



The UWI Community Film Project

A Project of the Centre for Tourism and Policy Research
The University of the West Indies, Mona

UNDER THE DISTINGUISHED PATRONAGE OF

The Most Honourable Professor Sir Kenneth Hall, ON, GCMG, OJ
Former Governor General of Jamaica



GATFFEST 2014

The Caribbean's Biggest Community Film Festival

April 24 -27, 2014

- The Courtleigh Auditorium • The University of the West Indies
- Greater August Town

INSPIRE ENTERTAIN EMPOWER



THE UWI COMMUNITY FILM PROJECT

The UWI Community Film Project (UWICFP) emerged from a community tourism experiment undertaken



by the Centre for Tourism and Policy Research, along with the Mona Social Services, UWI Township, in the communities of Greater August Town. Originally called the Greater August Town Film Project, the initiative provides educational and employment opportunities along with a creative outlet for youth of the Greater August Town community who are the main target group of the UWI Township Project. The vision of the UWICFP is also consistent with the policy of the Government of Jamaica to target the creative industries (particularly film and animation) to strengthen the export sector and also provide employment opportunities for the nation.

Since its birth in 2012, the Project has been training youth from August Town in the art of filmmaking and production. The course covers the fundamentals of filmmaking over a period of six weeks. After graduating from the course students are then placed into groups to produce films that are later showcased in the Greater

August Town Film Festival (GATFFEST) - created mainly to market and celebrate the work of the students. The best films also get exposure on local television. Since its inception the project has graduated 53 persons and recently expanded into two other urban inner city communities in Kingston. Because of this expansion the name was changed from the Greater August Town Film Project to the UWI Community Film Project.

The objective is to provide new opportunities to youth while simultaneously contributing to their education, social development and the economic empowerment of community members through filmmaking.

Filmmaking is a major global industry which employs millions of people and generates millions of dollars. Through this project Jamaica can eventually have a vibrant share of this market. Already, the project has started to improve the livelihood of participants, through internships, entrepreneurial activities and employment opportunities.

Welcome to the 2nd annual GATFFEST, the Caribbean's biggest community film festival!



After the success of the inaugural festival, GATFFEST 2014 returns with many improvements. GATFFEST 2014 will feature nineteen films and we are proud to premiere the docu-drama “Alexander Bedward: A Jamaica Legend”. The film is a testament to the spirit of GATFFEST as Greater August Town tells the story of one of its most prominent citizens and provides an insight into life in colonial Jamaica.

This year, we are also proud to have connected with regional film-makers whose productions compete well with those offered by USA based and local independent film makers. In this regard, we treasure the support and guidance of Christina Grace and Nelson Beverley, directors of Love Your Shorts Film Festival, Orlando, USA, our sister film festival.

With the improved quality of the films, we have added six new categories of Awards. In recognition of the work of the renowned film-maker Franklyn “Chappy” St. Juste who has become a mentor to our students, we have introduced the Best Directing Award.

Thanks to our local partners we have seen several graduates benefit from our internship programme which has provided some with exciting career opportunities. We expect to see an increase in animation films at GATFFEST in the coming years as our graduates benefit from the scholarships offered by the Caribbean Institute of Media and Communication. An upgraded website and activities in social media is also helping us to spread the message of GATFFEST.

Special thanks to Sir Kenneth Hall, our patron for his ongoing support. Thanks to our sponsors, partners, the graduates, instructors, the CTPR team and the residents of Greater August Town who have all contributed in making this event happen.

It is our wish that the Greater August Town Film Festival will continue to inspire, entertain and empower!

Ian Boxill
Chairman, GATFFEST 2014 Planning Committee

Alexander Bedward A Jamaican Legend Revisited



Alexander Bedward: A Jamaican Legend

Genre: Docu-Drama

Duration: 25:00

Director: William Lampert

Assistant Director: Sheldon Brown

Production Coordinator: Tedeshia Rowe

Cinematographer: Keidon Smith

Editors: Kemar Williams and Andre Scarlett

GATFFEST 2014 opens with “Alexander Bedward: A Jamaican Legend” a documentary on the historical, religious figure, Alexander Bedward (approximately 1859 – 1931), who hailed from August Town in St. Andrew.

