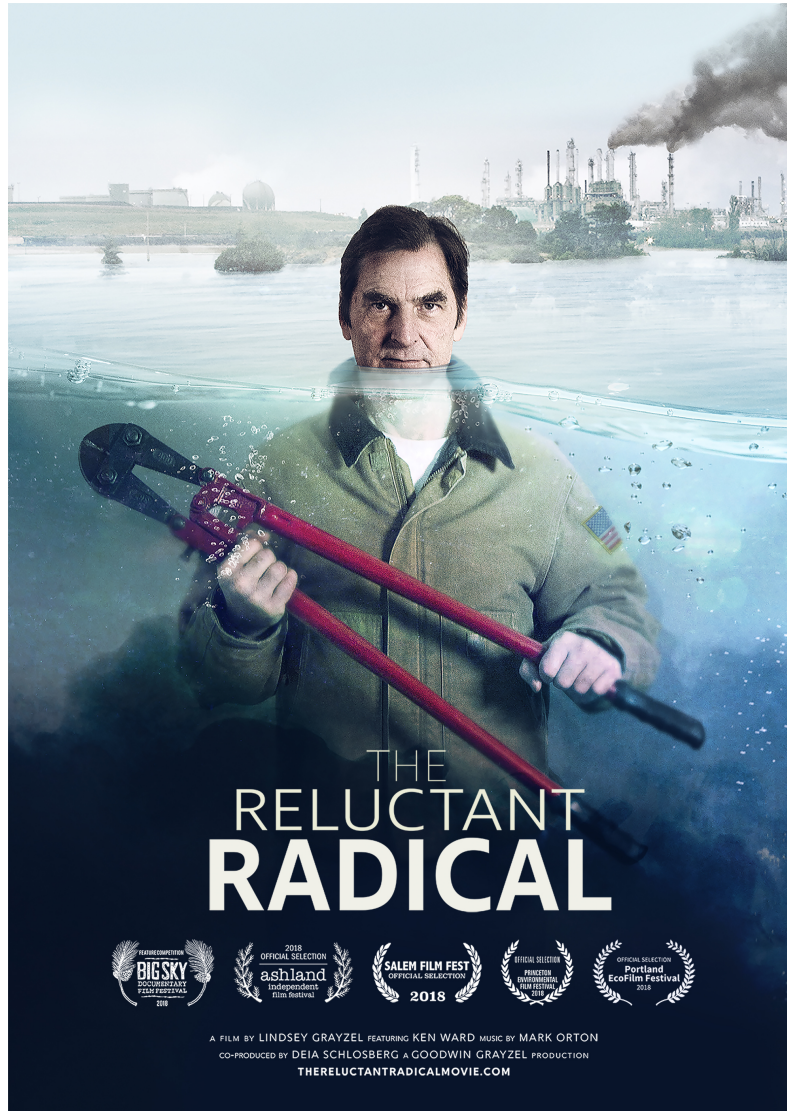


# THE RELUCTANT RADICAL

## Community Screening Guide



Thank you for hosting a screening of ***The Reluctant Radical!*** Documentary film is a power tool that engages both our hearts and minds, fostering dialogue, reflection and engagement. We have compiled this guide to make your screening as successful and as easy as possible. Please read it thoroughly and if you still have questions, don't hesitate to get in contact. We are here to help!

Sincerely,  
Lindsey Grayzel, Director  
[TheReluctantRadicalMovie@gmail.com](mailto:TheReluctantRadicalMovie@gmail.com)

# STEPS TO A SUCCESSFUL SCREENING

## 1. Lock down your date and venue.

Make sure your date doesn't conflict with other important dates for your community. Book your venue keeping in mind seating capacity, access to a projector, screen and sound system to play the movie, and a microphone and PA system to facilitate a good discussion with the audience after the screening. Pay attention to windows, window coverings and the time of your event. If there is too much ambient light in the room you may need to cover the windows with black trash bags to block the light. (Not a great look, but very effective.)

