaign on global warming and funding of front groups, see *Smoke, Mirrors & Hot Air: How ExxonMobil Uses Big Tobacco's Tactics to Manufacture Uncertainty on Climate Change*, Union of Concerned Scientists, Jan. 2007, or *Denial and Deception: A Chronicle of ExxonMobil's Corruption of the Debate on Global Warming* by Greenpeace USA, both at http://www.exxposeexxon.com/facts/reports_research.html. Also visit www.ExxonSecrets.org.

ideal for large audiences, but a classroom or living room can work too, as long as you have access to a DVD player or projector and a screen or large TV.

Being familiar with your screening location can help ensure a good screening experience. Visit the location first to get a feel for the environment and assess if it has a suitable surrounding.

- Is the location central to those attending?
- Are the acoustics adequate so everyone can hear the sound?
- If in coffee house or similar venue, is the screening area closed off from the talking crowds?
- Is public transit available?
- Is there enough room for maximum planned attendance?
- Is there parking available?
- Is it wheelchair accessible?
- Do you need tables, chairs – will you have to move existing tables and chairs?
- If this is a large venue – will you need microphones?
- Are there curtains or shades available for windows in case of glare?
- Does the venue provide all the audio and video equipment you need to arrange your screening?

d) Reserve the right Equipment

- **Projector** - In most cases, a projector should be able to screen DVDs. Some have built-in DVD players, others don't. Test the system first to make sure the projector and the DVD player, if separate, are compatible. Make sure the projector can fit the screen at the size that you want it so everyone can see comfortably. Know how far away the projector will need to be for best quality and make sure your venue can accommodate that.
- **Screen** - A screen or television can be used – one that the entire audience should have no troubling seeing. Check to see if it is necessary to cover the perimeter of the screen with a black cloth to enhance the clarity of the image and direct the audience's focus solely on the screen and not any possible activity going on behind it.
- **Audio** - Most audio equipment will include an amplifier, speakers, cables and the control deck. The wattage of the speakers must be adequate to provide clear, crisp sound throughout the venue. Two speakers up in front with the screen should suffice in most cases.

5. Promoting Your Film Screening Event

a) Email

The venue may have an email list you can use to advertise the screening. You can also send it to each of your friends and ask them to send it to five people they know. List it also on community or church listserves. You are welcome to contact Exxpose Exxon (info@exxposeexxon.com or 2020546-9707) and ask if they can promote your event to their list of activists in your area.

Sample Email:

Subject Line: See this film! DATE

As part of TOWN/CITY NAME effort call on our leaders to Step It Up on global warming, we invite you to come to a special screening of the first film ever to expose ExxonMobil's effective efforts to block action on global warming.

Out of Balance: ExxonMobil's Impact on Climate Change
Saturday, April 14th, 2007
2 pm

Location (public transit and parking info)

***For more info contact YOUR NAME and affiliation if any
Your Email & Phone***

Discussion to follow

Speakers: Local professors, environmental group rep, your group's rep

Out of Balance is an expose of ExxonMobil's deliberate campaign to undermine the science behind global warming and block crucial action. While the Earth's climate is pushed further out of balance by the increasing use of fossil fuels, ExxonMobil continues to assert undue influence around the world - making record profits while ignoring climate science for which there has been overwhelming consensus for over ten years. Through interviews with government and company whistleblowers, prominent scientists and respected authors and experts, the film follows the paper trail from Exxon to the media to the White House to help explain why so little has been done nationally to address this Century's biggest challenge. *Out of Balance* does more than expose ExxonMobil, it also offers challenging, large-scale ideas for global social change that give promise to a livable planet for future generations. (60 minutes)

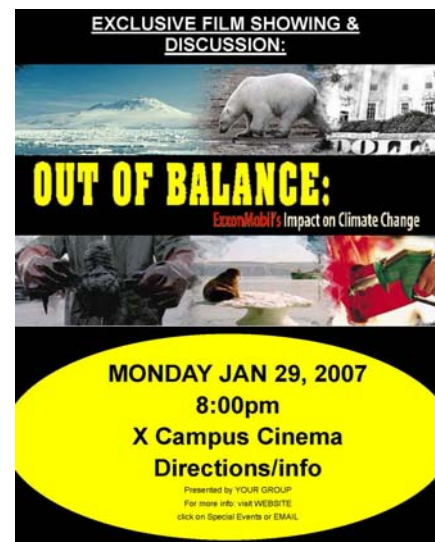
The film features rare interviews with government and company whistleblowers, prominent scientists, and respected authors and experts including: Bill McKibben, Ross Gelbspan, Dr. Robert Watson, *and more*.

c) Posters or Flyers

You can make your own flyers or use a version of the Exxpose Exxon poster seen here (available at www.exxposeexxon.com/action/outofbalance.html)

e) Advertising

To inform people about the screening, you might choose to set up a table at the location or your local community group. If printing flyers at a Kinkos or Staples or local print business, ask them for a donation or discount on the posters and explain your intentions. If your event is open to the public, look into ad prices in your local community papers and be sure to ask for donations! Also, get your film screening listed in your local newspaper's calendar section (they will usually do this for free; give them as much advance notice as possible). Other promotional tools to consider: calling people, snail mail, announcing at other events.