Documentary director, William Lampert, who lectures on courses run by the UWI Community Film Project, and who played the role of the British governor in an earlier stage play of Bedward, said that

Bedward is today more often associated with the silly stories and episodes that surround his name. Mr. Lampert said most of these stories are untrue and that the documentary would highlight Bedward as a Jamaican hero.

“The documentary,” Mr. Lampert said, “is an important part of the GATFFEST calendar because Alexander Bedward was originally from August

Town; and the Film Project, of which GATFFEST is an off-shoot, started with the people of August Town.”

The documentary is particularly significant because very little has been compiled on Bedward’s early life. The intentions of GATFFEST through the production of such a documentary will give the people of August Town the golden opportunity to tell their own stories and showcase those stories to the world.

Some of the more popular stories surrounding Bedward include his claim to be the messiah, his attempts to fly like a bird and several incarcerations in the mental asylum. He was caricatured in what has become a popular Jamaican folk song, “Dip dem, Bedward, dip dem; Dip dem in de healing stream.”

Director of the Centre for Tourism and Policy Research, Professor Ian Boxill, who has been instrumental in establishing the UWI Community Film Project and GATFFEST, said, “Essentially Bedward is often caricatured in popular Jamaican culture

and many of his important contributions to community organization and self-reliance are not well known.

This film seeks to shed light on a very complex personality as it explores his historical, cultural and religious significance in colonial Jamaica.”

In 1893, Bedward, also known as the “Shepherd”, claimed he was divinely instructed to build a Church and in June 1894, the cornerstone was laid. The original church at August Town Road was not completed until 1905, and bears a plaque with the inscription “Union Camp organized 1894, and built in 1905.” The church at 67 August Town Road is a relic of a “politico-religious nationalist, who in a society marked by racism, economic oppression and social and political inequality for the black majority, dared to challenge the status quo of the oppressed.” (Satchell, Vernom M./Jamaica National Heritage Trust)

The GATFFEST documentary will give viewers another opportunity to see insights into the life and times of the man, Alexander Bedward, who though he originated from the backwaters of August Town, left his mark on the cultural landscape of Jamaica.

PREMIERE OF FILM : ALEXANDER BEDWARD

Master of Ceremonies: Michael Anthony Cuffe

On the Red Carpet

National Anthem

Invocation

Welcome

Professor Ian Boxill
Carlton Alexander Professor of Management Studies and
Director, Centre for Tourism and Policy Research
The University of the West Indies, Mona

Opening Remarks

Professor Ishenkumba Kahwa
Deputy Principal
The University of the West Indies, Mona

Patron's Remarks

The Most Honourable Professor Sir Kenneth Hall, ON, GCMG, OJ
Former Governor General of Jamaica

The Journey continues

Inspire, Entertain and Empower

August Town Tells a Story

Featured Film

Alexander Bedward: A Jamaican Legend

Meet the Film Makers

Announcements

TOUR OF GREATER AUGUST TOWN HISTORIC SITES

The tour bus departs from the UWI Assembly Hall at 4:00 p.m. Enjoy a free tour of the historic sites organised and facilitated by the community residents and the Social Development Commission.

Don't miss the opportunity to explore the ruins of the Jamaica Free Baptist Church, hear more exciting tales of the "Shepherd" and "the man who could fly" and reminisce with older residents as they recall a time when August Town had thriving industries.

Greater August Town

The Greater August Town is a municipality located in Kingston, south of The University of the West Indies. It is a community with mostly paved streets, lower middle-class homes and corner shops. The Greater August Town is made up of 5 communities; African Gardens, Goldsmith Villa, Hermitage, Bedward Gardens, August Town Proper. Many of these places have important historical significance and have been included as part of a project to develop community tourism in the area.

August Town is over 170 years old and was once known as Africa Hill, until it was renamed August Town by the free villagers to note the important date of Emancipation. August Town is one of Jamaica's first free villages.



GATFFEST 2013 Tour of August Town

Social Sciences Lecture Theatre,
Faculty of Social Sciences, UWI

FILM WORKSHOP

The Introduction to Film Workshop targets young people in several communities (recruited with the help of the Social Development Commission), budding film makers or anyone interested in film.

