

docimpactaward

2016

#DocImpact

CHASINKI'S

CITIZEN FOUR

Food Chains

WINGS

SHOT DOWN

VIRUNGA

CELEBRATING THE
DOCUMENTARY FILMS THAT
HAVE MADE THE GREATEST
IMPACT ON SOCIETY

docimpactaward

HOT DANG



The Doc Impact Award 2016 is presented by:



We are so proud to share with you the story of the five remarkable winners of the Doc Impact Award 2016.

To qualify for the Doc Impact Award, excellence in filmmaking is not enough. Doc Impact Award films must also have created significant and measurable social impact.

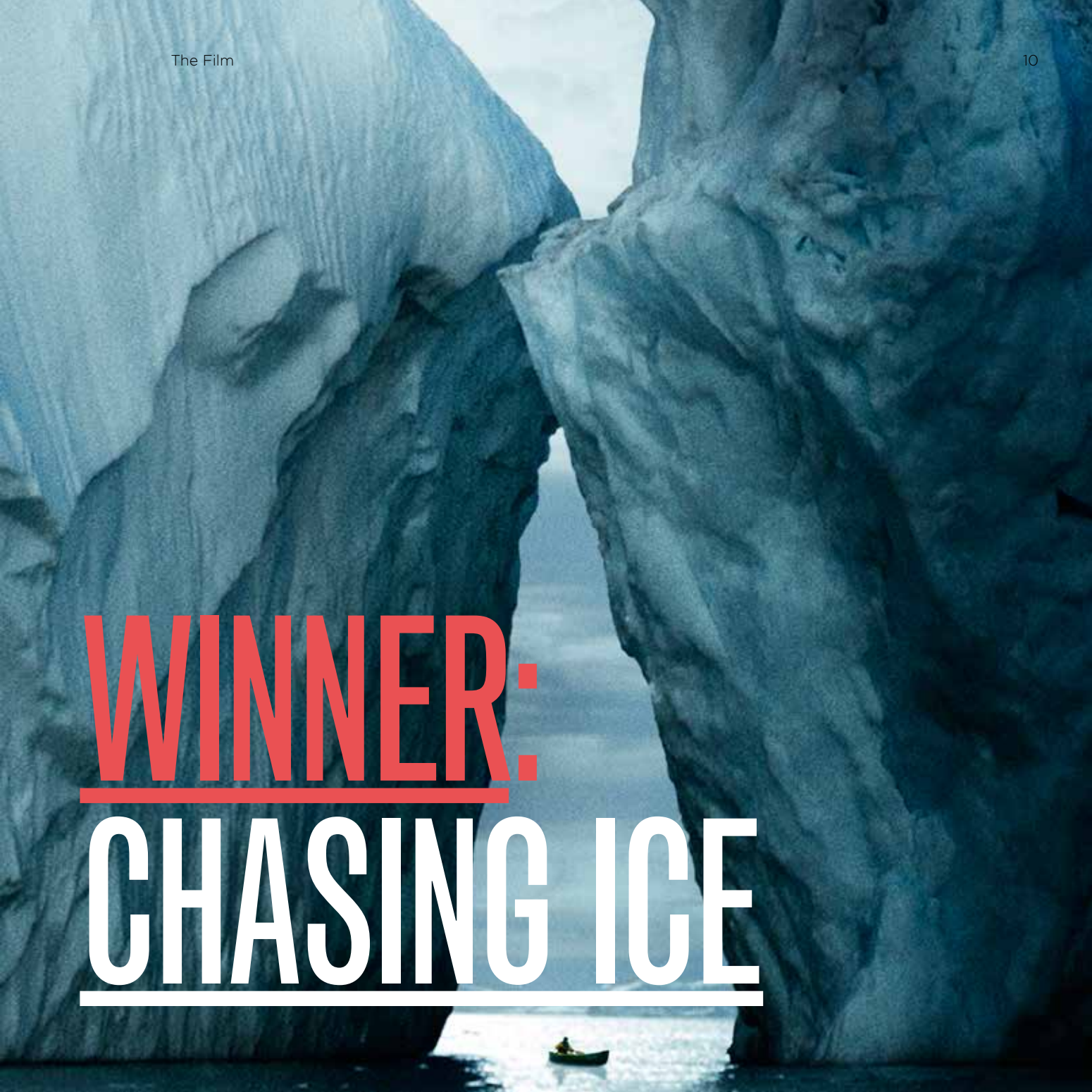
Since 2011 this annual prize has been celebrating the power of film as a driver of change. **Our aim:**

- To help build new fans for the films
- Create new partners for the campaigns
- To share best practice for the whole community

Read on to learn about the campaign strategy & impact achievements for *Chasing Ice*.

To read all five case studies and see previous winners go to www.docimpactaward.org and follow the conversation online at [#docimpact](https://twitter.com/docimpact)

Shifting the
hearts and
minds of climate
change skeptics.

A large, jagged ice formation, possibly a glacier or ice shelf, dominates the right side of the image. The ice is a deep blue color, suggesting it is old and dense. A small boat is visible at the base of the ice formation, providing a sense of scale. The sky is a pale blue, and the water is dark.

WINNER: CHASING ICE



CHASING ICE

The Film

***Chasing Ice* is the story of one man's mission to change the tide of history by gathering undeniable evidence of our changing planet.**

In the spring of 2005, acclaimed environmental photographer James Balog headed to the Arctic on a tricky assignment for *National Geographic*: to capture images to help tell the story of the Earth's changing climate. Even with a scientific upbringing, Balog had been a skeptic about climate change. But that first trip north opened his eyes to the biggest story in human history and sparked a challenge within him that would put his career and his well-being at risk.

Within months of that first trip to Iceland, the photographer conceives the boldest expedition of his life: The Extreme Ice Survey. With a band of young adventurers in tow, Balog begins deploying revolutionary time-lapse cameras across the brutal Arctic to capture a multi-year record of the world's changing glaciers.

As the debate polarizes America and the intensity of natural disasters ramps up across the world, Balog finds himself at the end of his tether. Battling untested technology in subzero conditions, he comes face to face with his own mortality. It takes years for Balog to see the fruits of his labor; his hauntingly beautiful videos compress years into seconds and capture ancient mountains of ice in motion as they disappear at a breathtaking rate. *Chasing Ice* depicts a photographer trying to deliver undeniable evidence to our carbon-powered planet and some semblance of hope.

Critical Acclaim

“At a time when warnings of global warming were being dismissed by broadcast blabbermouths as *junk science*, the science here is based on actual observation of the results as they happen. When opponents of the theory of evolution say (incorrectly) that no one has ever seen evolution happening, scientists are seeing climate change happening right now — and with alarming speed. Here is a film for skeptics who say, ‘*we don’t have enough information*’.”

