Fracking the Peace Community Screening Toolkit

Thank you for signing up to host a community screening of Fracking the Peace!

This film tells the stories of the people whose daily lives, environment, and health have been forever changed by fracking and its related industrialization on Treaty 8 territory in Northeast B.C. If left unchecked, the planned expansion of fracking and LNG in B.C. will also have global climate impacts – far beyond provincial borders.

By sharing this film with more people, we hope to grow the powerful movement opposed to the expansion of fracking and LNG. The film is also a key tool for motivating elected officials to address the impacts of this industry on frontline communities, the climate, the land and water – while providing a just transition towards economic opportunities and alternatives.

So let’s get to it!

Quick disclaimer: Don’t be overwhelmed by the length of this toolkit 😁 – it’s here to help you, and you only need to read as much as is useful, or use the table of contents below to skip to different sections as needed.

Table of Contents

- About the Film
- Trailer

Before your event:
- Planning Your Event
- Event Registration
- Zoom Tips
- Promoting Your Event
- Promotional Materials
- Doing a Dress Rehearsal
- Find Guest Speakers (optional)

During your event:
- Proposed Program/Run of Show
- Suggested Discussion Questions
- Calls to Action

After your event:
- Follow-up
- Report Back
About the film

Fracking the Peace follows community members living on Treaty 8 territory in Northeastern B.C. as they tell the story of how fracking has impacted their lives. Home to the majestic Peace River, this region has been ravaged by more than 25,000 fracking wells threatening livelihoods, physical and mental health, and the very water that sustains the life and spirit of these communities. Fracking the Peace paints a picture of how fracking development in B.C. has been allowed to skyrocket at the expense of the health and safety of watersheds, communities, and the rich agricultural landscape they called home.

Fracking the Peace was created by filmmaker Desiree Wallace, in partnership with Stand.earth.

Watch the trailer

Planning Your Event

Give yourself 3 - 5 weeks to plan your event, depending on how large you want your event to be, and how much time you will have for getting organized. With this toolkit, we have aimed to make planning your event easy and efficient, but there are many little things that go into planning a successful event, so consider asking a few others in your community to help you.

Here are some helpful tips to make your event a success:
Identify your key audience: Keep in mind that community screenings like the one you are organizing are meant to inform those who might not know as much about fracking, and help motivate those who are already familiar with the issue to get more involved.

Check your local Covid-19 restrictions: It is important to make yourself aware of the local covid restrictions before planning your event. If you are considering hosting an in-person event, find out whether there are gathering restrictions in place, and whether you will need to check vaccine passports at entry. We strongly encourage you to take these guidelines into account and follow public health protocols when deciding whether to host an in-person or online event.

Find a venue: Make sure your chosen venue is suitably sized for the number of people you want to attend, and is accessible to everyone. Consider accessibility features such as proximity to transit, wheelchair accessible ramps, and gender neutral bathrooms. Make sure your venue has appropriate audio/visual equipment to ensure that you can screen the film. Remember to ensure your room can be made dark enough to be able to screen the film! If you are organizing a virtual event, select a platform with the best functionality for your event type (Zoom worked well for Stand’s online screenings) Find more Zoom tips below.

Choose a Time. Consider what time might work best for your audience when selecting your timing. Are most people retirees who are free in the afternoon? Are most people professionals with young families? Or students who also work on weekends?

Event registration

Ticket fee: To make it as accessible as possible, access to the film is being provided to you for free. We ask that you do not use the film to make money, and that if you are charging a small ticket fee, it is either only covering the event costs or serving as a fundraiser for a frontline community. We include some suggestions of places to donate to in the call to action section of this pack.

Event registration: Even though your event will likely be free, we still encourage you to keep track of the number of people registered to attend. This is important for venue capacity limits, and just generally so you know how many folks to expect, how much more promotion you might need to do, and so you have a record afterwards of who attended.

Top tip: The best platform for collecting event registration depends on the size and type of your event and your future needs, but the end goal should be making registration as EASY as possible for the public, and for you.

For an in-person event: We recommend using Eventbrite. This platform is great for setting true capacity limits so you don’t oversell, for sending reminder emails, and makes checking people in really easy.

