

# A FIERCE GREEN FIRE

## what you'll find inside!

- about the film & filmmakers
- ready to watch! screening guide
- ready to talk! discussion guide
- ready to act! handout

## Bullfrog Community Screening & Discussion Guide

**Roll out the red carpet!** Use your film screening of A FIERCE GREEN FIRE as a tool to build community and spark discussion about the history and future of the global Environmental Movement. This guide offers some background information plus helpful tips & discussion questions for an informative, and rewarding screening. **Good Luck!**

For additional resources, visit [fiercегreenfire.bullfrogcommunities.com/fgf\\_resources](http://fiercегreenfire.bullfrogcommunities.com/fgf_resources)

## About A FIERCE GREEN FIRE

**A FIERCE GREEN FIRE: The Battle For a Living Planet** is the first big-picture exploration of the environmental movement - grassroots and global activism spanning fifty years from conservation to climate change. From halting dams in the Grand Canyon to battling 20,000 tons of toxic waste at Love Canal; from Greenpeace saving the whales to Chico Mendes and the rubber tappers saving the Amazon; from climate change to the promise of transforming our civilization... the film tells vivid stories about people fighting - and succeeding - against enormous odds.



## About the Director



Mark Kitchell is best known for *Berkeley in the Sixties*, which won the Audience Award at the 1990 Sundance Film Festival, was nominated for an Academy Award, and won other top honors. The film has become a well-loved classic, one of the defining documentaries about the protest movements that shook America during the 1960s. In the twenty years since that film he has worked in non-fiction television, made films for hire, taught at UC Santa Cruz, done freelance production and developed *A Fierce Green Fire*.

# ready to watch!

## Here are some ideas and best practices to help make your community screening of A FIERCE GREEN FIRE a success!

- 1. Publicize Your Event!** This is the most important step. Not only can you tell the world about your screening, but you can also let the Bullfrog Community team know about your plans so we can help you publicize your event. Visit [fiercegreenfire.bullfrogcommunities.com/fgf\\_screenings](http://fiercegreenfire.bullfrogcommunities.com/fgf_screenings) to register your screening of A FIERCE GREEN FIRE.
- 2. Visualize Your Goal!** What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion with your audience about the history of the environmental movement, climate change, or ways to mobilize your community to support of a variety of environmental causes and efforts. Or, you can 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 and synagogues, town halls, community centers, public libraries, school auditoriums, 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 improving your community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: universities, colleges, high schools, faith-based organizations and institutions, museums, parks, nature centers, environmental groups, farmer's markets, CSAs, farmers, small-business owners, human rights and social justice groups, and other organizations concerned about the environment.
- 5. Invite A Guest Speaker!** Guest speakers and panels are a great way to encourage discussion and debate after a community screening. When people are thinking about the issues, they will stay engaged long after the screening has passed. Contact your local urban/city/or town planners, city government agencies, teachers, museum directors, park directors, farmers, activists, and professors 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 handout is a section called Ready to Act! which is meant to be a hand-out at your screening. It will help your audience know what they can do to educate themselves about key issues brought up in the film.
- 7. Spread The Word!** Think about the best methods available to you for publicizing the film screening to people in your 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. Use the A FIERCE GREEN FIRE screening poster and press photos at [fiercegreenfire.bullfrogcommunities.com/fgf\\_resources](http://fiercegreenfire.bullfrogcommunities.com/fgf_resources) to help publicize your event around town.
- 8. Tell Us How It Went!** Visit [fiercegreenfire.bullfrogcommunities.com/fgf\\_discussion](http://fiercegreenfire.bullfrogcommunities.com/fgf_discussion) to tell us about your event. Where it was held? Who attended? What went well, and what was challenging? Your feedback will help others in organizing their own successful events and will energize the Bullfrog Environment community as a whole.

