



SCREENING KIT

Thank you for your interest in screening *The Smog of the Sea*. Included in your screening kit are approved assets including; a film overview, trailer, approved photos, digital film poster, suggested social media as well as information that explains our screening procedure.

Included in this Screening Kit you will find:

The <i>Smog of the Sea</i>	
Film Overview	p. 2
Link to Trailer	p. 3
Link to Film	p. 3
Promotional Assets	p. 4
Quotes & Bios	p. 7
Web Resources	p. 9
Partners	p. 10
Discussion Questions	p. 10

Attached to this Screening Kit you will find:

1. Sample Press Release
(<http://bit.ly/2on48KD>)
2. Approved Photos
(<http://bit.ly/2omYpVm>)
3. Film Poster (high and low resolution PDF versions)
 - a. High Res Film Poster
(<http://bit.ly/2oPruwe>)
 - b. Low Res Film Poster
(<http://bit.ly/2pJNOVI>)



Film Overview

The Smog of the Sea chronicles a 1-week journey through the remote waters of the Sargasso Sea. Marine scientist Marcus Eriksen invited onboard an unusual crew to help him study the sea: renowned surfers Keith & Dan Malloy, musician Jack Johnson, spearfisher woman Kimi Werner, and bodysurfer Mark Cunningham become citizen scientists on a mission to assess the fate of plastics in the world's oceans.

After years of hearing about the famous “garbage patches” in the ocean's gyres, the crew is stunned to learn that the patches are a myth: the waters stretching to the horizon are clear blue, with no islands of trash in sight. But as the crew sieves the water and sorts through their haul, a more disturbing reality sets in: a fog of microplastics permeates the world's oceans, trillions of nearly invisible plastic shards making their way up the marine food chain. You can clean up a garbage patch, but how do you stop a fog?

Using nostalgic super-8 footage, sparkling underwater cinematography, an original score by Jack Johnson and shipmate Simon Beins, and live action footage of the crew's research, *The Smog of the Sea* provides a new perspective on the once pristine oceans, and makes an artful call to action for rethinking the scourge of the sea — single-use plastic. Directed by Peabody Award-winning and Emmy-nominated filmmaker Ian Cheney (*King Corn*, *The City Dark*, *The Search for General Tso*).

Run time: 30 minutes. / Format: HD 1920x1080, 23.98fps, Stereo



Link to Trailer

(<http://bit.ly/2nVJO7Q>)

The film trailer is a 3 minute piece that gives the viewer a look into the film and can be shared via social media, embedded into your website or shown to create interest in the film.

Link to Film

(<https://vimeo.com/181069340>)

Password: redredred

To download the full length film go to the link above and enter the password.

You will see the film and if you scroll just below that there is a button on the bottom right that says 'Download'. Once you click that button you will be given several choices of resolutions of the film to download. We suggest the HD 1080p for best quality but please download the one that best suits your needs.

If you have any technical difficulties or if you would prefer to have a hard copy of the film in DVD format mailed to you, please feel free to email Kizzy O'Neal at kizzy@brushfirerecords.com at least 10 days before your screening date with all the pertinent shipping details included; address, special instructions, etc.



Promotional Assets

1. Sample Press Release (<http://bit.ly/2on48KD>)
2. Approved Photos (<http://bit.ly/2omYpVm>)
3. Film Poster (high and low resolution PDF versions)
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Social Media Assets

Feel free to use this suggested language, photos, and hashtags for social media posts to promote the film and engage your followers in personal action to reduce single-use plastics.

Hashtags:

Please consider using the following hashtags when promoting your film screening on social media to connect and amplify our outreach efforts.

#AAOPlasticFree - Initiated in 2012 on Jack Johnson's tour as part of the All At Once Campaign to encourage personal commitments to reduce single-use plastics and choose sustainable alternatives.

#PlasticFreeHawaii - Used by the Kokua Hawaii Foundation to raise awareness across the Hawaiian Islands about the environmental and health benefits of going plastic free.

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#TheSmogOfTheSea - Please tag any posts related to your film screening with **#TheSmogOfTheSea** so that we can cross promote your organization and share strategies to reduce plastic ocean pollution.

Facebook:

(Note: please test or retype the suggested @handles to make sure they are activated within your social media post!)

