

The Story Behind the Making of *EarthShare Impacts*

EarthShare is pleased to present our new film, “EarthShare Impacts”



Despite limited budgets and resources, nonprofits learn how to make things work, and our latest video project is no exception! To make “EarthShare Impacts” a reality, EarthShare CEO Kal Stein turned to his son Casey, a cinematography major at NYU’s Tisch School of the Arts, for help. Casey recruited classmates N. Sanjay Singh and Tyler Isaacson to direct and produce the film, respectively.

Our goal with “EarthShare Impacts” was to illustrate the diverse ways EarthShare’s member charities protect the environment and people – benefiting our lives every day. We couldn’t think of a better way to do this than to show our organizations in action! We quickly discovered, however, that our original idea of filming member group events was challenging due to the need to control important elements like light, sound, and camera-shy volunteers. The crew decided they would get a much better film by using actors and locations that would allow them to control the variables.

EarthShare staff began developing ways to portray the work our member groups do. Some scenarios were easier to imagine than others: visualizing parks and preserved green spaces was a lot easier than illustrating green jobs, for instance. The second challenge was how to verbalize those impacts. Eventually we returned to and expanded upon a rhetorical device that we’ve used in the past and which frames the film so well: **the environment is where we live, it’s what we eat, it’s the air we breathe, it’s the water we drink, and so much more.**

“The environment for us is where we live, work and play,” is a quote from the now deceased founder of the SouthWest Organizing Project in New Mexico, Jeanne Gauna. It was a plea for

people to recognize the disproportionate impact of toxic chemical exposure on communities of color. According to *High Country News* the quote "...crystallized the inspiration and sentiment of the environmental justice movement with this simple yet profound idea." We honor the spirit of Jeanne Gauna by using variations of her sentiment throughout the film, and we find its message to be as compelling today as ever.

It was also important for us here at EarthShare to make this a positive message. People hear a lot about environmental problems but rarely learn about the environmental community's success stories. EarthShare members have been doing critical and effective work for many years and we wanted to make this core message of the film, as well as remind all of us why it's so important to support the organizations working to take care of our natural world.



With camera and crew in place, the team set out to film at 14 different locations in six days, a feat Casey later called "insane," especially given that the camera weighed 40 pounds, came packed in more than ten boxes, and had to be broken down and reassembled for each location. But our crew persevered and got the footage. Our thanks go to ARRI CSC, a video equipment rental company in NJ that agreed to rent the crew the extremely sophisticated and expensive camera for a nominal charity rate.

Our greatest filming challenge? Wildlife footage! We didn't want to film zoo animals and, surprisingly, there are very few photogenic wild species roaming around the New York Metro area. Fortunately our problem was solved by filmmaker Danny Ledonne, who donated elephant

footage that he shot in Africa. The crew came up with the clever idea to connect the animals to everyday people by showing a little girl and her mother looking at the footage on an iPad.

Some scenes took time to come together. We wanted to show a green roof to illustrate green jobs but New York isn't that green in the winter so we had to wait until spring. We also needed video of volunteers cleaning up a beach, and our member charity, the Ocean Conservancy, came to the rescue by donating the footage we needed. Talented student volunteers did the post production work: editing, writing and scoring music, voice-over recordings, and coloring the footage. In all, the film's production involved more than 60 people, each one of them a volunteer who donated their time and talent.

Our full cast of characters is below, and we really can't say "thank you" enough to everyone who made this film as a labor of love. We hope you enjoy it.

"EarthShare Impacts" Credits

	NAME	TITLE
KEY	Tyler Isaacson	Producer
	Sanjay Singh	Director
	Casey Stein	Director of Photography
	Grace Na	Assistant Producer
	Anita Gou	Casting Director
	Nicole Benoit	Colorist
	Julian Davis	Composer
	Jon Fang	Sound Mixer

CREW

Arina Blinova	1st AC
Sabrina Liu	2nd AC
George Brooks	Grip
Isaac Green	Grip
Hunter Baker	Grip
Hila Perry	Grip
Alex Yew	Driver/Grip
Joel Kingsbury	Grip
Tianze Zhang	Grip
Jamie Rich	PA

WRITERS

Cheron Carlson	EarthShare Staff
Erica Flock	EarthShare Staff
Mary MacDonald	EarthShare Staff
Robin Perkins	EarthShare Staff

Kal Stein

EarthShare Staff

COORDINATORS

Sarah Richardson

NYBG Special Events
Coordinator

Toby Adams

NYBG Garden Director

Dylan Donahue

Greensulate Coordinator

Michael Laspia

Mashomack Preserve Director
Nature Conservancy

Kara Jackson

Coordinator

Catherine Stankowski

Clearwater Sail Coordinator

Sharon Sassman

EarthShare staff

TALENT

Suzie Masser

Talent

Chris Findley

Talent

Kara Durrett

Talent

Elizabeth Yilmaz

Talent

Jenny Hsu

Talent

Brandon Philibert

Talent

Courtney Lemkin

Talent

Francesca Murdoch

Talent

Lexi Bee

Talent

Christopher Bogomas

Talent

Emily Russell

Talent

Dan Medvidick

Talent

Mark Parker

Talent

Elizabeth Yilmaz

Talent

Mike

Talent

Ernest Perry

Talent

Christine Miller

Talent

Maggie Geha

Talent

Krystal Garner

Talent

Juliette Verroye

Talent

Ana Roman

Talent

Brett Cody

Talent

Mary Schneider

Talent

Samara Durham

Talent

Raven Salmon

Talent

Meagan Weiden

Talent

Kwabena Ampofo

Talent

Kristin Bell	Talent
Zachary Hausman	Talent
Robert Micheli	Talent
Laura Pallister	Talent
Jordan Pallister	Talent
Josey Miller	Talent
Chaka DeSilva	Talent

DONATIONS

Lynn Gustafson	ARRI CSC, Camera Equipment
Dan Ledonne, (c)2007	
Emberwilde Productions	Donated Wildlife Footage
The Ocean	
Conservancy	Donated Beach Footage