



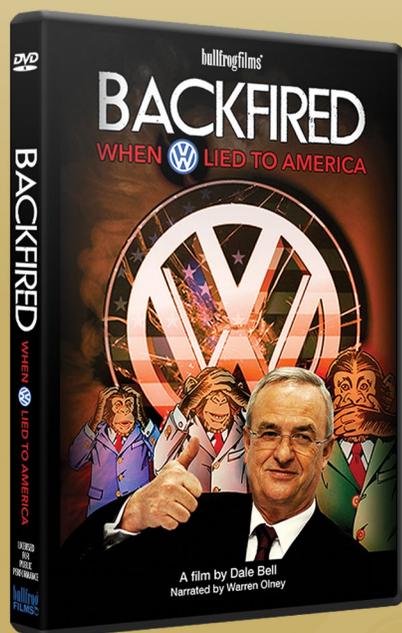
Community Screening & Discussion Guide

BACKFIRED WHEN LIED TO AMERICA

Use your film screening of **BACKFIRED** as a tool for educating your community about corporate responsibility, malfeasance, and the environmental and public health impact of the auto industry. This guide offers some background information, helpful tips & discussion questions for an informative, rewarding screening. **Good Luck!**

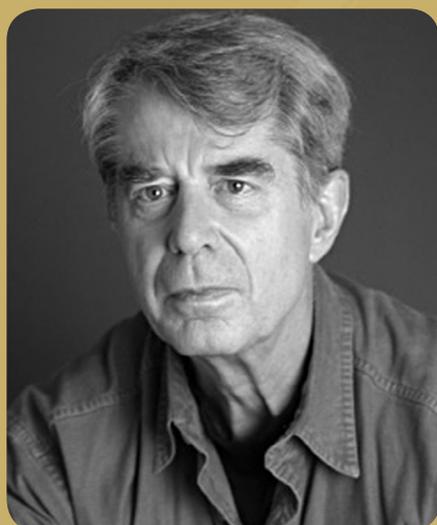
what you'll find inside!

- about the film & filmmaker
- ready to watch! screening guide
- resources handout



About the film

BACKFIRED investigates the largest auto scam in the world, telling the inside story of VW's deliberate installation of defeat devices in their diesel cars to circumvent California and US vehicle emissions standards. From West Virginia to California, to Washington DC, to Germany and Paris, we hear from those who broke the case and sought justice. BACKFIRED will leave viewers with new insight into the role of regulators, the power of money, and the willingness of some major corporations to knowingly endanger the health of millions—and to dramatically increase carbon emissions—for the sake of profits.



About the filmmaker

Founder, Co-President and Co-CEO of Media Policy Center (MPC), Dale Bell graduated from Princeton University with a BA, majoring in Modern Languages and Theatre. He was a Producer of the Academy Award-winning film *Woodstock* (1970). Bell has produced public television and multimedia for over 45 years. His work has won the Peabody, two Emmys, three BAFTAs, and two Christopher awards. With Harry Wiland, he founded MPC and developed its media model. He has been a member of the Directors Guild of America since 1974 and the Academy of Television Arts and Sciences since 1977.

ready to watch!

Ideas and best practices to help make your community screening a success!

1. Publicize Your Event! This is the most important step because it not only tells the world what you're up to, but it lets the Bullfrog Community team know what your plans are so we can help you publicize your event. Visit <http://www.bullfrogcommunities.com/backfired> to register and get the word out about your upcoming screening. You can also email us at info@bullfrogcommunities.com if you need help getting started!

2. Visualize Your Goal! What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion about issues raised in the film, gain support or recruit volunteers for a local grassroots campaign, or raise funds for a group on your campus or in your community. Or, you can simply use the screening to provide an opportunity for your audience to watch and learn together.

3. Where To Host? Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate: downtown movie theaters, churches and synagogues, town halls, community centers, public libraries, school auditoriums, university and college venues, warehouses at a business and outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings.

4. Find A Partner! Give some thought to who is already working on this issue in your community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: student groups at universities and colleges; a local public or campus library; representatives from local religious congregations or faith-based community groups; local chapters of national/global activist or grassroots organizations; faculty members at nearby universities and colleges; reporters/journalists from local news publications such as newspapers and magazines; local nonprofits; and any community organizations that share goals or views with the film you are screening.

5. Invite A Guest Speaker! Guest speakers and panelists are a great way to encourage discussion and debate after a community screening. When people are engaged and thinking about the issues they will stay engaged long after the screening has passed. Contact representatives of local non-profits, faith groups, journalists and reporters from local media outlets, or teachers and professors who have expertise and/or insight into the issues raised by the film, and invite them to attend your screening and participate in a discussion or Q&A session with your audience.

