



2015-16 DOCTalks WORKSHOP SERIES

USING FILM FOR KNOWLEDGE MOBILIZATION

WORKSHOP THREE:

Wednesday March 16, 2016
12 noon to 1pm (Workshop)
1 to 2pm (Film Screening & Talk)
Noel Kinsella Auditorium,
STU Margaret Norrie McCain Hall

Case Study: Financing & Promoting a Documentary Film about Biodiversity Research in New Brunswick

Dr. Donald McAlpine, Department of Natural Science, New Brunswick Museum (NBM)

Dr. McAlpine organizes the NBM BiotaNB Program, a 20 year project to document biological diversity in 10 of the largest Natural Protected Areas across New Brunswick. To document the biological research process in the Grand Lake Protected Natural Area and promote the project, he worked collaboratively with filmmakers over a three year period.

Lloyd Salomone, Flower Power Production Inc.

Mr. Salomone is a Fredericton based researcher, writer and documentary film producer. Between 2013 and 2016 he worked closely with New Brunswick Museum officials to create, finance and mobilize a knowledge-based documentary film entitled, *Every Living Thing experiencing a bioblitz*. He will explain how the film and associated online promotional activities secured funding from various sources (crowdfunding, charitable foundations, TV broadcast license, government agencies).

Genevieve Coates, Social Media Consultant

Miss Coates has experience using social media platforms to develop and build online communities for projects and enterprises. She will explain how social media was used to raise funds and promote the documentary film *Every Living Thing experiencing a bioblitz*.

Preview Film Screening:

A preview of the documentary film, *Every Living Thing experiencing a bioblitz*, will be screened. Q&A with director Kent Martin to follow.

