

April 14, 2015

Saskatchewan Filmpool Cooperative  
Re: **First Film Fund Grant**

Dear Grant Adjudicators,

It is my hope that you will help me with my first film documentary project called Growing Deception.

I am a high school teacher with a journalism degree who has decided to take a year off of teaching to pursue a documentary project through the Master of Journalism program at the University of Regina. The documentary project will focus on the globalized dots that connect PotashCorp of Saskatchewan (PCS) and Free the Children to Africa's last colony—Western Sahara.

Only four years ago I discovered that PCS is the largest importer of phosphate rock from an occupied African territory called Western Sahara. PCS purchases are helping prop up an illegal occupation that contravenes international law and has forced over 135,000 Saharawi (Western Saharan indigenous people) into refugee camps. In these camps it is reported that one in five children suffer from malnutrition.

Following this discovery I took a group of my high school students in 2013 to We Day put on by Canadian charity Free the Children. Intended to be a giant social justice pep rally, I quickly discovered that Free the Children set aside ample time to espouse the good works of their event's sponsor, PotashCorp of Saskatchewan. There was even a significant segment in which PCS top boss Bill Doyle was interviewed by Free the Children founder Marc Kielburger. It was in this interview that Doyle proclaimed his company's goal to partner with Free the Children in their effort to increase global food security for all children. Troubled that PCS profits spent on urging my students to work for justice are earned by denying justice to the Saharawi, I traveled to Western Sahara to see if PCS claims of benefiting the "local population" were really true. What I discovered on that November 2014 trip, combined with further research and interviews, will form the basis of a feature length documentary film.

Thank you for your consideration in helping me with this ambitious and complex project.

Yours sincerely,

Josh Campbell  
[www.growingdeception.com](http://www.growingdeception.com)

## Project Intent

Traveling to the Saharawi refugee camps this past November only strengthened my resolve to tell their story. There I learned the strong connection the Saharawi draw between their occupation and the multinational companies that continue to do business with Moroccan mining companies operating in Western Sahara. I really believe that if more Canadians find out about this connection and the fact that charities like Free the Children run their bright light events on the sponsorship of culpable companies, then change can happen for the Saharawi people. They are a warm and peaceful people with a proud and distinct culture who are reluctant to take up arms, but feel that, in light of the ignorance of the international community, they may have no other choice. I would love to play a part in helping the Saharawi by steering public opinion in their favour so that they can have self-determination once again.

This documentary would have international appeal. The world over, many people are frustrated by the "greenwashing" of multinationals which seek to shine their corporate images with the oil of developing world resources. The tragedy that links PCS, Free the Children and the indigenous people of Western Sahara is one example of the many globalization narratives that *must* to be told.

The film's message would also be aimed at Canadians. The federal government's unsympathetic attitude towards the Saharawi people is a subject of concern to all Canadians. In addition, PotashCorp is not the only Canadian firm helping fund the occupation of Western Sahara – the Calgary-based company Agrium is directly shipping phosphate from the territory to Vancouver. In Canada, the number of importers of Western Saharan phosphates is on the rise, even as resource companies based elsewhere—Yara International and Mosaic Co.—have discontinued their purchases.



# Saskatchewan Filmpool Cooperative

Filmmaker's Production Assistance Program and First Film Fund application form

301 - 1822 Scarth Street, Regina, SK, S4P 2G3, Canada

306.757.8818 - fax 306.757.3622 - production@filmpool.ca - filmpool.ca

Name: Josh Campbell

Address:

Contact:

Project Title: Growing Deception

Category: ☐ Production ☐ Post Production ☐ Distribution ☒ First Film Fund

Genre: Documentary Narrative

Duration: 44 minutes

Shooting format:

Finishing Format:

Director: Josh Campbell

Producer:

Writer: Josh Campbell

Delivery Date:

August 2016

## Synopsis:

(one brief paragraph)

Only four years ago I discovered that PotashCorp of Saskatchewan (PCS) is the largest importer of phosphate from an occupied African territory called Western Sahara. PCS purchases are helping prop up an illegal occupation that contravenes international law and has forced over 135,000 Saharawi (Western Saharan indigenous people) into refugee camps. Meanwhile, back here in Saskatchewan, PCS lines the pockets of Canadian star charity Free the Children, so that they can tell thousands of our children all of the great work they are doing to help "feed the world". Troubled that the PCS profits spent on urging students to work for justice are earned by denying justice to the Saharawi, I traveled to Western Sahara to see if PCS claims of benefiting the "local population" are really true. What I discovered will form the basis of a feature length film documentary project.

Section C: Budget Summary		This is a summary. A complete, detailed budget must also be supply for Section D.5.
Unconfirmed Funding	Amount	Date:
Saskfilm pool First Film Fund	800	April, 2015
Sask Arts Board	up to 12,000	Oct., 2015
<b>Unconfirmed Funding Total:</b>	12,800	
Confirmed Funding		
ty of Regina award for Investigations in Society and Human C	5,000	April, 2015
Indiegogo Crowdfunding Campaign	6,075	Nov., 2014
<b>Confirmed Funding Total</b>	11,075	
Expenses		
Cast and Crew		
Equipment	10,000	
Administration	2,000	
Other (mostly travel expenses)	12,000	
<b>Total Expenses</b>	24,000	
<b>Total Budget (Amount should balance)</b>	23,875	

\$	Saskatchewan Filmpool Cooperative Office Use Only
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optional

- ☒ I am applying for an equipment rental deferral to access the Filmpool's equipment or facilities in the amount of \$ 4,000
- ☐ I am applying for and have filled out the William F. Whites equipment rental deferral application
- ☐ I would like to be added to a list of volunteers

## **Production/Distribution Schedule**

A major component of executing the project will entail editing captured material from both We Day and Algerian refugee camp trips. It will also involve conducting further research and interviews. Some examples of possible further research include accountability interviews with PotashCorp and Free the Children, talking to companies who have pulled out of Western Sahara for ethical reasons such as Mosaic Co. and Yara International, and speaking with other educators who are troubled by Free the Children's alliance with corporate sponsors who have questionable business practices. An important research piece that would require more funding would be traveling to Moroccan occupied Western Sahara to ask Saharawi people about their experiences living there and; asking for an interview with Office Cherifien des Phosphates, the Moroccan state owned phosphate company that sells to PotashCorp and claims that their business is helping the local Saharawi population.

