

2023

Mor Media Charity Annual Report



Introduction

Welcome to Mor Media Charity's 2023 annual end-of-year report, encouraging creativity and culture to thrive in the digital arts through events, education, community and industry projects.

The 2023 Cornwall Film Festival was a resounding success, showcasing a diverse and captivating selection of films that captivated audiences of all ages. Here are some of my highlights of the festival:

Opportunity for Cornish Audiences to see Preview Screenings of highly anticipated films that would not otherwise be shown.

The festival delved into the intersection of technology and storytelling, exploring the myriad ways in which filmmakers are utilising digital tools to create immersive and captivating narratives.

The lineup catered to a wide range of tastes, featuring films from around the globe and encompassing genres from captivating dramas to thought-provoking documentaries.

Audiences had the opportunity to engage with filmmakers through Q&A sessions, workshops, and discussions, gaining insights into the creative process and the inspiration behind the films.

Celebration of Cornish Filmmaking: The festival proudly showcased the talent of Cornish filmmakers, highlighting their contributions to the cinematic landscape.

The festival fostered a sense of community among film enthusiasts, providing a platform for shared experiences and discussions about the power of cinema.

Commitment to Education and Accessibility: The festival organised workshops and educational programs for aspiring filmmakers & film critics and provided accessibility options for all attendees.

Impactful Social Commentary: Several films at the festival addressed pressing social issues, prompting reflection and dialogue among audience members.

A celebration of Visual Storytelling: The festival showcased the artistry and visual splendour of filmmaking, highlighting the power of images to evoke emotions, tell stories and use film as a creative medium.

Finally, inspiration for Future Filmmakers: The festival's diverse and engaging lineup inspired aspiring filmmakers and ignited their passion for the art of storytelling.

Louise Fox

(Director)

Our Programmes

Community programmes

Our community projects in Cornwall work with hard-to-reach groups who face social, cultural or economic exclusion from the richness of media culture, with a focus on improving the health and well-being of communities.

Our Charity can help people:

- Engage with and gain a greater understanding of their communities
- Share and tackle the problems of rural isolation
- Gain a better understanding of their culture, history and way of life
- Receive encouragement and support to participate in local decision-making
- By contributing to social cohesion, health and well-being
- By supporting cultural diversity and identity

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- Develop creative skills

Media Education & Training

Delivering high-quality, skill-based training to young people and adult learners, we aim to train and inspire content makers to grow in confidence and gain worthwhile transferable skills which can enhance both their professional and personal lives.

Through our projects, people can:

- Improve self-esteem and confidence
- Improve digital literacy skills
- Learn practical filmmaking and creative digital skills
- Actively participate in cultural production
- Foster resilience (particularly young people) through meaningful participation

Industry

Our industry programmes enhance career prospects, support professional and personal development, and deepen understanding of the media Industry. With our wide-reaching networking events, interviews and masterclasses with industry professionals, we let you see behind the scenes and learn from industry professionals. We are dedicated to helping individuals take the next steps in their media careers.

Our projects will help individuals:

- Build clear progression paths into and through creative digital arts
- Access services for people wanting to take the next steps
- Gain media and creative industry exposure
- Develop creative and communication skills, confidence and connections
- Highlight job opportunities
- Focus for local film and media students looking for possible career routes/opportunities

Events

Our events bring people together and foster connection, engagement and understanding through digital media. We aim to help develop our audience's understanding of the media, not only as a form of entertainment but as a way of engaging in ideas, dialogue and debate about culture & society and the authentic diversity and experiences of modern society.

Our Events can:

- Encourage familial ties and relationships
- Support cultural diversity and identity

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- Bring communities together
 - Support family learning and engagement

Our Projects in 2023

COMMUNITY PROGRAMMES

Animate Helston

We were delighted to return to curate and create animation events during the February Half Term at the Museum of Cornish Life as part of Animate Helston. The team curated five collections of animated work for daily screenings and supported resources for the workshops and talks. In this programme of activity, we worked at CAST Cornwall again with 3 daily screenings all week of an animation feature classic, worked in partnership with INTO Film, Falmouth University and Spider Eye, an award-winning and BAFTA-nominated Cornish Animation Company, to share a vast array of animated films on their own, on YouTube pages with a selection of past animated schools films from the museum collection.



Mass Observation

A Picture of Life

For the third year, we promoted the Mass Observation Project, part of the University of Sussex's Special Collections. The Mass Observation Archive gathers documents about 'everyday life' in Britain through the Mass Observation Project, this year we encouraged the Cornish entries on 12 May 2023 from our community writers programme calling on people to record a 'day diary', recording everything they do from the moment they wake up that morning until they go to bed that night. The diaries help to paint a picture of life in 21st-century Britain and provide invaluable insight into our lives for future generations of researchers and educators, placing Cornish voices in National Collections.