—

Roger Ebert,
November 14 2012



THE CAMPAIGN

CONTEXT

On May 28, 2008, Adam LeWinter and director Jeff Orlowski filmed a historic breakup at the Ilulissat Glacier in western Greenland. The calving event lasted 75 minutes, and the glacier retreated a full mile across a calving face three miles wide. The height of the ice is about 3,000 feet – 300 to 400 feet above the ocean, with the rest below the waterline. Glaciers are not losing ice in response to some natural cycle of change that is a quirk of the environment. The scientific community agrees that the melting ice is caused by global warming as a response to the steady rise in atmospheric carbon dioxide as a consequence of the burning of fossil fuels.

But despite a growing body of evidence, a concerted effort to discredit the scientific consensus over man-made global warming has been continuing for two decades in the United States, and shows no sign of weakening. It is often described as an attempt on the part of corporate America, most notably the fossil fuel industries, to hinder governmental regulations on their activities. Additionally, climate denial often stems from the strong ideological

commitment of small-government conservatives and libertarians and their strong opposition to regulation. In order to disarm their opponents, US climate deniers often rest their case on the defense of the American way of life, defined by high consumption and ever-expanding material prosperity.

Chasing Ice's release in the US coincided with a time of intense debate on climate. But originally,

it was not conceived as a film that would employ a strategic and specific impact campaign. Instead, the film team had a vision for the film, that the film as art and journalism would raise awareness, challenge thinking and elevate the desire of individuals to make changes within their control. Following an international tour

with the film, the team were struck by the intense frustration of US audience members with the current US political landscape in which climate change denying legislators were in a majority position. As such, impeding legislation and progress ironically related to the reduction of man-made climate change.

Inspired by the film's subject, James Balog, and the power of a single vision, the *Chasing Ice* impact campaign was forged as an intense effort to change the hearts and minds of individuals and institutions towards accepting the science of man-made climate change.



THE CAMPAIGN



How the Campaign Worked

In line with the team's original vision for the film, one of the main campaign goals was to have it seen as widely as possible. Engaging audiences from across the divide, including those who wouldn't usually go to a climate change film, they felt they had the strongest chance to shift individual thinking.

This ambition proved successful and after premiering at the Sundance Film Festival in January 2012, the film was released in US theaters for 27 weeks. Earning over \$1.3m

at the box office and making *Chasing Ice* one of the top 15 documentaries released that year.

Chasing Ice was also selected for the international touring programs: Sundance Institute's *Film Forward* and the US State Department's *American Film Showcase*.

Influencer Screenings

Chasing Ice was featured in over 75 film festivals, and screened at the White House and the United Nations. These screenings, often organized by the campaign team members, included discussions

with the filmmaker, occasionally the film's subject, photographer James Balog, the film's producers, scientists, and activists. Throughout the making of the film, festivals, and influencer screenings, Orlowski developed significant partnerships and relationships that enabled their international and national networks to greatly expand. Through those relationships, the team was able to raise over \$1m to develop their strategic impact campaigns.

Notable governmental, corporate and NGO screenings included: The White House and Congress (event coinciding with Earth Day 2013), Gates Foundation, The House of Lords, 50 US State Departments, US Embassy Corner in Oman, United Nations Information Center in Vienna, Film Forward in China, Colombia and Taiwan, Interfaith Power

and Light Screenings, Peace Corps, North Face, Apple, Pixar, Google, Disney, Sony, Bloomberg New Energy Finance, NEXUS, Environmental Defense Fund, World Wildlife Foundation, National Resources Defense Council, Exhibition with The Austin Contemporary with Charles Long, *Chasing Ice* as inspiration for Dorris Q line at Australia Fashion Week 2014

Community Outreach

Following the US theatrical tour, *Chasing Ice* was screened in over 172 countries, and at 70 universities.

To ensure that the film was fully accessible to all communities where it was showing, the campaign contributed \$100,000 towards ticket giveaways, made possible through a private grant.

To support community screenings, the campaign team designed personal calls to action and multiple engagement tools. To ensure the widest access, the tools are all downloadable through the *Chasing Ice* website and provided free of charge. Tools include an iPhone and iPad app featuring time lapse imagery, photography, screening times and more, a Home Screening Guide, Discussion

Guide, *Chasing Ice* Q & A video module, Host Screening Instructions, Middle and High School Discussion Guides and a University Discussion Guide.

Individual asks supported on the site were simple and achievable. These included:

Personal

- Buy produce and products from local businesses
- Reduce the use of plastic: Bring your own bag, water bottle and coffee mug
- Use your vote to support political leaders who act on climate legislation
- Calculate your carbon footprint and take action to lower it
- Talk to your friends, family, community and political representatives about climate issues

Home

- Plug electronics into power strips and turn off strips when not in use (saves energy and money)
- Dry clothing outside or on a drying rack in winter
- Regulate your thermostat when you are out of the house
- Choose energy efficient appliances and insulate your house

“Chasing Ice... another reason why time for action on climate change is upon us.”

— Sir Richard Branson

- Select an energy company that uses alternative energy sources

Transportation

- Walk or ride your bike to work and around town for small errands
- Lower your fuel consumption: Use public transport and carpool
- Consider carbon offsets for your travel
- Drive less and invest in fuel-efficient vehicles
- Support responsible airlines that promote sustainability

Chasing Ice Ohio Tour

In addition to asking people everywhere to commit to making personal changes or take personal actions, the team made a conscious decision to target one climate-denying congressman. After hosting hundreds of screenings of *Chasing Ice* around the world, the team believed that the only way to make progress on climate change was to get political leaders to understand the science.

They had faith that if they could shift one congressman's stance using positive encouragement it could potentially help others to reconsider their positions. Working with partners from the

leading DC environmental groups – the League of Conservation Voters, Natural Resource Defense Council, Environmental Defense Fund, Organizing for Action, and private consultants – the team selected the moderate Ohio Representative Pat Tiberi as a target for change through constituent-driven education and support.

The campaign's change theory was that a constituent movement (78% of the constituents in the core of Rep. Tiberi's district believed in man-made climate change) that demonstrated organized and vocal support for the congressmen to publicly shift his position would reduce his fear of losing his seat in congress. Thus, the *Chasing Ice Ohio Tour*, was launched.

In partnership with National Geographic, the *Chasing Ice Ohio Tour* shared the story and visual evidence of the changing climate to central Ohio residents through free screening events that provided climate education to the public. The goal was to support Congressman Tiberi through the voice of his constituents, and provide him with the information he needed



to understand and embrace the relevant science.

The team employed five primary strategies:

- Develop strong local partnerships
- Constituent engagement
- Corporate engagement
- Faith-based community engagement
- Creative use of social media

Strong Local Partnerships

To avoid creating the perception that the film was only supported and hosted by outsiders, the campaign's partnership goal was to bring together a diverse, eclectic and expansive civic representation of the 12th District of Ohio. While the campaign targeted certain local organizations, audience members

enthusiastically brought their own networks to the film. Within three months, the campaign secured over 70 local partnerships including Audubon Ohio, Bishop Watterson High School, Boy Scouts of America Ohio, Cafe Brioso, Camelot Wine Cellars, Columbus Capital Square Rotary Club, Franklinton Gardens and Licking County Library.

