**Fossil Free Film Festival - production cookbook**

By Ken Bergeron, 350.org NM (NM Chapter Treasurer, #F4NM Festival lead organizer)

Alex, and Carol, 2-16-14

There has been quite a bit of interest shown in presenting the Fossil Free Film Festival in Las Cruces and/or Santa Fe. So I have put together a package of information that might help whomever might want to lead such an effort.

In case you don't know, the **Feb 5-6, 2014** event in Albuquerque, NM was a big success. We filled the 117 seats at the Guild Cinema ([www.guildcinema.com](http://www.guildcinema.com)) for 3 of the four sessions, and we had 77 people at the other one (Thursday afternoon). Total of 428 seats filled. This despite crappy winter weather.

I'm attaching several documents:

•"F4 Royalties and Permissions.xls" which gives you contact information for the people I finally got permissions from. Further information about film contacts can be found on our Google sheet here.

•"Detailed Program 1.pdf" This shows the sequence of shorts, trailers, speakers, and feature films for each of the four sessions.

•"Detailed Program 1.docx" I'm including both in case one is easier for you to open than the other.

Other information, such as feature film blurbs and our press release are on the F4 website: <http://abqclimateaction.us/f4>

Here are my ideas about how the festival could be duplicated. This plan assumes that all the films (shorts and feature films) would be presented in the same sequence of four sessions of about 2 1/2 hours each. Customizing the event might be possible but it would entail quite a bit more work. Starting with the longest lead activities:

1. Obtain Public Performance Rights (PPRs). Sorry to say, but showing films like this in public requires permission from the IP owners (even though many were obtained from YouTube). The law is pretty clear on this, though who knows how vigorously the IP owners defend their rights. For feature films, you can be sure they do. I have attached a spreadsheet with contacts for almost all the films we showed. I did not obtain permission for "Do the Math", which is a 350.org production. Also the short "We know enough..." is a state production from Germany and their website makes it pretty clear anyone can use it for anything. Other than that, I obtained permissions to show the short films and several of the feature films for free. We paid a total of $274 for three feature films. I did not seek permissions for trailers.

2. Fundraising. In negotiating the above PPRs I told everyone that the event was free. So fundraising was needed, and we raised about $1500 in contributions from organizations and (mostly) individuals. We also got some freebies from groups and companies (books for door prizes, some pens from a solar company to hand out with our contact cards). We spent roughly $300 on royalties, $300 on rent, $500 on newspaper advertising, and a few hundred on printed materials and other supplies.

3. Decide on and secure a venue. Theaters often require long lead times. And you may have to pay rent. We paid $300 for two days at the Guild, a pretty generous deal. You might have less lead time with a lecture hall at a college or university. Make sure they can use standard format DVDs.

4. Obtain the DVDs. The feature films you can get on DVD from Amazon or the films' websites (see the Google Sheet for more info). But they don't come with PPR. We created a separate DVD for the shorts in each session. This allowed us to insert titles (e.g., "coming attractions", info on future screenings, etc.) that helped people follow the program (we did not want to have paper programs). We can make copies of these DVDs for you when you need them. Our titles, by the way, make no reference to "Albuquerque" or "The Guild" or the dates of the event, because we were aware someone might want to do the festival elsewhere. One exception: we refer to a screening of Chasing Ice at the Guild in March. For previews of our Festival films we just say "tomorrow."

5. Publicity. We used lots of email blasts and we paid for advertising in the biweekly "Local IQ" and three days in the Daily Lobo (UNM's student newspaper). We also distributed tons of flyers, posters, and 3x4" cards. Feel free to use the flyer on our website <http://abqclimateaction.us/f4>. I used commercial printers that I found on the web, where prices are about 1/4 or less what we would pay locally, even after shipping costs. But these printers have pretty long turnaround times (1 week or more).

6. Speakers. The detailed program I attached includes about 20 minutes in each session for speaker introductions and Q&A. This is optional, I suppose, but it made the event more interactive and engaging, I think. So you would have to sign up some speakers. But sometimes they ended up being just moderators of the discussion so no great preparation is required of them.

I hope this information is helpful to you, and I hope you are able to bring F4 to other parts of New Mexico. Let me know if you have any questions.

Ken Bergeron

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**Press Release:**



**Royalty and Permission Contacts for Fossil Free Film Festival**



**Fossil Free Film Festival - Feature Film Descriptions & trailers (short films not listed)**

**Bidder 70** Tim DeChristopher is Bidder 70, a young man who derailed an illegal BLM oil and gas auction in a courageous act of civil disobedience.

Trailer: <http://www.youtube.com/watch?v=UKb8zcLqJjM>

**Do the Math** The fossil fuel industry is killing us. They have five times the amount of coal, gas and oil that is safe to burn - and they are planning on burning it all. DO THE MATH chronicles "America's leading environmentalist" Bill McKibben in a David-vs-Goliath battle to fight the fossil fuel industry and change the terrifying math of the climate crisis.

