



2024 Filmmaker Commission

This year (2024), our “Film Commission” and the “Film Awards” will be two separate things. We are opening up our “Film Awards” to films *not* commissioned by PLANTPOP. We believe this will add to the prestige of the awards and advance our goal to raise the level of horticultural filmmaking.

All of our commissioned filmmakers will be able to submit two (2) films for free. Additional submissions will cost \$40. Non-commissioned filmmakers will pay \$50 (\$75 for late entries). You can see the details of the “Film Awards” on Film Freeway - website link to follow.

The following are the guidelines for the 2024 PLANTPOP Film Commission (not guidelines for the “Film Awards”).

WHAT: 3 - 5 minute long film about people and plants - we are going to be more strict on this. Our preference is for shorter-form micro-docs. We would prefer films be no longer than 5 minutes. From now on, longer films require pre-approval and have a distinct narrative arc.

PAY: \$1,000, paid upon completion to specified standards.

BONUSES: Paid within 45 days after the film is released on our end

- Self-Produced (you find the story and do the necessary interview setup) - note that the story **MUST BE PRE-APPROVED BY US** +\$100

- Original Score (requires evidence & rights release) + \$250

Requirements:

1. Filmmakers must submit copies of films with and without music when requested. The film copy without music should still be properly sound mixed. We use these as part of the promotion for your film in the Film Festival showcase.
2. Signed and dated Release Forms for any person appearing in the film (audio or visual).
3. Documented rights for music (if you use an online service, make sure that PLANTPOP is listed as an acceptable channel - YouTube & Vimeo). If you need help finding music, let Laura or Sylvie know as we have a few music site subscriptions from which we can provide you with music.
4. Filmmakers need at least two (2) behind-the-scenes photographs while on set. If you have a smartphone with a decent camera, these photos will suffice. We need raw, unedited photos for use on social media. You will be credited as the photographer. These photos can be of your subject, behind-the-scenes shots of you on set filming, or any other details that would help elevate viewership. We also may use these photos as thumbnails. If you aren't able to get still photographs on set, we ask that you cut a small teaser (around 30 seconds) that can be used on social media. Either or both of these options are suitable. The clips need to be in a square format for Instagram.

If you do not provide these items at the time of delivery, your payment will be delayed until you do provide them.

STANDARDS

Technical

1. Full HD minimum - 4K is even better
2. No blown-out highlights, smudged glass, or out-of-focus shots (rack focus on purpose is fine, but “focus-hunting” is not).

Style

We do not want to nit-pick on style, but we do want to keep a cohesive look across our website and channels. The following are things we are not big fans of:

1. Pans
2. Zooms
3. Pointless camera moves (including unmotivated shakes)
4. *Any* logos on the subjects’ clothing - you are NOT making a commercial for their business
5. We prefer natural light as much as possible
6. Watch the visual noise
7. We never do “PBS/documentary narrations” unless specifically discussed prior to filming
8. We want to steer clear of still images. If you’re including old photographs or something for context, try to get the photos on a table or in the subjects’ hands. That goes for scrolling through Instagram as well - we should see a phone in someone’s hands. If you have questions, please contact us PRIOR to filming so we can discuss.
9. Any included time lapse sequences should be real time lapse (i.e. PHOTOGRAPHY) and not sped up video
10. We make family-safe films. No swearing, nudity, or politics. Be careful with hot-button controversial issues...we might reject or edit. We do not include the occult, satanism, witchcraft, voodoo, or blood-sacrifice stuff.
11. We do not include dissolves or transitions. Keep it simple with a fade to black.
12. Remember: ***You’re making a film, not a commercial.***

Subject

For a complete guide to what types of stories we are looking for, see our guide [here](#).

Basically, a good PLANTPOP story pitch can answer this question: “How would the person appearing in this film say that plants ***make a difference*** in their life?” If you can’t answer that, you probably don’t have a PLANTPOP film. Even if the answer is vague, like “Uh, her plants help her feel like she’s *rooted* even though her life is kind of *chaotic*,” then you probably ***do*** have a PLANTPOP film!

I, the undersigned, state that I have read the Commission Guidelines and agree to adhere to them. I understand that my film may be rejected based on content, quality, or an unwillingness to compromise with the PRODUCERS.

_____ (Filmmaker)

_____ (Date)

For our part, we the PRODUCERS agree to support the FILMMAKER in his/her endeavor to create a beautiful film and will provide the necessary assistance. We agree to provide constructive criticism and guidance throughout our working relationship with the FILMMAKER.

Laura Christian (Producer)