**2. Will it be a free screening or a fundraiser?** The license allows you to decide if you want to make the event free, charge admission, or ask for donations to fundraise for a special cause. If you wish to fundraise to support the work of Ken Ward and the valve turners, email [shutitdown.today@gmail.com](mailto:shutitdown.today@gmail.com)

**3. Invite special speakers** to contribute to a great discussion after the film. Consider inviting a climate activist who can speak about a campaign for climate justice in your area. Both the subject of the film, Ken Ward, and the filmmaker, Lindsey Grayzel live near Portland, Oregon. If your screening is within a 3 hour drive one or both of us may be available to attend. For other locations, we encourage Zoom video conferencing Q & A sessions. If you would like to invite the subject of the film Ken Ward, to participate in a virtual Q & A please email him directly at [kenward.brightlines@gmail.com](mailto:kenward.brightlines@gmail.com). To invite filmmaker Lindsey Grayzel, e-mail [TheReluctantRadicalMovie@gmail.com](mailto:TheReluctantRadicalMovie@gmail.com)

**4. Divy up tasks** and assign roles. Who will be the lead in event logistics, and community outreach? Who will emcee the event and facilitate the discussion after the screening? If you are charging admission or requesting donations, schedule people to welcome the audience and staff the ticket box. Someone who is comfortable with technology should be in charge of projecting the movie. We strongly advise a rehearsal of projection and sound set up 3-4 days before the screening.

**5. Make a schedule** of the event. The film runs 77 minutes. We recommend scheduling for a two-hour event, and opening the doors 45 minutes before your event is scheduled to begin. For example, if your event is scheduled to begin at 7:00pm:

6:00 pm: Set up projector, screen, sound system. (A dry technical run through happened days before to ensure that this runs smoothly.)  
Set up chairs, flyers, and promotional partner materials.

6:15 pm Open doors to the public. Your organization and promotional partners have an opportunity to pass out flyers, collect signatures on petitions and engage with the audience as they trickle in.

7:00 Emcee welcomes the audience, makes pertinent announcements, introduces the film and any special speakers who will be talking after the screening.

7:05 Screen the film.

8:25-9:00 Emcee introduces special speaker, if any. Speaker gives a brief talk (10 minutes or less) and engages with the audience in a facilitated discussion. Adapt the Community Discussion Guide found later in the document as a starting point to develop your own questions that are most appropriate for your audience. What may be thought provoking for a group of middle school students may be uninspiring for a local 350 chapter and vice versa.

**6. Promote, promote, promote!** Get the word out in many different ways. Begin with your core community and build outwards from there.

**6a. Start with your members.** If you are a part of a member organization, promote the screening with all the usual ways of communication your organization uses. Get your event on the calendar, listed in the newsletter, send a special email to members and post early and often on social media. Create a facebook event, invite friends to attend and encourage others to invite their contacts, and rsvp online so that their social media circles see that they are attending.

**6b. Reach out to other organizations** in your community. Invite these organizations to partner with you to cross promote the event. They can advertise to their members and you can offer to have them set up a table in the foyer of the lobby of the screening venue. They may have good ideas for securing a special speaker and/or facilitator for the audience discussion. We encourage you to start the collaboration with other groups early.

**6c. Use promotional tools**, including customizable posters, flyers, and photos to use with social media posts. Download these on the PRESS KIT page of the web site:

<https://www.thereluctantradicalmovie.com/electronic-press-kit>

Embed the trailer in your internet posts by using this url: <https://vimeo.com/248062039>

See the following pages for cut and paste logline, synopsis, and quotes.

**6d. Write a press release for local media.** Call the media outlet and ask who the best person is to send your press release to. In your press release include information about your special guest speaker and tie ins to local climate justice campaigns. Small newspaper may very well cut and paste your press release to create an article. Make it easy for them. Talk radio shows in particular are often excited to have your guest appear on the show, where the screening event can be promoted. At the very least, you should be able to get your screening listed in the events calendar of media outlets. Director Lindsey Grayzel and film subject Ken Ward are enthusiastic about giving interviews for press. We can send a preview screener link to any outlet to write a review. See below for sample text for a press release.

## 7. Technical Tips

### Projector:

- Your projector should have 1920x1080 resolution. The more lumens it has, the better. Aim for at least 4,000 lumens.
- Go into the projector menu settings. There will be a setting labeled something like “COLOR”, “PICTURE” or “STYLE”. There are usually a variety of options in this setting, choose the one that says something like “CINEMA”, “MOVIE”, or “THEATER” Go to the “ASPECT RATIO” setting and choose “16:9” or “WIDESCREEN.”
- Check and adjust the focus of your projector if needed.

