

Community Screening and Discussion Guide



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Opening Our Eyes 2012

PG-13 61 min. Documentary

Nola Productions presents:
A film by Gail Mooney and Erin Kelly

It's not just a movie – It's a movement

Storyline

Every day....All around the world...

Ordinary people are doing extraordinary things. They are making a difference in the lives of others – and themselves.

Mother/daughter filmmakers, circle the globe on a 99-day journey, seeking people who are making a positive difference in the world. They find remarkable people who are showing the world how to inspire others and create positive change - through the power of **ONE**.

This film tells the stories of nine change makers on six continents who are making our world a better place.

Meet some of these amazing people:

- Maggie – a 19-year-old on a post-high school “gap year,” who built a home in Nepal for 30 orphans... using her saved babysitting earnings! She now lives there, and has recently completed construction on a school for 250 children.
- David– a physician who trekked into Thailand’s remote northern hill-tribe villages, offering medical care where there is no doctor.
- Ronni – a successful event planner, who saw good food being dumped daily, and started a food rescue program. She got Australian law changed, and now saves food from waste while feeding the hungry.
- Maureen & Marian – Displaced autoworkers who are fighting for basic human rights in the declining neighborhoods of inner city Detroit.

How many people does it take to change the world?

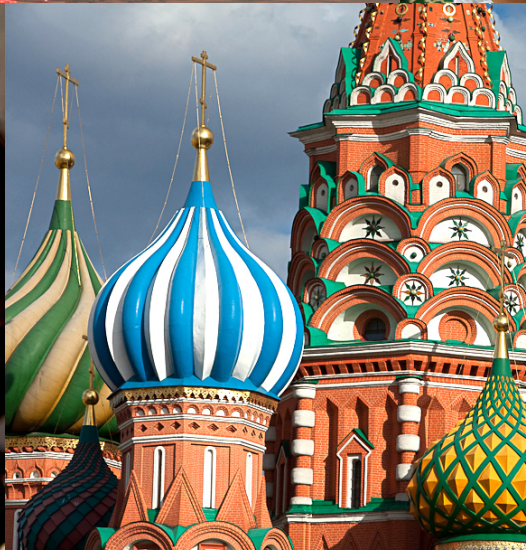
Only one – one person at a time.

Cast (in alphabetical order)

Rita Apio: Wrap Up Africa, Kampala, Uganda
Dominic Brook: MMAD Musicians Making a Difference
Sydney, Australia
Hugo Centineo: Camino Abierto, Carlos Keen, Argentina
Frank Cioppettini III: Kopila Valley Children's Home, Surkhet, Nepal
María Eugenia Cuyás: Tango therapist, Buenos Aires, Argentina
Mabel Beatriz DiGiglio: Tango student, Buenos Aires, Argentina
Maggie Doyne: Kopila Valley Children's Home, Surkhet, Nepal
Susana Esmoris: Camino Abierto, Carlos Keen, Argentina
Pablo Guerra Gonzales: APECA, Iquitos, Peru
Ronni Kahn: Oz Harvest, Sydney, Australia
Marian Kramer: Michigan Welfare Rights Organization, Detroit, USA
Gina Low: APECA, Iquitos, Peru
Viola Majewska: Galopek Hippotherapy, Warsaw, Poland
Dr. David Marnaw: Where There is No Doctor, Chiang Rai, Thailand
Capt. Paul Moulds: Oasis Youth Support Network, Sydney, Australia
Robbin Moulds: Oasis Youth Support Network, Sydney, Australia
Letha Sandison: Wrap Up Africa, Kampala, Uganda
Yulia Simonova: Perspektiva, Moscow, Russia
Maureen Taylor: Michigan Welfare Rights Organization, Detroit, USA
Marta Walkowska-Lapko: Galopek Hippotherapy, Warsaw, Poland

“We just have to shine each other up”

Marian Kramer Michigan Welfare Rights Organization, United States



“It’s not perfect.

