



The Future is Calling

Canadian Society of Cinematographers
Building a bridge

Background

Over the past two years, the board of directors of the CSC has been increasingly focused on addressing on how racial, economic and gender injustices are acting as a barrier to accessing the industry and made the decision that the pursuit of equity and diversity in the film and television industry in Canada was going to be its priority. It conducted a comprehensive environment scan to see how best it could lead that effort.

The result was the creation of **The Future is Calling Campaign** which has a goal of \$3.75 million to support a national community outreach effort, internship, mentorship, and education programs including equity around advancing technology and creating a central hub with a small studio, a place to meet and house our staff.



The Future is Calling Campaign...

... is an opportunity to improve access to opportunity in the film and television industry, increase the talent pool, build new audiences, build relationships with the community, and prepare for advancing technology.”

Four areas of investment

National outreach

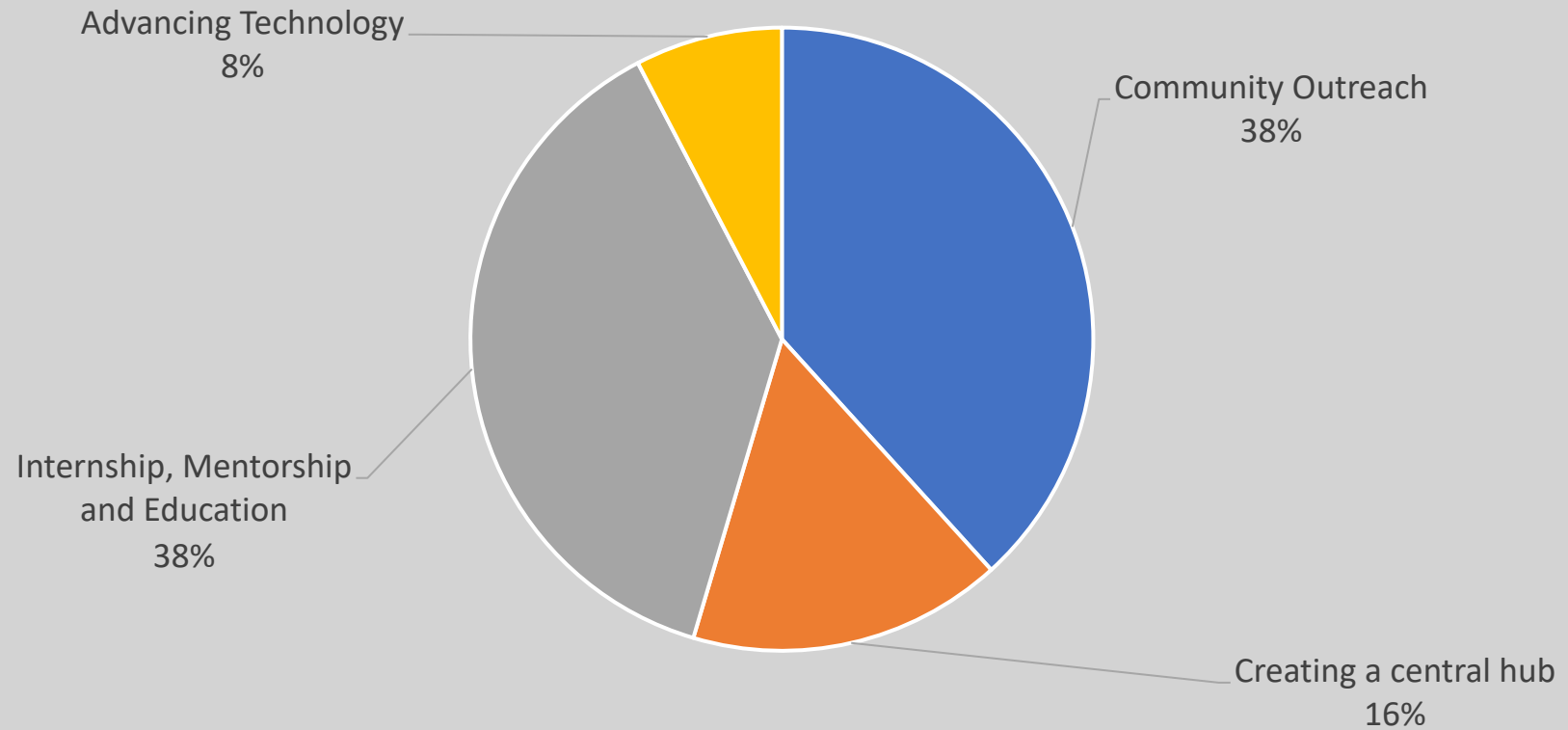
Education, Internship and Mentorship

Communicating advancing technology

Creating a central hub



Five-program Breakdown as Percentage of Revenue



1. National Community Outreach

Canadian Society of Cinematographers
Building a bridge

Building a bridge between people in marginalized communities and the film and television industry will allow a pipeline of new talent to be created.

The bridge will:

1. Be the path of community outreach and recruitment by the industry into marginalized communities
2. Be a path for underrepresented talent to access the industry
3. Provide a space for new talent to prepare for entry into internship and mentorship programs
4. Build sustainable relationships with community and industry stakeholders

The bridge will be the way in which the industry can increase the talent coming into the pipeline.



The CSC Membership structure allows us to:

- Offer ongoing support to people recruited in marginalized communities across the country
- Provide a pathway to building a network within the industry



Building the bridge to marginalized populations

Hiring	Hiring full-time regional coordinators who will be responsible for a range of community engagement activities
Engaging	Engaging with community organizations working with marginalized populations via film and television
Liaising	Liaising with regional film festivals
Collaborating	Collaborating with cinematographers in the region, facilitating their relationship with the CSC, its interns, mentees and suppliers
Working	Working with sponsors and suppliers to identify training opportunities
Hosting	Hosting a regional consultation once a year to focus on opportunities to increase diversity access to the industry
Organizing	Organizing education workshops for members, interns and mentees
Recommending	Recommending participants for the internship and mentorship program, and scholarships