### Laptop:

- Turn off wi-fi on your laptop to avoid automatic downloads, alerts, etc.
- Be prepared to turn up the volume as the film begins playing. Though you checked the level before people arrived, those bodies in the room will absorb sound and you will likely have to turn up the volume if the room is full. Lots of people are hard of hearing, better to set the volume a little too loud than a little too quiet.

### Virtual Q&A:

- We recommend using zoom video conferencing instead of Skype.

## 8. Hand Outs

Please print and share our Action Sheet with your audience. Find it on our [web site](#).

# SAMPLE TEXT FOR YOUR PROMOTIONS

### Logline:

If a crime is committed in order to prevent a greater crime, is it forgivable? Is it, in fact, necessary? ***The Reluctant Radical*** follows activist Ken Ward as he confronts his fears and puts himself in the direct path of the fossil fuel industry to combat climate change.

### Synopsis:

If a crime is committed in order to prevent a greater crime, is it forgivable? Is it, in fact, necessary? ***The Reluctant Radical*** follows activist Ken Ward as he confronts his fears and puts himself in the direct path of the fossil fuel industry to combat climate change. The film reveals both the personal costs and also the fulfillment that comes from following one's moral calling- even if that means breaking the law. The film follows Ken through a series of direct actions, culminating with an action that shuts down all the U.S. tar sands oil pipelines and threatens to put him behind bars for 20 years. Ken Ward has no regrets, and his certainty leaves the audience to consider if he is out of touch with reality, or if it is the rest of society that is delusional for not acting when faced with the unsettling evidence that we are collectively destroying our world.

**Quotes:**

*"A film that is both a vivid portrait of an activist and an addictive suspense thriller—a Hitchcockian riff on 'An Inconvenient Truth'..." -Willamette Week*

*"Grayzel wants us to ponder whether this one-man mission to save the world makes Ward a radical. "Yes" is too easy an answer, and the wrong one if you ask Ward. He has to stop climate change at any cost. His every action is one of common sense. Maybe we're the crazy ones." -Missoula Independent*

*"There are many fronts in the vast climate fight; this film highlights the personal struggles and victories of one daring path." -Bill McKibben, Founder, 350.org*

## **SAMPLE PRESS RELEASE**

*NEWS RELEASE- FOR IMMEDIATE RELEASE*

**Local contact:**

Cait Goodwin  
Newport, OR  
541-xxx-xxxx  
name@gamil.com

**THE RELUCTANT RADICAL – Free Screenings in Newport**

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**THE RELUCTANT RADICAL will premiere in Newport at the Performing Arts Center on July 22 and 23 as part of the Bijou Theatre Newport Film Series. Admission is FREE and the filmmaker and film subject will attend in person for a post-film Q&A each night.**

Newport, OR - THE RELUCTANT RADICAL documentary will premiere at the Newport Performing Arts Center as part of the Bijou Theatre Newport Film Series, with FREE ADMISSION made possible by sponsors. The screenings will be held on Sunday, July 22 and Monday, July 23 at 7pm.

Following the screenings, director Lindsey Grayzel and the subject of the film, Ken Ward, will participate in a discussion with the audience.

THE RELUCTANT RADICAL is a documentary film that follows activist and Oregon resident Ken Ward as he confronts his fears and puts himself in the direct path of the fossil fuel industry in an effort to combat climate change. The film reveals both the personal costs and also the fulfillment that comes from following one's moral calling-- even if that means breaking the law. Audiences may not always agree with Ken's actions, but his perspective

and urgency promotes discussion and introspection about whether any of us are doing what is needed to avert the environmental catastrophe at our doorstep.

THE RELUCTANT RADICAL follows Ken through a series of direct actions intended to stave off climate change, culminating with his participation in the coordinated action that shut down all the U.S. tar sands oil pipelines on October 11, 2016. As the resulting trial that threatens to put him behind bars for 20 years unfolds, we are asked to consider: *If a crime is committed in order to prevent a greater crime, is it forgivable? Is it, in fact, necessary?*

Director Lindsey Grayzel was one of four independent filmmakers to be arrested and charged with crimes for filming the activists on October 11, 2016. The filmmakers' arrests contributed to the alarm that press freedom and First Amendment rights have increasingly come under attack as law enforcement and prosecutors favor corporate fossil fuel interests over citizens' rights.