***If I had waited for things to be perfect -
it never would have happened”***

Maggie Doyne Kopila Valley Children’s Home, Nepal

***“ I felt there had to be a reason
that I was put on this earth”***

Ronni Kahn Oz Harvest, Australia

***“At 211 degrees, water is hot - at 212 it
boils. That’s a one degree difference.***

***I ask people - what’s a one degree
difference that you can make?”***

Robbin Moulds Oasis Youth Support Network, Australia

***“I have nothing - no nothing -
I have peace”***

Dr. David Mar Naw Where There is No Doctor, Thailand

OPENING OUR EYES - CREW

Written and Directed by: Gail Mooney

Producers: Erin Kelly and Gail Mooney

Executive Producer: Angel Burns

Editor: Erik Freeland

Director of Photography: Gail Mooney

Co-Producer: Thomas A. Kelly

Sound Recording: Erin Kelly

Digital Artist: Allan Davey

Audio Post Production: Justin F. Vals and Efren Herrera

Still Photographers: Gail Mooney and Erin Kelly

Director's Statement

I know when I have created something special because it inspires people and moves them in some way. I love the simple stories – the stories that most people never seem to notice, yet are the stories that resonate with people the most. Perhaps because they ring true and are authentic.

I have always used my craft to create awareness – to make people see, think and act. By making this film about people who are making a positive difference in the world – I too am effecting change. Film is a powerful medium that can transform and inspire. This film can motivate others to take action and make our world a better place.

We live in an amazing time where we can create and distribute the stories that we are meant to tell. Utilizing technology we as individuals have a global reach. That's a powerful thought.

Simply put, Opening Our Eyes is about – the power of one.

“I just want to thank you for making this movie and let you know that you have definitely succeeded in inspiring people. I’ve had a paradigm shift after seeing this movie. I think you two should count yourself among the inspirational heroes for bringing these stories to a larger audience.”

Audience member at sneak preview

About the Filmmakers

Gail Mooney – Director/Producer

Gail Mooney is co-partner of Kelly/Mooney Productions, a visual communications company based in the NYC metro area. Gail has over 30 years of experience, shooting for international magazines, major corporations, and institutions. Her clients have included: National Geographic, Smithsonian, Travel & Leisure, AT&T and American Express.

A lifelong storyteller, Gail Mooney began as a photographer. In 1999 Gail began producing and shooting video projects. Since then, her company has become fully integrated with motion. She has produced three short documentaries: Freedom's Ride – a story about two diverse groups of high school students retracing the Civil Rights Movement of the 1960's, The Delta Blues Musicians and Through the Hearts and Hands of Children – about the NJ Youth Symphony.

Gail's true passion is to use her craft, be it via still imagery or motion, to create awareness and effect change. Her first feature length documentary, Opening Our Eyes was a joint project with her daughter Erin Kelly. They circled the globe seeking ordinary people who are making our world a better place – one person at a time.

Gail is 1st VP on the National Board of ASMP and Chairs the Motion/Video Committee. Gail also serves on the Board of the YPA (Young Photographers Alliance) as well as on the Photographer Advisory Board of Brooks Institute, her alma mater.

Erin Kelly – Producer/Sound

Erin Kelly is a graduate of Northwestern University, where she received a Bachelor of Arts in Anthropology, International Studies and Spanish. She currently resides in Chicago, IL and is working as a Program Manager with the [Center for Cultural Interchange](#) (CCI), a non-profit international educational exchange organization. Erin works to facilitate cultural exchange programs for international high school students in the U.S. through processing student applications, communicating with international partners, and managing conflict resolution with issues that arise during the school year. Prior to working for CCI, she worked at a marketing and communications consulting company for non-profits.

Erin has always had a passion for travel and learning about different cultures, a passion that she has followed throughout her academic, professional and personal lives. Her most recent travel adventure was a 99-day trip around the world with her mother, Gail Mooney, during which the two filmed a documentary featuring change-makers on six continents who are working to make a positive difference in the world on a grassroots level. The documentary, *Opening Our Eyes*, seeks to create awareness about the power of the individual and inspire others as to what they can do to make a difference.



