



THE AMPLIFICATION PROJECT

"It's time for the next chapter for SITC. In 2023 - we're focusing on sharing a range of courageous stories from others choosing to be sober in the country - through short videos ultimately for compilation into a powerful documentary. It's time."

{Shanna Whan, Founder.}

Project details

Kicking off January 2023 - filming across the entire year.

Overview

Using SITC's already-established national credibility, our earned trust in the rural space, and our social media presence, we aim to share a cross-section of powerful, simple, short stories across 2023 using A-grade production & cinematography to amplify the #OK2SAYNO campaign.

We will run with a similar story-telling style as that used in our [video with Matthew Tonkin](#) to amplify the stories of 10-12 rural men and women who represent a cross-section of ages, genders, backgrounds, and include stories that encompass the 'sober-curious' to those in recovery from catastrophic addiction.

Goals

1. To keep telling the pain truth / story of alcohol harm in rural & remote Australia
2. To educate the wider community and continue to affect change
3. To continue aiming for the day saying 'no' to alcohol is absolutely normalised
4. The ongoing raising of funding to grow and sustain SITC's national presence

Partners

We will be working with filming partners [Running Hare Films](#) and [Broken Yellow Films](#). Shanna Whan will step 'behind the scenes' and direct the storytelling of the others we've unearthed - to ensure effective sharing, structure, and to put appropriate duty-of-care and attention to detail front and centre for those taking part.

Costings

Each story will range from \$5,000 - \$10,000 to produce.

Overall budget is \$200,000 (stories + compilation into a documentary)

Specifications

Each vignette will follow a simple process of participants sharing an insight into their lives before, during, and after alcohol addiction or alcohol misuse. The vignettes will aim to capture the absolute essence of rural life with a focus on telling (in pictures AND words) how immense and endless the hurdles of overcoming addiction in isolation can be. Think big sunsets, big sunrises, and powerful faces and stories interspersed with those scenes. Our aim is overall to generate a powerful and uplifting message of hope through truth.

Script guideline questions:

To guide the participants, likely questions from Shanna (directing and guiding) will be:

- Tell us what your life was like during your active addiction or drinking?
- What are some of the challenges you faced because of your drinking?
- When did you realise your alcohol use was a problem?
- How did you take the next steps to seeking change?
- What were some of the hurdles and challenges you faced?
- What is life like for you now that you're well into your sobriety?
- How has your decision changed your life?
- How has your decision impacted family / friends / health?
- How has Sober in the Country been impactful for you?
- What advice would you give to someone else in this situation?

Filming notes:

The vignettes will require 'two phases' of filming: including **"B-roll"** - which is the scenery and setting the vibe and atmosphere (always done in the soft afternoon light) and then the **"A-roll"** - which is the interview style, where the interviewee is featured, portrait-style, with the appropriate microphone, lighting etc. Most projects will therefore require a 2 day schedule, to break up the scenes and interview and capture all the necessary aspects.

Non-Negotiables:

I. Legals | Welfare checks

Each participant will be given a waiver to sign. Additionally, each participant will need to have a minimum of one to two years of ongoing sobriety in order to take part - if they've had a previous battle with addiction. The mental welfare of our participants is absolutely non-negotiable, before and after filming.

Launch date for indie documentary : 2024

The ongoing challenge for rural charities / NFP's is gathering people across vast distances. With that in mind, our aim is to use the simple power of the internet to take these stories into peoples' homes and to release these stories across 2023 - with the ultimate goal of compiling them all into an indie documentary to release on our annual #OK2SAYNO day 22/2/2024 as a premier event in the city with VIP's, celebrities, and those we've worked to align with. Our goal would be to pitch for a million dollar fundraiser event to grow SITC to a full team, and to train and equip speakers to amplify the message across the bush into the future.

Got questions?

Keen to be involved as an episode sponsor or participant?

Please email admin@soberinthecountry.org

Visit us www.soberinthecountry.org any time.