Corporate Engagement

The campaign enlisted business leaders within the District to speak out about climate change knowing this would hold weight with the Congressman. The team researched and contacted local businesses, asking for their partnership in hosting and advertising screenings, and assisting in networking within the community to find the best outlets for the film. As a result, in Ohio District 12, the campaign received incredible support from businesses and farmers' associations – often screening the film in their offices and workplaces. In turn, these organizations recruited audiences as well as shared their own personal messages with the Congressman.

Faith-Based Community Engagement

Faith-based groups such as the Evangelical Environmental etwork, Catholic Climate Covenant, and Interfaith Power and Light, were extremely important strategic partnerships due to their large number of conservative members. Cultivating these partnerships meant getting the film to members of the district who may not normally have been

open to a film on climate change.

By working with these faith-based groups, the team were able to collaborate with local religious leaders that already had established language to reach out to congregations in order to share the film and the local call to action. One screening movingly resulted in a pastor leading a prayer for Congressman Tiberi to acknowledge the science of climate change.

Creative Use of Social Media

After every screening event, audience members were asked to write their message on a poster to Congressman Tiberi. They were encouraged to use supportive language directed to the congressman and their hopes for him to take action on climate change. The team set up call-to-action tables at every event, gave out over 5,000 copies of the film along with Chasing Ice posters. On the back of the poster was a messaging template: "Dear Congressman Tiberi". The team photographed Ohioans standing beside their messages and posted them on social media, making the campaign efforts visible within the community.

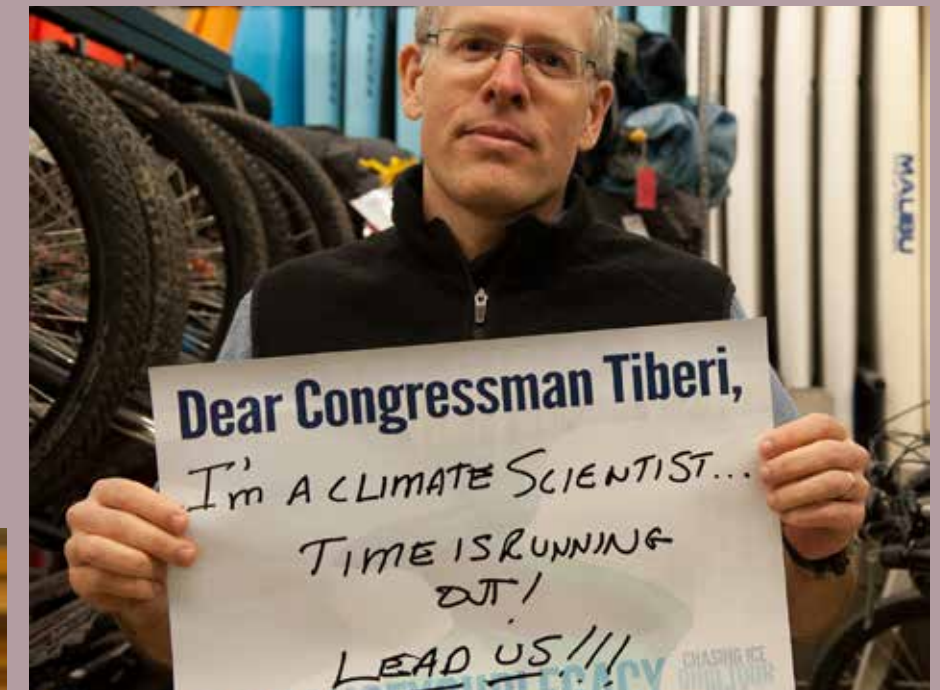
This in turn created a visual record of the district's stance on climate change, which gathered momentum, serving to engage more community members to join the movement, attend events, and share their voices.

The campaign also created a website, *DearCongressmanTiberi.com*, that was dedicated to supporting Congressman Tiberi in rethinking his stance on climate change. This served as a hub holding audience/constituent messaging specifically directed to him and which exists to this day; Messages were populated onto the site via Instagram and forwarded to his office. In addition, the campaign also created a video specifically the Congressman that included statements from his constituents about the importance of the issue.



“Chasing Ice is one of the most beautiful and important films ever made. It takes up the discussion where *An Inconvenient Truth* left off but with new footage, not just something scraped up out of an archive. The interviews provide real easy-to-understand analogies and make the science clear”

— Michael Rose, Author, Journalist and Documentary Film Maker





IMPACT DYNAMICS AT WORK

As a tool for analyzing campaign strategies, BRITDOC uses what we call the Four Impact Dynamics; broad categories for the kinds of change you can make in the world. This has been developed by studying the films that we have worked with as well as working with NGOs and activists to understand how they conceptualize their campaigns. More information on the impact dynamics can be found in impactguide.org.

Here we apply the Impact Dynamics to the goals of *Chasing Ice*.

CHANGING MINDS

Mass awareness and understanding – creating a shift in public attitudes.

The team wanted to raise awareness about the reality of climate change through traditional distribution, community and corporate engagement.

Target Audience: General public, outdoor sports enthusiasts, politicians.

In making the film, the team was cognizant of the film’s potential for use in classroom settings and sought to develop multimedia tools for climate change awareness and education.

Target Audience: Universities, high schools, community organizations, climate change activists.

CHANGING BEHAVIOURS

Actively mobilizing people to do different, not just think different – whether that’s to buy or boycott, donate or volunteer.

The team hoped that the film would encourage audiences to leverage their personal networks to share scientific evidence of climate change.

Target Audience: Ohio constituents, general public during theatrical screenings.

BUILDING COMMUNITIES

Grassroots – providing the focal point around which people come together.

The campaign wanted to ‘experiment’ with the concept of political change by focussing on one US congressional ‘climate change denier’ to see if using the film to mobilize constituents could result in a public shift of opinion around climate change.

Target Audience: Constituents from Congressman Tiberi’s district, Faith-based leaders, Agricultural community, Recreational sports enthusiasts, Politicians.

CHANGING STRUCTURES

Top down change whether in politics or business, directly influencing law and policy to change the context.

The team hoped to build on the tremendous critical success of the film and their access to key scientists and environmentalists to engage key national influencers to use their skills, positions and resources to work on behalf of climate change acceptance.

Target Audience: White House, United Nations, national and international corporations.

WHO SAW IT?

Cinema

INTERNATIONAL: 172 COUNTRIES

In the US:

53 THEATRES

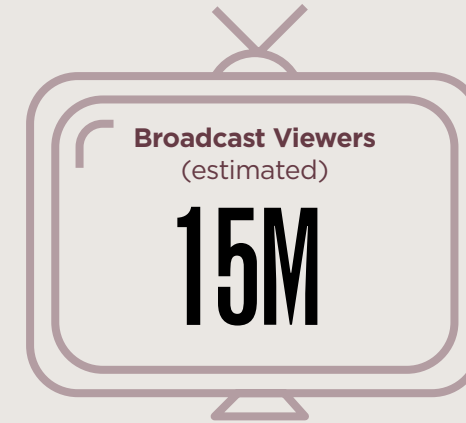
for nearly six months, including every major city in the US from New York to Los Angeles.

