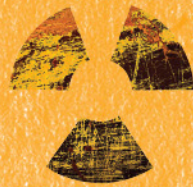


URANIUM DRIVE-IN

SCREENING TOOL KIT



THIS TOOL KIT

Organizations, educators and individuals planning public and community screenings of *Uranium Drive-In* will find in this tool kit a useful template for hosting events, leading post-film discussions and navigating the complex and nuanced social issues at the heart of the film. Designed for use alongside the *Uranium Drive-In* website, the tool kit includes live links that will connect your brick-and-mortar event to resources available online.



ABOUT THE FILM

More than 60 miles from the nearest traffic light is the town of Naturita, Colorado—pop 519. For decades, until the mid-1980s, Naturita was a booming mining town whose economy was boosted—and dominated by—the local uranium mine. Today, nearly thirty years after the mine's closure, it is practically a ghost town. Businesses are boarded up, formerly vibrant community landmarks have rusted over, unemployment is rampant.

Enter a company called Energy Fuels, which brings plans to build a new uranium mill in the area. Most Naturita residents couldn't be happier. The proposed Piñon Ridge Uranium Mill will be the first to be built in the United States in 30 years. And its construction promises to bring prosperity back to a region with a proud and powerful mining history.

While industry spokespersons and many local residents insist today's mining and mill methods will now be "clean and green," critics

worry that the environmental and health risks associated with uranium mining will further damage the town and the stunning wilderness in which it's situated. When an environmental group from a nearby resort town steps in to stop the mill from being built, Naturita residents must decide how to balance the risks of possible environmental degradation and radioactive exposure with the promise of restored prosperity.

Of course, Naturita's story is one that is imprinted on towns across America—and the world. And the big questions faced by Naturita's residents are echoed in every community where resource extraction—from natural gas fracking to oil drilling to mountaintop coal removal—offers both jobs and environmental consequences.

Through the lives of its characters, *Uranium Drive-In* poses the questions many rural communities must ask about how to best preserve one's home.



TAKE THESE SIMPLE STEPS TO HOST YOUR SCREENING

- ☐ Obtain screening rights. Purchase a copy of *Uranium Drive-In* with the required public performance rights. These are available from the film's distributor, New Day Films, at www.newday.com. Note that home DVD copies of the film are not licensed for public events and should not be used in settings outside the private home or classroom or to events to which the public is invited.
- ☐ Secure a screening venue, a school auditorium, a church hall, a community center, or a local performing arts space or cinema. Contact your intended venue at least two months in advance of your event in order to finalize details regarding availability, rental fees and the possibility of hosting a post-film discussion.
- ☐ Arrange proper projection and sound. Preview the DVD in your chosen venue to ensure that sound and picture playback flawlessly and that you have all required equipment in place. If your venue is large, consider setting up a microphone and A/V system for a panel discussion or Q&A to follow the film.
- ☐ Provide an information table. Curate a table with relevant sign-up sheets for local advocacy or educational groups, literature about local resources, and handouts for individuals who want to follow the issues explored in the film or pertinent local issues.
- ☐ Contact all local press outlets. Share screening information with your local media—radio, newspapers, church bulletins, etc. Let them know that your event will be part of a national screening campaign, and be sure to explain the local angle—why the issues uncovered in the film are relevant to your community. Send press outlets the *Uranium Drive-In* Press Kit, available on the film's website. www.uraniumdrivein.com/press.html
- ☐ Create an event poster and fliers. On-the-ground marketing can ensure that more people know about your screening. Post and distribute fliers locally. Download the film's poster artwork. www.uraniumdrivein.com/press.html
- ☐ Utilize social media for networking. Using your existing social media platforms, post your event on Facebook and Twitter. Encourage local audiences, including related nonprofit organizations, activists, students and event collaborators to spread the word through their networks.
- ☐ Partner with stakeholders. Approach business owners, advocacy organizations, government officials or concerned citizens groups with the opportunity to co-sponsor your event. Collaborating allows you to reach a broader audience and may provide funding opportunities as well. Invite community partners to contribute in post-film discussion and pre-event outreach.
- ☐ Create a panel discussion. Invite local people with different perspectives on issues related to extractive economies, rural development, and environmental sustainability. Reach out to community leaders such as clergy, elected officials, experts on energy, environment or economics.
- ☐ Brief your panel before the screening, asking them to consider the following questions: How do the issues raised in the film resonate in our community? Why should our audience be passionate? What role do you play in these issues in our area? Encourage panelists to present their point of view while remaining open-minded to other perspectives.

PLAN AN AGENDA

INTRODUCE THE FILM.

Take five minutes before your screening begins to welcome your guests, introduce the film, and invite all to stay after the film for discussion.

A sample introduction might look like this:

While *Uranium Drive-In* is about a town struggling with the pros and cons of an extractive economy, it is also a film about empathy and compassion. It is about finding the strength to solve complex problems by standing in someone else's shoes.

As you watch the film, we encourage you to be open to perspectives that might not align with your own. While you may feel strongly toward one cause or viewpoint in this movie, try to consider this situation from all perspectives.