For an online event: We recommend using Zoom, and collecting registrations directly on the Zoom page.
Zoom Tips

If you’re planning a virtual event on Zoom, here are some additional tips.

✔ **Format**: Consider whether you want to set up your event as a “meeting” or a “webinar.” We recommend the ‘meeting’ format for a small community group or smaller event where you want to be able to see everyone’s faces and have a discussion together. A webinar is better for larger events (75+) where having everyone on camera and able to speak together might be too overwhelming.

✔ **Capacity**: Make sure you double check your Zoom license and account so you know how many people you can accommodate for your event. Learn more about Zoom pricing plans [here](#).

✔ **Registration**: We recommend you make pre-registration required so you can get a sense of how many people will be attending, and also communicate with attendees pre and post event.

✔ **Reminders**: Sending out reminders for your event is always important, but even more so when it is an online event – as people are likely to forget that they registered. It’s easy to configure reminder emails in your settings for a ‘Webinar’, but that’s not an option for a ‘meeting’. One hack for this is to go into the email settings in your ‘meeting’ and click to ‘resend confirmation email to attendees’, then select the full list of registrants. You can edit the subject line to ‘REMINDER [Your event name]’ and resend the confirmation email. This can function as a reminder. Just don’t forget to change your confirmation email message back to its original form after you send your reminder.

✔ **Security settings**: Double check the settings you have selected for your meeting/webinar, both at the time of creating your event, and 15 mins before you begin your live session. You may want to enable your settings so that participants can’t unmute themselves, and can’t share their screen, but CAN write in the chat and access the Q&A. It’s up to you!

✔ **Video streaming**: If your internet connection is strong enough, you should be able to play the film via our Vimeo link on your own computer while sharing your screen with the attendees in your Zoom call. However, you will likely also want to have the Vimeo link to the film available as a back-up to be shared with folks whose internet is not good enough for watching the film in this way, and would prefer to watch it directly on Vimeo instead.

✔ **Accessibility**: If streaming the film via YouTube, you can turn on the English subtitles that are on the film itself.

✔ **Dress rehearsal**: [More on this below](#), but with Zoom it’s especially important to set aside some time in advance to practice getting familiar with the platform, and making sure your sound and video are working correctly. We suggest doing a full run-through at least once before your screening, and also gathering 15 mins ahead of your start time with speakers and hosts.

For anything else, your best resource for answering technical Zoom questions is their [online help centre](#).
Promoting Your Event

Now that you have the logistics sorted, it's time to promote your screening! Having a well-thought out promotion plan is hugely important, as getting the greatest number of people (and your target people) in the room is how you will maximize the impact of your event. Start promoting your screening as soon as you know your event date, time, and location. Remember to send out reminders to your registrants 1 week and 1 day before your event (both Eventbrite and Zoom webinars make it really easy to do this over email).

Please let Stand know the details of your event once you have them, by emailing Kiki@stand.earth. We would be happy to list your screening on our website.

Social media
Social media platforms such as Facebook, Twitter, Instagram, and TikTok are all great ways to spread the word about your event. On Facebook you can create an event page for your screening, which we highly recommend you do (no matter if it’s online or in-person). Then you can invite your networks to the event. You are welcome to add Stand.earth as a co-host on your Facebook event, which could help get your event seen by more people.

Below we have some suggested text and graphics you can use in your posts. If you tag @standearth on Twitter or Facebook, and @stand.earth on Instagram, we can like and re-share your posts.

Email
Email is another great method for spreading the word about your screening. If you are connected to a community group or any other kind of organization that has an email list, leverage that! Even if not, contacting your personal networks via email is still a great place to start. Ask them to forward the invitation as well. Again, keep Stand in the loop about your event, because we might be able to add in a small mention of your screening to an existing email we have planned to our list of members (though we can't promise this for every scenario).

Traditional media
Let your local newspaper and radio station know that you will be hosting a community screening. Think about what papers post round-ups of local events that are taking place, or are otherwise environmentally minded. Soon we will have a template media advisory and press release available for you to use. Reach out to the media again the morning before your event to remind them.

Leverage your networks and get out in the neighbourhood
Contact other local groups and organizations who you think might be aligned with the message of the film and ask if they would be willing to spread the word about your screening. Consider printing out some of the film posters, or creating a simple flyer with the specific date and location
of your event, and putting them up at your local coffee shop or community centre. (We have a template you can use [here].