2. Education Opportunities

Canadian Society of Cinematographers

In-person workshops and virtual series



"It's difficult to be in this industry without having the resources, network, and financials. So, work hard, love what you do, and when the world gives you a chance, better be ready." [#AngelNavarroIII](#)

The lack of educational content about cinematography careers leaves emerging cinematographers and camera crew in the cold. Many emerging cinematographers tell us there is currently a lack of online educational content about cinematography careers and that they struggle to find information regarding cinematography advice.

The *Workshop and Virtual Series* program—made up of in-person workshops and the CSC Virtual Live Series, the CSC Insight Series and the CSC Fundamental Series—will create content that is Canadian, original, inspirational, and cinematography-related advice driven to help cinematographers with their careers.

The CSC will help many young and aspiring cinematographers by driving content to directly help their careers, as well as gain a wider audience around the world, expanding reach and influence in the cinematography industry.

Internship programs that improve access

We can foster a significant growth of diversity in the industry by reaching out to marginalized young people across the country and offering them the opportunities to be part of the CSC trailblazing internship and mentorship program. Our goal is to facilitate industry-led learning opportunities with the eye to providing practical job skills, offering a 12-week paid program that includes 3 4-week placements:

- In a rental house
- On the set of a live production
- In a post-production facility

The placements above will be supplemented by union courses, such as the set-etiquette courses. We see the internship program as a long-term effort with measurable results.

Mentoring the future

Part of building a bridge between diverse communities is the CSC mentorship program. Developed and initiated on a volunteer basis by CSC members and aimed at reducing barriers especially for Black, Indigenous, people of colour and women, it runs twice a year and offers mentees a minimum of 10 hours with a CSC member over six months. For its spring 2021 sessions, the CSC received 111 applications and currently has 80 mentor/mentee relationships in place. To respond to the level of interest, the CSC needs support for the program to:

- Provide sensitivity and unconscious bias training to all program participants once a year, with each new session of mentees undergoing training
- Hire a part-time administrator to help run the program, recruiting mentees, help drafting correspondence, communicate with program participants, do mentor/mentee pairings
- Evaluate the program
- Provide regular updates to program sponsors and CSC leadership
- Provide training to all program participants once a year, with each new session of mentees undergoing training

We see the mentorship program as a long-term effort with measurable results.

