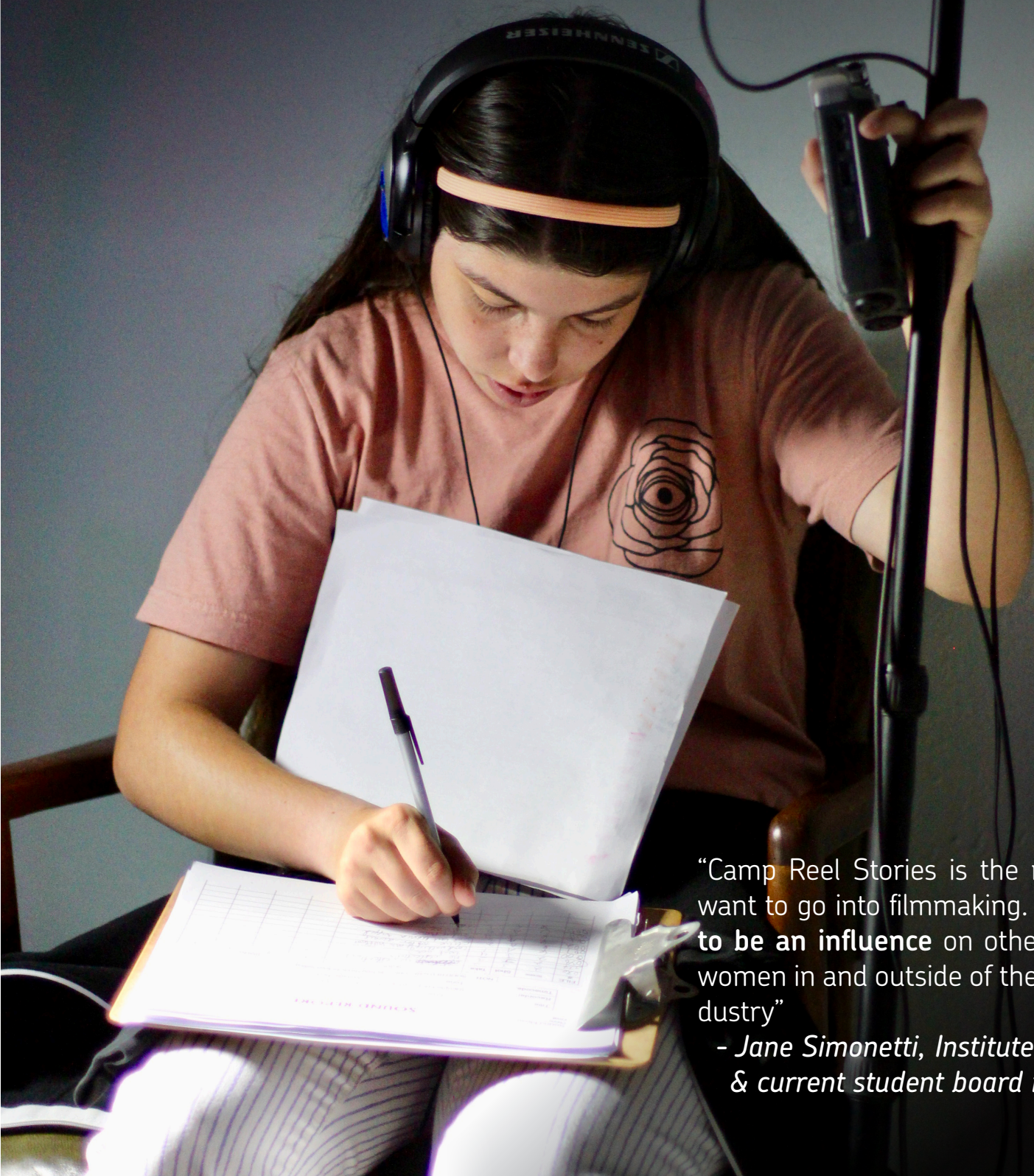


REEL STORIES

2018 ANNUAL REPORT



"Camp Reel Stories is the reason I want to go into filmmaking. I **aspire to be an influence** on other young women in and outside of the film industry"

- Jane Simonetti, Institute camper
& current student board member

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WHO WE ARE

Reel Stories believes that when women, girls, and non-binary people are better represented behind the scenes in the media, they will be better reflected on the screen. In order to build equity in the film and media industry, Reel Stories creates a path for young women and non-binary youth to make their own content and enter media careers. Reel Stories empowers our participants with the skills, experience, and connections to succeed in the industry and aspire to leadership in their field.