Digital Champions

We have utilised the equipment of Digital Champion from the Digital Inclusion Team at Cornwall Council. Using tables, and laptops, to assist people to get online and start using online services with confidence. The hardware was used in our ESF programme and at all our events and we look forward to getting more adults online and developing digital skills in Cornwall in 2024, subject to resources.

Volunteers

Without the help and support of all our Trustees, Advisors, Team, Interns and day-to-day volunteers giving their time to Mor Media Charity would not be possible and it is a huge thanks to everyone. This year's programme has been focused on our Events programme including helping make the Cornwall Film Festival run smoothly we are thankful to the Trustees who supported events, sat on juries, and introduced events. We now have 13 professional advisors, with 8 industry professionals sitting on juries, 28 volunteers worked on the film festival with a further 8 working on year-round events. 34 people applied to be Pre-Selectors for short films. The New Wave Jury received 24 applications for 10 places.

Diversity and Inclusion

We are committed to diversity and inclusion, adopting a Diversity and Inclusivity Statement in 2022 and updating our Unconscious Bias training with BIFA in 2023. The work we have done in this area is seen across our whole organisation & our audiences becoming more diverse.

EDUCATION & TRAINING

ESF Get Creative!

In the last year of delivery for the European Social Fund Get Creative! (Phase 2) we delivered training activities around digital literacy looking in detail at content creation, utilisation of information, and internet use. Our training activities aim to target the skills gap, particularly around marketing skills for the digital world and essential digital skills for work and life, including handling information content, problem-solving, and communication across a wide range of digital platforms.



An innovative vocational programme designed and delivered by Cornwall Film Festival (CFF) to signpost and develop pathways to foundation degrees and above. Participants will work in creative media, with a blended approach and e-learning for distant learners, the participants will identify and prepare for specific Higher Education or employment progression routes appropriate to their ambitions through a process of research, dialogue, reflection and evaluation. It will give participants the opportunity to explore aspects of SME, entrepreneurship and marketing and enable them to demonstrate the practical, intellectual and communication skills necessary for progression, and provide participants with opportunities to develop and utilise broad, transferable skills by encouraging an ethos of personal and professional development. These include initiative, independent inquiry, creative thinking, reflective learning, teamwork, self-management, effective participation, problem-solving and communication.

The focus of the project is working with employed or self-employed participants. By exception, a small proportion of participants can be unemployed or economically inactive.

Priority Groups include employed females, participants aged 50+ and over, participants from ethnic minorities, participants with disabilities and single adult households with dependent children.

Cultivate Programme - Health, wellness and creativity - cultivate your interest

Ignite Programme - Ignite your interest and learn new skills.

In Quarter 1 2023 we administered our final quarter for ESF funding, gathering participant information and completing the submission process through OCN. No formal teaching activity was undertaken during this time but tutors were given a time allowance to support participant learners complete their creative work.

In total 161 participants completed 4 hrs of training, 48 OCN units completed at Level 2 for 42 individual participants. 692 number engaged in awareness-raising activities such as having a go at Kresens Kernow, Museum of Cornish Life, CAST, & Falmouth Art Gallery, Prince's Pavillions, INTO Bodmin, Penzance Library, The Poly, The Newlyn Art Gallery, The Innovation Center & Truro Library. We made a writing Community on Facebook Private group that has 135 members. The Writing Circle a group on our website for participants to share their work has 52 participants. 12500 print marketing material was widely distributed across Falmouth, Penryn and Truro with ESF advertising. 2000 A5 printed course flyers were distributed. During the National lockdown we developed hybrid working and continued to deliver the project, bookings were made through the Eventbrite platform and sessions were delivered over Zoom with support material sent before the session and telephone support was available. Docusign a new digital platform was integrated to gather participant data, along with Mor Media's new website for booking. We returned to in-person activity in Quarter 2 2022. We changed our working practice adapted to the needs of our community and continued to run hybrid sessions online and in person.

Testimonials

WHAT A BRILLIANT WORKSHOP Thank you

I loved the way you presented the session, so creative, encouraging and refreshing. I could listen to your compelling voice for ages. The hours flew by .

It was such a joy to hear the unique, diverse expression and share time with fellow journalists, too. Thoroughly recommend these sessions to anyone. Ruth Huckle

I found the course really helpful and it has given me lots of options for my journalling. The time went so quickly it didn't feel like a 4 hour workshop. Even though we were on Zoom, you and the other participants were so supportive and lovely it felt like an intimate and connected time. Roberta Marshall

Through the project, we also sampled anonymous feedback as below -

'I think it was great! one of the best Zoom workshops i've attended!'

'It was phenomenal! So accessible both in content and with the technology. It really was life-changing!'

