



**filminist:**



filminist:

# Introducing The Filminist Show podcast/ YouTube channel.

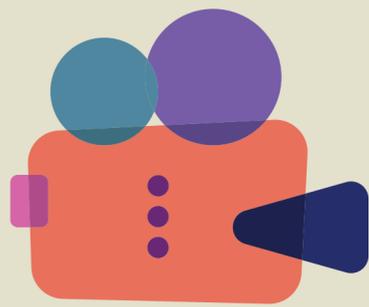
The film industry is finally awakening to the fact that women in film are under represented and often marginalized.

Organizations like Telefilm and the National Film Board are trying to address this problem by providing opportunities for women to write, produce and direct tv series and feature films.

Although this is a key step in moving towards gender equality, we feel that providing opportunity is not enough.

What is needed is for women to be successful.

The Filminist show exists to help bridge this gap. To examine the issues that prevent women from being successful, and what can be done to overcome these barriers. To provide training, insights and encouragement that will allow young filmmakers of today to make their mark on the industry tomorrow.

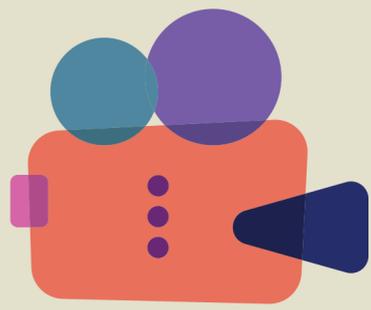


**mission**



mission

**Our mission  
is to create a  
community  
of female  
filmmakers  
and industry  
leaders through  
the exploration  
of the art,  
technology,  
and business of  
filmmaking.**



**goals**



goals

Give training and insights on specific aspects of filmmaking including:

**1.**

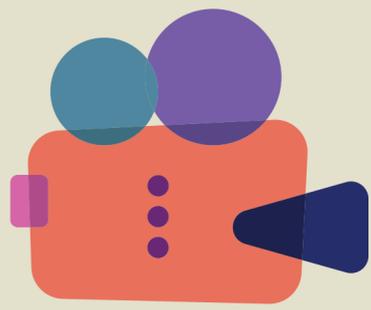
the mechanics of storytelling,

**2.**

an in-depth look at equipment and the technical aspects of production,

**3.**

and the business skills needed to see films succeed.



**hosts**



hosts



## Aleisha Anderson

Aleisha brings a unique perspective to The Filminist Show. Her educational and career experience in Project Management, Business Analysis, Sociology, and Film Analysis enables her to blend the functional and creative aspects of the production. Her goal is to connect with the audience by creating a shared experience, where they can reflect and explore within the context of the story that is being told. Film production is a career where she is able to create art, inspire other female filmmakers, provide value to the community; and contribute to the culture in Alberta and Canada.

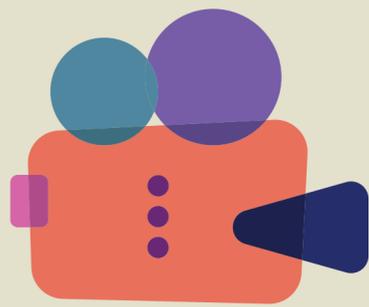


hosts



## Amanda Trimble

Amanda graduated with an applied degree in Motion Picture Arts Production from Red Deer college in 2013, which opened the door to joining the camera union in 2014. Since then she has worked in the camera department on large projects like the Academy winning film THE REVENANT, TV series like WYNONNA EARP as well as countless smaller projects. Her experience includes camera assisting and operating, but her passion is cinematography. She also has extensive experience in front of the camera and has traveled internationally as a model and actress. Having experience in front of and behind the camera is a unique skill set that gives her valuable insights into all areas of the film industry – and what it takes to succeed.



**episodes**



episodes

# The episode selection process.

In order to complete episodes that have the maximum impact, we have gone through an extensive vetting process.

The first stage of the process is to **connect with female filmmakers** to find out the topics and issues that are most important.

The second stage is using tools like Google trends to **see what topics are already being consistently searched for.**

The third stage is to **research what sort of related material is already available on YouTube**, how old the videos are and what sort of traction they have received.

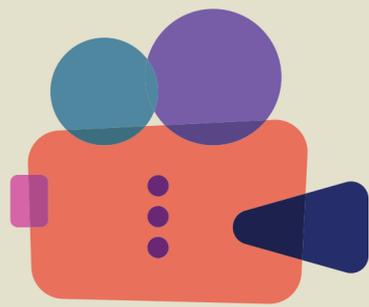
The final stage is to **determine and evaluate what guests we can line up** for each topic to ensure that we will be able to create content that is valuable to female filmmakers.



episodes

# A sample of potential topics:

- The importance of teamwork in filmmaking, including an exploration of roles and how to pursue successful careers in those roles
- How to overcome the unique challenges women face in a male-dominated industry
- What does it take to produce a film?
- How to build a robust network of people who can help you make your film.
- How to get distribution for your indie film
- The role/impact of social media on filmmaking
- Reviews and in-depth tutorials on the latest gear
- Post-production processes
- Script development, including the mechanics of storytelling
- How to record on-location audio
- Production design tips and tricks



**marketing**



marketing

# Social channels.

The Internet can be a hard landscape to navigate with a new show like The Filminist Show. Even though there is currently not much direct competition, there are still lots of female-oriented channels as well as film channels for people to watch. Since The Filminist Show will start off as an online-only show, our primary promotion will be through four targeted social media platforms (YouTube, Twitter, Facebook, and Instagram).