3. Advancing Technology Opportunities

Canadian Society of Cinematographers

Creating an environment for advancing technology

"Ever since the shift from silents to talkies, from black-and-white to Technicolor, from hand-painted sets to CGI, this industry has always been about innovation, creativity and good old movie magic. We can't wait for the digital revolution." Paul Bronfman, Chair CSC The Future is Calling Campaign

CSC wants to ensure equal access to the technology that will dominate the industry's future. In addition to partnering with CSC sponsors to present events on advancing technology and its applications, the CSC is developing its own series of advancing technology workshops, which are continually evolving, and the content of which is being determined by CSC members who are currently working on advanced VP sets and understand the kind of specific training necessary.

Each session would be conducted in several locations across the country over three years.



Advancing Technologies: Two Components

Five in-person courses
delivered in two locations
(2022: Toronto and Vancouver)

*A Handbook to Virtual
Production* available free to all
members will be created,
designed and produced.

4. The Central Hub

Canadian Society of Cinematographers

The creation of a CSC central hub:

Under one roof:

- A studio space suitable for creating CSC-branded content
- Coordinating its mentorship and internship program
- A warm and hospitable meeting place for members, sponsors, supporters, and their guests
- A space to host receptions
- A means to show-off some of the historical equipment the society possesses
- Office space for CSC's growing staff
- Bringing the best of cinematography under one roof

Summary

Accessible by public transit, the CSC hub will be a vibrant centre for the CSC and an attraction for current and future members.



Recognition

Recognition

The CSC has developed a comprehensive recognition package, based on sponsorship level and, among other things, comprised of:

- Naming opportunities
- CSC-produced sponsor-focused content
- CSC-produced social media campaigns
- Earned media in Canadian Cinematographer
- Gratis ads in Canadian Cinematographer
- Platinum, Gold or Silver sponsorship of the Awards Gala

A unique and personalized recognition package will be developed for each sponsor. A complete list of recognition components is featured on the next page.



The Future is Calling Campaign Cabinet

Cabinet Members

Chair, Paul Bronfman, Toronto, Comweb Corp., William F. White International, Pinewood Toronto Studios

- **Ken Anderson**, Vancouver, Sim
- **Peter Crithary**, New York, ARRI
- **Manny Danelon**, Toronto, The Expanse
- **Grace Carnale-Davis**, Toronto, Picture Shop
- **Stosh Durbacz**, Toronto, Fujifilm; PERG
- **Stephanie Fagan**, Toronto, Keslow Camera
- **Francois Gauthier**, Toronto, ARRI
- **Trevor Huys**, Toronto, William F. White International Inc.
- **Jennifer Mallette**, Toronto, William F. White International Inc.
- **James Martin**, Los Angeles, Inspired Image Picture Company
- **Rob Riselli**, Sudbury, Cultural Industries Ontario North (CION)

Cabinet Members

- **Mark Saddleton**, Toronto, Sony
- **Jim Teevan**, Toronto, Sim
- **Ken Thasan**, Toronto, HD Source Inc.
- **Court Weeks**, Vancouver, Keslow Camera
- **Kate Wisman**, Toronto, Picture Shop

From CSC

- **Jeremy Benning csc**, Toronto
- **Guy Godfree csc** Toronto
- **Rion Gonzales**, Toronto
- **Philip Lanyon csc**, Vancouver
- **Bruno Philip csc**, Montreal
- **Claudine Sauvé csc**, Montreal

Campaign Management Team

- **Penny Watier**, Toronto
- **Susan Saranchuk**, Toronto
- **Gail Picco**, Toronto

For more information, contact

Gail Picco, Campaign Director,
gailpicco@me.com 416-799-1993

Susan Saranchuk, Executive Officer,
susans@csc.ca 416-266-0591



CANADIAN SOCIETY
OF
CINEMATOGRAPHERS