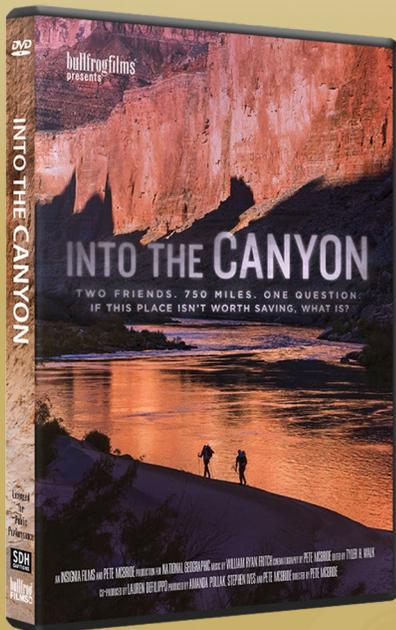


INTO THE CANYON

Use your screening of INTO THE CANYON as a tool for educating your community about threats to the ecology and landscape of Grand Canyon National Park, and the importance of preserving this national treasure. 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

In 2016 filmmaker/photographer Pete McBride and writer Kevin Fedarko set out on a 750-mile journey on foot through the entire length of the Grand Canyon. From the outset, the challenge was far more than they bargained for. More people have stood on the moon than have completed a continuous through hike of the Canyon. McBride and Fedarko took a sectional approach, achieving a feat that many adventurers have taken decades to complete. Others have lost their lives trying. But their quest was more than just an endurance test – it was also a way to draw attention to the unprecedented threats facing one of our most revered landscapes.



About the filmmaker

Native Coloradan Pete McBride has spent two decades studying the world with a camera. A self-taught photographer, filmmaker, writer, and public speaker, he is a Sony Artisan of Imagery and has traveled on assignment to over 75 countries for the National Geographic Society, Smithsonian, Google, The Nature Conservancy. He has also spoken on stages for TEDx, The World Economic Forum, USAID, Nat Geo Live and more.

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/into_the_canyon 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 an in-person 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, warehouse spaces, a local business, outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings. Virtual screenings can be hosted on <https://streaming.bullfrogcommunities.com>, or by using a customized screening room on Vimeo.

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? Participate in a panel discussion or Zoom meeting 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—in person, via Skype or Zoom, etc—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 Talk! with a few suggested discussion questions to get the conversation started, and 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, Instagram, 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 download a screening poster and press photos that can be used to help publicize your event: http://www.bullfrogcommunities.com/into_the_canyon

8. Tell Us How It Went! Visit http://www.bullfrogcommunities.com/into_the_canyon to tell us about your event. Contribute to the film's discussion page (if available) 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

National Park Service Vanishing Treasures Program

<https://www.nps.gov/grca/learn/historyculture/archeology-vanishing-treasures.htm>

Grand Canyon National Park is one of 45 National Park Service areas that participate in the Vanishing Treasures Program. The goal of the Vanishing Treasures program is the conservation of architectural remains through research, documentation, and preservation treatment.

Grand Canyon Archeology River Monitoring Program

<https://www.nps.gov/grca/learn/historyculture/archeology-river-monitoring.htm>

The River Monitoring Program generates data regarding the effects of Dam operations on historic properties, identifies ongoing impacts to historic properties within the Area of Potential Effect, and develops and implements remedial measures for treating historic properties subject to damage.

Grand Canyon Trust — <https://www.grandcanyontrust.org>

The mission of the Grand Canyon Trust is to protect and restore the wonders of the Grand Canyon and the Colorado Plateau, while supporting the rights of its Native peoples.

Wildlands Network — <https://wildlandsnetwork.org/>

The Wildlands Network was created in 1991 to stem the tide of species extinctions that was being recorded across North America. It works to reconnect, restore and rewild North America so that life—in all its diversity—can thrive.

National Trust for Historic Preservation — <https://savingplaces.org/places/grand-canyon>

The National Trust is working to save the Grand Canyon and to assure that the United States Government fulfills its responsibility to all Americans and as a signatory to the World Heritage Convention to “do all it can” to ensure the protection of the Grand Canyon.

Earthjustice — <https://earthjustice.org>

Earthjustice is a non-profit public interest organization based in the United States dedicated to litigating environmental issues.