

THIN ICE

www.thiniceclimate.org

THE FILM

After 6 years in the making, '*Thin Ice – The inside story of climate science*', has now been completed, running at about 73 minutes. We are planning for a global launch of the film on Earth Day, 22 April, 2013. The trailer and further background can be seen at www.thiniceclimate.org.

The aim from the outset was to give people from all walks of the life the chance to see the huge range of human activity and scientific endeavour that is required to understand our changing climate. We thought if the wider public could see and hear climate scientists themselves talk about their work on geologist/photographer Simon Lamb's personal journey of discovery, they would be better able to decide how we might deal with it both individually as citizens and collectively as a society.

THE WEBSITE

The film is supported by a website with ~40 short (2-8 minute) video clips on particular aspects of climate science and reflections on the issues it raises. It includes biographies of the scientists to provide more background and lend credibility to the depth and diversity of knowledge behind the science. We intend to maintain the web site and supplement it with new videos from time to time.

MARKETING

David Sington and Catherine Fitzgerald will be arranging entry into key film festivals in Europe, North America and Australasia. They will also be offering it to TV and the educational market. It is designed so that the 73 minutes can be screened as 6 segments.

EARTH DAY SCREENING 22 APRIL 2013

The purpose of the Earth Day screening is to increase public confidence in climate science and scientists as well as to raise the profile of the issue by creating a newsworthy event. We hope to get as many people as possible see it in a wide range of locations around the world at one time with minimal cost. Our goal for the screenings is a mix of enjoyment, hope and the motivation for people to think about what they personally can do toward addressing the issue. We suggest that each prearranged event (option 1 below) has 2 or 3 climate scientists/commentators on hand to respond to questions and comments from the audience on both climate science and the issues it raises.

While our focus is Earth Day we plan is to make the film available free for a 60-hour period covering Earth Day + 1 around the world, from just after midnight in New Zealand on 22 April (12:01 GMT/UTC 21 April) to just before midnight two days later in Niue on April 23 (11:59 GMT/UTC 24 April). There are two options for screening events via the website:

- Events in a cinemas, research or educational institutions, organised through a contact person (details posted on the website ahead of time) for screening at a pre-arranged local time, followed by Q&A sessions with scientists afterwards.
- Events in homes or offices for individuals and small groups screened directly from the website at any time through Earth Day.

Facebook and Twitter feeds will be open, and teams of scientists will be available to respond to engage in discussion through the day.

20 March 2013

Thin Ice film and website team (<http://thiniceclimate.org/about-the-film>)

ⁱ Oxford University-Victoria University of Wellington Science Documentary Project - a David Sington/Simon Lamb film