Session 1 | 1:00 pm - 1:45 pm

THE BUSINESS OF FILM MAKING

Natalie Thompson discusses the Jamaican film industry and how it compares to the international film industries.

Session 2 | 2 :00 p.m. - 3:00 p.m.

INTRODUCTION TO ACTING AND DIRECTING

William Lampert introduces participants to a variety of directing and acting tools and techniques.



Natalie Thompson has been a producer, director, production manager and consultant on several feature films and television productions shot in Jamaica including Cool Runnings, Instinct, Treasure Island, How Stella Got Her Groove Back, Passion and Paradise, Third World Cop, Milk and Honey and Prelude to a Kiss. Natalie has also worked as a reader, writer and consultant on several projects developed for the Caribbean region. In recent times Cinecom has turned to the development of specific Jamaican products with international appeal for both television and video. Her company, Cinecom Productions has been a leading Production Company in Jamaica since 1975.



William Lampert is an Actor, Playwright and Director. He has written/dramatized scripts and directed them for stage or TV .He has served as a Senior Lecturer in Directing and Acting at the Edna Manley College. He has a wealth of knowledge gained through work in theatre and film in Germany, USA and Jamaica.

FILM NIGHT

National Anthem

Welcome

Professor Ian Boxill
Carlton Alexander Professor of Management Studies and
Director, Centre for Tourism and Policy Research
The University of the West Indies, Mona

Inspire, Educate and Entertain

Featured Films

1. Secretly Scorned
2. Green Acres
3. Oculus
4. A Body in the Woods
5. By Her Hand
6. Enter the Blackberri
7. Gone
8. What's Your Story
9. Cozenage

Meet the Film Makers

The Viewers' Choice Award

Admission to the Festival

A PASS FOR THE ENTIRE FESTIVAL

Join us on Saturday and Sunday!
\$900 per person

A SINGLE SESSION

One full evening of film
\$500 per person

For tickets, call: 970-1467 or 881-7699

FILM NIGHT & AWARDS CEREMONY

Master of Ceremonies: Dervan Malcolm

National Anthem

Welcome

Professor Ian Boxill
Carlton Alexander Professor of Management Studies and
Director, Centre for Tourism and Policy Research
The University of the West Indies, Mona

Inspire, Educate and Entertain

Featured Films

1. The Case
2. Right Choice
3. Blue
4. TechSquad
5. Killer Kart
6. Oblivion: A Temple's Mind
7. The Island
8. Missing Pieces
9. Stay Firm

Meet the Film Makers

The Viewers' Choice Award

THE AWARDS CEREMONY

Performance

Announcement and Presentation of Awards

Vote of Thanks

GATTFEST 2014 AWARDS

- The Archibald McDonald Award for the Best of GATTFEST
- Best UWICFP Production
- Best of the Spirit of GATTFEST
- The Franklyn St Juste Award for Best Directing
- Best Cinematography
- Most Original Screenplay
- The Lennie Little-White Award for Best Local Film
- Best International Film
- Viewers' Choice Award

MEET THE JUDGES

Fabian Thomas

Fabian describes himself as an actor, director, poet, writer, singer, Communications Consultant, Trainer/Facilitator and HIV/AIDS Educator. He was the Entertainment Manager at Sandals Royal Caribbean for 5 years and added Training to his portfolio in his last two years at the resort. In 2000, The Jamaica Federation of Musicians gave him two awards as Entertainment Manager of the Year. He has appeared in numerous local and overseas production. Fabian is dedicated to the Arts as a tool for transformation and is the founder/sole trader of his own company called Sankofa Arts & Facilitation.

Susan Lee Quee

Susan Lee Quee, is a Designer and Senior Lecturer across the Visual Communications and Art Education departments at the Edna Manley College of the Visual and Performing Arts. She teaches and facilitates training in the areas of Visual Communications, Digital, Interactive Media and Web Design. She is member of both the EMC Rex Nettleford Conference and the Jonkanoo Journal editorial and design committees. She is a pre-selection judge for international competitions such as The International Reggae Poster Competition and more recently the Kingstoon Animation Festival.

Mary Wells

Mary Wells is an award winning film-maker/producer and an independent director, writer and producer based in Jamaica. She has worked for Government Broadcasting, US cable TV, a private production company and has some twenty years experience in television and film production. She received the Jamerican Film & Music Festival "Outstanding Documentary from the Caribbean" for her short film "Now Jimmy!" that follows the story of a Jamaican squatter living on prime real estate. Her first full feature film is "Kingston Paradise".

