



Colorado Wolf Film Request For Proposals Endangered Species Coalition

Company Overview

The Endangered Species Coalition leads the grassroots movement to protect threatened and endangered species and to defend the Endangered Species Act. We boldly confront threats to wildlife and wild places. We protect and restore biodiversity and seek to ensure its benefits are shared equitably by all communities. What sets ESC apart is that we are a force of genuine collaboration, long-term movement building, and innovation. We are a convener of more than 400 conservation, community, humane, science, faith, sporting, and other groups, and more than 600,000 individuals. We use our decades of expertise to empower, strategically coordinate, and lift up those member groups and voices around the common goal of saving species. We believe that power is an abundant resource that grows as it is shared; by empowering other organizations and individuals, we empower ourselves and build a true movement for biodiversity justice. Learn more about the Endangered Species Coalition at endangered.org.

Project Title

Colorado Welcome Home Wolf Film

Project Summary

We are seeking an experienced filmmaker to create a short film that celebrates and shares stories about the return of wolves to Colorado. The project would combine stock footage of wolves in the wild as well as interviews with people with important stories to tell about wolves as part of a narrative that celebrates this historic wildlife conservation achievement.

The film will be distributed to film festivals and for online use. In conjunction with the film, we would like to adapt the audio from filming into an audio version that could be broadcast and shared on podcasts.

Project Background

In 2020, voters approved a ballot measure to reintroduce wolves to Colorado. Colorado Parks and Wildlife, Colorado's wildlife agency, was tasked with creating a plan for reintroduction and then executing that plan with "paws on the ground" by the end of 2023.

ESC believes that for wolf reintroduction to be successful, we need to share stories and information about wolves that are both accurate and positive and stand in contrast to the often unfair and inflammatory conflict narrative we have seen in some Western states. Peaceful coexistence is possible and is being demonstrated in areas with wolves, but that reality is not always reflected in the media and popular culture, where malicious myths and lies about wolves have been spread. All too often, Native American voices are also missing from these conversations, so it is important to ensure these voices are elevated in this film.

Project Goals & Target Audience

This film is part of our work to tell accurate stories about living with wolves to support gray wolf recovery in Colorado and beyond. Here, we want to provide a short, beautiful film that gives an emotionally compelling and accurate narrative of Colorado wolf reintroduction that is positive and imparts a sense of personal identification with Colorado pride for what has been done here. The theme of this film will be “Welcome Home .”

Ideally, the story will be told through visual storytelling and interviews with people involved with the reintroduction and who represent key groups of communities impacted by wolves. These include native people, biologists, wildlife watchers/tour operators, ranchers, hunters, outfitters, and wildlife managers.

The primary audience of this film is people living in Colorado who support wolf reintroduction or are interested in learning about wolves. Some demographics to appeal to within this audience are landowners and ranchers, Colorado tribes, dog owners, wildlife watchers/enthusiasts, recreationists, individual hunters and anglers, environmentalists, and outfitters. We are also interested in distributing this movie to the media and to policymakers in Colorado and beyond.

Secondary audiences include people outside of Colorado who are more generally interested in wolf conservation and endangered species recovery, tourism promoters, local chambers of commerce, and organizations that support wildlife conservation.

Distribution Channels

ESC will distribute the film through digital media channels, including social media, websites and email. ESC plans to garner media attention at the local and national level with the film. The film will be placed in traditional film outlets such as film festivals. We will also show the film at small gatherings and to key policymakers and media. Given the film's short length, ESC also plans to use the film to introduce other full-length films, talks, and conferences. Additionally, Audio recordings from interviews will also be mixed and distributed via radio and podcasts.

Requested Deliverables

- A fully complete 5 to 15-minute film that utilizes stock footage of wolf releases into Colorado provided by Colorado Parks and Wildlife, plus additional interviews with selected experts and stakeholders, TBD.
- Film files formatted for online and large-screen distribution.
- All releases from any talent or sources are obtained and provided with the delivery of the film.
- Raw audio files from interviews for radio/podcast use.
- Promotion and interviews about the finished film.
- B-Roll film for media outlets

Key Dates

Proposals need to be submitted by January 15th, 2024.
The final film must be completed by June 1, 2024.

Total Project Budget

\$20,000.00

Proposal Requirements

Written and/or visual description of how you would tell this story.
A brief written statement of why you are interested in this project.
Description of how you would reach the audiences we are targeting.
A brief statement of your past work and any links to examples of your work.
Where you are located and a rough timeline for filming and project completion.

Next Steps

Please send a proposal and any questions to rsedgeley@endangered.org by January 15, 2024.