To achieve our mission, we've created a pipeline for girls and non-binary youth to go from no experience, to professional experience in the film industry.

At Reel Stories, young women and non-binary folks learn that their stories and ideas have value and that their audience is waiting.

INNOVATIONS

From one week to two

For our first five years we held one-week camps, and our young filmmakers made documentaries or narrative films from ideation to completion in one week. While everyone said it couldn't be done, our campers did it, and were able to create wonderful, moving, funny, interesting, and polished films in that timeframe. It came with some long hours though, and quite a lot of stress. In 2018, we decided to give the process two weeks and see how it went. The verdict, much smoother, it's a keeper.

Reel Stories Production Company

Six years in, and we have a group of young women and non binary youth with some serious skills — professional abilities in cinematography, editing, lighting, sound, and graphics. In keeping with our mission to enable women and non binary people to enter media careers, a crucial step is giving them professional experience. Now we can. In 2018, our young filmmakers were paid to make films for Galileo Summer Camps, Redbull, Piedmont Children's Choir and CAAMfest.



**THESE YOUNG
WOMEN HAVE
SOME SERIOUS
SKILLS**

Pre Professional Days

What do you need to know to be a PA, an assistant editor, a camera assistant? Film school doesn't teach how to succeed in these entry level positions, but now, Reel Stories does. In one day workshops, professionals teach how to do a great job at entry level positions, get asked back, and become a valued member of the team.

BOOT CAMP

When a young woman or non-binary youth enters Reel Stories Boot Camp, they may not have made a film before. But over two weeks, they learn media literacy, technical skills to create media on their own, a sense of the power of their voice and the importance of their stories.

With two weeks instead of one, we temporarily reduced the number of Boot Camps. That meant we only had 30 spots for beginning campers, we sold out quickly and had a robust waiting list. For 2019, we're back up to two Boot Camps, now both at two weeks long and can accommodate 60 beginner filmmakers.

**In 2018,
30 filmmakers
made 6 short films**

**SOME THINGS
DIDN'T CHANGE
GIRLS LEARNED
THEIR VOICES
MATTER**

**SOME THINGS
CHANGED
NOW TWO WEEKS
INSTEAD OF ONE**



ADVANCED CAMP

Once they've completed Boot Camp, campers are eligible to return to our Advanced Camp. Many of our advanced campers return year after year, gaining confidence and skills. Over two weeks, they hone their skills in cinematography, lighting, sound, editing, and motion graphics. They build their filmmaking community, enabling them to continue making films outside of camp, and gain deeper relationships with mentors and guest lecturers.

17 advanced filmmakers made 3 short films

"Fiction bleeds into reality. If you keep women off the screen, you'll keep them out of everything. Women need to be seen as a fully fleshed-out character, rather than a plot device, and to do that we need more women creating the screen.



[Reel Stories] gives people whose stories aren't usually told a chance to tell them."

- Charlie Claudino, Advanced camper
& current student board member

BUILDING
SKILLS AND
COMMUNITY
YEAR AFTER
YEAR

BOOT CAMP LOS ANGELES

We've brought our curriculum to Los Angeles. The history of discrimination in the studio system and network television is clear. Through our Los Angeles camp we can engage professionals working within that system, allowing them to share their experiences and mentor young women and non-binary people.

In our second year Reel Stories Los Angeles, 22 girls and non-binary youth learned production skills in the heart of the film industry. We partnered with Glendale Community College, where our campers had access to stages, edit bays, and a campus full of locations.

In 2019, our senior media teacher Heidi Cregge Cabra moved to Los Angeles. With returning program coordinator Dunya Merell Djordjevic, we have a strong team to continue growing our Los Angeles camp.

TWO YEARS IN
AND
GROWING

22 filmmakers
made 6 short films



REEL STORIES INSTITUTE

In 2017, we piloted the Reel Stories Filmmaking Institute to give our most ambitious filmmakers a space to create professional-level films in a production company environment.

In its second year, 12 attendees came together to make films that will serve as portfolio pieces for college or employment.

The Institute is open to Advanced Camp graduates 16-21 years old (college attendees are welcome).

The program mirrors a professional production with dedicated media teachers working as mentors. This program ran concurrent with our beginning camp, so

participants became role models and a resource for beginning campers.

Our Institute participants attend the career lunchtime talks, with additional time to network with professionals.

Our most involved filmmakers requested this program as an opportunity to grow their skills and their professional portfolio.

