



## Program Overview

**Filmbuilding Malden** is a city-wide program that connects communities through collaborative filmmaking workshops, film screenings, and public media art events.

Thirty individuals (Filmbuilders) will be selected to co-create short films based on the theme: *Who is Malden?* These films will be screened at various public events throughout August to October. The program events and films themselves will showcase Malden's community assets and elevate its people and spaces.

Filmbuilders, community members, and the city at large will have unprecedented opportunities to participate in visual storytelling, creative placemaking, economic development, community building, and cross-cultural/sector connection.

### Filmbuilders

Filmbuilders will be key to the program and will have the unique opportunity to create a film with others that offers a kind of lens to Malden. They will have to commit some time over the summer, but it will be flexible and fun.

Filmbuilders will be selected based on their interest in Malden, availability, and willingness to work collaboratively with others. A diverse Selection Committee will help us navigate the selection process.

Benefits to their involvement are as follows:

- \$300 stipend
- One year of free membership to Urban Media Arts – includes access to facility, equipment, workshops and support
- Mentorship and assistance from experienced local filmmakers
- Training in visual storytelling and creative collaboration
- Flexible and accommodating schedule
- Training in cross-cultural and community-oriented dialogue by Essential Partners
- Opportunity to explore and engage with the community in new and exciting ways
- Opportunity to meet community leaders and VIP at screening events

## Timeline

April 27	Filmbuilder Applications Close
May 20	Orientation
May - Aug.	Workshop
Aug. - Sept.	Film screenings
Oct.	Final Event

## Deliverables

- Webpage, social media channels, content in local publications
- 6 site-specific film screening events for select audiences
- 6 completed short films (10-15 minutes)
- 1 city-wide event for all audiences
- 1 completed film with all six films
- A report with extensive documentation (surveys, collected/analyzed data, behind the scenes content, etc.) of the experience from start to finish, learnings, and best practice recommendations for community engagement

## Goals

The program leadership team has compiled a list of goals and metrics to apply during and after the program. The discussion about goals and metrics took place with input from Mina Kim (Community Engagement/Arts Consultant) and Marcel Schwab (Data analyst). We will share the metrics and findings with the city. For the complete list of metrics to be used, email [ose@umaverse.org](mailto:ose@umaverse.org). We will email you the metrics plan.

### Connection to Malden

- Illuminate different ways of experiencing the city and enhances people's sense of place across Malden neighborhoods
- Activate underutilized public and private spaces, making connections through new encounters and artistic/cultural expressions

### Connection to Community - Social Impact

- Create a platform for Malden residents to share their stories and foster co-creative relationships with a diverse cross-section of Malden community members
- Promote collaborations and partnerships with city government, local businesses, community organizations, and creatives to further integrate arts and culture into citywide initiatives

## Connection to Community - Economic Impact

- Create new opportunities for local businesses and creative entrepreneurs
- Engage and draw in expertise from Malden residents through a Community Advisor Committee (in addition to mentors)

## Cultural Equity

- Create the opportunity for all people to participate in and create artistic and cultural expressions that are meaningful to their lived experiences
- Amplify the stories and perspectives of historically underserved and systemically excluded people
- Develop pathways to consider broader equity and inclusion efforts in partnership with the city

## ORIENTATION

MAY 20

Orientation for Filmbuilders will be a day-long in-person event with breakfast and lunch served on site. (Mentors, Urban Media Arts staff, and the program leadership team will also attend). The main program partners will facilitate trainings and prepare them for the workshop:

- **Essential Partners**
  - Training in communication, collaboration, and conflict resolution across cultural and personal differences
  - This organization is renowned for their work with diverse groups.
  - More information: <https://whatisessential.org>
- **Filmbuilding**
  - A crash course on co-creation, intuition-driven media production, collective imagination, and the principles of discovery-based filmmaking
  - A deep dive and further explanation of the workshop's theme: *Who is Malden?*
- **Urban Media Arts**
  - Explanation of support and facility resources available for Filmbuilders: including technical assistance with video editing tools, reminder of schedule, etc.

## WORKSHOP

MAY. – AUG.

Each group will produce, edit, and complete a short film. A team of media experts and experienced local filmmakers will provide guidance and mentorship through a series of workshops, meetings, and regular checkpoints. Curriculum highlights:

- **Educational**
  - Instruction in creative storytelling, media production, and video editing
  - Opportunities to learn about different cultures, meet new people, explore new places, and create lasting connections within the community
- **Accessible**
  - No film, media, or arts experience necessary – novices are welcome and wanted
  - No fancy equipment or software is required – just a phone or camera and regular access to an internet-connected computer
  - A language accessibility plan will be implemented for screenings and outreach
  - In order to build trust with various parts of the community, we will rely on help from our Community Advisor Committee, who offer a bridge of connection to various groups in Malden.
- **Flexible**
  - Timelines and schedules are determined by the Filmbuilders
  - Hybrid online/in-person work and communication models

## FILM SCREENINGS

AUG. – SEPT.

Films will be screened at different city locations for a live audience. Locations will be selected with input from key advisors, with the goal of activating public spaces and advancing the regional significance of certain neighborhoods. Will include:

- Screening of a select group film
- Special guests, local representatives, and local people of interest
- Audience-participatory programming (panels, Q&As, activities, thought experiments, etc.) with Filmbuilders and mentors – hosted by trusted Malden community members

## FINAL EVENT

OCT.

The final event will take place at a public site in Fall of 2023 to memorialize the program for a city-wide family-friendly audience. The goal of this event is to strengthen community identity, create economic opportunities, and facilitate meaningful cross-cultural experiences for all event-goers. Will include:

- Screening of all six films (as a single work)
- Street vendors, artisans, performers
- Activities, panels, roundtables for all ages and backgrounds
- Networking opportunities for local organization
- Press coverage from news and publicity outlets

# Support This Program

## Immediate Needs

- URGENT: FILMBUILDER RECRUITMENT!
  - Spread the word about this opportunity and share the application with your constituents or people of interest in your Ward.
  - For the toolkit, go to the “Engage” section of the Filmbuilding Malden webpage at [bit.ly/whoismalden](https://bit.ly/whoismalden)
  - We would love for some city representatives and staff to be Filmbuilders
  - **Application Deadline: April 27**
- Help identify indoor and outdoor screening locations in various Wards for later summer and early fall.

## Future Needs

- Encourage direct involvement (as appropriate) from elected officials and city leaders
- Help secure rights to use city-owned spaces for events, screenings, and meetings
- Sponsor a screening (sponsorship forms will be forthcoming in May)
- Share screening information with constituents
- Offer your ideas and advice on how the final event in October could have ultimate impact for the community

## Contact Information

- Ose Schwab - [ose@umaverse.org](mailto:ose@umaverse.org)
- Tom Flint - [tom@umaverse.org](mailto:tom@umaverse.org)
- Karyn Alzayer - [karyn@umaverse.org](mailto:karyn@umaverse.org)
- Filmbuilding Malden webpage - <https://bit.ly/whoismalden>