'No suggestions on improvement, another fabulous workshop. Would love more workshops, especially on a more regular basis.'

'I thought it was a really empowering, positive experience that was very engaging and well-run. An encouraging, nurturing and supportive environment was created.'

'It was a brilliant experience all round. Big thanks to the organisers. Excellent! XX'

Legacy

Picturing High Streets

Mor Media worked on a Photoworks and Historic England project that invited participants to look at the high street as never before. They were asked to uncover the stories behind the shopfronts and post their own photographs on Instagram using #PicturingHighStreets. The photos will contribute to an unofficial photographic archive of the English high street; charting and celebrating the history and experiences of the people and places that make up an often-overlooked fixture in all our lives.

The most evocative photographs were featured on the Picturing High Streets Instagram channel. A selection of photographs submitted before 29 December 2022 will be displayed

in a national outdoor exhibition opening in March 2023 filling advertising space, outdoor exhibition panels and shop windows on high streets across England. These photographs – alongside a selection of others submitted from January 2023 onwards – will also enter the Historic England Archive, the nation’s archive for England’s historic buildings, archaeology and social history

Personal Weather

The culmination of these workshops was the production of the ESF Get Creative anthology Personal Weather. This anthology has both writing and photography by the participants of Mor Media’s Charity’s Get Creative project and was launched during this year’s festival with an exhibition at Falmouth Art Gallery and an evening of readings of the poems and stories from the anthology at Falmouth Library.

OCN London

We have used our OCN London accredited learning center awards in several of our programmes with the New Wave Jury, Intern training as well as Adults in the ESF programme. We have utilised a range of their off the self Level 2 units to be able to add further value to our sessions by adding a recognised unit accreditation for our writing and photography workshop. We will aim to develop the modular units within our Education programme, we are establishing relations with other regional organisations to accredit their learners as well as developing our own units.

Future work & working in Partnership

For the first time, we have been running a half-day workshop in digital skills from our office at Tremough Innovation Center with the Cornwall Voluntary Sector Forum for staff and volunteers working for VCSE organisations in Cornwall. Attendees can attend single modules or as a package with funding available via the VCSE Learning Academy for individuals who have not previously been funded through this programme. The session will run into 2024, with other organisations joining to further developing the media skills work.

EVENTS

Cornwall Film Festival 2023

Celebrating Cornwall Film Festival's 22nd Year

Cornwall Film Festival (CFF) is celebrating its 22nd Anniversary Year with an exciting programme of films & events from Monday, 6th November to Sunday, 19th November 2023 at The Poly Falmouth, with a month-long programme in November of events across Cornwall at various venues.



Highlights

- Director Carol Morley attended the festival for the Gala screening of *Typist Artist Pirate King*, with critic Mark Kermode on 18th November.
- *All of Us Strangers*, starring Paul Mescal and Andrew Scott, opened the festival.

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- Director Yorgos Lanthimos's *Poor Things*, starring Emma Stone, Willem Dafoe & Mark Ruffalo, will closed the festival.
 - Preview screening of documentary *Your Fat Friend* with Director Q&A Jeanie Finlay
 - For classic film *A Matter of Life and Death*, Professor Judith Noble held a talk around the occult & artist Paul Nash.
 - We developed our work around VR, AR for OtherRealms XR programme
 - New for 2023 Experimental Short Film Weekend

In November, audiences of all types & stripes gathered for the acclaimed 22nd edition of the Cornwall Film Festival program.

Big names & big talent feature in the Narrative Feature Competition, never seen before previews, showing unique ways to celebrate the art of storytelling. The Director, Carol Morley will visit the festival and present her latest work *Typist Artist Pirate King*, in the Gala



slot on Saturday, 18th November. In Carol Morley's fifth feature, we follow troubled, misunderstood artist Audrey Amiss (played by Monica Dolan) and her psychiatric nurse (Kelly Macdonald) on a fictionalised road trip to Sunderland, in a last-ditch effort to get Amiss' work exhibited, and reconnect with her sister Dorothy (Gina McKee).

From the exceptional writer-director of *Weekend* and 45 Years Andrew Haigh's new film, *All of Us Strangers* will open the festival, starring Paul Mescal and Andrew Scott in this tremendous and beautiful fantasy-romance.

Brilliant performances from Tilda Swinton in *The Eternal Daughter* and eight-year-old Sofia Otero in the Spanish drama *20,000 Species of Bees*. The Festival Director's pick from Sundance is a feel-good, life-affirming and joyful off-beat comedy *Theatre Camp*. Critic winner *Fallen Leaves* sweet-natured odd-couple romance and Juliette Binoche wows in a love letter to the art of gastronomy, taste, and love in *The Taste of Things* (*Pot-au-Feu*)

Winner of the Golden Lion for Best Film at the Venice Film Festival, Poor Things from festival favourite Yorgos Lanthimos (The Lobster) will close the feature competition with another totally bonkers steampunk black comedy fantasy film.