# ready to talk!

**Your audience will be excited to discuss the issues raised by A FIERCE GREEN FIRE. Here are some questions that will get people talking.**

1. What have you learned from the stories of the environmental struggles featured in this film?
2. Do the featured stories inspire you to act in your community?
3. If you had been the filmmaker, would you have highlighted different stories and, if so, what and why?
4. Name some environmental disasters from US history that may have helped inspire the environmental movement. Did any of them occur near where you live? If so, how did they affect your community?
5. What are some environmental groups you know of that try to protect and preserve wild places? How do their missions and goals differ from the Sierra Club? How are they similar?
6. What are common resources all humans depend on? Who controls these resources and who profits from this control?
7. What are some of the different types of pollution, and how do they harm people? How is human health related to the health of the environment?
8. Is public protest an effective method of bringing about change? Why or why not? Can you think of any examples to support your opinion?
9. How did gender, race, and class figure into environmental struggles? How did this differ from earlier struggles to preserve “nature”?
10. How did the movements in the Global South depicted in the film bring together social justice, indigenous rights, and environmental issues? Can these issues be separated when thinking about these movements? Why or why not?
11. How important are the media and images in changing the way people think about issues? How do activists use the media and images to achieve their goals?
12. According to what you’ve seen in the news, what does an environmentalist look like? Do you think this depiction is accurate? How does it affect how you think about environmental issues?
13. How are the environmental movement and anti-war movement related? What issues do they have in common?
14. Why should people living in the United States be concerned with struggles over natural resources in the other parts of the world?
15. Do you believe that addressing climate change is a social and moral responsibility? Why or why not?

# ready to act!

handout

## Share this handout with your A FIERCE GREEN FIRE screening audience!

1. Reduce your ecological footprint. An “ecological footprint” is a visualization tool that measures human demand on the Earth’s ecosystems. How much land area does it take to support your lifestyle? How can you reduce your demand on the Earth’s resources? How can governments, communities and businesses use the Footprint to help improve their ecological performance? Learn what you can do to tread more lightly on the earth at the Global Footprint Network at <http://www.footprintnetwork.org/en/index.php/GFN/>

2. Get “In The Know” on upcoming campaigns, protests and rallies. Become a member and sign up for environmental and conservation group’s news updates and email alerts so you can stay informed on what’s happening. Some of these very active nation wide organizations may also have local chapters in your area:

- \* Sierra Club <http://www.sierraclub.org/>
- \* Greenpeace USA <http://www.greenpeace.org/usa/en/>
- \* National Audubon Society <http://www.audubon.org/>
- \* National Wildlife Federation <http://www.nwf.org/>
- \* The Nature Conservancy <http://www.nature.org/>
- \* Beyond Pesticides <http://www.beyondpesticides.org/>
- \* Earth Island Institute <http://www.earthisland.org/>
- \* Environmental Defense Fund <http://www.edf.org/>
- \* National Action Network <http://nationalactionnetwork.net/>

3. Support your cause by signing or creating petitions. Care2 Make A Difference is a social action network also known as “The #1 Petition Site in the World.” It provides action opportunities such as petitions, pledges and daily actions, plus the tools on how to create them for others. Design your own petition (it’s free!), share it with friends, watch it grow, and change the world! <http://www.care2.com/>

4. Spread the word: Contact your local newspaper. Write letters to your newspaper’s editor, and introduce news tips to individual reporters. Tell them about environmental issues that are directly affecting the people in your community. Bring your ideas on what we can do about it to the table.

5. Contact your congressional representatives, state legislators, mayor and city council members. Writing a letter or calling your representatives is an important way to tell them how the voters feel about certain environmental issues. Keep it brief: Choose the three strongest points that support your position and state them clearly and succinctly. Encourage others to do the same to start a letter writing campaign. Locate e-mail, mailing addresses, and phone numbers for your local, state, and federal officials at <http://www.usa.gov/>

6. Learn More! Here are some websites and online resources to check out for further discussion:

- **The Discovery of Global Warming: A Hypertext History of How Scientists Came to (Partly) Understand What People Are Doing to Cause Climate Change** <http://www.aip.org/history/climate>
- **The Environmental History Timeline** <http://www.environmentalhistory.org>
- **Environmental Justice and Climate Change Initiative** <http://www.ejcc.org/>

- **Global Footprint Network** <http://footprintnetwork.org/en/index.php/GFN/>
- **The Green Belt Movement** <http://www.greenbeltmovement.org/>
- **Greenpeace** <http://www.greenpeace.org>
- **Love Canal Collections: A University Archives Collection**  
<http://library.buffalo.edu/libraries/specialcollections/lovecanal/index.html>
- **National Center for Appropriate Technology** <http://www.ncat.org/>
- **Sierra Club** <http://www.sierraclub.org>
- **United States Environmental Protection Agency** <http://www.epa.gov>
- **Whole Earth Catalog** <http://www.wholeearth.com>
- **350.org** <http://www.350.org>