



‘Script to Screen’ Education Initiative Pilot Program

The Charleston International Film Festival (CIFF) works to meet and exceed the commitments of its mission statement within the community through education in the form of hands on workshops, special Q&As with industry leaders, and provoking thought and the exchange of ideas through film and writing. The current challenge of education in schools is going beyond the ‘core curriculum’ and teaching outside of traditional channels. The Charleston International Film Festival helps to overcome that challenge, while meeting their mission, by implementing a unique ‘Script to Screen’ educational program. This will be implemented into local schools as part of our mission statement to educate, entertain, and inspire, with one of the overall goals being to teach, engage, and prepare students for the future. Filmmakers, writers, animators, and documentarians have a unique media to disseminate and share knowledge within a broad range of genre and subjects. Now students in this program will have the same opportunity, exposure to unique learning and resources.

Charleston International Film Festival is a well-known and respected organization in the community with strong relationships including colleges and universities, the S.C. Film Commission, and business and industry leaders, and we’re now implementing this unique Script to Screen program to mentor our local students within the Greater Charleston area starting with Academic Magnet, Wando and Goose Creek high schools. The impact of the program will be measured by the number of student participants year over year, teacher and school administration enthusiasm and participation, post program surveys, media coverage, and events held in association with other groups. As teachers become familiar with the guidelines and proficient with the program, with the opportunity to incorporate it into their teaching, the program will become more self-sustaining. New schools will initiate the program accordingly. This program could potentially be rolled out beyond the Greater Charleston area and statewide in 3 years.

We’ve already established communication and new relationships with the local high school administrators and teachers, and the response has been exuberant. Through this program, students will attend a special class that will explain the concept of the script to screen program, guidelines involved, and the nuts and bolts of screenwriting. An award winning screenwriter will work with each class to teach them the craft of screenwriting, increase their listening skills, English grammar and syntax, and creative visionary skills. The program will offer the students resources and mentoring, including access to industry professionals throughout their experience. One of the results of the program will be the completion of an 6-8 page script by each student. A finalist script will then be chosen from each school, and from those scripts the winner will be announced. That winning script will be created into a short film by professional filmmakers in association with the



student, and showcased at the Charleston International Film Festival in April 2014. The other scripts will also have the opportunity to be produced into a short film and screened at schools and in the community, through assistance with the CIFF and S.C. Film Commission. This is a new, innovative program that has not been replicated and we know that film is one area where students will be attentive, and allowed to express themselves freely and creatively. In participating they will not only learn solid skills to help them in the future but will enhance their communication skills within their peer groups, a sense of self esteem and the rewards of working with and being valued by professionals within an area of expertise.

We will eventually expand and increase the number of student participants in the tri-county area who will be able to take advantage of this program, create a future curriculum with the schools for this special experience. We plan to collaborate initially with screenwriters, Trident Technical College Film Department, College of Charleston Film Department, and the Art Institute in order to expose this program and the students involved to even wider community resources. As many students in the Charleston area are underserved within the arts community and have not had the exposure to the business and realities of scriptwriting, and filmmaking, this will be an opportunity for both them and their communities to feel a part of the vision and dream these students will be competing for.