New for 2023 the Super Secret Surprise film was - (Next Goal Wins) we asked audiences to guess what it was - a preview of one of the best International comedy drama winners this year ! Super Secret Surprise film the director won the Cornwall Film Festival audience award back in 2016; he is married to a certain pop star. Sharks, superheroes, Nazis and Vampires have all been featured in his films.

Non-fiction stories that demonstrate integrity, energy and unique voices in the Documentary Feature Competition. Is There Anybody Out There? A treasure of a documentary about a filmmaker who inhabits and loves her unusual body and searches the world for another person like her. A striking and engrossing portrait of togetherness in Smoke Sauna Sisterhood and Your Fat Friend, a film about fatness, family and the deep, messy feelings all of us hold about our bodies.

Scary, funny, sexy, controversial and provocative after-dark features, bite-sized bits for night owls, and the terminally curious for all of your sex, gore, and funny bone cravings. Including a stunning 4K restored and remastered print of Park Chan-Wook's cinematic masterpiece Old Boy.

Narrative competition shorts the lineup of short films is drawn from over 620 entries across seven competitive sections from local, national and international filmmaking talent, that feature innovation and adventurous ideas that are distinctive and resist cliché. 4 programmes of shorts were screened at The Poly, with a further 2 at CMR in total 84 shorts were shown.

Running concurrently with the film festival OtherRealms XR programme includes immersive arts that are redefining how we experience the world around us with an award-winning series of VR, AR, and immersive events, this section emphasises storytelling and ingenuity and showcases how creatives of all types are embracing this new medium in a new stand.

OtherRealms community saw the festival embark on a new partnership with 99p films who create transformative experiences by incorporating mindful breathing, engaging

discussions and communal feasts alongside award-winning films. Presenting two events Can I Live ? Weaving a personal story with spoken word, rap, theatre, and animation from Fehinti Balogun & My So-Called Selfish Life, which features one of our greatest social taboos: choosing not to become a mother.

The festival was made possible with the support of the BFI Film Audience Network, awarding funds from the National Lottery to bring the arts to more audiences across the UK. We received sponsorship from Truro & Penwith College, Fletcher Homes, Screen Cornwall, St.Michaels Resort & Substance Global.

Accessibility is central to Cornwall Film Festival's ethos, aiming to make film approachable and fun for everyone, inspiring new and old film lovers alike.

New for 2023 Experience the avant-garde like never before at the Experimental Short Film Weekend, a captivating celebration of artist film hosted at CMR Project Space in Redruth 10 & 11 November.



In its 22nd year, the festival is delighted to return to The Poly, Falmouth, for premiers, previews and core programme, including relaxed afternoon Screenings, free to all carers, and reduced ticket pricing for all 16–30-year-olds. The festival is also running a 'pay what you can' option for some of its screenings, where audience members pay either £2, £4, or £8, depending on what they can pay. Proof of earnings or ID won't be asked for, all that is asked is the audience members' honesty. In which we saw an uplift in Pay What You Can tickets from 393 in 2022 to 431 in 2023 9.7 %increase

Short Film Competition

The key initial objective of the 2023 Short Film Competition was to increase entries to over 500 and to put in more resources to raise the profile of the shorts competition.

For our Marketing Strategy, we decided to focus on 3 main aspects:

1- Clear communication and social media engagement: We restructured our information regarding the submission process and uploaded it to FilmFreeway and our website, which made this process clearer to the public. Additionally, we spent some time sending and replying to emails with questions, in a way of creating direct and better communication with those interested. Regarding social media, we created different posts, including videos, gifts, photos, and adverts that kept reminding our followers about our deadlines and information.

2- Reach out to the festival's alumni, and universities: Since the beginning of the submissions period, we realised that for our numbers to increase we would also need to reach out to people via email. For this reason, we gathered different emails from different institutions and people who had once shown interest in the festival and emailed them with our different deadlines, information, and waiver codes;

3- Create waiver codes for different minorities and groups: By doing these, we understood that there is a gap in accessibility when applying for festivals, especially for minorities and underrepresented groups. Therefore, we created some waiver codes and social media posts, to reach out to a larger/diverse group of people. Out of the 3 aspects, this one could still benefit from some improvement and have a better impact in future editions.

All these aspects together resulted in a higher submissions number, receiving 620 entries from over 42 countries. Steadily increasing the reach and volume of content from 32 countries with 336 entries in 2022 and 30 countries in 2020 with 259 entries.