Kereen Karim

Kareem Karim is an independent director of two documentaries. She has worked as an editor, researcher and assistant producer. She started film training as an editing intern on promotional films for Amway Int'l. She was a freelancer at Thames Television moving to the BBC in 1985. As member of the National Union of Journalists Kereen has written feature articles for Sunday Herald, Jamaica Observer and the Gleaner.

David Morrison

David Morrison describes himself as an amateur film-maker with a love for "independent films rather than commercial films".

Morrison's tastes and passion have resulted in Short Film Night at the annual Kingston on the Edge (KOTE) Arts Festival and a movie club at Red Bones Cafe.



Summer Programmes in Film

Contact: The Centre for Tourism and Policy Research
Telephone : 876- 970-1486

UWI COMMUNITY FILM PROJECT



Secretly Scorned

Genre: Documentary

Duration: 15:00

Director: Richard Brown

Secretly Scorned is about the importance of social support systems in HIV management.

The Case

Genre: Comedy

Duration: 15:00

Director: Francois Regis

A quirky businessman is experiencing the worst day of his life.



Right Choice

Genre: Drama

Duration: 15:00

Director: Damion Cummings

Sometimes in life we arrive at a crossroads and have to decide what is the best choice.

Missing Pieces

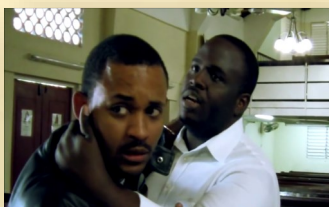
Genre: Suspense/Mystery

Writer: Maurice McCallum

Director: Kevin Jackson

Duration: 11:48 minutes

A tormented man visits his pastor and long time family friend to try and uncover his mysterious past when nightmares which seem more like memories start haunting him and making him suspicious of the people around him.



Enter The Blackberri

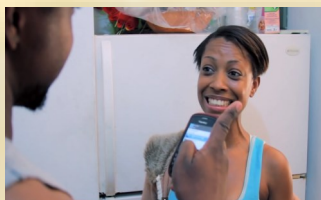
Genre: Action/Comedy

Writer: Kevin Jackson & Robin Chin
(Enhanced Realizm Studios)

Director: Kevin Jackson

Duration: 5:21 minute

A man is thrown into a martial arts competition by his girlfriend to win her a one of a kind Black Berri scorch.



Gone

Genre: Comedy

Writer: Kevin Jackson

Director: Kevin Jackson

Duration: 1:00 minute

A man tries to console his friend who is trying to get over losing someone special.



What's Your Story

Genre Drama

Duration: 28 mins

Director: Richard Brown

A young girl has a bright future ahead of her, but got influenced by a friend to start a relationship with a young man. Now she's pregnant and her mother has kicked her out of the house. She feels the only solution is to have an abortion the old fashion Jamaican way.



Cozenage

Genre : Drama

Duration: 5:59

Director: Adrian McDonald

Cozenage is a short film based on four friends who set out to surprise another friend for his birthday. In this epic tale,

psychological ploy is employed to establish an ulterior premise in order to lure their friend into their trap and create a more compelling experience for the audience. The end bears testimony to the nature of the film as it reveals the true intent of the youngsters' mysterious ways.



Stay Firm

Genre: DRAMA

Duration: 10mins

Director: Craig Kirkland

The film is the story of ambitious reggae singer, Clayton "I-NOAH" Heslop who encountered

disappointment from friends, his girlfriend and producer Mike, but still has aspiration and determination of making a name for him in the music industry. Not giving up, avoiding temptation and tyranny to remain true to himself and eventually succeed in his quest to become a respected celebrity in his own right.



REGIONAL

By Her Hand

Country – Aruba

Genre – Documentary

Duration - 42min

Director - Rebecca Roos

Driven by their love of family and a passion for making a difference,

nine remarkable women from Aruba strive relentlessly to improve the socio-economic and cultural landscape of their beloved island. All without expecting anything in return.



The Island

Genre: Drama

Country: Aruba

Duration: 9.34 min

Director: Armand Simon

A young girl seeks to escape the reality of her harsh life.

