

One Earth Film Fest (OEFF) 2014: Film Team Goals/Roles

ONE EARTH FILM FESTIVAL GOALS

Mission. Through sustainability-themed films and facilitated discussion -- **educate**, **raise awareness**, and **inspire** the adoption of solution-oriented sustainable **actions**.

Vision. **Stimulate, energize and activate communities** through deep involvement in the One Earth Film Festival, maximizing citizen **reach** and **expanding** the movement beyond “greenies.”

Goals.

- Create **thought-provoking, transformative opportunities** for understanding climate change, sustainability, and the power of **human involvement**.
- Pack an **intensive education & awareness punch** through rich film stories, interactive discussions, and experiences.
- **“Expand the movement”** by attracting people not generally involved in or already committed to “green” activities.
- For OPRF to become a (regional) **leader in sustainability**.

FILM SELECTION CRITERIA (reflected in [Report Card Template](#))

- **Tells a rich story** about selected sustainability topic/s (food, energy, waste, water, transportation)
- Is broadly compelling and **relevant to a wide audience**.
- Is **recognizable** enough to draw a sizeable crowd.
- Is suitable for a **niche audience** but has enough merit to be recommended for the following reason:
- Is compelling enough to **spark** great, multi-faceted post-film **conversation**.
- Is **solution-oriented** (showing innovations, possibilities for now & in the near future).
- Will be engaging to **diverse audiences** (ages, gender, ethnicity, belief system, etc).
- Will be interesting to viewers who **are already vested in green**.
- Will be interesting to viewers who may **not yet be that vested in green**.
- Is **high-quality** (well-produced, professional).
- Has the potential to **transform**.
- Has the potential to be the **centerpiece of a compelling film program**, possibly featuring discussion with filmmaker/s, local resource people knowledgeable about the topic, panel discussion, demo or interactive element, etc.

ROLE OF FILM TEAM MEMBERS

Abiding by [film selection process](#) as well as helping with **marketing/communications** (for a successful film festival!) wherever and whenever possible.

1. **Researching** film options to consider/evaluate for OEFF2014. This step is called helping build a WATCHLIST of films to screen for OEFF2014. **DEADLINE: Fri, Oct 11.**
2. **Obtaining, watching & reviewing films.** (This involves creating a PICKLIST from the overall WATCHLIST, and [using a standard report card template to rate each film](#) on your PICKLIST which you have now watched and evaluated.) **DEADLINE: Mon 10/28.**
3. **Sorting screened films into categories** -- DON'T recommend (Drop List), DO highly recommend (Go-List), and “need a 2nd reviewer because I’m not sure” (2nd Reviewer List). **DEADLINE: Mon 11/4.**
4. **Providing as much information about the films you have screened and DO recommend for inclusion in OEFF.** This involves filling in all requested information on the [master film spreadsheet -- “#2-Watchlist”](#), including LICENSING costs, requirements, and details. **DEADLINE: Mon 11/4.**
5. Helping film team leadership:
 - **Finalize licensing** costs, requirements & details so we can arrange for payment.

- **Secure2 DVD copies** of any films on your GO-LIST that have been selected for inclusion in the final program.
- **Develop ideas for a rich, informative, solution-oriented film program** that may involve demonstrations, tastings, resource people, panel discussions, debates, or whatever might best suited to the film and its subject matter.

DEADLINE: Fri 11/22.

6. **Advocating for your top films**, to “fight for” them to be included in the final program.

7. **Taking GREAT CARE in working with the master film spreadsheets**, so as not to delete or overwrite information.

8. **CONSTANT & CLEAR COMMUNICATION** to other members of the film team and to filmmakers and others with whom you are working to try to secure films and licensing.

8. **MARKETING** IN WHATEVER WAY WE CAN – OUR NETWORKS, ETC.! We are ALL on the marketing team!

- [Detailed film review process steps are here.](#)
- [Visit the OEFF2014 Film Team Hub here.](#) (Obtain login by emailing Ana at gardoyle@hotmail.com)