**12 filmmakers
made 2 short films**



EVALUATION

We have two types of monitoring and evaluation we conduct. Directly after camp we ask the campers about their experiences at camp and what they have gained. Additionally, we continue to follow up with our alumnae through formal evaluations and via our ongoing development programs. In this way we're able to see how our campers use their media creation tools and hear back from them about how CRS has prepared them for academic pursuits, professional work, and where the program has led to specific job opportunities.

Boot Camp

93% of bootcamp attendees thought attending Camp Reel Stories was a good experience.

93% felt that their technical skills (camera, editing, production) improved greatly during camp.

87% felt that their storytelling skills have improved greatly during camp.

87% felt that by the end of camp, their overall skills as a filmmaker were greatly improved.

80% felt like they can do something to change gender inequity in the media after attending Reel Stories.

Advanced Camp

83% Advanced Attendees thought attending Reel Stories Advanced Camp was a good experience.

92% felt that their technical skills (camera, editing, production) improved greatly during camp.

83% felt that their storytelling skills have improved greatly during camp.

92% felt that by the end of camp, their overall skills as a filmmaker were greatly improved.

75% felt after their time at Reel Stories Advanced Program they view media more critically on topics such as diversity.

PRODUCTION COMPANY

How does one go from an aspiring filmmaker to a professional working in film production? That's a question that we obsess over.

One crucial step to being a professional is getting paid for your work, having items on your resume, and knowing how to navigate relationships with clients and other professionals.

In 2018, Reel Stories Production Company became a reality, and our clients have rave reviews for the Reel Stories media makers

"We loved working with you and your team and hope to have the chance to partner with Camp Reel Stories again in the future!"

- Galileo Marketing Team

"Grace, Sasha and Elizabeth delivered an amazing short film and conducted themselves like seasoned pros during their panel discussion.

"I'm excited to work with Camp Reel Stories again in the future and emphatically recommend you support their amazing work in the East Bay!"

- Damon Johnson

Born and raised Marketing

Reel Stories Production Company allows our campers and alumnae to build their professional resumes, portfolios, and networks.

Our production company has received rave reviews on their ability to take client notes, be flexible and nimble in production, tell compelling stories, and deliver professional videos by the deadline.

WATCH THE FILMS

"Oaklandish: More Than A Shirt"

youtu.be/kXXU_Vvitvk

Oakland Cuts film with Redbull by: Liz Tril, Grace Patterson, & Sasha Green

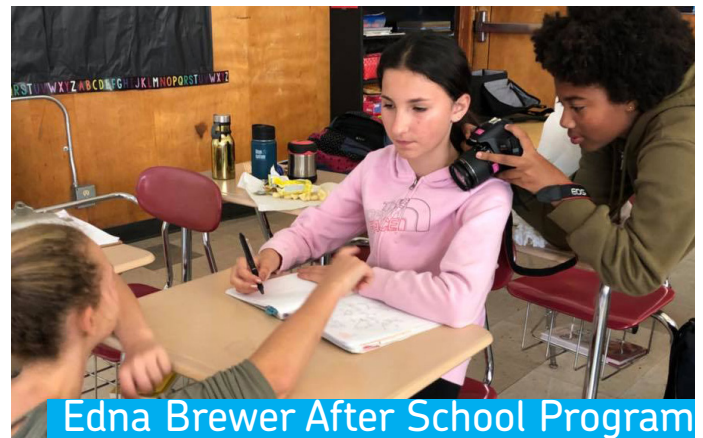
Galileo Summer Camp

<https://youtu.be/kYCiSXePKYw>

by: Grace Patterson, Laela Jones, Sarah Bryant-Cole, and Liz Tril

YEAR ROUND PROGRAMING

More than a summer camp! In 2018, Reel Stories hosted year-round programs, workshops, and events.



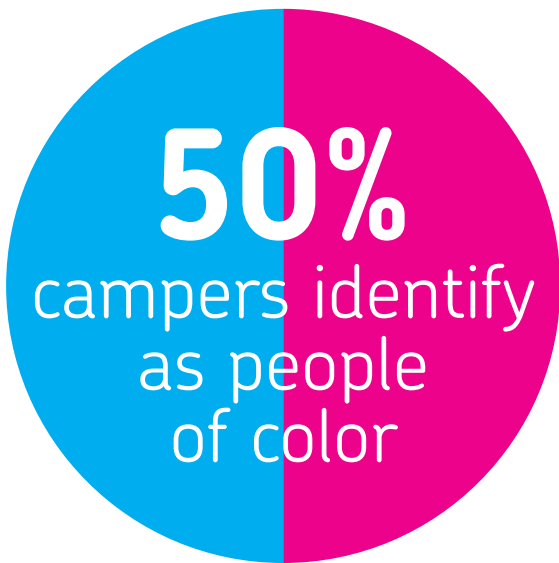
Club Reel Stories: an after school program for teen girls at Edna Brewer Middle School, Oakland Tech High School and South Pasadena High School, and with Girl's Inc at the R.S. office.