Tomás Basílio from our own team took charge of the shorts comp in April after Richard Davis had to take compassionate leave. A large part of the competition's success is due to Tomás's hard work and dedication. Revenue for this season was significantly higher, this season with fixed costs still remaining the same, including DIT and projection costs. Between the New Wave jury and Shorts programme Tomás worked 1 day per week.

Category	Percentage	Entries
Student Shorts - All Regions	25%	164

UK Short Film - Narrative & Documentary	23.6%	155
Experimental Film - Artist Moving Image - All Regions	14.3%	94
Narrative Short Film - International	13.1%	86
South West Region Shorts - UK	6.3%	41
Cornish Short Film - UK	4.9%	32
2D & 3D Animation	4.4%	29
Screen Stars of Tomorrow - Under 19s All Regions	3.7%	24
VR, AR & Immersive Film	2.7%	18
Non - Narrative Short Film - International	2%	13

Shorts programmes were curated into 4 in-person screenings:

Best International Shorts 2023
Best of the West 2023
Best UK Short Film Screenings 2023
Showcase of Student Shorts 2023

We had 264 paid admits for the shorts and a further 62 filmmakers in screenings

Awards

These are our BEST FILM AWARDS : Judged by professional panel

Best Actor - Anastasia Hille in ROSES

Best Ensemble Performance - ROSES directed by Coral Knights

Best Cinematography - MĂNGATA - DOP : Carola Rodríguez Sanchez

Best Screenwriting - YOUR GUARDIAN(Čuvam te) written by Mimi Vlaovic

Best Music - SCALE directed by Joseph Pierce:

Best Film - SCALE directed by Joseph Pierce

Best Experimental Film - STEINRUNNI(PETRIFIED) by Chris Paul Daniels, Anton Kaldal
Ágústsson (Tonik Ensemble)

Experimental Runner-Up - [pa'ljitSj] directed by Ania Mokrzycka

Best Cornish Film - ART directed by Ben Kernow

Best South West Film - NOT SURGERY HOURS directed by Tia Salisbury

Best Student Short Film - YOUR GUARDIAN(Čuvam te) directed by Mimi Vlaovic

Student Short Film Runner-Up - FORGOTTEN FORESTS directed by Robyn Dean

Best Screen Stars of Tomorrow - BELLOTA directed by Rosie Moore

Screen Stars of Tomorrow Runner-Up - THE RIFT directed by Tom Allen-Jeffrey

New Wave Jury Winners

NEW WAVE JURY WINNER - ANU directed by Pulkit Arora

NEW WAVE JURY RUNNER-UP - TOMATO KITCHEN directed by Junyi Xiao

NEW WAVE JURY SPECIAL MENTION - A FENCE IS A FENCE BUT THE CLOUDS MOVE FREELY
directed by Curtis Miller

Working in partnership

Connections

For the first time, we worked with the 99p Films a community interest cinema organisation that goes beyond traditional film screenings, creating transformative cinema experiences by incorporating mindful breathing, engaging discussions and communal feasts. We ran two events together My So-Called Selfish Life at The Cornish Bank in partnership with The University of Exeter, a revolutionary new documentary about one of our greatest social taboos: choosing not to become a mother. Directed by Daniel Bailey, conceived, written and performed by Fehinti Balogun Can I live ? was a personal journey weaving stories with spoken word, rap, theatre, animation and scientific facts, in the climate movement and race.

For the first time, we commissioned a producer to make Tides of Connection: A Cornwall Waterways Odyssey. An immersive music & film event that beautifully explored our deep-rooted relationship with the sea and rivers in Cornwall. This mesmerising gathering unites short films from two local film directors, Tristian Herbert and Paul Mulraney, enchanting live music by singer-songwriter Daisy Rickman, Femmes de la Mer choir and stunning visuals by Ruby Ingleheart. Together, they create an event that celebrates the rich tapestry of Cornwall's aquatic heritage. The event kicks off with a collection of evocative short films, each delving into different aspects of our bond with the sea and rivers. These films explore the resilience of coastal communities as they adapt to environmental changes. The live musicians further enhance the experience with harmonious compositions inspired by the region's maritime history, adding an emotive layer to the event. Featuring "From the Withies," directed by Tristian Herbert, follows the journey of Adrian and Aaron Grigg as they utilize willow to craft eco-friendly lobster and crab pots. Their innovative approach addresses the pressing issue of plastic pollution in fishing gear. Supported by fishermen and weavers, this venture reimagines traditional craftsmanship for a sustainable, modern solution. Another captivating film, "From the Culch," directed by Paul Mulraney, emerged from the offcuts of a lost 1978 BBC documentary about the Truro oyster fishery. After 45 years of obscurity in an airing cupboard, a can of randomly assembled 16mm film was discovered and digitally restored. This poignant story, narrated by 82-year-old Dennis Laity, unveils the world of Carrick Roads and weaves a tale of work, love, and memory from discarded film fragments and having the 15 members of the Laity Family in attendance was a moving experience.

