

## **Red Hawk Film Festival: A Transmedia Film Experience**

Leiloni Braddy, Julia Guerra, Alex Krawiec, Yomarie Llanos & Emily Loder

Our project proposes a multifaceted transmedia campaign which will promote an expanded student film festival at Montclair State University. The campaign targets a young demographic and embodies brand values of community, collaboration, student voices, social consciousness, and an audience-driven mindset. The project revolves around several real-world and digital initiatives that utilize social media, events, merchandise, and more. The campaign is broken down into 6 main categories: transmedia journalism stories, partnerships, social media takeovers, a “Stories For Tomorrow” program, filmmaker panels, and audience choice awards. Each fragment of the campaign contributes to the creation of a greater whole which provides a rich and dynamic audience experience with the reimagined Red Hawk Film Festival.



**RED HAWK  
FILM FESTIVAL**

# A Transmedia Film Experience



**Leiloni Braddy, Julia Guerra, Alex  
Krawiec, Yomarie Llanos  
& Emily Loder 12.12.19**

# Opportunity

Every year, Montclair State University's School of Communication and Media film department hosts a small film festival to honor their students' hard work. The event screens senior students' thesis films and awards them for their accomplishments.

The festival brings together students in SCM as a celebration of their achievement and the fruition of their artistic vision, however its scope is limited. But this modest event has enormous **potential**.

We want to think  
**bigger.**

The logo for Montclair State University's School of Communication and Media. It features the university's name in white, the school's name in yellow, and the website URL in white, all set against a dark background with a blue and white digital pattern.

MONTCLAIR STATE UNIVERSITY  
SCHOOL OF  
COMMUNICATION  
AND MEDIA  
[montclair.edu/scm](http://montclair.edu/scm)

# Our Proposal

An expanded and reimagined student film festival at Montclair State University, called **Red Hawk Film Festival**, supported by an original *transmedia campaign.*



# How will this benefit MSU & its students?

## Red Hawk Film Festival will:

1

Boost the prestige and reputation of Montclair State University.

2

Increase networking opportunities for students by attracting interest from agents, recruiters, industry employers, and more.

3

Foster a sense of community on the Montclair State campus and with Montclair Township.

4

Inspire high quality work from students motivated by the incentive of having their work be screened at a well-respected festival.

# Why Transmedia?

## Immersion

Transmedia can create a multi-dimensional event world in which to immerse audiences.

## Diversification

Transmedia allows you to tell a story across multiple platforms, establishing many entry points where audiences may encounter the event.

## Engagement

Transmedia provides opportunities to transform the audience experience from passive to active via interactivity and participation.

## Experience

Transmedia increases the depth of storytelling and brand values to offer a richer overall experience.

Create a more **meaningful** event  
with greater **longevity** and **impact**



Invest in transmedia strategies now to  
make Montclair State University a  
destination for **innovative storytelling**

# Audience

## Current Audience



## **MSU Film Students**

The target audience will grow substantially in response to the increased scale of the event.

Because RHFF is a student film festival in a suburban town, we are tailoring the campaign toward a young demographic as well as residents of the local community.

## New, Expanded Audience

- ★ College students (MSU & local universities)
- ★ Young adults
- ★ Montclair, NJ community

**Core  
Demo:  
18-35**

# Platform Choice



**79% of Americans 18-29.**

Best for older end of age demographic range that might not be on Twitter and Instagram.



**38% of Americans 18-29.**

Good for real-time updates and audience participation, especially using hashtags.



**67% of Americans 18-29.**

Great for visual immersion in brand identity and connecting with younger end of demo.





# Brand Values

## Community



- RHFF will cultivate a strong, mutually-beneficial relationship with the town of Montclair which has a **positive and lasting impact on the community**

## Collaboration



- RHFF believes in collaboration between **creators, communities, & audiences**

## Student Voices



- RHFF's history as a small student showcase has instilled a commitment to featuring the **artistic vision of young people**

## Social Consciousness



- RHFF believes in providing a platform for creators to share **important stories with the potential to have real-world impact**

## Audience-Driven Mindset



- RHFF is dedicated to empowering audiences so their voice matters by creating opportunities for **deep audience engagement**

# How will it work?

Our proposed transmedia campaign includes 6 key components which each enrich the Red Hawk Film Festival experience in unique ways while also contributing to the creation of a cohesive whole.

Transmedia Journalism

Partnerships

Social Media Takeovers

Stories For Tomorrow

Filmmaker Panels

Audience Choice Awards

# Transmedia Journalism

# Telling the Story Beyond the Screen

If I were a film student producing a movie that follows a low class troubled teen who still wants to get their education, then a transmedia journalism approach could involve a series of articles across a few Montclarion issues:

1. An article spotlighting me and the film
2. A public opinion article about the school to prison pipeline that mentions the film/festival
3. An article that features the Justice for Education club at Montclair State that mentions the film/festival



Red Hawk Film will partner with the Montclarion to promote the festival, as well as student clubs and organizations. One of the narratives we hope to create will be spotlights on senior film students. The Montclarion could write an article about the student, the process of creating their film and the motivation behind their ideas. Then, to continue the story, the same film maker can do an Instagram takeover on the RHF account both promoting the article and their film

## Opinion

### Opinion: We Want To End The School-To-Prison Pipeline. 2020 Democrats Are Starting To Listen.

Last week Bernie Sanders and Elizabeth Warren engaged with young leaders about the school-to-prison pipeline. Who else will step up?