Workshop at the **Women's Sports Film Festival**.

The Power of the Personal Lens with Breaktide Production's Reaa Puri.

Women's Weekend a filmmaking weekend for women over 18, to get them telling their stories and using professional equipment

DIVERSITY



“Camp Reel Stories gives young women the opportunity to tell their stories, in a raw, unfiltered way, and emphasizes the fact that, like the films we create, every woman is multi-faceted and complex, and that’s what makes them beautiful.”

- Claire Durney, camper & student board member



“Diversity and representation are important because if you only see white faces on TV and film, you grow up thinking “why isn’t there anyone on TV that looks like me?” When you finally do see yourself and your culture represented in media, it feels like a dam has cracked and you feel overjoyed by the inclusion. Reel Stories recognizes the importance of diversity and helps girls tell the stories they might not otherwise have been able to see.”

- Marina Amaral, former camper and current staff member

ALUMNAE ENGAGEMENT

First Alumnae Reunion

One of the dreams of Reel Stories was to create a space where our participants knew they could connect with other young women and non-binary people with shared interests. It was great to be able to have our first alumnae mixer and see many of our college-aged youth reconnect and get the chance to share what's going on in their lives.

Student Board

Our student board members are collaborating on a documentary on their reactions to the MeToo and Times Up movements. They also participated in a tour of Ntropic Studios.

Producers Program

The Producer program is a powerful component of Reel Stories. In both Boot Camp and Advanced Camp, each filmmaking group works with a Producer who is a mentor and advisor to their group. We recently made this a paid position to make it accessible to people without financial means and we are committed to providing this opportunity to our alumnae. Our alumnae are fantastic mentors for young campers and this job gives them a great resume builder.

Job Placement

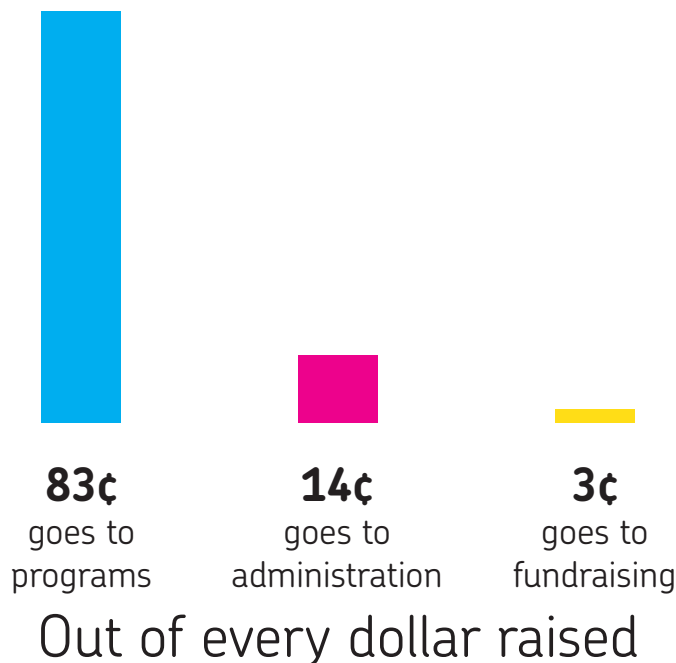
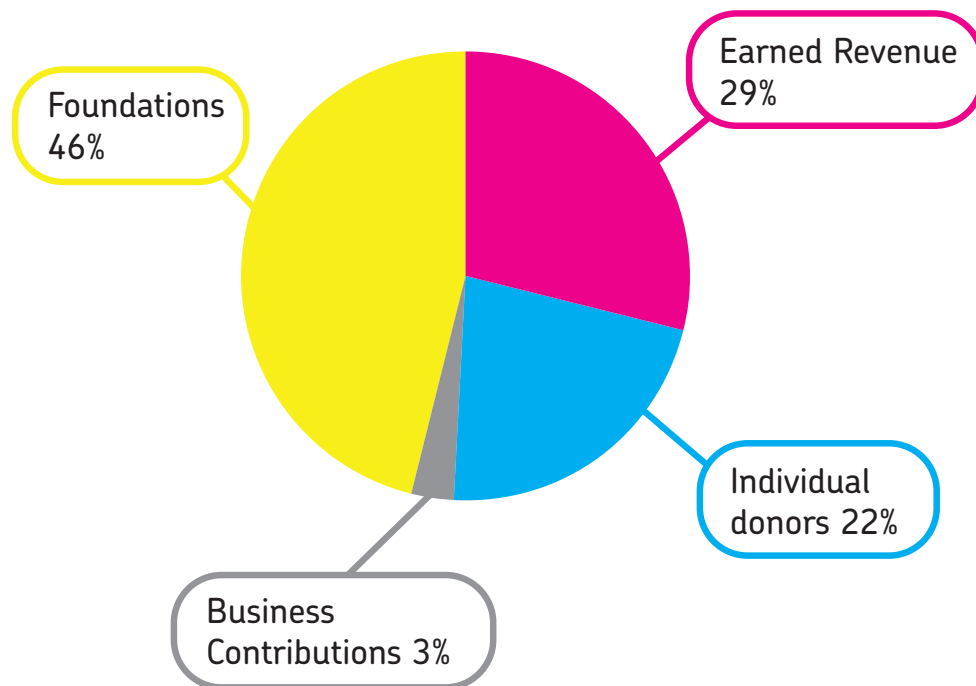
Videography jobs for CAAM fest and Piedmont Children's Choir
Multiple productions for Camp Galileo, Redbull, and others
Motion graphics jobs with Sneaky Little Sister Films