Box Office Total:

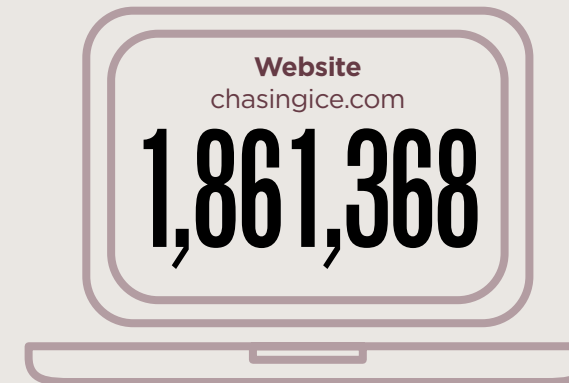
\$1,328,467

Online

- iTunes,
- Netflix (230,000 ratings)
- VOD
- Amazon Prime



National Geographic (US and International), CNN, Vice: Greenland, Weather Channel, Caught on Camera, HBO Climate Series for Children



Social Media

Note: The campaign facilitated easy embedding of Twitter and Facebook messages on the original website, making it extremely easy for visitors to tweet to President Obama or various politicians after seeing the film. **This feature on the site resulted in over 500 individual tweets made to politicians and celebrities** who might use their clout to inspire change.



WHO SAW IT?

SALES
25,000 DVDS



Trailer Combined Views



38 MILLION



Chasing Ice
@chasingice

ow.ly/xWqJI **Mayor Coleman shares his concerns about political climate change deniers.** @tiberipress #sharethescience



- Emmy Award Winner 2014**
Outstanding Nature Programming
- Sundance Film Festival 2013**
Excellence In Cinematography Award
- Academy Award Nominee 2014**
Best Original Song
- South By Southwest Film Festival 2014**
Audience Award
- Hotdocs Film Festival 2014**
Audience Award
- The Environmental Media Award -**
Best Documentary Award
- Renewable Natural Resources Foundation**
Outstanding Achievement Award
- Cinema Eye Honors For Nonfiction Filmmaking**
Cinematography Award
- Full Frame Film Festival**
Nicholas School Environmental Award
- Silverdocs Film Festival**
React to Film Social Issue Award

70+
FESTIVALS
INCLUDING:

- Sundance Film Festival
- Sheffield Film Festival
- Silverdocs Film Festival
- Hot Docs Film Festival
- Sundance London Film and Music Festival
- South By Southwest Film Festival



Leonardo DiCaprio
@LeoDiCaprio

Need more evidence of #climate change? Check out @ChasingIce bit.ly/wKqNN6 Incredible, breathtaking documentary

IMPACT & ACHIEVEMENTS



CHASING ICE

TIMELINE

1938—2000

- 1938** Using records from 147 weather stations around the world, British engineer Guy Callendar shows that temperatures had risen over the previous century. He also shows that CO² concentrations had increased over the same period, and suggests this caused the warming. The “Callendar effect” is widely dismissed by meteorologists.
- 1960** Human population reaches 3 billion.
- 1972** The United Nations Environment Programme (UNEP) is formed.
- 1975** US scientist Wallace Broecker puts the term “global warming” into the public domain in the title of a scientific paper.

2007—2011

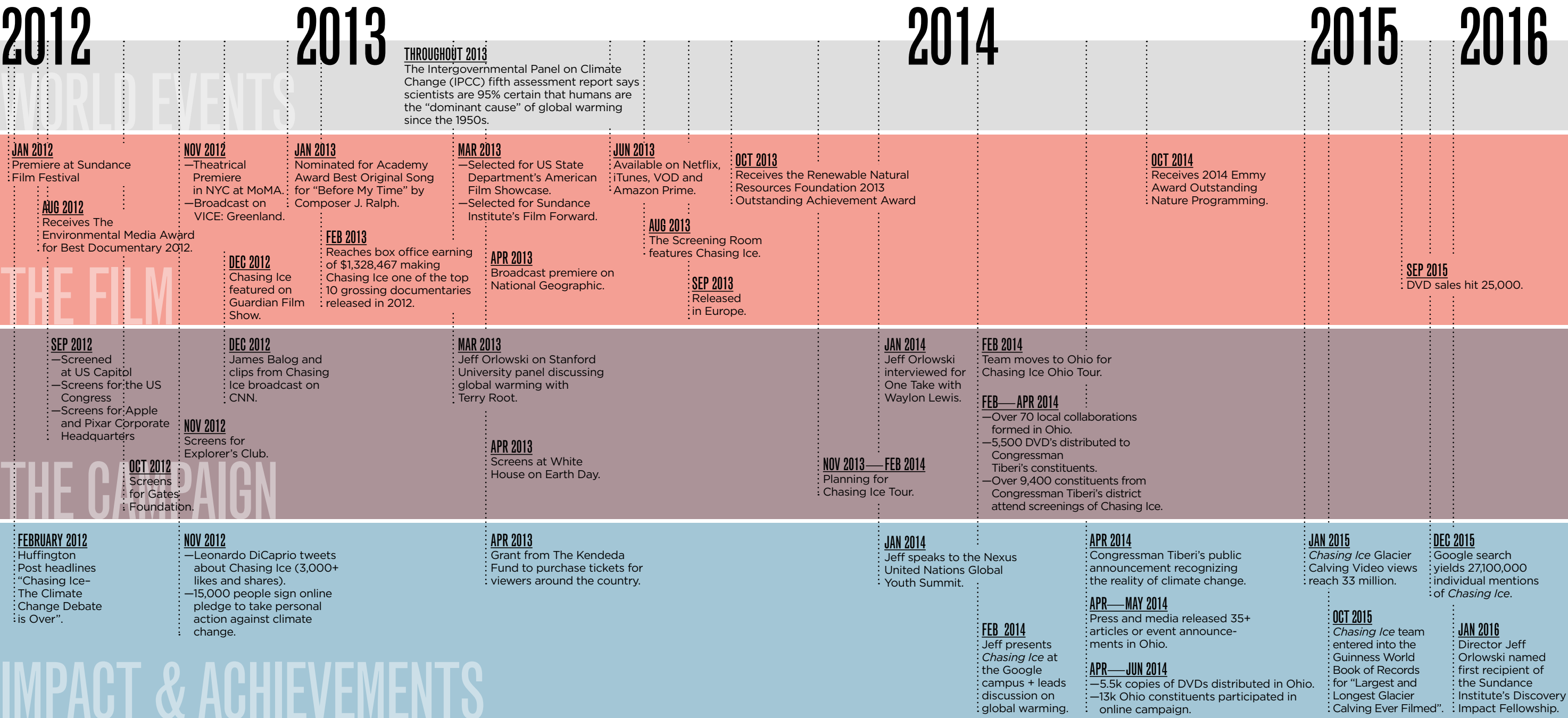
- 1997** Kyoto Protocol defining international pledge to reduce emissions by an average of 5% by the period 2008-12. US Senate immediately declares it will not ratify the treaty.
- 1998** Strong El Niño conditions combine with global warming to produce the warmest year on record.
- 2007** James Balog founds the Extreme Ice Survey (EIS).
- 2008** Two months before taking office, incoming US president Barack Obama pledges to “engage vigorously” with the rest of the world on climate change.
- 2009** Republican Congress blocks passage of the comprehensive American Clean Air and Security Act.
- 2011** Human population reaches seven billion.

