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 <u>film selection process</u> as well as helping with **marketing/communications** (for a successful film festival!) wherever and whever 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 <u>using a standard</u> 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 <u>master film spreadsheet -- "#2-Watchlist"</u>, 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.
 - <u>Visit the OEFF2014 Film Team Hub here</u>. (Obtain login by emailing Ana at gardoyle@hotmail.com)