"My time as a camper and volunteer at Camp Reel Stories afforded me the **experiences, skills, and relationships that lead to my acceptance into UCLA's Film and Television program**, and has continued to benefit me in my schooling."

- Yasaman Ford, Producer 2017-2018 & former camper

FINANCIAL

In 2018 we increased our funding from foundations by 300%, we increased our ask for our May Fundraiser from \$40K to \$50K and exceeded our ask again, and we had our most successful end of year fundraiser ever. This leaves us in a great position at the end of 2018 with reserves of 6 months.



FILM FESTIVALS

We had 500 attendees at our three Film Festivals in the Bay Area and Los Angeles.

Our 2018 campers' films have been accepted into

AfroComicCon

Noe Valley Girl's Film Festival

San Diego Latino Film Festival

Baltimore International Black Film Festival

All American High School Film Festival

Opifcer Media Student Film Festival

Stop Hate With Film Festival

Girls Make Movies

Coven Film Festival



Make America Civilized Again

Created at Boot Camp, this film was selected for the San Diego Latino Film Festival, Stop Hate With Film Festival, and was the 2nd Runner Up for Best Screenplay for the AfroComiCon Film Festival.



White Noise

Created at Boot Camp, this film won Best Picture at the AfroComiCon Film Festival



Message from Esther Pearl

Six years ago when I started Reel Stories, my long-term vision was to create a pipeline to train new filmmakers who would create stories and media more interesting and reflective of our society and culture, and in the short term I wanted a place where girls wanted to come and hang out. It is so great to say that we accomplished both these goals this year!

In 2018 we moved into our home at the Department of Make Believe. This creative space in the heart of downtown Oakland allows us to have more workshops and casual get-togethers for our attendees. We hosted our first alumni reunion for college-age women. It was really awesome!

This year we also started the Reel Stories production company, so that we can hire alumnae to work on paying projects for clients throughout the year, and we got rave reviews on their skills and performance.

I am thrilled that some of my goals have been achieved for Reel Stories, but there is still work to be done. Not a single female director was nominated for Best Director in this year's Oscars and the number of female directors actually dropped in 2018. In 2018, out of the top 250 films, 96% had no women cinematographers, 92% had no women directors, 74% had no women editors, and 73% included no women writers.*

Those are tough odds to be up against, but I know that with the help of our incredible group of professionals, staff, volunteers, and community we can chip away at these statistics.

I am so proud that in this crazy year where women's voices are being silenced and erased that we are able to provide a space and opportunities for young women to change the way they are depicted in the media.

Your ongoing support is vital to our success and vital to change the demographics behind the scenes and on the screen in the film industry.

Esther Pearl

Esther Pearl
Founder/Executive Director

*Center for the Study of Women in Television and Film



Together we can show girls and gender non-conforming youth that their voices matter and give them the **skills, experience** and **connections** they need to succeed in media careers.

“I have no doubt that without the experience and exposure at Reel Stories she would not be on this incredible and exciting path to a film degree and career.”

– Reel Stories Parent

Donate

Volunteer

Spread the
Word