



DO-ONE FILMMAKER COLLABORATION GUIDELINES

NOVEMBER 2020

DO-ONE is a campaign that will empower citizens to take charge and change their present environmental situation.

The goal of DO-ONE is to provide citizens with simple ideas; things each of us can do daily that will reduce our personal consumption of fossil fuels and other natural resources such as water.

The DO-ONE public service announcements (PSAs) are friendly and uncomplicated. Elementary reminders of things each of us CAN DO to improve the environment. The PSA's are catchy and simple. Occasionally, DO-ONE PSA's will feature celebrities from the sports and entertainment world.

DO-ONE's goal is to make environmental responsibility fun, easy, accessible, and sexy.

DO-ONE PSA's will be produced by professional and amateur filmmakers from around the world.

DO-ONE PSA PROCESS AND GUIDELINES

Process:

1. Potential collaborators submit PSA concepts for approval by a regional DO-ONE Adjudication Team – see Pages 2 to 5 for sample submission concepts and www.do-one.ca for sample PSAs.
2. DO-ONE Adjudication Team greenlights selected PSAs.
3. Filmmaker produces PSA footage.
4. DO-ONE adds the music, introduction and ending graphics.
5. DO-ONE awards \$500 for each PSA that is produced.
6. Filmmaker is added to the DO-ONE Collaborator web page (to be added to the web site when live).
7. PSAs are posted on the DO-ONE website as well as several related social media channels.

Notes and Guidelines:

- Be creative.
- Explore a vast range of environmental actions, ranging from saving energy, water conservation, improving water quality and reducing resource consumption.
- Engage well known people and/or professions involved, examples could include:
 - If there is a hockey player involved, it would be great to see him closing his locker and leaving the locker room - then stopping to turn off the ice rink lights. Something fun.

- Local businesses and business people could be do an action, such as turning lights off – encourages local businesses to participate but they are also getting the promotion!
 - Local politicians and police doing an act would be great, etc.
- Total length of PSA's will not exceed 35 seconds.
- Filmmakers may submit and produce multiple PSAs.
- PSAs will be sponsored by local, regional, and national businesses, DO-ONE will ensure that their business ethic aligns with DO-ONE. Note that the pace of PSA releases will align with the pace of sponsor funding.
- There is no deadline as our goal is to release at least one PSA per week, two would be optimum.
- PSAs are the property of DO-ONE, each filmmaker will be credited on the video and on the DO-ONE website.

PSA CONCEPT SAMPLES

BICYCLE

BLACK SCREEN:

We hear the sound a bicycle over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a person riding a bike in a bike lane on an urban street. The person rides by the camera and smiles.

SUPER:

DO ONE

CLOTHESLINE

BLACK SCREEN:

We hear a gentle breeze over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see the hands of a woman pinning clothes onto a clothesline. We know see the source of the gentle breeze.

A line of colorful clothes drying in sunshine. The clothes gently billow in the breeze.

SUPER:

DO ONE

LIGHT BULB

BLACK SCREEN:

We hear a buzzing, electrical sound over the following words.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

A naked light bulb. A hand reaches into the frame and pulls the light chain, extinguishing the bulb. Dark.

SUPER:

DO ONE

TREE

BLACK SCREEN:

We hear the sound of digging. A shovel pushing into soil.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

The shovel is rested on a pile of freshly dug earth. A small tree is planted. Hands press the soil around the trunk.

SUPER:

DO ONE

IDLING

BLACK SCREEN:

We hear the sound of an engine running.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a school bus. Close-up exhaust pipe; smoke. The interior of the bus; it is empty.

A hand reaches for the ignition key and turns the bus off. Outside the bus it is now quiet. Birds can now be heard.

SUPER:

DO ONE

THERMOSTAT

BLACK SCREEN:

We hear the sound of air passing through ductwork.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

Close-up of a home thermostat. The heating dial is reduced from 75 degrees to 68. Close-up of a flame inside a heater as it goes out. The air sound stops.

SUPER:

DO ONE

WATER HEATERS

BLACK SCREEN:

We hear the sound a gas flame.

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

A hand reduces the temperature on a water heater tank from 140 degrees to 110. The flame goes out.

SUPER:

DO ONE

LIGHT SWITCH

BLACK SCREEN:

We hear someone humming a song. (i.e. Bono)

SUPER:

IF THERE WERE TEN THINGS YOU COULD DO TO REDUCE GLOBAL WARMING...

WOULD YOU DO FIVE?

WOULD YOU DO ONE?

IMAGE:

We see a hand turn off a light switch while leaving a room.

SUPER:

DO ONE