Some tips:

- Be concise: When, Where, What, Brief Panel Discussion Description, Cost, etc.
- Make sure to look into advertising deadlines and have your ads prepared to meet these deadlines.
- Include contact information for people who have questions or want to volunteer

6. The Event Itself

Pre-Event Checklist

- Venue/any technical needs confirmed
- Film/DVD arrived
- Take time to watch the film in advance and make sure it's in good working order
- Action materials for people to take afterward and/or outreach materials needed on-hand
- Key speakers and organizers confirmed and advised of the event's objectives
- Media (if any) invited

Last Minute Checklist: The screening day is here!

- Plan to arrive early to set up – info tables, arranging chairs, food, etc.
- Perform an audio/visual check prior to the screening.
- Table: As guests arrive make sure there is someone to greet them and have them sign-in
- Action: Is the action that people can take afterward already set up and visible?
- Once guests are seated and ready to begin, let them know what to expect – if there will be a discussion after the screening, remind them to sign-in if they haven't and tell them about your group and action.
- Make sure that your audience leaves knowing how they can “get involved” with the issue, including having take-away handouts and flyers available.
- After the event, be sure to thank speakers and anyone who helped make the events a success.
- Add new contacts to your mailing/email/phone lists.
- Hold a de-briefing meeting with your group of volunteers to determine what went well, and where there's room for improvement the next time you hold an event or film screening.

Hospitality

- If the media is invited, who will be their point person at the event and how will they know?
- Who will greet and oversee sign-in sheets for your guests so that you can email updates to those who participated? Who will send the Exxon petition to Exxpose Exxon?
- Do you have volunteers to help set-up and clean-up?
- Will you serve food or drinks? Or allow someone to sell them?

We give a special thanks to Campus Climate Challenge for sharing their film festival screening toolkit.

Appendix A: Sample Questions for a Panel Discussion

The first thing many people ask is what they can do personally or politically to help curb global warming. In your repertoire of materials, consider including the Exxpose Exxon handout: “10 things You Can Do Today to Reduce Global Warming Pollution” (available at www.exxposeexxon.com/action/outofbalance.html).

- The movie shows evidence of ExxonMobil’s efforts to create the illusion of a debate about global warming by funding individuals and groups to question and manipulate the science. What are your experiences in hearing about this so-called debate? Do you know professors, friends, or family members that think this debate is true?
- What do you think might happen if ExxonMobil stopped its campaign to deceive the public about global warming?
- Seriously, do individual efforts make a difference?
- What are some simple changes that individuals can make in their lives to conserve energy?
- How many members of the panel (or audience members, raise your hands) have changed over every incandescent bulb in the house to a compact fluorescent?
- Are alternative forms of energy (solar, wind) accessible to everyone in small and/or large ways, and if not, are we getting there?
- What are the obstacles that keep folks from adopting energy-saving measures?
- What are some good ways to educate the public about individual steps that can be taken?
- What should be asking our decision-makers at the federal level to do re: energy policy?
- Likewise, what should we be asking our decision-makers at the local AND state levels to do re: energy policy?

Appendix B: Sample Messaging for Promotion and Media

Exxpose Exxon Message:

ExxonMobil is double-crossing America on global warming. Using the same tactics as Big Tobacco (and some of the same personnel), ExxonMobil has spent \$16 million since 1998 to fund junk science and industry front groups as part of its disinformation campaign to deceive the public on global warming and block crucial action. We need ExxonMobil to be part of the solution not the problem. ExxonMobil should use put its resources toward helping to create a vibrant renewable energy sector that supports a strong economy, new jobs, public health, national security, and a livable future for all.

More: <http://www.ExxposeExxon.com>

General Energy Message:

There's no denying that America faces an urgent energy challenge. We can continue the current expensive and unsustainable energy practices and policies that have left us addicted to oil. Or we can make the changes and take the actions that will put us on the path to a smarter, cheaper and cleaner energy future.

For example, if our cars, trucks and SUVs together averaged 40 miles per gallon — something that is achievable with existing technology — we would save as much oil as the United States currently imports from the Persian Gulf, with another million barrels to spare. And the average driver would save nearly \$600 a year at the pump.

There is no magic solution to America's energy problems. But if we want to leave our children and grandchildren a healthy planet, our generation must decrease its dependence on petroleum and other fossil

fuels.

We know our nation can do it. Our history shows that there are few challenges we have not overcome with American ingenuity. Now we just need the political will and courage — something that is in short supply these days in Washington.

More: <http://www.sierraclub.org/energy/>

Global Warming Message:

Global warming affects everyone on the planet. Rising sea levels, more powerful storms, and the spread of terrible diseases are just some of the problems we are likely to face while energy prices continue to rise and supply shocks wreak hardship on our families and communities. We are all at risk unless we learn to curb our greenhouse gas emissions and end our addiction to fossil fuels. We can save our planet while preserving our way of life. Instead of falling into denial and despair, we should look to this challenge as an opportunity.