Trailer: <http://www.youtube.com/watch?v=-zfinOCgRQ0>

**A Fierce Green Fire** Starring Meryl Streep, Robert Redford, Ashley Judd. An exploration of the environmental movement - grassroots and global activism spanning fifty years from conservation to climate change.

Trailer: <http://www.youtube.com/watch?v=94zbq5Vaod0>

**The Last Mountain** A coal mining corporation and a tiny community vie for the last great mountain in Appalachia in a battle for the future of energy that affects us all

Trailer: <http://www.youtube.com/watch?v=c5wmUkpOCKE>

**Carbon Nation** An optimistic (and witty) discovery of what people are already doing, what we as a nation could be doing and what the world needs to do to prevent (or at least slow down) the impending climate crisis.

Trailer: <http://www.youtube.com/watch?v=eLs73KJI36w>

**Fossil Free Film Festival Detailed Schedule**

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| --- | --- | --- | --- |
|  | Fossil Free Film Festival |  | 17-Jan-2014 |
|  | Detailed Program |  |  |
| **Note: Seating is Limited--arrive late at your own risk!** |
|  |  |  |  |
| **Session 1A: Wednesday Feb 5, 2014** | **Min.** | **Start Time** |
| MC:  | Welcome | 7 | 2:00 PM |
| trailer:  | *The Last Mountain* | 2 | 2:07 PM |
| trailer:  | *Carbon Nation* | 2 | 2:09 PM |
| short: | *The Price of Carbon* | 2 | 2:11 PM |
| short: | *Change the Earth: Gaiaisi* | 5 | 2:13 PM |
| speaker:  | J. Douglas Stewart | 5 | 2:18 PM |
| feature film:  | ***Bidder 70*** | 70 | 2:23 PM |
| speaker:  | Questions and Answers | 10 | 3:33 PM |
| second feature:  | ***Do The Math*** | 40 | 3:43 PM |
| speaker:  | Questions and Answers | 5 | 4:23 PM |
| MC:  | Door Prize | 5 | 4:28 PM |
|  | Session End |  | 4:33 PM |
|  |  |  |  |
| **Session 1B: Wednesday Feb 5, 2014** | **Min.** | **Start Time** |
| MC:  | Welcome | 7 | 7:00 PM |
| trailer:  | *The Last Mountain* | 2 | 7:07 PM |
| trailer:  | *Carbon Nation* | 2 | 7:09 PM |
| trailer:  | *Gasland 2* | 1 | 7:10 PM |
| trailer:  | *Years of Living Dangerously* | 2 | 7:12 PM |
| short: | *Rally at the Rio--Schuurman* | 8 | 7:14 PM |
| short: | *Doubt* | 5 | 7:22 PM |
| speaker:  | Mark Boslough | 5 | 7:27 PM |
| feature film:  | ***A Fierce Green Fire*** | 101 | 7:32 PM |
| speaker:  | Questions and Answers | 15 | 9:13 PM |
| MC:  | Door Prize | 5 | 9:28 PM |
|  | Session End |  | 9:33 PM |
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| **Session 2A: Thursday Feb 6, 2014** | **Min.** | **Start Time** |
| MC:  | Welcome | 7 | 2:00 PM |
| trailer:  | *Gasland 2* | 2 | 2:07 PM |
| short: | *Honor the Earth: Triple Crown of Pipeline Rides* | 8 | 2:09 PM |
| short: | *Last Hours*  | 10 | 2:17 PM |
| short: | *We know enough . . .* | 6 | 2:27 PM |
| speaker:  | Denise Fort | 5 | 2:33 PM |
| feature film:  | ***The Last Mountain*** | 95 | 2:38 PM |
| speaker:  | Questions and Answers | 15 | 4:13 PM |
| MC:  | Door Prize | 5 | 4:28 PM |
|  | Session End |  | 4:33 PM |
|  |  |  |  |
| **Session 2B: Thursday Feb 6, 2014** | **Min.** | **Start Time** |
| MC:  | Welcome | 7 | 7:00 PM |
| trailer:  | *Gasland 2* | 2 | 7:07 PM |
| trailer:  | *Chasing Ice* | 2 | 7:09 PM |
| trailer:  | *Years of Living Dangerously* | 2 | 7:11 PM |
| short: | *Reinventing Fire: Buildings* | 5 | 7:13 PM |
| short: | *Rally at the Rio--Aruffo* | 4 | 7:18 PM |
| short: | *Mother: Caring for 7 Billion\** | 20 | 7:22 PM |
| speaker:  | Speaker: Zachary Sharp | 5 | 7:42 PM |
| feature film:  | ***Carbon Nation*** | 86 | 7:47 PM |
| speaker:  | Questions and Answers | 15 | 9:13 PM |
| MC: | Door Prize | 5 | 9:28 PM |
|  | Main Session End |  | 9:33 PM |
|  | Intermission | 10 | 9:33 PM |
| Extra feature: | ***Do The Math*** | 40 | 9:43 PM |
|  | Extra Session End |  | 10:23 PM |
| \*Stopped at 20:10. Stream the whole film at MotherTheFilm.com |  |