WORLD EVENTS

THE FILM

THE CAMPAIGN

IMPACT & ACHIEVEMENTS



IMPACT & ACHIEVEMENTS

Reaching The Skeptics and Changing Hearts and Minds

Part of the success of the film is that it played so well to skeptical audiences, which was a conscious part of the filmmaking. *Chasing Ice* feels like an adventure film . It brought diverse audiences together and demonstrated the power to shift individual skeptics in dramatic ways, and its legacy continues to do so.

To evidence this shift, the campaign team used exit surveys during early screenings in Colorado. Results showed a significant shift in their concern around climate change and a desire to adjust their personal behaviour.

Skeptics represented an extraordinary 37.5% of any given audience and speaks directly to the artistry and the power of the film. After the screening, those self-identified skeptics left the screening feeling either “Cautious” or “Concerned” about climate change. Skeptics

reported being most influenced by the photography and the calving glaciers, and least impacted by the statistics and Balog’s commitment. Examples from the surveys include:

“Climate change is happening and I’m extremely sure.”
Pre: 61% Post: 75%

“Assuming climate change is happening, it is caused mostly by human activity.”
Pre: 33.5% Post: 53.5%

“I am very worried about climate change.”
Pre: 43.9% Post: 64.7%

“The problem of climate change is extremely important to me.”
Pre: 27.8% Post: 45.9%

After a screening during the theatrical tour, Quark Expeditions, an organization that does routine expeditions to Antarctica became an unanticipated partner to the campaign. Many of Quark’s clients are affluent people who

want to visit all seven continents. Surprisingly, many of them do not believe in climate change. The Expedition Leaders have since adopted *Chasing Ice* into their programming: “If anybody ever asks a question about climate change, or if they express skepticism about the changing ice, we show them *Chasing Ice*. The questions seem to stop.”

In a profound example of the impact of the film on skeptics, a local activist (independent of the film campaign team) stood in front of his hometown theater and collected viewer opinions after watching *Chasing Ice*. He posted an interview with a woman on YouTube, “Fox News Fan: *Chasing Ice* Changed My Life”, where a 60-year-old woman emotionally apologizes to people in her life for being convinced that climate change was a hoax. The clip received over 150,000 views:

“I’m a proud American and I watch Bill O’Reilly [Conservative Fox News Talk Host] everyday. I just saw this movie, Chasing Ice and it hasn’t just changed my mind about global warming, it changed me as a person. There must be something I can do. I’m 60 years old and I want to help

my grandchildren. [crying] This movie is fantastic. Every human being should watch it. Before I saw this, if someone mentioned global warming in my house I told them they needed to step out because it was bullshit. I didn’t believe it because I listened to Bill O’Reilly. Now that I’ve seen this movie I want to apologize to anyone I talked into believing there was no global warming. I want to undo the damage and I will. This has just changed my life.”

Inspiring Personal Action

The campaign continues to receive emails, Facebook posts and letters from audience members testifying to the personal impact *Chasing Ice* made to them. Below are just some of these actions that clearly suggest a strong shift in perceptions of climate change:

—When the film was screened at a film festival in Bozeman, Montana, the community came together and organized offshoot environment-related events. The event resulted in hundreds of e-mail signups for local environmental groups with residents organizing a follow-up gathering to get the local community more involved in

“*Chasing Ice* is a visually stunning wake up call. It’s an amazingly useful tool to change minds and engage people to take action about the Earth’s changing climate.”

—
Jerry Freewalt ,
Office for Social Concerns,
Catholic Diocese of Columbus



- climate change action.
- A blogger (myhusbandselectriccar.com) wrote, “My husband started the new year with a brand new electric car. I could tell that the idea to buy a battery-charged vehicle was ruminating in his head for months. Every now and then, he would mention it, and then, the topic arose more often after we watched *Chasing Ice*, a movie about the disappearing polar ice.
- After a screening of the film, an 18-year-old started a new company retro-fitting buildings to be more “green.”
- Students at A&M Consolidated High School, in College Station Texas, screened the film for all the biology classes at their school and asked every biology student to write a postcard to their senator asking him to acknowledge the science.
- Donations to James Balog’s nonprofit, the Earth Vision Trust, significantly increased with many of the donations channeled through the *Chasing Ice* website.
- In the year that the film premiered, over 20,000 people

signed up for the *Chasing Ice* email list, and they gathered nearly 15,000 signatures in the first online pledge to commit to personal action combatting climate change.

- Fans from around the world uploaded fan art on Instagram including iceberg-shaped jewelry, and paintings.



The Ohio Tour – Empowering A Community To Provoke Leadership Change

During this intensive 3-month campaign, the team in Ohio organized and participated in over 90 events that reached over 9,500 people in that district (1.25% of district population). Strategic highlights include:

- Over 300 Ohio residents shared their messages with Congressman Tiberi through the *DearCongressmanTiberi.com* website.
- Press and media released over 35 articles or event announcements about the Ohio Tour between April-May 2014.
- Collaborations from over 70 local venues/organizations, as well as 8 national collaborators participated in the Ohio campaign, including multiple faith-based communities, 6 high schools and 7 universities, 4 rural and urban farming organizations, 7 art and cultural venues, and 46 various other nonprofits, local libraries and communities venues.

- The *Chasing Ice* team and local collaborators have distributed 5,500 copies of the DVDs that feature a written call to action

that was specifically created for Ohio residents.

Towards the end of the tour, the latest Intergovernmental Panel on Climate Change (IPCC) report was released. President Obama’s non-profit, Organizing for Action, amassed a team of volunteers to go to the office of every Congressman in the United States who denied climate

change. As the IPCC report was presented, a request for a statement was also made to each Congressman’s team.

Of the 130+ Congressmen who denied the science, only one office made any statement in response to the news. It was Congressman Tiberi’s team, and they responded with a message that differed incredibly from his 2009 stance:

CONGRESSMAN TIBERI BEFORE/AFTER

From Columbus Dispatch, 2009: GOP Rep. Pat Tiberi of Genoa Township doesn’t think there is a consensus among scientists about whether global warming is proven.

