

From: Hilary Van Welter [mailto:ascentia@rogers.com]
Sent: Tuesday, January 27, 2009 11:05 AM
To: Kelly, Denis
Subject: Deputation - February 5th-Behind the Lens

Dear Denis:

I will be making the presentation to the Regional Council on February 5th at 9:00 am for 5 minutes on the Behind the Lens Project. I have a 2.5 minute PowerPoint - with sound that I would like to show. Would that be possible, and if so would you like me to drop it off in advance? Also I will have a handout - would you like those in advance as well?

Many thanks for the opportunity to present our project.

Hilary

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Lake Simcoe
Region
Conservation
Authority



The inner life of young people is exactly like the primeval state of the planet: their untamed and uncontrollable energies give rise to all kinds of wild and contradictory manifestations. This is the human renewable energy of our time – once channelled, it will fuel a bright new future....

BEHIND THE LENS-- " LAKE SIMCOE REVOLUTION"

THE FILM SCHOOL – An eight-week program in summer 2009 in which up to 100 watershed teens between 14 to 19 will develop an increased appreciation for the importance of Lake Simcoe, its challenges and how people can help; and learn how to connect with audiences and inspire them through video storytelling techniques. After excursions around the watershed and a two-day session reinforcing the programs' context, the School will get rolling in a solar-assisted mobile studio that travels between five locations with equipment and facilities. Learning is through one-on-one coaching and through a specially-created website. The result will be a minimum of 20 films created in teams.

THE FILM FESTIVAL – Celebrates the young filmmakers' work and shares it at six locations in the watershed, two in outdoor venues. The films will also form the basis of a watershed-wide geo-caching treasure hunt. Once found using GPS technology, the films will go online. They will also be shared worldwide as a prelude to connecting lakes in other countries to Lake Simcoe.

THE WHERE WATERS MEET CONFERENCE -- 25-30 representatives of Lake Simcoe's mosaic will come together for a two-day workshop. The centrepiece will be a compilation youth film, and the challenge for the group will be to plan out collaborative community actions to protect, restore and sustain the health of the Lake Simcoe watershed and advance the future. Participants will work alongside musicians, scientists, native elders, artists, and filmmakers and youth representatives from other lakes of the world. The outcome will be a few meaningful and implementable "must do" actions rather than the usual long lists of "should do's." The results will be published in print and in a special video presentation to reach and engage all 350,000 watershed residents.

FINANCING SCENARIO

Cost : \$400,000 cash and in-kind

In kind confirmed \$55,000
From three Initiating Partners

Cash contributions confirmed \$145,000
Trillium Foundation \$75,000
Ladies of the Lake \$50,000
Province of Ontario (LSS/ MNR) \$20,000

Balance being requested \$210,000
Sources include Drinking Water Stewardship Program, the Go Green Fund, RBC Blue Waters Program, and Regions and Municipalities

REQUEST TO REGIONS AND MUNICIPALITIES

Our hope is that each of the municipalities would help with in kind and cash contribution towards community costs: film costs for the teams of young people, learning expeditions, classrooms in and around the travelling classroom/studio bus, publicizing the film school, festival and the conference, the screening of the youth films in your community.

THE "BEHIND THE LENS LUMINARIES" – PROVIDING ADVICE FROM YOUTH, FILMMAKING AND LAKE SIMCOE PERSPECTIVES

Cheryl Daniel, Principal of WJ Watson Public School in Keswick has lived on Lake Simcoe for 16 years. Her interest is finding creative ways to engage students in preserving/conserving Lake Simcoe and developing an awareness of all that makes this an amazing place to live.

Paul Davis, a film industry veteran, founded the PACT Youth Film program, a mobile film school that teaches youth in conflict with the law how to write, shoot, and edit their own films.

Steve De Nure is President of DECODE Entertainment one of the largest and most important international suppliers of television and Interactive programming for children and youth. Among many volunteer activities, he is Vice Chair of the Canadian Film Centre, Toronto and the Vice Chair of the Alliance for Children and Television. He has a tree farm on the Oak Ridges Moraine.

Justin Dyck, a producer/director, grew up in Barrie and graduated from Ryerson University in 2004 with a BFA in Image Arts - New Media. His company, Dare2 Productions, has produced videos for local, national and international charitable organizations, as well as music videos, commercials and television pilots.

Dr David O. Evans is a senior research scientist, Ontario Ministry of Natural Resources and Adjunct Professor, Watershed Ecosystem Graduate Program, Trent University, Peterborough, Ontario. His research spans fish physiology, population biology, aquatic ecology and watershed science.

David Fitt has been teaching Communication Technology at Barrie Collegiate High School for the past 15 years focussing on broadcasting, TV, film and journalism. He offers the only program in Ontario where students can specialize and receive a Specialist High Skills Major designation in Broadcasting and Film.

Working with David as Luminaries are two students: **Caitlind Lusty** and **Melanie Oldford**.

John Gilbank before moving to Georgina to restore a heritage home as a B & B, was a CEO in the energy industry. Early in his career he worked as a consul and trade commissioner, focusing on international trade strategies in the western United States.

Peggy Hebden, a long-time media professional was Program Director for CKVR (Barrie) and CHUM Regional Television (A-Channels) across Canada. She is now Station Manager at A Channel Barrie, and is actively involved the Barrie community through the Rotary Club.

Chris Lowry, PhD in Philosophy of Education, has served on the faculty of the Institute Without Boundaries, an interdisciplinary graduate Program on sustainable housing design at George Brown City College School of Design. He co-founded Street Kids International (SKI), and has worked with MSF/Doctors Without Borders (Canada). Now, with Green Enterprises Toronto he is working to build a better future sustained by a green economy.

Linda Schuyler, Creator of a multi-award winner range of TV and web programs under the De Grassi rubric, is a founding member of the Association for Media Literacy. She was honoured for her work with an Order of Canada in 1998.

Karen Kraft Sloan served as MP for this area from 1993 to 2004. Then, as Canada's Ambassador for the Environment, she headed delegations to the United Nations on matters relating to sustainability, the environment and renewable energy. She is now special advisor on environmental research to York's Vice-President for Research and Innovation and runs her own strategic planning and consulting business.

Cynthia Wesley Esqimaux, assistant professor in Aboriginal Studies at the Faculty of Social Work at the University of Toronto, has worked in the local, regional and national Canadian Native political field as a researcher and advocate. She is Chair of the MacLaren Art Centre in Barrie, and an Advisory Member of the Mental Health Commission of Canada.

Quammie Williams is a video maker with a long relationship with Trinity Square Video, helping involve youth in video production. He is also a drummer, and is helping to shape the region's arts vision as Arts Administrator for the City of Barrie.

Phyllis Yaffe has been in the film and television industry for over 20 years. Most recently she was the CEO of Alliance Atlantis, now she is a member of the Board of Directors of Cineplex Entertainment. She is Vice Chair of Ryerson University and on the Board of the World Wildlife Fund.