



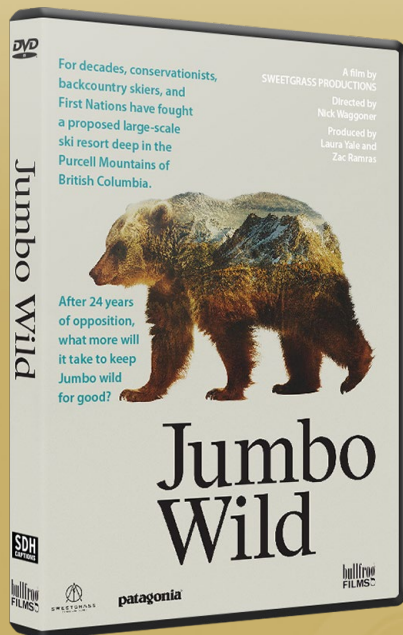
Community Screening & Discussion Guide

Jumbo Wild

Use your screening of **JUMBO WILD** as a tool for educating your community about the importance of habitat preservation and the potentially devastating impact of human development on our last wild lands. 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
- ready to act! handout



About the film

JUMBO WILD is a gripping documentary film that tells the true story of the decades-long battle over the future of British Columbia's iconic Jumbo Valley and highlights the tension between conservationists and First Nations peoples seeking to protect and preserve wilderness and the backcountry experience, and the interests of developers determined to develop that same wilderness for profit. Interspersed with incredible backcountry ski and snowboard footage, **JUMBO WILD** documents all sides of a divisive issue, bringing the passionate local fight to protect Jumbo Valley to life for the first time.



About the filmmaker

Nick Waggoner was born in a back-alley dumpster in New York City and quickly learned how to talk himself out of arrest and into opportunity. Today, Waggoner lends his urban-tempered initiative to Sweetgrass Production as a director and producer. Sweetgrass — a scrappy collection of filmmakers, adventurers, artists and dreamers — has built a reputation in the ski film world by taking creative risks and eschewing helicopter shots. Behind the lens, Waggoner uses his Colorado College bachelor's degree in documentary film to tell stories through poetic rhythm and soulful narrative.

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/jumbo_wild 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 schools, 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/jumbo_wild that can be used to help publicize your event.

8. Tell Us How It Went! Visit http://www.bullfrogcommunities.com/jumbo_wild 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

Wildsight — <http://www.wildsight.ca/>

Wildsight works locally, regionally and globally to protect biodiversity and encourage sustainable communities in Canada's Columbia and Rocky Mountain regions.

Earthjustice — <http://earthjustice.org/the-wild>

Earthjustice enforces the law to protect our irreplaceable wildlife and wild places for this and future generations. It is the largest nonprofit environmental law organization, leveraging its expertise and commitment to fight for justice and advance the promise of a healthy world for all.

Qat'muk — <http://www.qatmuk.com/>

Qat'muk is the Ktunaxa name of the lands that include the area of the proposed Jumbo Glacier Resort. It is within the core of the territory of the [Ktunaxa First Nation](#) and is the home of the grizzly bear spirit. [The Qat'muk Declaration](#) outlines the spiritual significance of Qat'muk and is an expression of Ktunaxa sovereignty and stewardship principles.

Yellowstone to Yukon Conservation Initiative — <https://y2y.net/>

Y2Y is a joint Canada-U.S. not-for-profit organization that connects and protects habitat from Yellowstone to Yukon, and is the only organization dedicated to securing the long-term ecological health of this entire region. The [Cabinet-Purcell Mountain Corridor](#) priority area is one of only two remaining areas in the Yellowstone to Yukon region where grizzly bears can move back and forth between Canada and the U.S.

West Kootenay EcoSociety — <http://www.ecosociety.ca/>

The West Kootenay EcoSociety works to bring together local residents to protect the natural environment while building just, equitable, healthy, and liveable communities in the West Kootenay region.

Center for Biological Diversity — <http://www.biologicaldiversity.org/>

The Center for Biological Diversity works to secure a future for all species, using science, law and creative media to protect the lands, waters and climate that species need to survive.

Natural Resources Defense Council — <https://www.nrdc.org/>

The NRDC works to safeguard the earth — its people, its plants and animals, and the natural systems on which all life depends.

Sierra Club — <http://www.sierraclub.org/>

The Sierra Club works to promote the responsible use of the earth's ecosystems and resources and to educate and enlist humanity to protect and restore the quality of the natural and human environment.