

TAPPED

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Bullfrog Community Screening & Discussion Guide

Roll out the red carpet! Use your TAPPED film screening as an opportunity to build community and spark debate and action on the important water issues of the day. This handout offers background information plus helpful tips and discussion questions for a stirring, informative, and rewarding screening. **Good Luck!**

For additional resources, visit http://tapped.bullfrogcommunities.com/tap_resources

About **TAPPED: THE MOVIE**

Is access to clean drinking water a basic human right, or a commodity that should be bought and sold like any other? This timely documentary is a behind-the-scenes look into the obscure world of the bottled-water industry — a mostly unregulated industry that privatizes our water and sells it back to us. From the production of plastic bottles to the ocean where so many of these bottles end up, this inspiring documentary follows the machinations of the bottled-water industry and the communities affected. A powerful portrait of the lives damaged by the bottled-water industry, this revelatory film features those caught at the intersection of big business and the public's right to water.



About **the Director**

Stephanie Soechtig began her career ten years ago producing documentaries for 20/20, Primetime Live, produced for Good Morning America covering the 2000 presidential elections and worked with ABC to produce "Planet Earth" hosted by Leonardo DiCaprio. TAPPED was co-produced by Sarah Gibson and Jessie Deeter, who were also the producers behind "I.O.U.S.A" and "Who Killed The Electric Car", respectively.

ready to watch!

Here are some ideas and best practices to help make your community screening of TAPPED: THE MOVIE 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 tapped.bullfrogcommunities.com/tap_screenings to register your TAPPED screening.
- 2. Visualize Your Goal!** What do you hope to achieve with your screening of TAPPED? Your goal could be to generate a lively post-film discussion with your audience about bottle-water use and the truth behind industry claims about its benefits, motivate members of your community to participate in a local bottle ban or pledge to reduce their consumption of bottled water, or simply provide an opportunity for families 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: churches, town halls, private homes and even high schools 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: your local watershed association, water-conservancy organization, state & national parks, environmental education centers, agricultural centers, or a restaurant that supports banning bottled water from their menu.
- 5. Invite A Guest Speaker!** Guest speakers and panels are a great way to encourage discussion and debate after a community screening. Contact local non-profit representatives, teachers, professionals, or government officials who have expertise or insight into the issues raised by the film, and invite them to attend and participate in a discussion or Q&A session. The filmmaker is available to appear in person or via Skype for a Q&A. [Contact Bullfrog Communities](#) if you are interested.
- 6. Engage Your Audience!** Included in this guide is a section called Ready to Act!, which links to relevant resources online, and can be used as a hand-out at your screening. It will help your audience know what they can do in their own lives to preserve the integrity and safety of our public water supplies.
- 7. Spread The Word!** Think about the best methods available to you for publicizing the film screening to people in you community. Sending emails, creating event notifications on Facebook or Meetup, using Twitter, and placing screening announcements in local newspapers and newsletters is a good start. Find the TAPPED screening poster, discussion guide (includes handout), and press photos on http://tapped.bullfrogcommunities.com/tap_resources to help publicize your event around town.
- 8. Tell Us How It Went!** We would love to know how your TAPPED screening went! Visit tapped.bullfrogcommunities.com/tap_discussion to tell us about your event: where it was held? Who attended? What went well, and what was challenging? Did the film have a positive impact and change peoples' minds about buying bottled water? Your feedback will help others in organizing their own successful events and will energize the Bullfrog Water Community as a whole.

ready to talk!

After watching the movie, your audience will be excited to discuss the issues raised by TAPPED. Here are some questions that will help get people talking!

1. Has your view of bottled water changed at all since seeing TAPPED? Are there any specific changes you are going to make in your buying choices?
2. In what ways has the bottled water companies' marketing strategy worked?
3. If you purchase bottled water, do you have a right to know where it's sourced? Should bottling companies be required to report how much water they take from public aquifers?
4. What do you know about your local tap water? Is water testing data readily available for citizens who are curious about the quality?
5. What are some of the stigmas attached to drinking tap water? Are they true or false, and why?
6. Are there instances where drinking bottled water is safer than drinking tap water? Name these instances, and why you think they are true.
7. About 80% of Americans are served by publicly owned water utilities. Do you think water utility services could be run more efficiently by privately owned water companies?
8. The FDA maintains that low dose exposure to Bisphenol-A, the stuff that makes up much of our clear plastic food and drink containers, is harmless. What do you believe? What are some alternatives to packaging food and drink in BPA plastics?
9. Are areas in your community littered with empty plastic containers? Is recycling alone enough to reduce the amount of plastics we throw away? Name other ways that we can reduce the amount of plastics we use.
10. Is water as a resource taken for granted in the United States? What are ways that we, as individuals and as a nation, can conserve our water?
11. How do land conservation & water conservation tie together? Do you see instances of agricultural or industrial run-off in your local area? Who would you notify to fix the problem?
12. What can we do about the issues illuminated in TAPPED? Share the READY TO ACT handout! For more materials, visit http://tapped.bullfrogcommunities.com/tap_resources.

ready to act!

handout

Share this handout with your TAPPED screening audience!

1. Campaign to remove bottled water from your school/campus/community. Replace with bottle refilling stations (hydration stations) and water fountains.
2. Engage your local youth sports league to eliminate the heap of throwaway water bottles that appear at the end of each practice. Replace with refillable, non-toxic bottles for each player on the team.
3. Demand that all water bottled for human consumption meet with the same stringent testing as municipal water supplies. They currently do not.
4. Monitor attempts by water bottling companies to tap your local springs, aquifer, or municipal water supplies — to sell your water back to you.
5. Support a bottle bill. [See Bottle Bill Resource Guide at <http://www.bottlebill.org> for more information.]
6. Support holding manufacturers responsible for the disposal of materials they produce. Have them take back the plastic. [See Product Policy Institute at <http://www.productpolicy.org> for more information.]
7. Join a national organization whose efforts matches the needs of your community. See a list online at http://tapped.bullfrogcommunities.com/tap_resources
8. Arrange screenings of this film with other groups in your community that need to be brought up to speed on this issue. <http://tapped.bullfrogcommunities.com/>
9. Sign petitions at http://www.bullfrogcommunities.com/bc_take_action and share in the discussion about TAPPED and water issues in your community. http://tapped.bullfrogcommunities.com/tap_discussion
10. Join the Bullfrog Water Community at http://www.bullfrogcommunities.com/bc_water Show other WATER films to expand understanding of the battle over the privatization of water.