**Paid online ads**

If you have access to a budget (like if for example you are hosting the screening as part of an organization or other community group), you might consider paying to run ads on Facebook or other platforms to spread the word about your event. Let Stand know about your event by emailing Kiki@stand.earth. If it is a large event or in a key area for the campaign, we may be able to find some funds to help you run these ads.

**Promotional Materials**

[Here is a google drive folder](#) which includes links to graphics you may wish to use to help promote your screening, including a version of the film poster sized for different purposes, and a template for a custom-flyer. It also includes a link to download the film trailer in case you want to upload it and post it natively on your own platforms.

**Below is sample text you are welcome to use to promote your event on various different channels, if it’s useful.**

**Sample Facebook Post:**

*Consider posting this caption with the [film trailer](#) in the [google drive folder](#), or one of the provided graphics.*

Fracking on Treaty 8 Territory in Northeastern B.C. has changed the water, the land and the lives of local communities.

Don't miss the chance to hear their stories in a powerful new documentary by Stand.earth: Fracking the Peace.

RSVP to our upcoming screening at [insert date/time/location] >> [include your registration link]

**Sample Tweet:**

*Consider posting this tweet with the [film trailer](#) in the [google drive folder](#), or one of the provided graphics.*

We're excited to be hosting a screening of the new @standearth documentary: Fracking the Peace, on [insert date and time].

The film explores how fracking in Northeastern B.C. has changed the water, land & lives of local communities.

Register now: [insert your registration link]
Sample Instagram Post:
Consider posting this with the 30 second film clip (Instagram friendly) in the google drive folder, or one of the provided graphics.

@stand.earth travelled to the Peace River region on Treaty 8 territory in Northeastern B.C. to film a short documentary about the booming fracking industry.

The film they created, Fracking the Peace, tells the story of how fracking has forever changed the water, the land and the lives of local communities, and it’s a must-watch.

Now we’re thrilled to be hosting a screening of this powerful new documentary, and really hope you can make it!

WHAT: Documentary screening [Add a note if it will include a panel discussion or Q&A]
WHEN: [Include the date, day of the week, and time]
WHERE: [Enter location, if online, make that explicit here]
RSVP: [include a short, easy to type link to your registration page (you can create one via bit.ly, or else add the link to your bio and just say ‘link in bio’)]

#bcpoli #fracking #lng #cdnpoli #climateaction #FrackingThePeace

Sample Facebook Event Description:

Don’t miss your chance to attend our upcoming screening of Fracking the Peace, a powerful new documentary by Stand.earth in which community members share how their daily lives, environment and health have been changed by fracking in Northeastern B.C.

What: Documentary screening [Add a note if it will include a panel discussion or Q&A]
Where: [Enter location, if online, make that explicit here]
When: [Include the date, day of the week, and time]
Register here: [Include registration link again in the description]

Watch the Fracking the Peace trailer:
https://www.facebook.com/standearth/videos/2948571988790318/

Fracking the Peace follows community members living on Treaty 8 Territory in Northeastern B.C. as they tell the story of how fracking has impacted their lives. Home to the majestic Peace River, this region has been ravaged by more than 25,000 fracking wells threatening livelihoods, physical and mental health, and the very water that sustains the life and spirit of these communities. Fracking in B.C. is currently responsible for the majority of B.C.’s methane emissions. Methane is a powerful greenhouse gas that is 86x more toxic for the atmosphere than CO2, and has been historically under-reported in B.C. Yet the fracking industry receives
the single largest fossil fuel subsidy from the B.C. government. Fracking the Peace paints a picture of how fracking development in B.C. has been allowed to skyrocket at the expense of the health and safety of watersheds, communities, and the rich agricultural landscape they called home.

Fracking the Peace was created by filmmaker Desiree Wallace in partnership with Stand.earth

These screenings are being organized by [name your local group or yourself if you are the main organizer]

Find out more about other screenings being planned: https://www.stand.earth/Fracking-the-Peace-documentary

Sample Promotional Email:

Hi friends,

I’m excited to announce that we’re hosting a local screening of Fracking the Peace, a powerful new documentary by Stand.earth following the people whose lives, water, and land have been changed by fracking.