“If there’s one thing I’ve learned from the climate-change debate, it’s that I am not a climate scientist. I’ve had conversations with many different members of the scientific community in central Ohio offering a full spectrum of opinions. This is why I believe Americans should be skeptical of any politician who claims to have all of the answers.”

On April 24 2014, 2½ months into the *Chasing Ice Ohio Tour*, Congressman Tiberi released a public statement that represented one of the biggest climate change shifts from a single federal legislator:

“A global problem requires a global solution. An effective solution requires that all countries agree to participate together. I would like to see us address climate change in a balanced manner, on as broad a front as possible.”

Work Left To Do

Climate change is a multi-dimensional issue that requires sustained global action to affect change. As a proven catalyst to shifting hearts and minds on the issue, Chasing Ice continues to be used as a tool for change. And as of January 2016, the film team are deep in production on a follow up project – this time on the global oceans and the damage that climate change, overfishing and local pollution is having on them. There may be a new film as the focus, but the campaign that begun with Chasing Ice will remain very much alive.

“President Obama always talks about [climate change] in relation to his girls’ future. Nothing is more motivating than thinking about the kind of place where your kids are going to grow up. Let me underscore that the President has said this is something that we have to act on. He has challenged Congress to do that. It is because of the work that Jeff [Orlowski] has done to highlight the nature of this challenge that he feels as strongly as he does. I thank you all for doing what you do.”

—
White House Chief of Staff
Denis McDonough



Photo: James Balong

CONCLUSION

At the core of the *Chasing Ice* impact campaign was an intense effort to change the hearts and minds of individuals and institutions towards accepting the science of man-made climate change. To create mass awareness, the film was screened to strategic audiences from the White House to the United Nations to local high schools throughout the US. Over 25 million viewers watched *Chasing Ice* on multiple platforms and broadcasts.

In Spring of 2014, the *Chasing Ice Ohio Tour* was launched in an effort to further shift the political conversation around climate change. The campaign focused on one Congressional district, represented by Congressman Pat Tiberi (OH-12), who had been listed as a climate change denier. As a result of a 3-month effort and partnerships with 70 local collaborating organizations, nearly 10,000 Ohioans viewed *Chasing Ice*, and hundreds joined

“They’ve done great work in capturing attitude shifts in real time and show significant movement among interesting sectors of the community. And the film itself is a solid tool to allow for that in being apolitical in bringing people into the conversation.”

—
Review Panel

the movement to reach out to the Congressman directly. After 3 months, Congressman Tiberi shifted his stance on the issue, publicly acknowledging climate change, thus demonstrating the unprecedented political impact of the campaign.

WATCH THE FILM
CHASINGICE.COM

VOD
NETFLIX, ITUNES, AMAZON PRIME

WEBSITE
CHASINGICE.COM

TRAILER
YOUTUBE.COM/WATCH?V=EIZTMVNBJC4

FOLLOW
FACEBOOK.COM/CHASINGICE
TWITTER.COM/CHASINGICE

CONTACT
INFO@EXPOSURELABS.COM

ACT
CHASINGICE.COM/MAKE-A-DIFFERENCE/



THE TEAM

THE FILMMAKERS

OTHER KEY MEMBERS OF THE TEAM

Executive Producers

David and Linda Cornfield

Associate Producers

Stacy Sherman, Billy Ray
James Billmaier

With Generous Support from

The Kendeda Fund, The Wild
Foundation

Production Coordinator

Larissa Rhodes

Operations Manager

Lindsay Friedman

Ohio Tour Manager

Jen Palmer

Outreach Manager

Sierra Voss

Social Media Manager

Behzod Siriani



JEFF ORLOWSKI

Director/Producer

As founder of Exposure Labs, a production company geared toward socially relevant filmmaking, Orlowski has served as director and producer of short film projects and online/broadcast commercial work. His clients have included Apple, General Motors, Stanford University, Blackboard, and the Jane Goodall Institute. His work has aired on the National Geographic Channel, CNN and NBC and has been featured in The New York Times, The Wall Street Journal, Time Magazine, NPR and Popular Mechanics. He has traveled on tour representing the Sundance Institute, President Obama's Committee for the Arts and Humanities, and the National Endowment of the Arts.



JAMES BALOG

Director, Extreme Ice Survey

For 35 years, photographer James Balog has broken new conceptual and artistic ground on one of the most important issues of our era: human modification of our planet's natural systems. James has been honored with awards, and his photos have been extensively published in major magazines, including National Geographic, and exhibited at more than one hundred museums and galleries worldwide.



PAULA DUPRÉ PESMEN

Producer

Paula DuPré Pesmen worked for more than 16 years as an Associate Producer for filmmaker Chris Columbus and 1492 Pictures. DuPré Pesmen began working in 2005 as a documentary producer with Oceanic Preservation Society in her hometown of Boulder with director Louie Psihoyos to bring his vision to the screen for the Academy Award-winning *The Cove*.

In 2005, DuPré Pesmen conceived and founded a nonprofit, *There With Care*, which supports families facing the critical illness of their children. In June, 2011, DuPré Pesmen was named a Local Hero by Oprah Winfrey's *O' Magazine* and the organization was awarded the eChievement Award by NPR's *E-Town Radio* as well as the local honors *The Pace Setter Award* and *Boulder Magazine's REAL Award* for Organization of the Year.



JERRY ARONSON

Producer

Jerry Aronson is an independent filmmaker whose films include the 1978 Academy Award-nominated, *The Divided Trail*. Aronson also directed a six-hour documentary miniseries *America's Music: The Roots of Country*, which examines the evolution of this American music form from its origins in Appalachia to its current preeminence as a billion-dollar industry. Jerry was also chosen to be a Directing Fellow at the American Film Institute in 1981.

Aronson directed *The Life and Times of Allen Ginsberg* in 1993, which won the prestigious International Documentary Association Award of Excellence in 1994. In 2006 Jerry won the University of Colorado Award for Teaching. He retired from teaching in 2008.

PARTNERS THAT ACTIVATE

Our Children's Trust

Imagery from *Chasing Ice* is being used as evidence for their attempts to help children sue the federal government over its failure to protect their rights to clean air and clean water.

Peace Core

The Peace Corps continues to use the film as a call for volunteers to participate in climate work abroad.

Interfaith Power and Light

Interfaith Power and Light, an organization dedicated to providing leadership in the faith community related to global warming, distributed *Chasing Ice* to their entire email list of religious organizations. Through their heavy promotion of the film, it was screened more than 300 times in six months.

The American Film Showcase

In 2015, the glaciologist from *Chasing Ice*, Dr. Tad Pfeffer, was invited to screen *Chasing Ice* in Nepal.

Catholic Climate Covenant

Continue to promote the use of *Chasing Ice* to Catholic parishes across the country. From their website: "Many parishes and communities are reporting that video discussions and film nights are one of the best ways to launch discussion".