We invite you to stay after the screening to continue the discussion about how the issues the film explores parallel some of our local issues, and to talk about how we, too, might approach economic and environmental issues in our own community.

SCREEN THE FILM.

Allow 70 minutes for the film itself. If you wish, you can turn the lights up during the credit roll to encourage your audience to stick around for a post-film discussion.

FACILITATE DISCUSSION.

As the event planner, you may wish to jumpstart or moderate your panel discussion using the discussion questions included in this guide. You might also prepare a few audience members ahead of time to post potential "ice-breaking" comments or questions in case discussion is slow to start.

COLLECT SIGN-UP SHEETS.

Let guests know about the resources available to them on your information table, and make sure you've provided sign-up sheets so audience members can stay in touch beyond the event.

CREATE OPPORTUNITIES FOR FURTHER DISCUSSION.

After your discussion comes to a close, let your audience know about opportunities for staying involved. These might be attending future meetings of your or other advocacy organizations, joining your online social networks, or volunteering locally.



DISCUSSION QUESTIONS

Uranium Drive-In raises questions about the environment, the economy, health and the role of community in our lives. Your local issues should drive the discussion after the film, but the following might help get you started.

1. How do the concerns faced by Naturita residents reflect or differ from the issues facing our community?
2. Does this film give us an opportunity to consider our local issues from new perspectives?
3. What benefits could come to our community through coalition building and dialogue among leaders from both the extractive and the environmentalist camps?
4. How do we create or sustain rural development and economic viability in our community?
5. If our community was approached with the prospect of an economic boost via an extractive industry, what would the community's response be? What questions would we have for the prospective industry representative? If the president of Energy Fuels were present at our event today, what questions would we have for him?
6. What—if anything—should industry be held accountable for when it brings jobs to a community?
7. What should we as citizens and communities be held accountable for when we earn our livelihoods from a potentially risky industry?

AFTER THE SCREENING TAKE ACTION

Research rural development initiatives working in other communities.

Rural communities around the country are finding innovative ways to build their local economies in the wake of economic downturn. Visit the *Uranium Drive-In* website to learn about what is working in other communities. You will find ideas such as transfer of wealth, time-banking, local currencies, worker cooperatives and community financing.

Create a community listening group.

In communities facing issues like those in Naturita, conflict often overshadows true listening and consensus building. You can fix this by finding a local facilitator or moderator to convene a community listening group.

The facilitator should invite stakeholders representing diverse viewpoints (industry representatives, local elected officials, local advocacy groups, etc.) to convene in a neutral community space to air and discuss concerns and hopes about the impact of local resource extraction. Make sure the listening group is truly non-confrontational and non-hierarchical! Arrange chairs in a wide circle or assemble chairs to promote sharing and to break down the usual power dynamics suggested by a lecture or presentation set-up. Avoid placing a podium at the front of the room or using a space with a stage or platform, as you want to keep the listening group as conversational as possible.

Once you've created a safe space for discussion, identify a start-point, and encourage every participant to share his or her personal experience or thoughts about the local issue at hand. Other participants should just listen, with no interjection or comment. Make sure your facilitator takes notes. After everyone has had a chance to share, collect email addresses of all participants. In the days after the event, your facilitator can share the record of the proceedings with all attendees, and can email your mailing list with a summary of the findings. This is the first step toward making sure all voices are heard and all viewpoints are aired in a public setting.

Organize an industry education night.

In resource extraction economies, community members sometimes feel that industry goals or tactics are shrouded in mystery or bureaucracy. An education night can help to create more transparency and information sharing between industry representatives and community members.

Appoint a local facilitator or moderator to

oversee the education night. Choose a neutral, community space to serve as your venue, as you want to set the stage for a non-confrontational encounter among industry leaders and community members, who often only meet each other at public hearings or other charged forums.

Curate a panel of industry leaders who can answer questions about your current issue. Select a moderator who can encourage a clear, diplomatic flow of communication between community members and industry panelists. Moderators may wish to prepare five to ten questions in advance, based on the concerns and themes that came to the fore in your community listening group.

Be sure to invite local elected officials and local press to be in attendance. Press coverage of the event can expand the reach and impact of the event, and the presence of local elected officials can ensure that local legislative priorities are informed by open communication with industry officials.

At the education night itself, be sure to pass around your mailing list again. After your event, have your facilitator email the list to provide a summary of what happened, including the most salient themes that arose during the proceedings.

Coordinate a task force.

In the wake of your community listening group and industry education night events, you'll have come to some community-wide conclusions about the concerns and priorities that mean the most to your community.

Perhaps you'll decide to address the need for local jobs that are not tied to the resource extraction industry. Or maybe you'll establish the desire to schedule regular industry-community meetings to increase the flow of communication between industry officials and local stakeholders.

Formally convene a group of four to six community leaders to pro-actively confront the challenges you've identified and to lay out precise, actionable goals for immediate change, intermediate change, and long-term change. Whether you've determined that your community needs one task force or three, this is the time to have an initial gathering, set a schedule for continued meetings, and outline a concrete time-line for action.

Resources

Visit the *Uranium Drive-In* website for more information about the movie, further resources for advocacy, action, and other helpful links.

www.uraniumdrivein.com