By Twyla Joseph and Kesi Foster

# Partnerships

# Local Business Partnerships

Two brand values important to RHFF are community and collaboration, which is why the festival plans to partner with local businesses.

The festival will partner with local media companies, Montclair Film Festival, & local food establishments.



# Montclair High School Partnership



Red Hawk Film will also partner with Montclair High School in creating a mentorship program between students.

Student filmmakers will be paired together based on filmmaking interests/goals and will produce a short film together. During the festival, there will be one screening slot for the best short films to be screened, along with some behind the scenes photos and videos detailing the mentor process. Films will be chosen to be screened after being viewed and judged by faculty of both Montclair State and Montclair High.

In partnership with Montclair Key Club, there will also be volunteer opportunities for MHS students to help out at the festival.





# Film Fair

Red Hawk Film, with the help of SCM and the Film department, will host a career fair specifically targeted towards film, television production, and audio/sound design students.

Since amplifying student voices is another one of the festival's brand values, this fair will help students network and hopefully create possible intern/job opportunities that go beyond what they learn in the classroom. Participants in the fair are also invited to attend the festival to showcase the talented students they could one day work with.



# Social Media Takeovers

# Social Media Takeovers

To promote the festival, some of the filmmakers and the characters from their shorts will take over the Red Hawk Film Festival Instagram account leading up to the event.

This will increase interest in the festival and immerse the audience in the worlds of the films being screened.



# Character Takeovers

The actors will dress and act as their characters and adopt their character persona while making posts and uploading stories to the RHFF Instagram.



# Character Takeovers

Each character will take over the account for a day leading up to the actual event. They can even reply to comments as their characters to get people excited for the film.

They can go on Instagram Live and answer questions from people attending the festival/fans.



# Filmmaker Takeover

At the end of each day that the character takes over, the filmmaker will take their place. They will answer any questions people have about what their short is about.

This is also their chance to invite people to come see their film screened at the festival or have them vote for it.

They will also post some behind the scenes clips onto the Instagram or story to show the process of their films being made.



Stories For Tomorrow

# “Stories For Tomorrow” Film Category

One submission category at RHFF will be dedicated to films that tackle major social issues and tap into bigger conversations happening in our society today.

This will provide incentive for students to explore important topics as they express their artistic vision.

**Inspired By Advocacy Film Festivals:**



**Sample Screening Block:**

**“Stories For Tomorrow”**

**Film A** (Topic: Gun Violence)

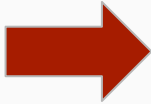
**Film B** (Topic: LGBTQ)

**Film C** (Topic: Climate Change)

**Film D** (Topic: Clean Water)

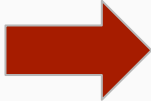
**Film E** (Topic: Women's Rights)

**Film Theme: Education**



**Portion of Proceeds  
Donated to Montclair  
Public Schools**

**Film Theme: Hunger**



**Portion of  
Proceeds Donated  
to Montclair HNFP**

- RHFF will sell merchandise connected to the themes of the selected “Stories For Tomorrow” films.
- The merchandise will be sold in a giveback model, donating a portion of all proceeds to local organizations & nonprofits.
- Social Consciousness** - platform for important stories ✓
  - Student Voices** - opportunity for young people to share their unique perspectives on the biggest issues of today ✓
  - Community & Collaboration** - giveback model is hyperlocal, benefiting the Montclair community ✓
  - Audience Experience** - gives audience ability to be part of a collective change ✓



# Filmmaker Panels

# Filmmaker Panels



Filmmaker panels will be held immediately after screenings.

Panels will consist of both student filmmakers as well as industry professionals. Audience members will be able to ask questions about the films they just saw as well as industry experience that professionals have.

Moderators will consist of student volunteers through SCM as well as volunteers from Montclair Film.

Panels will be broadcast live on Facebook and Instagram and will take a few questions from those platforms using the hashtag #RedHawkFilmQs.

Panels will be held in a style that compares to the School of Communication and Media's Colloquium and Speaker Series events.



**Red Hawk Film Festival**

April 25 at 9:00 pm · 🌐

Have you ever wondered what goes into making your favorite films? Ask student filmmakers as well as industry professionals with #RedHawkFilmQs



## Red Hawk Film Festival Filmmaker Panels & Schedule

[redhawkfilmfest.montclair.edu](http://redhawkfilmfest.montclair.edu)

Like · Comment · Share

👍 74 people like this.

↪ 34 shares



Write a comment ...



