

FILM TREATMENTS

The BASICS

The WHY

- The WHY

- ⇒ Context for Film and Arguments

- Important News
 - Environmental Data
 - Sociological Stats
 - Cultural Changes
 - Newness

- ⇒ MISSING, UNDERREPORTED, or OVERLOOKED ISSUES

- ⇒ WHAT' S MORE!...

- ⇒ POINTS OF DISTRIBUTION

- ⇒ TARGET and SECONDARY AUDIENCES

- ⇒ TAKE HOMES!!!

The WHERE

▶ SIGNIFICANT LOCATIONS

- For the Issues being covered
- For the film aesthetic/style
- To see the INSIDE VIEWS
- To see the operations or people or events

The WHO & WHAT

✓ SIGNIFICANT PEOPLE

- Spokespeople
- Disrupters and Changemakers
- BIG PICTURE PERSPECTIVE PEOPLE
- The A-lister/Celebrities
- Charismatic Story-tellers
- Those IMPACTED
- Those WHO don't Know (but should)

✓ IMPORTANT OBJECTS/OPERATIONS/TECHNOLOGIES

✓ LANDMARK HISTORICAL or TECHNICAL DATA

The HOW

- **INFORMATIVE, DRAMATIC, CINEMATIC/FILM STORY**
 - ▶ **SIGNIFICANT STORY FRAMES and ARGUMENTS**
 - ▶ **Story Lines within that larger STORY FRAME**
 - ▶ **STORY PROGRESSION→ HOOK→ACT-1→ACT-2→ACT-3→CONCLUSION**
 - ▶ **VISUALS-Moving, stills, other**
 - ▶ **B-ROLL IMAGES AND COVERAGE**
 - ▶ **AUDIO—NAT SOUND, MUSIC, SPECIAL FX**
 - ▶ **GRAPHICS and INFOGRAPHICS**
 - ▶ **MONTAGE SEQUENCES**
 - ▶ **OTHER NOTABLE ELEMENTS**

IMPACT, THE FUTURE, and What's in it for YOU

- ☀️ POINTS of IMPACT
- ☀️ CAMPAIGN DEVELOPMENT
- ☀️ ASSESSMENT
- ☀️ CONNECTIONS
- ☀️ What's in it for YOU

THE ASK



BUDGET

- COSTS
- DEVELOPMENT
- ESTIMATE #1
- ESTIMATE #2

