

Environmental Content Highlighted at Planet in Focus Film Fest

– ‘Do We Care?’ Panel, Enviro Lighting Workshop, ‘Biting The Hand That Feeds You’ Roundtable, Green Pitch –

Toronto, October 13, 2008 – The 10th annual **Planet in Focus International Environmental Film & Video Festival** runs **October 21-25** in Toronto and includes 85 international features, documentaries and shorts on environmental themes from 25 countries. It also proudly features a **Film Industry Symposium** on Friday, **October 23** at **The Bata Shoe Museum** where workshops and panels discuss the latest in green options in cinematography, case studies on environmental programs for broadcast, what works and what doesn't with Canada's leading broadcasters and producers as well as a green pitch session and more.

As Canada's pre-eminent environmental film and video festival, Planet in Focus encourages the creation of environmental content and the growing trend toward sustainable processes in the practice of filmmaking and is pleased to present a full day of programs and presentations about the creation and dissemination of environmental programming. The Film Industry Symposium Program includes a workshop on new innovative lighting techniques, a roundtable on how government funding may or may not shape the way environmental filmmakers tell their stories and a panel entitled “Do We Care?” that discusses audience response and the success of environmental stories currently being broadcast and produced. Registration is required for workshop and roundtable.

FILM INDUSTRY SYMPOSIUM PROGRAM – FRIDAY, OCTOBER 23

PANEL: Do We Care? 3:30pm-5pm

Moderator: Paul Lewis, President and General Manager of Discovery Channel Canada

Panelists: Michael Alder, Executive Producer, CBC *The Nature of Things*; Bob Culbert, former Vice President of Documentaries for CTV and former Executive Director of News and Current Affairs at CBC; veteran producer and filmmaker Mark Terry (Polar Cap Productions); and Rob Stewart, director of *Sharkwater*.

At the end of the day, do audiences care about the material and stories that are currently being broadcast and produced? What does audience response tell us about our programming? Case studies on what works and what doesn't from leading providers of environmental content.

WORKSHOPS (co-presented by **Green Screen Toronto**, a film industry alliance promoting environmental standards and practices):

#1 - An Earth Friendly Lighting Kit (and how to use it). 10:00am-12 noon

Led by award-winning cinematographer and filmmaker Lance Carlson. The workshop focuses on treading a smaller environmental footprint, and exploring new innovative lighting fixtures and a portable lighting kit comprised of just such fixtures. Equipment will be demonstrated to show creative ways to accomplish professional results.

#2 - Green Pitch 1:00pm-3pm

Sponsored by **CBC The Nature of Things, Canadian Environmental Network, Precision Transfer and Wallace Studios**

Moderator: Candida Paltiel, Artistic Director/CEO Planet in Focus

Five filmmakers selected from a pool of competitors pitch green film ideas to a panel of industry professionals made up of broadcasters, producers and filmmakers (Michael Alder, Executive Producer, CBC's Science & Natural History Unit; Bruce Glawson, Executive Producer Programming, Discovery Channel; Christine Lee, Programmer TVO; and others). This is a chance to hear what works, what doesn't, and to mingle with key industry players. The winner receives development funding and post-production assistance valued at \$6,500 (\$2,500 cash, \$2,000 post-production services, \$2000 studio services) toward their project.

ROUNDTABLE: Biting The Hand That Feeds You. 10:30am-12 noon

Moderators: PIF 2009 Co-programmers Joel McConvey & Tina Hahn

Participants: Mark Haslam, Visual & Media Arts Officer, Ontario Arts Council; Lawrence Carota, Producer/ Director; Sylvie Van Brabant, Producer/ Director; and others.

Canadian filmmakers are largely funded by the public purse through government agencies. Does such funding shape the way filmmakers tell their stories? What is the place of public funding in the creation of strong yet critical Canadian environmental stories? Do filmmakers feel constraints in creative expression? Is there fear of biting the hand that feeds you? Do filmmakers seek alternative ways to finance critical films?

RECEPTION: Gala/Industry Reception 5:00pm-7:00pm

An Industry Reception for industry delegates and participants wraps the events of the day.

2009 Planet in Focus International Environmental Film & Video Festival runs October 21-25 at various venues

Film Industry Symposium: Workshops, Panel, Roundtable & Industry Reception – Fri., October 23

The Bata Shoe Museum, 327 Bloor St. West Seating is limited. **Pre-registration strongly suggested.**

To pre-register call 416-531-4689. Alternatively, arrive 30 minutes prior to register on the day.

(\$20/session, \$30/2 sessions; panel \$5)

www.planetinfocus.org