The Contemporary Austin

In January 2014, curator Charles Long premiered his exhibit, CATALIN, featuring art and environmental innovation on the topic of melting glaciers. The exhibit included streaming clips of *Chasing Ice*. The space was used for panels and events by the festival SXSW, which generated weeks of high-level exposure.

Earth Vision Institute

Founded by photographer and scientist James Balog in 2012, EVI is a donor-funded organization that is dedicated to creating, publishing, and sharing world-class visual stories and rich media content, bridging the divide between art and science.

Extreme Ice Survey

Founded in 2007 by James Balog, the Extreme Ice Survey (EIS) is an innovative, long-term photography program that integrates art and science to give a "visual voice" to the planet's changing ecosystems.

—Film Forward

—Obama's Committee
for the Arts and Humanities

—National Endowment
for the Arts

—National Endowment
for the Humanities

**And more than 100 additional
national and Ohio-based
partners.**



ORGANOGRAM

TRADITIONAL DISTRIBUTION

Distribution Advisor:
Submarine Entertainment

Publicity and Marketing:
42 West, Strategy PR
Fredell Pogodin
Tierney Kelly PR
Different Drummer
Resource Media

Theatrical bookings:
Submarine Deluxe

International Distribution:
Dogwoof
Madman Entertainment
Films We Like
National Geographic
NFP Films
Feltrinelli

DVD Distribution:
Cinedigm

Graphic Design:
Vermillion
Insight Designs
Indika Entertainment
Advertising
DG Creative

Legal:
Wilder Knight, ESQ.

Production Insurance:
Dylan H. Reiff
D.R.Reiff and
Associates, LLC

IMPACT CAMPAIGN

Grant Ticket Program:
Rogue Edwards
Greg Hamilton
Beanie Brady
Jeff Nicholson

Curriculum Development:
Earth Day Network

Chasing Ice Survey Development:
University of Colorado
Boulder Natural Hazards Center

Interns:
Libby Samuelson
Joe Dinnen
Jamie Wadsworth
Bailey Bulles
Dane Dostert

Ohio Tour

Ohio Tour Manager:
Jen Palmer

Assistant Ohio Tour Manager:
Sierra Voss

Outreach Coordinator:
Gill Altman

Social Media Manager:
Behzod Sirjani

Operations Manager:
Lindsay Friedman

Outreach Consultant:
Tom Bullock

Outreach Videographer:
Andrew Ackerman

Faith-Based Consultant:
Jerry Freewalt

PRODUCTION BUDGET

APPROX \$2 MILLION

(\$650,000 in cash, \$1.35m
donated time from production
team)

Production Funders

Chasing Ice was initially funded through friends and family investment and donations. As production progressed and was internationally recognized, additional private investments were received through philanthropists and private foundations.

IMPACT CAMPAIGN

BUDGET \$1.2 MILLION

Impact Campaign Funders

Private donations

- Kendeda Fund
- BRITDOC PUMA Catalyst Award
- Anonymous Donors



A large, translucent blue ice formation, possibly a glacier or ice shelf, dominates the center of the frame. It has a jagged, irregular shape with visible internal textures and some darker, possibly rocky, inclusions. The ice is set against a dark, starry night sky. To the left, a rocky, sloping shoreline is visible, covered in numerous small, dark rocks. A bright, circular light source, likely the moon or a star, is visible in the upper left corner of the sky. The overall scene is serene and majestic, capturing a natural wonder in a remote, cold environment.

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Disappearing Act: James Balog's Quest to Capture Climate Change in Action

James Balog has spent his career pushing the artistic and adventure boundaries of nature photography. For the past five years, he's been capturing the impact of climate change on glaciers, culminating in the powerful film Chasing Ice. What he documented was catastrophic—and should be required viewing for every policymaker on earth.

By: Sam Moulton Dec 4, 2012



Melting bergs in Iceland.

2159

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The Snow Report


The latest snow, ski, and winter sports stories from Outside.

Photo Gallery

A selection of 20 images from James Balog's career.



Alaska's Mendenhall Glacier in May 2007.



Melting bergs in Iceland.

“We’ve all skied nasty rain crust before, but this was something else,” James Balog told me when we met up in Ouray, Colorado, in early January 2012. “Absolutely, unbelievably horrible.”

Yesterday, before I arrived, Balog and his field assistant, 29-year-old Matthew Kennedy, skinned off the west side of Red Mountain Pass, just south of Ouray, to download images from a weatherproof time-lapse camera they’d positioned on a ridgetop, at 12,186 feet. Now I’m tagging along as they check on a second high-altitude camera, part of a long-term survey documenting the effects of climate change on hydrology patterns in the American West.

Thankfully, the sun has softened the thin, wind-hammered snowpack, and after an hour of easy skinning we reach Balog’s rig, a modified Nikon D200. It’s sitting inside a hard case with a plexiglass window, bolted in place about halfway up a 20-foot instrument mast—a steel tower festooned with various devices measuring atmospheric conditions. Using a safety harness, Balog climbs the tower’s rungs, swaps out a memory card, and makes sure the custom hardware—which he helped design—is doing its job, directing the camera to snap a picture every 60 minutes during daylight. Kennedy shoots some B-roll of the 60-year-old Balog hanging off the structure, but we don’t linger long. We’ve got other cameras to check on and a dicey descent back to the car.

The two setups, which Balog refers to as dust cameras, are part of a research project he’s working on with scientists at the University of Colorado. When dust from western windstorms settles on snowpack in large amounts—which has been happening with increasing frequency over the past decade—it changes the albedo, or reflectivity, of the snow. The snow absorbs more energy and evaporates faster, causing spring runoff to start one or two months early and reducing overall runoff by five percent—which translates to 800,000 acre-feet of water, more than twice the annual Colorado River water allocation for Las Vegas.

“Which is a big deal,” says Jeffrey Deems, the project’s lead researcher and a scientist with the Cooperative Institute for Research in Environmental Sciences (CIRES), “especially when you consider that the Colorado River system is the foundation of a multibillion-dollar economy and the major water supply for 30 million people in seven states.”

The dust cameras are an outgrowth of Balog’s Extreme Ice Survey, an ongoing

Outside

LIVE BRAVELY

Outside Magazine

By Sam Moulton

December 12, 2012

Disappearing Act: James Balog’s Quest to Capture Climate Change

outsideonline.com/outdoor-adventure/science/Disappearing-Act-Balog.html

Forbes

Forbes
by David Ferris
November 19, 2012
Why ‘Chasing Ice’ is Better
than ‘An Inconvenient Truth’


Forbes

/ Green Tech

NOV 19, 2012 @ 11:28 AM

2,508 VIEWS

Why 'Chasing Ice' Is Better Than 'An Inconvenient Truth'



David Ferris,


CONTRIBUTOR

I write at the intersection of energy, climate and business.


[FOLLOW ON FORBES \(90\)](#)

Opinions expressed by Forbes Contributors are their own.