For the first time we worked at CMR Project Space in Redruth, Cornwall Media Resource was rebranded and relaunched as CMR and has since been developed into an artist-led residency, exhibition and project space for established and emerging artists from within Cornwall as well as nationally and internationally. Running a pop up cinema with food from artist and chef, Mollie Goldstrom, who creates interactive meals using ingredients locally sourced, grown or foraged. With an interest in the interpretive and exploratory possibilities of cookery, they have produced meals for audiences in a range of non-traditional settings, inviting collaboration and generosity through the preparation and sharing of food.

Film Pub Quiz

For the first time, we ran a film pub quiz in a new venue Morgraw, calling all movie masterminds! With questions ranging from the easy-peasy to the 'pull your hair out' hard, we promised there would be something for everyone, whether you were a seasonal spectator or the buffest of all buffs. Quizzers came in very large and small groups and were encouraged to mix. 5 rounds - Picture, Famous lines, Observational round (anagram in half time), Music and General knowledge - 10 questions per round. We charged £1 per person and had prizes for 1st, 2nd and 3rd place.

Liz Tollmache from our team was the main organiser and a great quiz master! Something we will do again.

According to Liz; "Great turnout, filled the room capacity and had a few people standing. Was a very popular event, and we reached a wide audience ranging from film students and friends to older people who were interested in taking part. The event raised £50. The night was a real high and helped promote the festival. It was a good idea to have the flyers and programs out on the tables for attendees to read/take home. I think the venue worked well as the AMP system was loud and clear, people could clearly see me facing the stage and there was enough room for those to comfortably sit down as well as go to the bar. The venue was also a really great vibe, music and decor-wise which I felt added to the success"



Marketing

Brand

The festival marketing was widely commented on this year as positive, with a young designer Fin Waterson following his 2022 branding that registered well with our 16-30 year old audiences, creating simple striking designs for 2023.

Print

Print marketing material was widely distributed across Falmouth, Penryn and Truro in two waves, including 3000 A6 postcards, 3000 A5 brochures 2500 A4 booklets programmes through door-to-door, venues and community hubs.

For the first time, we ran a 'Wonker' Golden Ticket campaign with online VT distributing 35 A6 postcards alongside other print media, this was not as successful as we had anticipated, and only claimed 6 people claimed their free tickets to the festival.

This year we moved to more sustainable posters printing of A4 & A3 posters, working with Roots Press Environmentally conscious RISO printing press in Porthowan, for the 600 posters.

Large format coloured correx street signs in A0, A1 and A2 were put up across Falmouth, Penryn and Truro roundabouts & on the street. In a move to be more environmentally friendly, we will dispense with the use of correx in 2024.

The design work for the A5 print brochure was produced in-house and made into an interactive online brochure, produced for the second time with issuu which was read 249 times (down from 2022 356 times)

OnLine

Traffic our online traffic 1st Sept - 30th November was a mixed bag.

The website sessions 3,575 Unique visitors 1,925 The highest traffic sources were Google 1,208 were all down from 2022 with Direct visits were up 152% and much higher than last year.

The largest access point is Mobile 77% 2,759 Desktop 22% 779 Tablet 1% 39 despite the site reportedly being difficult on mobile.



We sent 263 pieces of email marketing during this period which was up 952%

92% of our visitors were New vs returning, and we saw an increase of 62% in visitors, coming mostly from Google, The most popular page visitors navigate to was the programme page.

Meta business suit is still inhibiting our social media reach, and countless hours have been spent trying to fix it. Our online advertising is done via our Wix website and only on 2 channels Facebook and Instagram.

Online Advertising Total views 54,990 Gender split Female 59% Male 41% age range 25-34 48% 18-24 41% Platform Instagram 70% Facebook 30% Ad spend £260

In total, we have 3745 Instagram followers, 6,433 Facebook followers. 1st Sept - 30th November Facebook reach was 19831, Instagram reach 14693, with 340 New Instagram followers, which was up 86.8% from the previous months. Instagram profile visits were also up by 239.1% from the previous months.

In conclusion, despite lower online reach and hard-to-use platforms, we achieved higher ticket sales. Facebook and Twitter are both in decline, our mailing list is growing and work put in to restructure the sales platform and mobile optimisation will be beneficial to the organisation moving forward.

Trailer & ident

This year, a member of our team, Anne Butler, [produced two trailers for our film festival](#). The 1-minute feature film trailer blends snippets from our selected films with an upbeat and unifying quality. Anne's creative touch extended to the Experimental Film Weekender trailer, offering an avant-garde journey through the South West, with a distinctive soundtrack accompanied by the selected list of short experimental films and artist filmmakers. Both trailers, distributed via YouTube and Instagram, received positive engagement.