Fracking and its related industrialization on Treaty 8 Territory in Northeastern B.C. has had a devastating impact on local communities. It has harmed their physical and mental health, threatened traditional hunting and fishing practices, and put the water and the land at risk. But enough is enough: these stories need to be told.

Here’s what you need to know about the event:

WHAT: Documentary screening [Add a note if it will include a panel discussion or Q&A]
WHERE: [Enter location, if online, make that explicit here]
WHEN: [Include the date, day of the week, and time]
REGISTER HERE: [Include registration link again in the description]

Watch the Fracking the Peace trailer: https://www.facebook.com/standearth/videos/2948571988790318/

We really hope you can make it, and please spread the word!

Sample invite to elected officials

A key audience for this film is elected officials, especially those in the B.C. government (though it doesn’t need to be limited to them). Therefore we highly encourage you to invite your local representatives to attend your screening! Here is a sample email invitation you can use.

Dear _____,
I’m emailing you to personally invite you and your staff to a screening of the new documentary film: Fracking the Peace on [insert date].

Home to the majestic Peace River, this documentary showcases a region of B.C. that’s been ravaged by more than 25,000 fracking wells. Fracking has threatened the livelihoods, health, and the very water that sustains the life and spirit of the local communities – and it’s way past time something is done about it.

What: Documentary screening [& Panel discussion if you are having speakers]

When: [Insert Date & Time]

Where: [insert venue location, or name that it’s online]

Tickets: [Include registration link]

[If this is an indoor event] Please note that this will be an indoor event, and as per COVID-19 protocols in B.C., all attendees will be required to show proof of vaccination.

The film tells the story of the people whose lives, water, and land have been changed by fracking on Treaty 8 Territory in Northeast B.C., and was filmed this summer. I promise you won’t want to miss it. I’m so excited to share this film with you and I hope you can make it [re-insert date].

Do a Dress Rehearsal

Dress rehearsals are important to ensure a smooth and successful event - especially if you are hosting an online event, and/or including guest speakers as part of your event. A few days before your planned event, schedule a time for event hosts, tech support, event volunteers, and speakers to connect in order to go over the details of your event.

Test-screen the film through your online platform, or at the in-person venue to make sure that the picture and sound work. Determine roles and responsibilities for the day of your event (eg. someone to check tickets at the door, someone to introduce the film, etc.). If your event has guest speakers, ensure they 1) know how to use the platform if your event is online, or 2) that they know what time to be at your venue, how long they will have for their remarks, and what the schedule for the event is.

Even if you are confident in your preparation, it’s better to spend 15 minutes double checking all your arrangements than having to trouble-shoot on the day of.
**Online event tip:** If you are planning to share links to key calls to action (and we hope you do!), it helps to have those links and instructions prepared in a document before-hand, so that during the screening you aren't scrambling to find the right link to copy and paste into the chat.

### Guest Speakers

Having guest speakers at your event can help create opportunities to connect the film to your local context. Inviting speakers from local organizations can also provide opportunities for event attendees to take immediate action. Here are some roles to consider when planning your event:

- **MC:** Select an MC to introduce your event. Have them acknowledge the territory on which you are hosting your event. Your MC would likely also facilitate your panel discussion and/or Q&A.
- **Guest Speakers:** Consider inviting some guest speakers, such as leaders in your community who might have worked on fracking or LNG or similar issues to speak to how people can take action. Ask your speakers to send you short bios in advance so you can introduce them at your event. If you are unsure of how to pronounce any of their names, make sure you get clarification beforehand. If you need ideas for speakers, feel free to get in touch with Stand by emailing Kiki@stand.earth.

If you host a panel, prioritize diversity by inviting community leaders who are indigenous and/or people of colour to be a part of your speakers list. If you do, please consider providing a small honorarium to honour them contributing their time and energy.

### Proposed Program

**Online Screening [Run time ~ 1h35 mins]**

If you are hosting an online event, we recommend beginning your event with your speaking panel, and then moving on to screening the film. This ensures that those who have slow internet connections and may need to leave the screening platform to watch a direct link of the film will still get to hear from the panel you have assembled.