THE RELUCTANT RADICAL screenings in Newport are presented as part of the Bijou Theater Newport Film Series, with support from Central Coast Unitarian Universalist Fellowship, the Central Oregon Coast NOW Foundation, and an anonymous donor.

**Quotes:**

*"A film that is both a vivid portrait of an activist and an addictive suspense thriller—a Hitchcockian riff on 'An Inconvenient Truth'..."* -**Willamette Week**

*"Grayzel wants us to ponder whether this one-man mission to save the world makes Ward a radical. "Yes" is too easy an answer, and the wrong one if you ask Ward. He has to stop climate change at any cost. His every action is one of common sense. Maybe we're the crazy ones."*

**-Missoula Independent**

*"There are many fronts in the vast climate fight; this film highlights the personal struggles and victories of one daring path."*

**-Bill McKibben**, Climate Advocate and Founder of 350.org

**Further Information:**

Download or embed the trailer: <https://vimeo.com/248062039>

Press kit, images, and more at: <https://www.thereluctantradicalemovie.com/>

**To request an interview or a screener link to write a review, contact:**

**Lindsey Grayzel, Director 503-740-9805**

**[TheReluctantRadicalMovie@gmail.com](mailto:TheReluctantRadicalMovie@gmail.com)**

# DISCUSSION GUIDE

When recounting his story, Ken tells us that in 2005, as he learned of the severity of climate change, he felt isolated because others didn't share his knowledge or concern. Have you ever felt that way? If so, what, if anything, did you do to alleviate your isolation?

While camping on the railroad tracks with other activists Ken feels happy and talks about how it's both more fun and easier to be arrested with other people than by yourself. How has the role of community affected your ability to take controversial stands?

At one point Ken was diagnosed as bipolar by a psychiatrist who told him that he was in a manic state for believing he could save the world from climate change. In contrast, Ken's sweetheart Laura tells us that seeing what everyone else is denying is not a sign of mental illness. Do you think that delusion drives Ken's behavior? Does delusion drive society's behavior?

The judge presiding over Ken's trials did not allow what's called a "necessity defense" in which the defendant argues that typically criminal actions should not be considered illegal if those actions prevented a greater harm from occurring. This meant that Ken's defense team was not allowed to present expert scientific witnesses to testify about the severity and extent of climate change. Yet the judge did allow a limited amount of information about climate change to be presented when couched as context for Ken's state of mind. Were you surprised by any of the decisions you saw the judge make on allowing evidence and testimony during the trial? Do you think the jury should have heard more or less evidence about climate change?

At what point does a person's conscience carry more weight than the law?

Ken makes a comparison between abolitionists' fight to end slavery with the current fight to stop climate change. Ken says that most abolitionists worked for decades trying to end slavery within the limits of what was politically feasible, when what was needed was determined action stemming from moral outrage. Is there an inherent tension between the strategies of taking principled stands and making incremental progress through negotiation? How do these approaches affect each other?

Before seeing this film, were you aware of the action of October 11, 2016 when Ken and his fellow activists shut down all the tar sands pipelines coming into the country? Why do you think the media coverage of the incident was so limited? What steps do you take to keep yourself informed about what's happening?



Multiple professional filmmakers working to document the pipeline action for this film were arrested, had their footage confiscated and were charged with felonies. (Three of the four filmmakers eventually had the charges against them dropped.) How do their arrests affect the way such stories may or may not be covered by the media in the future?

Ken says of the pipeline action: "It may not make any difference, but I still don't have any regret." What do you make of this attitude?

Has this film provoked introspection about your own actions regarding climate change?

## **LET US KNOW HOW IT WENT**

Please take a moment to let us know how your screening went! If you have suggestions for improvements to this guide, we want to hear it. We also greatly appreciate photos from your event and quotes that we can use in marketing community screenings in the future. Please email any and all comments to [TheReluctantRadicalMovie@gmail.com](mailto:TheReluctantRadicalMovie@gmail.com)