# Audience Choice Awards

# Audience Choice Awards

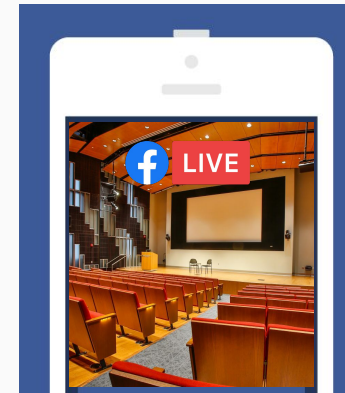
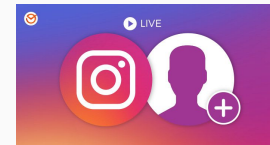
Audience members that come to the event in person as well as audience members who livestream the event will be able to vote on audience choice awards after the screenings and before the awards ceremony.

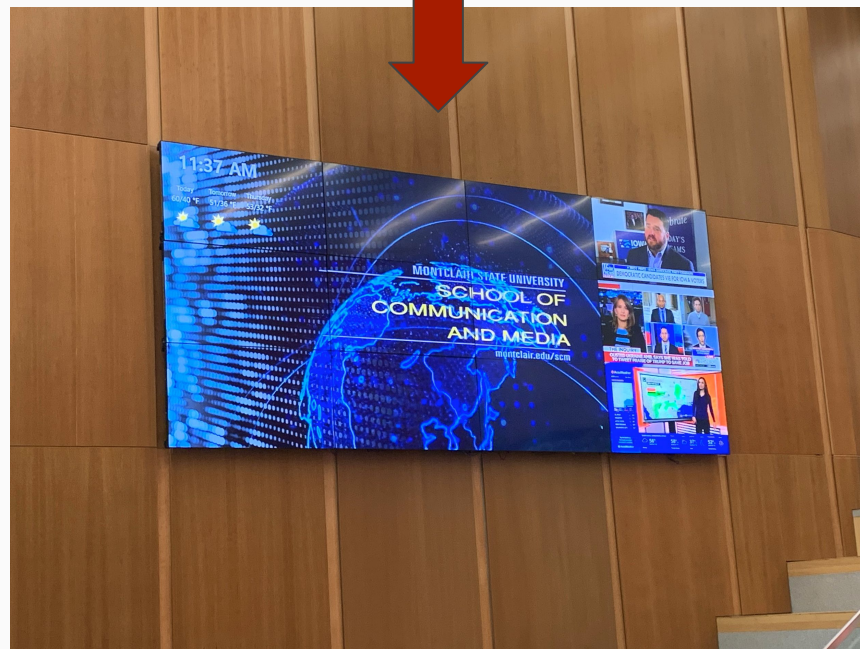
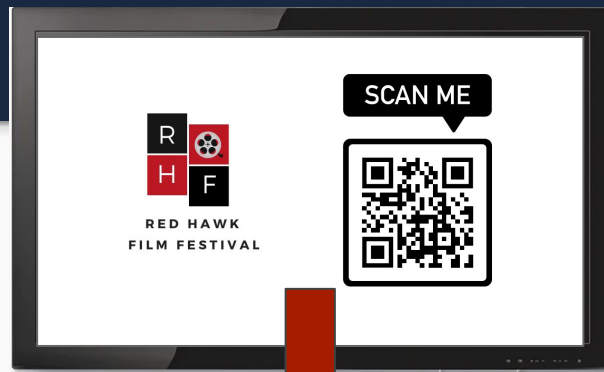
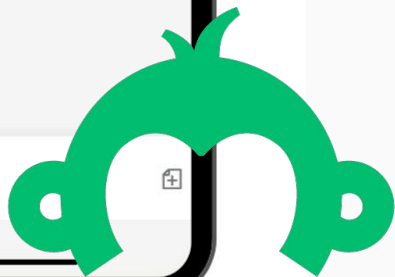
Audience members can vote through QR codes that will be placed on fliers and television screens outside of the presentation hall.

The links to the survey for voting will be good for one week and will offer ample time for students and audience members to vote.

The awards will be given at the School of Communication Production Awards that will take place after the festival.

The awards will be livestreamed on Facebook and Instagram and will be live-tweeted on Twitter.





Why here & now?

# Ideal Conditions for Red Hawk Film Festival

- 1 Red Hawk Film Festival would be the **only event of its kind** in the area dedicated to showcasing student vision.

Other local film festivals like Garden State Film Festival & Montclair Film are more elite in nature. RHFF would thus be a destination for storytelling from young voices.
- 2 The town of Montclair has significant **untapped resources** (community partners, Montclair Film, etc.) that would make Red Hawk Film Festival a success.

By collaborating with local resources, RHFF has the potential for fast growth and sustainable popularity.
- 3 There is a trend toward **empowered youth** in public discourse.

Young people have become the driving force behind countless modern social movements. RHFF responds to this pattern by creating a forum for young voices to shine.
- 4 Being **socially conscious** is both trendy and necessary given the tumultuous nature of our contemporary climate.

With advocacy incorporated in its core brand values, RHFF will align with popular interest in exploring important issues and giving back.

**For these reasons, now is the time for Red Hawk Film Festival to succeed.**



**RED HAWK  
FILM FESTIVAL**