



## BLACK FILM GUILD

# MINI DOCUMENTARY TREATMENT

## PURPOSE

The purpose of this documentary is to provide the people of Oakland a creative outlet that yields local influence. What are some hardships that residents regularly face that impair quality of life? What actions can the public take to resolve these issues? Do the solutions in place work in a way that supports the community it serves? These are questions we are seeking to answer and hope the resulting documentaries are used by the City of Oakland to improve local services according to community feedback.

The City of Oakland uses a call and response system called 311 to regulate requests for maintenance services. Residents are able to submit a formal maintenance request by signing up for a 311 account on their Apple or Android device or via the city website. The documentary should identify a local request/complaint, capture the process of a resident filing the 311 request and the final outcome. Self-recorded videos are equally welcomed.



## QUESTIONS, INSTRUCTIONS & OUTCOMES

- What is your name and what part of Oakland do you live in?
- How long have you lived in Oakland? What keeps you here?
- What is an ongoing infrastructure concern you notice in your neighborhood (poor roads, nuisances, etc)?
- Have you ever heard of OAK 311 or know their mission?
- What maintenance would you like completed in your area?
- Call 311 to submit your request/complaint.
- Wait a few weeks and report if you were able to achieve a successful resolution.
- Describe your experience using the 311 complaint process

## PRODUCTION

As you develop your projects, be sure to engage the audience. Keep the questions tight and essential but create vivid scenes the viewers will enjoy.

What do we see? Don't just describe the images, express the underlying emotion. "In a montage of shots, we see several street people. Footage is black and white, restless, disturbing." Or: "A slow pan of a pothole is interrupted with bursts of extreme close-ups of cars in action, swerving to miss potholes, loud noises."

What do we hear? Establish an attitude by infusing background music - hip-hop, declaration of independence, hockey-arena organ, elegiac strings. [Set the mood with background sounds](#) -urban street sounds, distant sirens, crickets chirping. When you are confident you have a complete project, begin the editing process.

**\$200  
AWARD**

Best documentary wins  
a DJI RONIN Gimbal  
(valued at \$1000)

## CONCLUSION

The mini documentary should showcase a local Oakland resident within their neighborhood and highlight a current issue they face that the city may be able to solve. In the video, provide an introduction to the Oakland resident and document the process using 311 to make a complaint. Was it seamless? Was it hard to sign-up? Was the problem resolved? Would they use it in the future?

Document the outcome using your creative filmmaking process and freely share it with the community. Footage between 2 to 5 minutes is recommended though there is no minimum or maximum duration for the mini documentaries.