

# Reviving Scotland's Black History

## Young programmers Guide



# About Us:



The main aims of the festival have been, since its inception, to introduce Scottish audiences to the brilliance of African cinema and to overcome the under-representation and marginalisation of African film in British film-going culture. We believe that the best way to learn about Africa is to listen to African voices and to view representations created by Africans themselves, as these often counter the stereotypical representations we encounter of Africa in mainstream media in the West. However, the main reason we screen the films is because they are great films that should be seen more widely.

## Festival at a glance:

Through Africa in Motion we have helped to create new audiences for African films right across Scotland:

- The main hub of the festival since 2006 has been Filmhouse Cinema in Edinburgh, with further screenings and event at the Edinburgh College of Art and University of Edinburgh.

- In 2012 the festival expanded to Glasgow, as a response to the increase in demand we have received from the African diaspora, cinéphile and arts communities in Glasgow, with screenings and events at the Glasgow Film Theatre, the University of Glasgow and the African and Caribbean Centre.

- Over 5000 people attended AiM in 2015.**

- Over the past ten years **have screened over 500 films to around 30,000 people.** Screenings have included retrospectives of some of the most important directors of classic African cinema, as well as dozens of UK premieres of contemporary African films, most which do not gain general distribution in the UK and would not otherwise be seen.

- Our monthly outreach screenings have positively contributed to expanding the festival's reach across Glasgow.



Dine and View at AiM 2015



Full house at AiM 2012 Opening screening of Uhlanga at Edinburgh Filmhouse



Nollywood Red Carpet Event at AiM 2015 Glasgow

# What will you be doing



1. Gain a better understanding of 'Scotland's Black History': workshops , walking tour and seminars (15<sup>th</sup> – 16<sup>th</sup> of August).
2. Visit the International Slavery Museum in Liverpool (Thurs 18<sup>th</sup> – Fri 19<sup>th</sup>) gaining a greater awareness and understanding of the legacy of slavery today, as well as experiencing the organisational structure of a historical museum through object handling, engaging with the museum's curatorial staff and the behind the scenes structure of a large scale museum.
3. Attend workshops on festival programming and curation:
  - Zandra Yeaman (CRER) will give an induction on curating Glasgow's Black History Month.
  - Justine Atkinson/Lizelle Bischoff (AiM) will give a workshop on African cinema and film programming for Africa in Motion Film Festival .
4. Receive training and mentoring in order to curate and host three public events discussing Scotland's Black history as part of the annual edition of the Africa in Motion Film Festival (28<sup>th</sup> Oct-6<sup>th</sup> Nov) and Black History Month in October 2016:
  - Research and programme films
  - Negotiate film licensing fees
  - Liaise with venues
  - Organise complimentary events: panel discussions, music and food based events
  - Market and promote events
  - Introduce films
5. Attend film screenings, discussions, symposiums and exhibitions within Africa in Motion Film Festival and Black History Month.

# What is film programming?

**Defining film programming:**  
Programming is an aesthetic practice of selecting films of a particular genre

## Skills required for film programming:

- Knowledge of film
- Knowledge of UK distribution and exhibition
- Technical and film format knowledge
- Ability to programming features, shorts, archive and artists' moving image
- Knowledge of marketing and PR
- Audience development, including disability, diversity and education

## Know your audience:

Understanding your audience is key to successful programming and promotion - it helps you better serve the audiences you already have, and identify opportunities to reach out to communities currently underrepresented.

**There are three key methods which can be used to understand your audiences:**

- Feedback forms at screenings to get a sense of demographics, and what types of films they enjoy.
- Use venues frequented by different groups of people and programme films suited to those communities.
- Marketing – use niche marketing to ensure you reach audiences who would be interested in films you are showing.

How to find African films >>>>

## Increasing accessibility to independent cinema

Through programming you have the opportunity to increase the provision of independent cinema. Enhancing cultural awareness and increasing access to independent cinema.

# 'Reviving Scotland's Black History' Project Schedule

## **Induction**

5<sup>th</sup> of August

## **Black history workshops, seminars & Introduction to curation**

15<sup>TH</sup>, 16<sup>TH</sup> of August

## **Liverpool Slavery Museum Visit and Programming weekend**

18<sup>th</sup>, 19<sup>th</sup> of August

## **Programme Lock-down**

31<sup>st</sup> of August

## **Plus two days marketing each month in September and October**

## **Facilitating 3 curated events between 1<sup>st</sup> of October and 6<sup>th</sup> of November**

## **Prepare for a screening:**

- Ensure that you and your partnering group have agreed on a film that works with the venue and audience who you hope to attend.
- Make sure that the event is well promoted via facebook & on our website.
- Ensure you and your partner are on the same page in terms of payment, venue, equipment etc.
- Make sure you have at least 1 hour to set-up before the event starts.
- AiM will cover screening fees and provide the screening equipment for all events. (Screening fees should cost no more than £150.)
- Where possible we hope that our partners are able to provide a venue space as well as the commitment to promote and advertise the event to their network.
- We hope to get around 50-60 people at one screening.
- We hope to make all events as accessible as possible for this reason we will consider contributing towards food being catered at the event, travel costs for attendees, providing a creche service and interpreter.

## **CRER**

This course will be coordinated in collaboration with The Coalition of Racial Equality and Rights (CRER).

The Coalition for Racial Equality and Rights, formerly the Glasgow Anti Racist Alliance (GARA), works to eliminate racial discrimination and promote racial justice across Scotland.

[www.crer.org.uk](http://www.crer.org.uk)

# How to negotiate a film

**Step one:** Choose film and format you need. Formats include: From DCP, DVD, bluray, digital file, 35mm, digibeta, HDcam, dvcam or minidv

**Step two:** Find contact filmmaker, producer, sales agent or distributor. This is not always so easy and requires some searching. You can look on the Facebook page, google search, film website etc

**Step three:** Email to request screener for consideration, or if we have already seen the the to negotiate screening fee. for outreach screening the fee should be no more than £150 – normal £250 (keep in down). You can see example emails below.

**Step four:** Liaise with filmmaker or distributor to bring the film to Scotland.

# AiM Audiences:



In 2015, our sample audience feedback showed that about 80% of our audiences are local (from Edinburgh, Glasgow and further afield in Scotland), with an increasing number of AiM attendees travelling from outside of Scotland to attend the festival. The festival continues to attract people from ethnic minority groups, fitting with our goal to support diversity and inclusion. Our sample data collection in 2015 showed that 74% of our audiences were of white origin, and 26% were from a Black, Asian, ethnic minority background.

We also gather qualitative feedback from audiences, giving people an opportunity to share their experiences of the festival.

## Here is a selection of audience feedback received in 2015...

*"It made me realise the diversity of genres in African cinema. Nollywood and Afrofuturism - who knew?"*

*"Because of AiM I have a great appreciation and awareness of African film."*

*"AiM has inspired me to travel to the land that has given birth to these wondrous pieces of cinematic art."*

*"Having never been to Africa, AiM enabled me to broaden my ideas about Africa and what it can mean to be African."*

*"AiM preserves quality rather than quantity. It is a great opportunity to discover recent and profound films with a universal background."*

*"Increased my awareness of African life and the joys and sorrows of Africa."*

*"It showed me that determination and really caring about something can do so much."*