1. Join us for a free screening of *The Smog of the Sea*, a documentary from filmmaker Ian Cheney that chronicles a research expedition through the Sargasso Sea. Marine scientist @MarcusEriksen invited onboard an unusual crew to help him study the sea: renowned surfers Keith & Dan Malloy, musician @JackJohnson, spearfisher woman @KimiWerner, and bodysurfer Mark Cunningham become citizen scientists on a mission to assess the fate of plastics in the world's oceans. (insert screening details here). Learn more at www.thesmogofthesea.com. *[Suggested visual - The Smog of the Sea trailer (<http://bit.ly/2nVJO7Q>)]*
2. After years of hearing about ocean “garbage patches,” the crew of the @5Gyres SEA Change research expedition is stunned to learn they are actually a “fog” of microplastics—trillions of barely visible shards—permeating the world's oceans. How do you stop a fog? Using sparkling underwater cinematography, an original score by @JackJohnson and shipmate @SimonBeins, and live-action footage of the crew's research, *The Smog of the Sea* makes an artful call to action for rethinking single-use plastic. Join us for a free screening (insert screening details here). Learn more at www.thesmogofthesea.com. *[Suggested visuals - The Smog of the Sea trailer (<http://bit.ly/2nVJO7Q>) or The Smog of the Sea Approved Photos (<http://bit.ly/2omYpVm>)]*
3. Join us for a screening of *The Smog of the Sea*, a documentary that chronicles a research expedition through the Sargasso Sea and makes an artful call to action for rethinking single-use plastic. Discuss strategies for reducing your plastic waste and get inspired to make your own personal plastic free commitment! Make the switch to reusable bags and water bottles, say No to plastic straws, and purchase products without microbeads or plastic packaging. Capture Your Commitment at www.allatonce.org/commitment and visit www.thesmogofthesea.com to explore tools and resources for education and community action. (insert screening details here). *[Suggested visuals - The Smog of the Sea trailer (<http://bit.ly/2nVJO7Q>) or The Smog of the Sea Approved Photos (<http://bit.ly/2omYpVm>)]*

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Twitter:

1. Join us for a free screening of #TheSmogOfTheSea & learn about plastic ocean pollution and solutions. #AAOPlasticFree
2. Free screening of #TheSmogoftheSea! Learn about microplastics in the ocean & take action to reduce single-use plastics! #AAOPlasticFree
3. Join our screening of #TheSmogoftheSea & pledge to go plastic free! Choose reusable & say No to plastic straws & microbeads. #AAOPlasticFree

Instagram:

(Note: please test or retype the suggested @handles to make sure they are activated within your social media post!)

1. Join us for a free screening of The Smog of the Sea, a documentary from filmmaker @lanCheney that chronicles a research expedition through the Sargasso Sea. Marine scientist @Marcus.Eriksen invited onboard an unusual crew to help him study the sea: renowned surfers Keith Malloy @thetorpedopeople & Dan Malloy @the.rabbits.foot, musician @JackJohnson, spearfisher woman Kimi Werner @kimi_swimmy, and bodysurfer Mark Cunningham become citizen scientists on a mission to assess the fate of plastics in the world's oceans. (insert details). #AAOPlasticFree #TheSmogOfTheSea. *[Suggested visuals - The Smog of the Sea trailer (<http://bit.ly/2nVJO7Q>) or The Smog of the Sea Approved Photos (<http://bit.ly/2omYpVm>)*
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Quotes & Bios

Jack Johnson - Musician, surfer, and long-time ocean lover

“As someone who loves and lives in the ocean, I couldn’t be more excited to have participated in 5 Gyres’ SEA Change Expedition” Jack Johnson said. “I look forward to raising awareness of the importance of reducing our dependency on single-use plastics.” —Jack Johnson



Jack Johnson grew up surfing and playing guitar in Hawaii. Since 2001, he has released 6 studio albums and 2 live albums that have sold over 25 million copies worldwide. Jack’s latest album, *From Here To Now To You*, debuted #1 on the Billboard Top 200 Albums chart, Johnson’s fourth chart topping album to date. His Brushfire Records label and touring crew have been leaders in the greening of the music industry and his All At Once social action network connects fans with local non-profits at each tour stop. Jack, with his wife Kim, founded the Kokua Hawaii Foundation to support environmental education in Hawaii’s schools and communities, as well as the Johnson Ohana Foundation to support environmental, art and music education worldwide. For the first time since 2014, Johnson will be hitting the road for a summer tour, kicking off June 1st in Chicago, IL, and stopping at 20 scenic venues across North America before ending on the West Coast.