We have the technology today to implement real energy solutions that will move our country forward into a brighter energy future. These solutions can curb global warming, and at the same time build a clean, sustainable economy that lowers energy bills and creates thousands of new jobs.

More: <http://www.sierraclub.org/globalwarming/>

Arctic Refuge/Coasts/Drilling Message:

The U.S. has only three percent of the world's oil supply but demands 25 percent. Destroying the Arctic National Wildlife Refuge, America's coastlines and beaches or other special wild places will do nothing to lower gas prices or reduce our dangerous dependence on oil. It will however add to the billions in profits being made by Big Oil.

Instead of destructive drilling, we could be adopting smart energy solutions that would help wean Americans off oil and save money at the pump. There's no denying that America faces an urgent energy challenge. We can continue the current expensive and unsustainable energy practices and policies that have left us addicted to oil. Or we can make the changes and take the actions that will put us on the path to a smarter, cheaper and cleaner energy future.

More: www.sierraclub.org/arctic and www.sierraclub.org/coasts

Clean Cars:

Many of us can't imagine living without a car. They may be almost as American as apple pie, but cars are also a major contributor to America's global warming and energy problems. The gas we use to fuel our cars significantly adds to our dangerous oil dependence. Cars are also one of the biggest contributors to global warming. Fortunately, there are lots of things that can be done to help address these problems. Hybrids and other modern technology can help us build cleaner cars that save us money at the pump, curb global warming, and break our addiction to oil.

More: <http://www.sierraclub.org/globalwarming/cleancars/>

Nuclear Power:

Despite once being promised that electricity from nuclear energy would be "too cheap to meter," it is the most expensive way anyone's ever discovered to boil water. Some people say that nuclear energy's carbon-free electricity is the solution to our global warming problem. Unfortunately, six decades of research and hundreds of billions of dollars in subsidies have not made nuclear energy entirely safe, cost-effective, or freed us from the burden of tons of deadly waste that will be radioactive for the next 300,000 years or so. Before we resort to the nuclear option, it's important to understand that nuclear energy just isn't a very good deal. Before we trade one dirty and dangerous source of energy for another, it's time to

invest in some real alternatives: efficiency, renewables, and other smart energy solutions.

More: <http://www.sierraclub.org/energysummer/4nuclear/>

Coal:

The coal industry has used an expensive ad campaign to tell us that coal is cheap, plentiful, and now even "clean." It certainly is plentiful, but it's only cheap if you exclude the costs to public health, our environment, climate, miners' health and safety, and damage to lands across Appalachia and the West from highly destructive mining practices.

The industry talks a big talk about so-called "clean coal," but 84 percent of the 150 or so new coal plants on the drawing board in the U.S. are the same old-fashioned, low-tech dirty coal plants they've been building for decades -- and none will capture the carbon dioxide that causes global warming. Suddenly coal looks like just another dirty, outdated technology that's a bad deal for America at a time when we need to invest our resources in the smart energy solutions that will help us move past fossil fuels and fight global warming.

More: <http://www.sierraclub.org/energysummer/6coal/>

APPENDIX C: CONTACTS AND RELATED LINKS

Exxpose Exxon
Shawnee Hoover, campaign director
218 D Street, SE
Washington, DC 20003
Tel. (202) 546-9707
Email: shoover@exxposeexxon.com

- *Out of Balance* Official Website - <http://www.worldoutofbalance.org>
- Exxpose Exxon Website – <http://www.ExxposExxon.com>
- Campus Climate Challenge – <http://climatechallenge.org>

APPENDIX D: SAMPLE ACTION

Petition to ExxonMobil

Around the country, over half a million people are boycotting ExxonMobil on behalf of the Exxpose Exxon campaign and helping to pressure the company directly and through Congress and the media. The petition to ExxonMobil's CEO Rex Tillerson is the first step people can take to be a part of the national effort to expose Exxon.

(Available at www.ExxposeExxon.com/action/outofbalance.html)

APPENDIX E: SCREENING LICENSE ...

LICENSE

Joe Public Films, LLC, holder of the copyright for the documentary, “Out of Balance: ExxonMobil’s Impact on Climate Change” (“Out of Balance”) hereby grants license to publicly screen Out of Balance to the Exxpose Exxon coalition and their representatives or members to whom Exxpose Exxon has provided a copy of Out of Balance only. The public screening is not limited to a specific location.

The Exxpose Exxon designated representative agrees to download the order form from the Out of Balance website and make an appropriate number of copies (based on the size of the anticipated audience) available at all screenings.

RESTRICTIONS

Neither the Exxpose Exxon representative, nor anyone designated or assigned by said representative may copy the contents of the DVD, put the contents of the DVD online, or give or sell the DVD or its contents to professors, any other individual or entity, including but not limited to their school library without written permission of Joe Public Films, LLC.

In cases where the owners of a venue, such as the administration of a college or university, require a preview screening before allowing the representative for Exxpose Exxon to publicly show Out of Balance, Joe Public Films, LLC reserves the right to be notified of the decision made.

Download the order form at: <http://www.joepublicfilms.com/OOB-Order-form.pdf>

Date: 1/20/07

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www.worldoutofbalance.org