Let’s Talk About Water
Film and Water Symposia

What is it?
Science communication is challenging, but it’s important that people can understand and relate to science. The Let’s Talk About Water (LTAW) program provides a formula to improve communication around water issues by using film as a bridge between scientists and the audience.

How it works.
Films are powerful educational tools because they use storytelling to engage audiences emotionally. Showing a film:
• Heightens audience interest
• Helps the audience make real world connections
• Provides common ground for communication
• Creates teachable moments which motivate the audience to care about science
• Plus, everyone loves to go to the movies!

1. Define the event objectives and identify the target audience.
The LTAW formula is easy: the audience views a film with a panel of experts, followed by a moderated discussion and question and answer session. Hosting a successful and engaging LTAW event goes beyond just showing a film – there are four main steps:

   a. What is your message and what are you trying to accomplish?
   b. Who are you trying to reach?

2. Choose a film and construct a panel that supports your event objectives and target audience.
   • Consider how the film applies to local issues and how your audience will react to the film
   • Build a panel that includes a mix of experts with different perspectives and diverse backgrounds
   • Draw from local experts when possible

3. Build the buzz and get people excited to attend the event!
   • Choose a local issue or theme that is important to the target audience
   • Advertise through many channels – student clubs, newsletters, and social media
   • Ask faculty members to incorporate the event into their curriculum or offer extra credit!
   • Promote community involvement from local businesses, restaurants, and environmental organizations
   • Advertise giveaways and prizes – especially FREE FOOD!

4. Make it fun!
   • The moderator should actively manage the discussion to prevent it from getting bogged down
   • Take questions from the audience
   • Highlight how students can get involved in water science careers
   • End on a positive upbeat note by asking panelists to focus on solutions that inspire the audience

Using the LTAW formula you can:
• Host a successful, engaging film event in your community
• Help spread the word about water issues
• And improve science communication!

Visit www.cuahsi.org for additional resources, including our LTAW how-to video!