- Introduction to the event & land acknowledgement (5 minutes)
- Speakers (25 minutes)
- Introduction to the film (5 minutes)
- Film screening (35 Minutes)
- Q&A (20 minutes)
- Calls to action (5 mins)
  - We recommend posting links to your calls to action in the chat multiple times during your event, such as during the Speakers section, Q&A, and this part.

**In-Person Screening**

If you are hosting an in-person event, leave ample time for attendees to arrive to ensure you can start on time.
• Doors open & attendees check-in (25 minutes)
• Introduction to the evening & the film (5 minutes)
• Film screening (35 minutes)
• Speakers & Q&A (45 Minutes)
• Closing & share calls to action (5 minutes)

Suggested Discussion Questions

These are some suggested questions to include as part of your event. Depending on your event format, you might ask these in small groups, or ask them to your panel of speakers if your audience doesn’t have enough questions for your speakers.

✔ What are some economic alternatives to gas development?
✔ What do you think needs to change in terms of water management with regards to fracking?
✔ What would a just transition look like away from fracking and LNG: for workers, for local communities, and for the province as a whole?
✔ What can an everyday person do to prevent fracking?

Calls to Action

After you screen the film, we encourage you to share the following calls to action with your audience. While some of the content of the film can be hard to watch, you want people to leave your event feeling inspired and empowered to take action. We also know that people are at their most motivated immediately after watching the film, and we don’t want to lose that energy!

Here is a list of actions folks can take to pressure decision-makers to act now to address the harms of fracking and LNG, and support alternative energy solutions:

✔ Sign a petition (a quick and easy action for folks to take no matter where they are located). Here is Stand’s petition against the expansion of fracking and LNG. [https://act.stand.earth/page/23161/petition/1?ea.tracking.id=offline](https://act.stand.earth/page/23161/petition/1?ea.tracking.id=offline)

✔ Email their MLA (if they are based in B.C.): Here is a link to Stand’s easy tool that includes a sample message folks can use. If people are looking to take this one step further, tell them to request a meeting with their MLA about this issue. [https://act.stand.earth/page/34689/action/1?ea.tracking.id=offline](https://act.stand.earth/page/34689/action/1?ea.tracking.id=offline)

✔ Donate to frontline communities:
  ○ The Wet’suwet’en people, under the governance of their hereditary chiefs, are currently standing in the way of the largest fracking project in Canadian history. The Coastal Gas Link pipeline (CGL), owned by TC Energy (formerly...
TransCanada aims to connect the fracking operations of Northeastern B.C. with a Liquefied Natural Gas (LNG) facility in the coastal town of Kitimat. Donate to support their active resistance: https://www.yintahaccess.com/becomeadonor

✔ Host a screening of *Fracking the Peace*: Let’s keep the momentum going! We are always looking for more people keen to host screenings so we can continue building this movement and spreading awareness. Folks who are interested can fill out this form to let Stand know and receive a link to this toolkit and other support from Stand: https://act.stand.earth/page/34601/survey/1?ea.tracking.id=referrals

A reminder of what we’re calling on the B.C. government to do:
1. Stop issuing new permits for oil and gas
2. Start treating fracking waste as toxic waste
3. Hold fossil fuel companies accountable for cleaning up the mess they’ve left behind.

*Not in B.C.? These asks could be relevant to your local context too. Otherwise, external pressure and support is also always welcome and impactful.*

Follow-up

Congratulations, you completed your screening! We hope it was a massive success. But that doesn’t mean your job is quite done yet 😜 We encourage you to plan some time to consider how you are going to follow up with the folks who attended your event.

Whether your screening was online or in-person, **people often appreciate a follow-up email the next day (or as soon after as possible) with links to any calls to action or key information referenced during the event.** That’s why collecting a registration list ahead of time is so important. If you are a community group hosting a smaller screening, maybe schedule a follow-up meeting to plan some ongoing projects you could work on with your group for the fracking and LNG campaign, or to get a hard start requesting a meeting with your MLA! If you ever need some inspiration for additional next steps, feel free to email Kiki@stand.earth

Report back

**After your event, let us know how it went!** We’d love to know what went well, and what lessons you learned that might help other community screening hosts in the future. **Please complete this short feedback form** with your thoughts, or connect with us at Kiki@stand.earth