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Marcus Eriksen - 5 Gyres Institute Co-Founder & Research Director/Board Member

“Smog of the Sea takes the viewer on a journey, our journey, to confront the inescapable reality of our consumption, but the sadness is overwhelmed by the image of the ocean in every frame. That beauty is also inescapable, so unlike so many films about plastic pollution in our oceans, this film is reminiscent of the childlike joy that draws you to wade into the rising surf. So, while we realize the fact of a smog of microplastics that permeate all waters across our fragile globe, this film reconnects you with that instinctive longing for the sea.”
—Marcus Eriksen



Marcus has led expeditions around the world to research plastic marine pollution, co-publishing the first global estimate and the discovery of plastic microbeads in the Great Lakes, which led to the federal Microbead-free Waters Act of 2015. He and Anna Cummins began 5 Gyres with an 88-day journey from California to Hawaii on the Junk Raft, built from 15,000 plastic bottles. Earlier, Marcus had rafted the Mississippi River, writing about the river and his experience as a Marine in the 1991 Gulf War in the book, *My River Home* (Beacon 2008). His second book, *Junk Raft: An ocean voyage and a rising tide of activism to fight plastic pollution* (Beacon 2017) recalls the rise of the plastic pollution movement, growing steadily today. He received his Ph.D from USC.

Ian Cheney - Filmmaker

“Seeing the microplastics of the ocean firsthand was a challenging and powerful experience for me: challenging, because it was conceptually difficult to stretch my mind and imagine our enormous oceans being filled with a fog of tiny bits of plastic; and also powerful, because every time we sieved the sea and pulled up innumerable shards of plastic, we could hold in our hands something that previously had been rather intangible or invisible. Plastic pollution is a bit like carbon pollution (and climate change) in this way: it can initially be hard to wrap our heads around, but it’s a problem we can help solve through our everyday actions.” —Ian Cheney



Ian Cheney is an Emmy-nominated and Peabody Award-winning documentary filmmaker. His films and collaborations include *King Corn*, *The Greening of Southie*, *Truck Farm*, *The City Dark*, *The Search for General Tso*, *Bluespace* and *The Smog of the Sea*. A former Knight fellow at MIT, he is currently a lecturer at Yale College. He lives in Maine.



The Smog of the Sea Web Resources

The Smog of the Sea Website - Visit the website to explore tools and resources for education and community action. You can also watch the trailer and learn more about the film, the expedition crew and partners. (<https://www.thesmogofthesea.com>)

- For Educators - This page includes a variety of resources for educators to dive deeper and engage their students in the topic of plastic ocean pollution and solutions, including scientific lesson plans, art and creative writing activities, and sample student action projects with a focus on science, solutions and art. (<http://www.thesmogofthesea.com/for-educators>)
- Take Action - This page includes several resources for community action such as links to online campaigns, toolkits, and community organizing strategies to reduce single-use plastic bags, water bottles, straws, styrofoam and more. (<http://www.thesmogofthesea.com/take-action>)



Partners

Thanks to all of the partners who supported the 5 Gyres SEA Change Expedition through direct support, outreach and promotion, and/or donation of plastic free products:

Business Partners

[Patagonia](#)
[Chico Bag](#)
[Klean Kanteen](#)

Non-Profit Partners

[5 Gyres Institute](#)
[UPSTREAM](#)
[Surfrider Foundation](#)
[Bahamas Plastic Movement](#)
[Kokua Hawaii Foundation](#)
[Johnson Ohana Foundation](#)
[Plastic Soup Foundation](#)

Discussion Questions

Below are some ideas for discussion questions on the film, plastic pollution and microplastics. Feel free to use any of these or make your own.

1. While watching the film was there anything you felt was the take-away message?
2. What are your thoughts on the idea that microplastics can move up the food chain from fish into people?
3. The film dispels the myth of a giant floating garbage patch and shows that we are dealing with a smog of microplastics. What do you think can be done as a next step or priority, in terms of the science of studying plastics in the world's oceans?
4. What are some solutions and innovations to address the problem? What advice would you give to people who want to make a difference?
5. What was your favorite part of the film?

Plastic Facts & Background Information:

[SEA Change Expedition Talking Points](#)
[SEA Change Expedition 2015 Final Report](#)
[SEA Change Youth Summit Video](#)
[NOAA - Plastic Marine Debris Fact Sheet](#)
[NOAA - What We Know About The "Garbage Patches"](#)

Is there a cost associated with screening the film?

The Smog of the Sea was created to raise awareness about plastic ocean pollution and to inspire conversations about how to reduce single-use plastics and promote sustainable alternatives. With a goal of spreading this film far and wide, there is no fee for non-profits or educators to screen the film. Although the film would ideally be screened at free community events, it is permissible for educational or non-profit organizations to host ticketed events if the ticket fees are directed to covering event expenses or for fundraising purposes to support the non-profit mission. *If you are a for-profit enterprise and are interested in hosting a screening, please contact Kizzy O'Neal at Brushfire Records for details about low-cost licensing fees. Contact: kizzy@brushfirerecords.com.*