FULL BIO




For all its destructive calamity, global warming is hard to make into a disaster movie. One could argue that we just saw it a few weeks ago when superstorm Sandy drowned New Jersey, but the difficulty in tying a single storm to the overall climate leaves just enough room for doubters to



Obs
of
C

Barlog thought that what was missing was the middle part — the footage that shows his beloved old glaciers actually dying before our eyes. But how do you capture a glacier retreating frame by frame? Ice sheets are, by nature, located in the coldest, harshest, most inaccessible places on the planet. You can’t just saunter by any time and snap a photo.

So the photographer launched the [Extreme Ice Survey](#) in order to do something that had never been attempted. He designed and installed cameras intended to operate year-round at the edges of glaciers in Alaska, [Iceland](#), Greenland and Montana, ones that would take pictures repeatedly, throughout the year, year after year, in order to catch an ice sheet in its death swoon.





New York Times
By Mekado Murphy
November 2, 2012
What to Expect When You’re Shooting Glaciers: Talking with Jeff Orlowski about *Chasing Ice*

SEARCH

The New York Times

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What to Expect When You’re Shooting Glaciers

Talking With Jeff Orlowski About ‘Chasing Ice’

By MEKADO MURPHY NOV. 2, 2012

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WITH its concise title, “[Chasing Ice](#)” lets audiences know up front the kind of environmental adventure film they are in for. [The documentary](#), which opens on Nov. 9 in New York, serves double duty as a profile of a photographer and a closer look inside one of his most ambitious projects.

The photographer is James Balog, whose images focus on the human relationship to nature. The project is the Extreme Ice Survey, in which Mr. Balog and his team installed cameras around the Arctic to take time-lapse photos of glaciers. The photos aim to give visual proof of the ways glaciers are changing and receding because of [climate change](#).

Although Mr. Balog had experience handling extremely cold weather, that wasn’t the case for the documentary’s director, Jeff Orlowski, 28. A native of Staten Island, Mr. Orlowski began shooting the film five years ago, when he was still an undergraduate at Stanford. He traveled to Greenland, Iceland, Canada and elsewhere to document the harrowing conditions that Mr. Balog had to brave to complete his project. Mr. Orlowski’s first feature film, “Chasing Ice,” with its dramatic shots of mountainous icy vistas, won the American documentary cinematography prize at this year’s [Sundance Film Festival](#).





RELATED COVERAGE



Movie Review: ‘Chasing Ice’ Documents the Work of James Balog
NOV. 8, 2012

In a recent interview at The New York Times, Mr. Orlowski spoke with Mekado Murphy about battling the elements and coaxing Mr. Balog into letting him make a movie. These are excerpts from the conversation:

Q. How did you meet James Balog?

A. A mutual friend connected us. I was familiar with his past photography, and I just wanted to work with him. And the way to get my foot in the door was by doing video. I just kept following him, and he kept letting me film.

Q. What was your first trip like?

A. It was a trip to Iceland. I went during my spring break. I was totally unprepared. I didn’t have the right shell pants. I was freezing the entire time and in way over my head.

Q. What were the goals for the video when you started?

A. We weren’t planning on making a movie. The intention was YouTube videos and promotional materials.

Q. How did it turn into a movie?

A. It took a year and a half for me to convince James to make the movie. He didn’t think that we had the resources or the time and didn’t think I had the experience.

Q. How did you change his mind?

A. There was one point where I spent the whole weekend cutting together a trailer. It gave him the impression I could potentially pull this off.

Q. How did you see the story of the film taking shape?

A. We had a lot of good footage of James going through hardships. Some of the cameras he was installing weren’t working. He had physical struggles, emotional struggles. Having that footage was helpful, but then also seeing that the time lapses were really powerful; even after the first six months the glaciers changed more than we were expecting.

Q. What was the most difficult part of making the film?

A. The editing process. It took about two and a half years. I had never edited a feature film before. We actually submitted the film to Sundance in 2009 and didn’t get in.


Q. What did you adjust before submitting again?

A. We changed the whole way we were telling the story. The original story we called “The Photographer,” and it was more about James as a photographer and artist.

PATRICK J. TIBERI
13TH DISTRICT, OHIO

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<http://tiberi.house.gov>

June 3, 2014

Mr. Walter R. Dickhaut
5731 Lake Placid Lane
Dublin, OH 43016-9356

Dear Mr. Dickhaut,


Thank you for your letter regarding global climate change. I appreciate this opportunity to correspond with you.

In your letter, you reference the documentary, "Chasing Ice". I am aware of the film and have spoken with Director Jeff Orlowski when he was visiting Central Ohio. Additionally, our policy staff has had an extensive meeting with him. I certainly appreciate informed constituents advocating for causes they care about and I anticipate the conversation continuing.

A global problem requires a global solution. Despite President Obama's unilateral regulatory action to effectively halt new coal-fired power plants from being built, countries around the world continue to pollute. According to a recent International Energy Agency report, emissions in China grew at a rate of 9.7 percent from 2011 to 2012, compared to a 2.4 percent decrease in the United States over the same period of time. Additionally, China alone made up 25 percent of the world's total carbon emissions

emissions continue to rise. Between 2011 and 2015, Germany is expected to open 10.7 GW of new coal-fired power stations. This amount of new coal capacity is more than the amount constructed in the two decades following the fall of the Berlin Wall. In Japan, the prime minister's cabinet recently approved the country's long-term energy plan which designates coal as an important long-term electricity source while falling short of setting specific targets for cleaner energy from wind, solar and geothermal power. With nuclear reactors idled for safety checks, Japan's ten power companies consumed 5.66 million metric tons of coal in January, a record for the month and 12 percent more than a year ago. These are just two examples that highlight inaction by the world's industrial powers toward emission reductions.

All of this data leads to the conclusion that the United States cannot save the environment on its own. An effective solution requires that all countries agree to participate together. I


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continue to be a strong advocate for an "all of the above" energy policy. I do not believe there is a silver bullet solution to reaching energy independence or reducing carbon emissions. The only way to achieve such objectives is to put all of our options on the table and work to find a solution that will strengthen our economy and national security, both in the short-run and long-run.

As your representative, constituent input is a vital element in best serving the 12th Congressional District of Ohio. Again, thank you for taking the time to share your

Letter from
Congressman Tiberi
to Constituent
Acknowledging Change
in Public Stance



HUGE CHEERS

Huge cheers to all our partners who have worked together over the past year to realise this program.

In particular we would like to recognise the significant work invested in the Impact reports which were produced by Erin Sorenson in collaboration with the team at BRITDOC and then lovingly designed by Involved Design in London.

The Impact Award trophies which were designed and manufactured by Susan Banks, Professor at New World School of the Arts in Miami and photographed by Arion Doerr in New York.

Finally the graffiti art made for this year's announcement was created by Victor Ving, working on location at the Container Yard in Los Angeles. In a film concept devised by BRITDOC and executed by Director and DOP Dallas Sterling and Producer Shelby Hill.

Thank you one and all.

docimpactaward