In addition to the trailers, Anne also designed this year's ident that aligned with the theme of Other Realms which seamlessly flickers through the festival's logo and various icons used in this year's branding. This ident not only connects with the current theme but also

maintains a subtle link to last year's branding, showcasing the transformative development of Cornwall Film Festival.

On Youtube 29 Aug – 26 Nov 2023 channel got 9,766 views. 12 new subscribers. Watch time (hours) 195.8 Typist Artist Pirate King was the most popular trailer with 702 views. The Taste of Things / Pot au Feu with 329 views. Over the 3 months, we received 65,012 Impressions. 75.0% of our views were in the 25–34-year-old bracket.

Press

In 2023 we updated the Media List. This year we received coverage on BBC Radio Cornwall, and articles in Cornwall 365, Cornwall Innovation Center, The Captains Guide, Cornwall Forever, Cornwall Guide, Neighbourly, Cornwall Link, D&C Film, Cylex, Expose, All Events, Digital Peninsular Network, Cinestar, Liminal, CinemaGoTrailers, Devon and Cornwall Film, Exepose, Nub News, Odessa Journal, The Falmouth Packet, The Upcoming and The Anchor.

Audiences

Our survey results were as follows -

Have you ever been to a screening or event by this organisation before?

Yes 71.4%, No 19.0%, (up 5% on 2022) Not sure 9.5%

We received a 100% positive response for the following questions -

I felt welcomed and comfortable at the venue

I feel positive about having this venue in my community

The screening encouraged me to value film as a cultural experience

It reflected experiences that are similar to my own

It has inspired me to watch more films like this

I felt connected with my community

It increased my awareness of people's lives and experiences that are different to my own

How would you rate the following?

Your overall experience of the event or screening 15 (71%) Very good 5 (24%) Good 1 (5%)
OK 0 (0%) Poor 0 (0%) Very poor

The film itself 14 (67%) 4 (19%) 3 (14%) 0 (0%) 0 (0%)

The venue 12 (57%) 7 (33%) 2 (10%) 0 (0%) 0 (0%)

Value for money 16 (76%) 4 (19%) 1 (5%) 0 (0%) 0 (0%)

Ease of your journey to the venue 12 (57%) 5 (24%) 1 (5%) 1 (5%) 2 (10%)

Please use the box below if there is anything else you would like to tell us about your experience.

It was a great screening - I was really glad that I travelled all the way from Newquay (car shared with a friend). I thought the film was excellent - touching, superbly acted, unique and a wonderful start to the

Cornwall Film festival. I would definitely look out for and attend more events from you. Thank you so much

Wonderful film

The film was brilliant and I'm so glad the festival takes place every year as I get to see films before they arrive in the cinemas or in local community venues. I felt quite let down by the venue; it was really, really hot in the cinema, and I was unwell at the end of the screening. I managed to get outside and collapsed in a shop doorway. The person I was with went into the Poly to ask for some water but was refused because they had closed. It's always disappointing to ask for help and be turned away, I think there could be



better awareness for next time. NOTE We have taken on board this feedback and will provide better signposting.

As the film was fully booked, it would be good to have chosen seats on booking

Big love for the Falmouth Film Festival. Excellent programming and experience!

The venue was very full (which was great) and very hot (which was not so great). I would have probably gone to more CFF events, but I found it hard to find out about them, the emails seemed to come out very last minute and I didn't see any printed programmes around.

A bigger venue with air con please

Excellent intro and background prior to film.

Having the director discuss the genesis and development of the film's production really helped me understand the film's themes and narrative.

The Team

Mor Media Team

Louise Fox - Director

Sue Lewis - Education Coordinator

Tomás Basílio - Short Film Coordinator & Chair of New Wave Jury

Rupert Dymond - Finance

Amanda Barnsley White - Tutor & New Wave Judge

Lara Abby - Social Media online content creator

Liz Tollemache - Events & relations coordinator

Anne Butler - Visual imagery content creator

A huge thanks goes out to the festival team of -

Anna Navas - Programming

Jim Whittle - Projection & Tec

Ruby Ingleheart - Producer

Quinn Watterson - Brand identity

Many Thanks to the The Poly team of -

Henry Austwick, Beth Tomas & Ed Cartwright, the fire wardens and volunteers.

INDUSTRY

GET CONNECTED

Creative Community Network

As part of our ongoing series of networking events at Mor Media, we invited Industry professionals to connect with the media community during the film festival.



Short films selected from BFI

Network Shorts South West

For 16-19 year olds, we created an event of BFI Network South West showcase of short films made by filmmakers from across the South West at Truro College to a packed auditorium. Featuring a range of genres and styles, from animation to fiction films, supported by the BFI Network South West, including a film by Cornish filmmaker Jonny Dry, and a selection of International films from this year's festival submissions.

