



The Next Step ...

Once your video is finished, there is still one very important job left to do: **promoting** your film. Although this is not a commercial film, it is still important for you to think about promotion and even, in a limited way, to go through the steps that you will need to take to promote your first commercial features. The purpose of promotion is several-fold. It allows you as an independent filmmaker to develop a *reputation* with the public and within the industry. It creates a *buzz*, useful when you approach sponsors for support of future projects (another week at GIFTS, school participation in the Video Legacy Project, application for post-secondary scholarships, your first independent film, or something else). It gives you *feedback*, so you can see what works and what doesn't, allowing you to improve your next production. Promotion can take several forms, including *broadcasting*, *press coverage* and entering *festivals*.

Broadcast

Usually the ultimate goal of a production is to present a vision to as many people as possible. You may not have access to network or theatre distribution systems, but you still have several options for broadcast in your community and beyond.

Internet

Your video will be broadcast worldwide via the GIFTS website (www.youthfilms.com) at some point. Our schedules change so check in with the office to find out when. You should encourage your friends and family to watch your film on-line. As well, others visiting the site from all over the world will have the opportunity to see and vote for your film. Be sure that we have your e-mail address, so we can hot-link it to your film and people can get in touch with you directly.

Internet webcasters are always seeking good short content. We encourage you to submit your video to one of the many webcasting sites available. Some sites will even pay you for your content, so be ready to negotiate.

Local Cable Station

Locally, you can have your video shown on your local cable station. These stations are often looking for local content and are usually pleased to accept submissions from local youth. Although it may not reach as many people, your local cable network still has better broadcast technology than is available on the internet (but not for long!), so people will get to see your film at its best.

Screenings

You're about to have your first public screening here on Galiano. Many of you have friends and family coming over to experience your "World Premiere". When you get home, you might consider hosting a gala screening at your home (think "party"), where you can show your video, and possibly the other videos from your week. Such galas can give the filmmaker a chance to publicly thank their sponsors (most likely parents, in this case), tell a few funny stories, get some feedback from an audience, and have a bit of fun. If you are lucky enough to live in a community with a film group, you may be able to include your video in one of their screenings. This will give you an opportunity to meet other filmmakers and producers in your area. Who knows, you may make a connection that leads to your next production. If you don't have a local film group, screenings can often be arranged at the meetings of local service clubs. This still gives you a chance to let potential sponsors know that you're up and coming. Once you get back to school, you may want to show your video during your media or arts class, or you may wish to

host your school's EyeLens Touring Festival, a selection of the year's best films, videos and animations from GIFTS.

Press

Your local paper is eager for positive stories about local youth. Send a copy of your video to the entertainment and/or youth editor together with a brief description of your time here producing the video. Include mention of the GIFTS website and your video's webcast dates. Ask the local community to go on-line to support a local emerging filmmaker. Include any other broadcasts or public screenings you may have arranged. Don't forget to give some idea of your plans for the future, so they can look out for your next production. Once you've prepared your press package, submit it to as many publications as possible; include all of your local papers & newsmagazines, your local entertainment weekly and your school paper when you return in the fall. After submitting your press kit, call to find out when the story will be running and to fill them in on any new developments (& to gently remind them that they have a story).

If you want to write your own press release, remember these tips: keep it short and to the point, don't hype too much, check your spelling and grammar, use a descriptive headline, introduce the basic story in the first paragraph, provide details next, and finish with a summary which includes a juicy detail or two, including your plans. Remember that you're suggesting a story, so make sure it has a human face: yours. Feel free to have journalists or editors contact GIFTS to fill out the story with more detail.

Festivals

Acceptance at festivals really adds legitimacy to your reputation as a filmmaker and helps open doors for future projects. Your film will automatically be entered into our On-line People's Choice Awards and our Annual EyeLens Festival, but there are still several other worthwhile national and international festivals that you could enter. Because of its importance to our students and the school and because students have had difficulty following through with festival entry in the past, we have decided to offer to enter students' films in several well-known festivals. Should you hear of other festivals, either local or more widespread, enter them! The more festivals you enter, the more opportunity you have to screen your film, win awards and get feedback, often from industry professionals (truly priceless).