6. Engage Your Audience! Use this discussion guide to engage your audience. Included in this guide is a section called Ready to Act!, — which can be used as a handout — listing additional resources for further investigation about key issues raised in the film.

7. Spread The Word! Think about the best methods available to you for publicizing your film screening to people in your community. Sending emails to a contact list, creating event notifications on Facebook, Google+, Eventbrite or an online community calendar, using Twitter to announce your event, and placing screening announcements in local newspapers and newsletters is a good start. In addition to this guide, you can find and download a screening poster and press photos at <http://www.bullfrogcommunities.com/backfired> that can be used to help publicize your event.

8. Tell Us How It Went! Visit <http://www.bullfrogcommunities.com/backfired> to tell us about your event. Contribute to the film's discussion page to help other student groups, universities, non-profits, congregations and community groups further the discussion and put on successful screening events of their own. Where was your screening held? Who attended? What went well, and what was challenging? What did you discuss? Your feedback will help others to organize their own events, and will energize Bullfrog Communities as a whole.

ready to act!

handout

American Lung Association in California

<https://www.lung.org/about-us/local-associations/california.html>

Climate change is among the greatest threats to public health we will face this century. The American Lung Association in California is leading the fight to reduce climate pollution from our cars, trucks, and energy sources to reduce its impacts to our air and protect public health.

California Environmental Justice Alliance - <https://caleja.org/>

The California Environmental Justice Alliance is a statewide, community-led alliance that works to achieve environmental justice by advancing policy solutions. The Alliance represents approximately 20,000 Asian Pacific American, Latino, and African American residents in the San Francisco Bay Area, San Joaquin Valley, Los Angeles, Inland Valley and San Diego/Tijuana area.

Clean Water Action - <http://www.cleanwateraction.org>

Founded in 1972, Clean Water Action organizes strong grassroots groups and coalitions, and campaigns to elect environmental candidates and to solve environmental and community problems.

Cleaner Air Partnership (CAP) - <http://cleanerairpartnership.org/>

The CAP is a unique collaboration between Breathe California - Sacramento, the Sacramento Metropolitan Chamber of Commerce and Valley Vision. The three organizations team up to improve the Sacramento region's air quality with a geographic focus including all of Sacramento and Yolo counties, and portions of El Dorado, Placer, Sutter, Solano and Yuba counties.

Coalition for Clean Air (CCA) - <https://www.ccair.org/>

The CCA was founded in 1971 and is California's only statewide organization working exclusively on air quality issues.

Environmental Council of Sacramento (ECOS) - <https://www.ecosacramento.net/>

Formed in February of 1971, ECOS is a 501(c)(3) nonprofit organization and a coalition made up of both member organizations and individuals who come together to create a united voice for local environmental concerns.

Environmental Defense Fund (EDF) - <https://www.edf.org/>

The EDF is a U.S.-based nonprofit environmental advocacy group known for its work on issues including global warming, ecosystem restoration, oceans, and human health.

Energy Foundation - <https://www.ef.org/>

The Energy Foundation supports and collaborates with grantees who provide education and analysis to promote policy solutions that build markets and opportunities for clean energy technology.

Food & Water Watch - <http://www.foodandwaterwatch.org>

Food & Water Watch mobilizes regular people to build political power to move bold & uncompromised solutions to pressing food, water, and climate problems.

Greenaction for Health & Environmental Justice - <http://greenaction.org/>

Greenaction mobilizes community power to win victories that change government and corporate policies and practices to protect health and to promote environmental, social and economic justice.

Media Policy Center - <http://mediapolicycenter.org/>

The Media Policy Center strives to inform, challenge, and ultimately engage a responsive citizenry and to encourage full and meaningful engagement across the political, social, and economic spectrum. BACKFIRED is a Media Policy Center production.

Natural Resources Defense Council (NRDC) - <https://www.nrdc.org/>

Founded in 1970, the NRDC works to safeguard the earth - its people, its plants and animals, and the natural systems on which all life depends.

The Sierra Club - <http://www.sierraclub.org>

With 3.5+million members, the Sierra Club is the most enduring and influential grassroots environmental organization in the United States.

Union of Concerned Scientists - <https://www.ucsusa.org/>

The Union of Concerned Scientists is a national nonprofit organization founded 50 years ago by scientists and students at the Massachusetts Institute of Technology who sought to use the power of science to address global problems and improve people's lives.