Award-winning filmmaker & director Tommy Gillard attended and gave a presentation about his journey into film as well as answered questions about his short film and the process of making it.

1-1 mentoring

For the first time, we have recognised the time put into mentoring and the importance of supporting individuals. We have undertaken 39hrs of informal 1-1 mentoring this year, this form of mentoring allows for a focused and tailored approach to address the specific needs and goals of the mentee. With Individual attention, one of the main benefits is the mentor can tailor their guidance to the specific challenges, goals, and learning style of the mentee, develop specific skills, provide insights into their industry or field, and offer advice on career growth or personal development, give constructive feedback and support. Open and honest discussions, set realistic and achievable goals give valuable connections within their professional network, and work in various formats, including in-person meetings, phone calls and zoom.

Internship Programme

This year Mor Media has developed its internship programme even further from 8 applications in 2022 to 13 in 2023. We interviewed 6 candidates and onboarded 4 people into our team. From their initial interviews to development reviews which take place throughout their time with Mor Media, our interns develop skills focussed on employability. Each participant in the internship programme is provided with a 'Development Log' which allows them to record their growing skill set. Our interns are also offered individual support with writing cover letters and CVs and preparing for job interviews. This year we have also given interns access to an online Jobs Board where team members regularly post opportunities & access to 'Intro to Industry' talks, giving our interns access to industry professionals and networking opportunities.

Newsletter & Blogs

The weekly newsletter is sent to 3,422 contacts with a 94% delivery rate & 30% open rate. It covers our areas of activity: Events, Community, Industry opportunities, Education and stuff the team find interesting in sections. Further work could be done to improve the overall style, content and call to action, including any fundraising campaigns we may consider.

Blogs are a way to have longer form or in-depth content on our platforms, published monthly and often invited to post for example, established Documentary maker Dáša Raimanová published their short film reviews from Sheffield Doc Fest or pieces of interest from our team - Meera Syal's Trailblazing Voice and Beyond: A Recap of Edinburgh TV Festival by Georgia-May Guilnard and History of horror cinema, & how the genre engages with questions of female desire by Lara Abbey.

NEW WAVE JURY PROGRAMME 2023

Now in its fifth edition, The New Wave Jury is growing, receiving 24 applications for 10 places. An opportunity aimed at 18-25-year-olds who want to get into the media industry but don't know where to start and to develop their interest in film criticism.

From an open call, applicants were asked to submit a critical response to prompts (via an application form). The response could either be a writing piece (500 words max.) OR a video essay or podcast (5 mins max.).

Participants attend online and in-person sessions with -

Hannah Strong is the Digital Editor of Little White Lies magazine. She has written for publications including Vulture, Gawker, GQ, and The Guardian, and her first book, a monograph on Sofia Coppola, was released in May 2022 by Abrams New York.

Amanda White is a writer and creative practitioner who also worked for many years in London as a literary agent for books and film/tv. Her writing includes poetry, anthologies, children's books, travel guides, and short films.

The group attended the film festival to see both the short films and Carol Morley's talk. They met at the venue to hold the jury meeting and announced the winner online. The publication New Wave Journal will be published in January 2024 after we have received their reviews and they have attended a tutorial.



Mor Media Charity

Communication

In 2023 we have undertaken work around our communication, particularly online. We have centred our online presence around our four main programmes our mission and values. Only in the 2nd year of operations as Mor Media Charity further work will be done to strengthen our voice articulating who we are as an organisation and our impact and aligning our fundraising strategy with the scheme of work and communications.

Structure

Our team of 5 full & part-time employees has shrunk following the end of our Get Creative ESF programme, to the Director 4 days per week and Education coordinator 2 days per week employees and a series of freelancers. We have strengthened our advisor group of industry experts to support the charity from 10 to 14 and our Trustees from 3 to 6.

Funding

2024 will be a challenging year due to the following reasons -

Due to the economic downturn, people may be less inclined to donate, affecting our fundraising efforts. It will be hard to raise ticket prices & sponsorship despite all our costs going up.

We are seeing increased competition as more organisations seek support, making it harder for us to secure the resources we need. We have seen a 30% reduction in our BFI funding.

The changes to EU funding have changed the priorities in Cornwall where we have developed good relationships and projects that rely on ESF assistance we have to establish new partnerships.

Further work needs to be done on Public Trust and Perception: we face challenges in convincing donors of our credibility and impact where Media, Film & TV is perceived to be a well resources sector.

We see opportunities in new technology: Keeping up with technological advancements and adapting to changes in the way people give, work, and need support could be an opportunity for us.

END