When she sees a small island, she wonders if life is better there. This short film deals with depression and the impact of domestic violence.



INTERNATIONAL

Blue

Genre: Drama

Duration: 18:56

Director: Justin Malone

Locked in a lonely routine, a homeless man is softened by a newfound friendship.



Green Acres

Genre: Animation

Duration: 6:04

Director: James Beck

A parched tortoise wanders through a vast desert desperately in search of water.

He comes across an oasis only to find that trespassers are unwelcome. Somehow he must slip past the defenses to quench his thirst.



TechSquad

Genre: Comedy

Duration: 8:41

Director: TL Westgate

An elite, high-tech task force confronts a dicey situation with Time running out.



Killer Kart

Genre: Sci-Fi/Horror

Duration: 14:46

Director: J. Feeney

Four wheels, one basket, and tonight, for the closing crew of a small town grocery store, a blood-splattered aluminum nightmare.



Oculus

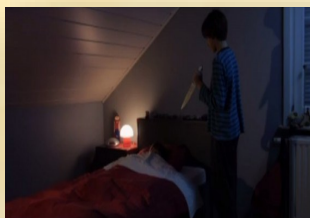
Genre: Horror

Country: Belgium

Duration: 13:25

Director: Gianni Carella

Mieke is being harassed by an inexplicable phenomenon. She is having nightmares and her children are acting strange. For no apparent reason her mother appears, after a long period without any contact. She tries to warn Mieke of impending doom. Has it something to do with the doll that one of her sons got for his birthday? Mieke makes a discovery, a very dark one. Something that will turn her life upside down.



A Body in the Woods

Genre: Suspense/Supernatural

Duration: 6:19

Director: Karim Mowatt

William and Sharon are in a tumultuous relationship causing Sharon to do the unthinkable and William's life to change, dramatically.



Oblivion: A Temple's Mind

Genre: Drama

Duration: 11 minutes

Director: Anya De La Haye

In a world where memories are personified, Lisa represents a real memory in a temple's mind, however, due to the memory's traumatic nature, Bryan, a pseudo-memory, was fabricated to substitute Lisa so that she could be repressed. As a result, Lisa's health has been declining and she is now nearing death. As the two begin to fall in love, Lisa suddenly vanishes. Has she died, or has she finally been recalled?





GATFFEST 2014 PLANNING COMMITTEE

Ian Boxill, Chairman
Lori Henry, Administrative Assistant
Norma Christie, Media & Communications Officer
Mellissa Tulloch, Project Coordinator
Latoya Samms, Intern
Tina Griffiths, Intern
Olivene Burke, Director of the Mona Social Services: UWI Township
Michael James, Mona Social Services: UWI Township
Deborah Fletcher, Social Development Commission Representative
Paula Daley, , Edna Manley College Representative
Olivia Bravo, CARIMAC Representative
Eka Patterson, Instructor/Community Liaison
Bob Harris, Instructor

ACKNOWLEDGEMENT

We wish to thank all the partners, sponsors and individuals for their generous support of GATFFEST 2014.

Special thanks to the instructors and the industry experts who have supported the project and are mentoring the graduates of the UWI Community Film Project.

Thanks to the hard-working committee members for the time and effort they have put into the planning of GATFFEST 2014.

GATFEST 2014 SPONSORS/PARTNERS



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Caribbean Maritime Institute



The logo features a stylized red and white graphic of overlapping curved lines, resembling a film strip or a globe.

**CENTRE FOR TOURISM
AND POLICY RESEARCH**

THE CENTRE FOR TOURISM AND POLICY RESEARCH at The University of the West Indies, Mona was established as a Campus Centre located in the Faculty of Social Sciences with the aim of advancing research and training in tourism and other development policy research in Jamaica and the Caribbean. It undertakes critical policy research that has short and long term relevance to the development of Jamaica and the region. The Centre is partially supported by the Grace Kennedy Foundation, through the Carlton Alexander Chair in Management Studies held by its Director, Professor Ian Boxill.



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Centre for Tourism and Policy Research
Faculty of Law, 3rd Floor
The University of the West Indies, Mona, Kingston 7, Jamaica
Telephone: 876-970-1467