

# OEAC-24-38

## Fall Film Night Working Group Report - June

**Date:** June 4, 2024

**Prepared By Members:** Gregory Waclawek, Joseph Young, AJ Groen, Emily Posteraro, Tim Speirs

### **Budget Implications:**

Recommendations:

- That the Committee prepare a physical postcard including the details listed under the heading “Physical Postcard Details:”
- That the Committee switch the film to “There’s Something In the Water”
- That the Committee approves of the Fall Film Night Event Structure Overview

### **Physical *Postcard* details:**

- Fall Film Night
- Thursday, October 24th, 6:30 PM - Doors Open
- Location: Regent Theater 50 King St E, Oshawa
- Presented by the Oshawa Environmental Advisory Committee
- Featured Film: There’s Something in the Water
- Include why it matters:
  - UN SDG # 5, 6, 12
  - Include why you should care about your community
- More Information:
- Please join us for a night of door prizes, entertainment, and reflection on matters concerning the environment. Our feature film, There’s Something in the Water, explores how environmental pollution is particularly impacting Black and Indigenous residents in the province of Nova Scotia
- There will be a bin to donate non-perishable foods at the entrance

### **Overview:**

### **Selected Alternate Film:**

- There’s something in the Water <https://www.imdb.com/title/tt10864040/>
  - About: “Elliot Page brings attention to the injustices and injuries caused by environmental racism in his home province, in this urgent documentary on

Indigenous and African Nova Scotian women fighting to protect their communities, their land, and their futures.” (Retrieved from: <https://tiff.net/events/theres-something-in-the-water>)

### **Fall Film Night Event Structure:**

- Non-perishable food donation bin at entrance
- Display booths from local businesses/environmental groups will be set up
- Presentations before the film by local environmental professionals
- Film Screening
- Door prize draw
- Thank everyone for joining and remind people to fill out survey

### **Background**

#### **Advertising**

- We created a *Paper Slip* advertisement so that we can hand these out during our tabling at the Canada Day celebration at Lakeview Park.
- We are creating a *Postcard* sized advertisement so that we can give them to businesses so that customers can easily grab them and go.
- We also are looking to have the *Posters* ready and placed around Oshawa during the month of September.

#### **Budget Allocation (\$2000):**

- Advertising \$1000
  - Allocate \$100 budget towards the paper slip for Canada Day
  - Allocate \$300 budget towards postcards for local businesses
  - Allocate \$300 budget towards posters
  - Allocate \$200 budget towards Social Media Advertising
  - Allocate \$XX budget towards CKDO
- Venue \$250
- Film Royalty \$?

#### **List of potential vendors for display booths:**

- Green Jobs <https://www.greenjobsoshawa.ca/>
- Friends of Second Marsh
- Durham Region
- Ontario Tech Sustainability Team
- Aves Coffee Roasters
- Oshawa Garden Club
- Central Lake Ontario Conservation Authority
- A Greener Future

**List of organizations that can advertise/promote the event in their networks:**

- Friends of Second Marsh
- City of Oshawa
- Oshawa Public Library
- Ontario Tech
- Durham College
- Durham District School Board
- Durham Catholic District School Board (DCDSB)
- Aves Coffee Roasters
- Nurses/Healthcare
- Ontario Nature - Promote or provide a speaker
- MSIFN
- Durham Region Field Naturalists
- Central Lake Ontario Conservation Authority
- Oshawa Tourism
- Climate Justice Durham
- CKDO radio
- CMHA