Discussion Guide

- What are some of the core messages of Opening Our Eyes?
- What can your organization do to make a difference in the community?
- Identify potential needs to fill in the community.
- Discuss sustainability of an idea or action.
- Discuss potential roadblocks and how to overcome them.
- Can you identify people and/or other organizations you can partner with?
- How can you as an individual make a difference or create awareness of an issue?
- Think about a small act or action that you have done or are familiar with and talk about the positive and negative consequences. Brainstorm about the possible outcomes and the potential effects on people directly and who they may affect going forward.
- Identify one of the people in the movie and what they are doing that could affect one person's life which could impact others' lives going forward.
- How do actions of people in one community have a ripple effect in other places in other parts of the world? Talk about examples in the movie that demonstrate that in terms of the environment, economically or politically.
- Change happens in many ways, sometimes through direct actions and sometimes through indirect actions. Find an example in the movie that demonstrates actions that facilitate change indirectly and in ways they didn't anticipate.
- Identify the common personality trait(s) that the characters share in the film?
- What is sustainable impact? Discuss examples of sustainable and unsustainable impact of the projects in the film.
- Some of the people were involved with causes within their own culture and some operated outside their own culture. What are some of the pros and cons of operating within or outside of your own culture?
- How are the people in the movie helping the people they are working with have a voice and a role in the global world? How are the disenfranchised people in the movie being helped to have a better future and a say in their future?

There are a number of different goals and programs you might be considering in organizing a screening. The film could be screened at small or large community events, at a conference session, or be the centerpiece of a fundraiser. Screenings might be followed by informal discussion, an expert panel discussion, or a Q&A with the filmmakers. The follow-up may include sign-up sheets for an email list to recruit volunteers or to jump start a project. You will also have your own ideas on how to use the film to advance your mission, vision and goals.

Checklist for hosting a screening:

- Define your audience and goals - Is this a fundraiser? Do you want to bring people together to take action? Are you looking for new members? volunteers? Are you trying to create community alliances and partnerships?
- Find a Venue
 - * Will the space accommodate your crowd? Is there parking? Is it handicap accessible? Is it equipped for refreshments?
 - * Is the space equipped for a screening? Can the lights be dimmed? Are there windows with shades or curtains? Does it have a sound system, a screen and a digital projector?
- Secure Equipment
 - * Screen or large TV monitor
 - * LCD projector
 - * Speakers and/or sound system
 - * DVD player that has been tested with projector and/or monitor
 - * Audio and video cables necessary to link computers, projectors and monitors
 - * Podium/table and chairs for speaker and/or panel. Microphones for all who will be speaking.
 - * Have a tech person on hand and test equipment prior to the event
- Line up a speaker and/or panel - This person or people will facilitate the discussion with the audience after the screening.
- Create partnerships or solicit sponsors for your event - Make sure you have their material on hand - sign up sheets - ways to join etc. Have an “action table” for any collateral and take aways.
- Line up staff or volunteers for day of event
- Publicize your event - Get the word out - Use social media (Facebook, Twitter) to create a buzz. Think about postcards, posters, flyers, emailers. Send out press releases to newspapers, local TV stations and radio.
- Have resources available - giving people tools to act - Provide names of other organizations rallying around your cause. Have sign up sheets for emails. Have a tip sheet for “taking action” and things people can do.
- Decide if you will document the event - Will you photograph it? Video tape it?

Technical Specs

Run Time: 61 minutes

Format: Color – digital video H.264

Aspect Ratio: 16x9 (video)

Sound: Stereo – Dolby digital

Other Ways to Get Involved:

Here are a couple of other ways you can partner with Opening Our Eyes

- **Become an affiliate** - buy DVD's in bulk at a discount and sell to members. Or provide a link on your website to the Opening Our Eyes website where your members can insert a code and buy a DVD and you will get a portion of the sale.
- **Consider partnering with Opening Our Eyes** and splitting the proceeds from the door in lieu of paying for a screening license

SEE THE TRAILER AND MORE:

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