Across these platforms we will have three primary ways of expanding our audience:

The first will be through **prizes and giveaways**. Filmmakers need a lot of physical items, but there is also a lot of training available. Having stuff for our sponsors to give away to our followers will be a great way for us to increase visibility.

Secondly, we will be **partnering with not only our sponsors but non-profit and charities as well**. By creating content that is important to women and film groups we will be able to tap into their audiences. We will also do crossover shows where we can tackle topics and issues with other organizations in order to make the cross promotion natural.



marketing

Finally, we will do **targeted advertising spends**. Social media allows advertisers to specifically target audiences, so we will be able to maximize our ad spends reaching our audience.

Because each platform requires a different approach to be successful, we will structure the content accordingly:

**YouTube** ... After extensive research we have determined that vidIQ optimization tools are the right fit for our channel. They will help our videos get noticed by helping us optimize our videos for the maximum ranking possible. This will allow our videos to get noticed. We will also be careful to release our content on a weekly basis so that we can build a following.

**Facebook** ... Short 15-30 second video clips displayed in a mobile friendly way will be important to getting likes on Facebook. Obviously one cannot depend on having a video go viral, but we will create short compelling pieces that will draw people's attention. Also, we will be doing the most ad spends on Facebook. Due to their algorithms hiding non-paying pages, failure to pay will result in a significantly decreased amount of traffic. We will also have a private group just for female filmmakers. This will allow woman to privately connect with each other to build community.



marketing

**Twitter** ... The key to success on twitter is having conversations with people. That is why our entire team is dedicated to making sure that we are engaging and responding to people on twitter. To help with this, 80% of our tweets will be supportive of our community via re-tweets, comments, etc. Only 20% of our tweets will be about the Filminist. Mixing in tips and personal interactions will help us build a community.

**Instagram** ... High quality images are critical to success on Instagram. Fortunately as filmmakers we have the skills and the equipment to do photos right. That isn't enough, however. Community is very important on Instagram as well, so we will be deliberate in our interactions to ensure that we are seen as givers, not takers. We will also use optimization services like iconosquare to maximize our posts.

## Events.

The Filminist Show would benefit from attending and covering several industry events in our first year. We would aim to travel to the National Association of Broadcasters, the American Film Market, Sundance and the Toronto International Film Festival. We will also look at doing panels at comic-con type events like the Calgary and Edmonton Expos.



marketing

Attending these events will be critical for several reasons:

**It will allow us to talk with industry insiders** both on and off camera to get information that is critical for our audience.

Secondly, it will allow us (and our audience) to **stay ahead of current industry trends.**

Thirdly it will allow us to **create social media content** that will help us grow our audience.

Finally, the **exposure at these events will help our audiences grow.**

**National Association of Broadcasters (NAB) ...** NAB brings together 100,000 people from around the world to look at equipment, listen to panels of some the most important industry professionals, and connect with filmmakers from around the world. Our goal at NAB will be to do interviews about the latest technology and industry trends and talk with directors and cinematographers about the challenges and successes of filmmaking around the world.

**American Film Market (AFM) ...** AFM is one of the top film markets in the world. Thousands of distributors, producers, writers and directors come together to see what films will get financing to get made, and what finished films will sell. Our goal at AFM will be to help determine

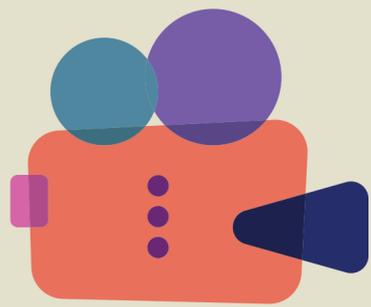


marketing

trends in filmmaking to help our audience decide which projects are the best to pursue. It will also allow us to interview with key industry professionals to get real world insights for our audience.

**Sundance and TIFF** – are two of the top film festivals in North America. Here is where emerging and established filmmakers meet. Hollywood blockbusters and first-time filmmakers both screen at these events. Here we will be able to connect with some of the most prolific up and coming filmmakers. There is a lot to be learned from people making \$100M films, but for our audience it will also be critical to learn from indie, low budget filmmakers as this is where everyone starts out.

**Calgary and Edmonton Expos** have panels that help encourage people to enter the film industry. We will do a panel focused on getting women into the film industry. This will help us connect at a grass roots level with our audience, improve our visibility and help grow the Alberta industry all at the same time. Eventually as the show grows we will expand to other comic conventions around North America.



**investment**



investment

# In order to make the channel a success we need to raise \$15,000 in sponsorship.

These funds will go towards out of pocket expenses like marketing, promotions, and travel.

YouTube and Facebook are busy places, and it's easy to get drowned out. These funds will go towards tools to maximize our YouTube presence as well as ad spends to get the word out there about the channel. Targeted advertising will allow us to maximize every dollar reaching female filmmakers.

The funds would also cover travel costs so that we can attend amazing conferences and festivals that will be essential in getting the best interviews and keeping our audience informed.



investment

Sponsors will be divided into three tiers:

**Featured sponsors** will be prominently featured in all videos, advertisements as well as online. There will also be opportunities to have specialized episodes or videos related to the sponsor.

**Premium sponsors** will be displayed at the end of videos and online.

**Affiliate sponsors** will be displayed online.