I plan to carry out the above tasks beginning this fall. I will be using this documentary as my major project for a master of journalism course that I will be in from summer 2015 to summer 2016. My anticipated timeline will be as follows:

- August-Dec 2015: Finalize storyboard and plan interviews
  - Aug 2015 Travel to Vancouver to talk to educator concerned with Free the Children We Day ethic
  - Nov 2015: film at We Day in Saskatoon
  - Dec 2015 or Feb 2016: travel to occupied Western Sahara and Morocco for filming
- Jan-April 2016: Production
  - Jan-April: conduct interviews with Mosaic Co. Free the Children

- Feb 2016: Western Sahara and Morocco
- April 2016: filming in Louisiana where PCS ships come in with phosphate;
- May- August 2016: Post-production
  - completing interviews and editing process
- Sept-Dec 2016: Distribution
  - ensuring connection with media outlet for broadcast.
- Jan-May 2017: looking for various film festivals to distribute film
  - Ex. Yorkton and Banff film festivals

### **Cast/Crew**

Mostly will be me. But I have some different people working with me:

██████████ photographer from Montreal, Quebec. ██████ has a BFA in photography from Concordia University. He is Director of Photography for the project.

██████████ journalist from Regina, Saskatchewan. ██████ has a BA in journalism from the University of Regina and is helping with research for the film.

██████████ international lawyer from Ottawa, Ontario ██████ represents the Saharawi government in exile called the Saharawi Arab Democratic Republic

██████████ filmmaker and founder of Prairie Wave Productions ██████ has lended his expertise to our project throughout the planning stage.

### **Audio-Visual Support**

The best I can offer at this time is the website that we have just launched called [www.growingdeception.com](http://www.growingdeception.com) as well as the 5-minute promo video on our Indiegogo page: <https://www.indiegogo.com/projects/growing-deception/>

### **Additional Support Material**

This will come from [REDACTED] Please see the attached letter.



**BUDGET: GROWING DECEPTION DOCUMENTARY**

<b>Budget Assumptions</b>						
Shooting Formats: HD		Total Run Time(s):	1:30:00	Countries of Production: Canada, Morocco, US, Norway, WS		
		Intended Delivery Date:	08/16	Currency of Production: CND, US, Dinar, Dirham, Krone		
Description	Rate in \$CND	Quantity	Duration	Total Cost	In Kind	Cash
<b>Pre-Production / Research</b>						
Proposal Development / Fundraising	100	1				\$ 100.00
Archival Research	100	1				\$ 100.00
Story Rights	n/a					
Story Consultant / Writer	n/a					
Research Shoot	n/a					
Sample Tape	n/a					
<b>SUBTOTAL PRE-PRODUCTION / RESEARCH:</b>						\$ 200.00
<b>Production</b>						
Producer	n/a					
Producer / Director	n/a					
Director of Photography / Sound	n/a					
Translator / Associate Producer / Fixer	300	1				\$ 300.00
Consultants / Experts / Honoraria	400	1				\$ 400.00
Sound Recording	400	1				\$ 400.00
Camera Package	400	1				\$ 400.00
Lighting & Equipment	400	1				\$ 400.00
Stock	400	1				\$ 400.00
Still Photography	400	1				\$ 400.00
Airfare	4000	2				\$ 8,000.00
Hotel	300	2				\$ 600.00
Meals	300	2				\$ 600.00
Car Rental	400	1				\$ 400.00
Gas / Parking / Mileage / Toll / Taxes	400	1				\$ 400.00
<b>SUBTOTAL PRODUCTION:</b>						\$ 12,700.00
<b>Post-Production</b>						
Editor: Picture / Sound	1000	1				\$ 1,000.00
Supervising Editor / Consulting Editor	n/a					
Offline Editing Suite Rental	n/a					
Transcription Interviews	100	1				\$ 100.00
Archival Footage	100	1				\$ 100.00
Transfers and Conversions	100	1				\$ 100.00
Edit Stock	n/a					
Masters	n/a					
Computer graphics / Titles	400	1				\$ 400.00
Animation	1000	1				\$ 1,000.00
On-line editing suite / Editor	n/a					
Original Music Composition / Recording	400	1				\$ 400.00
Sound Mix						
<b>SUBTOTAL POST PRODUCTION:</b>						\$ 3,100.00
<b>Outreach And Impact</b>						
DVD Authoring	200	1				\$ 200.00
DVD Dubs / Stock	n/a					
DVDCAM/Beta SP Screening Copies	n/a					
Poster / Press Kit / Materials	n/a					
Shipping	100	1				\$ 100.00
Festival Entry Fees	400	1				\$ 400.00
Travel: Filmmakers and Subjects	300	1				\$ 300.00
Website: Design and Maintenance	1000	1				\$ 1,000.00
Grassroots Screenings, Panels, Receptions	300	1				\$ 300.00
Advocacy Partnership Costs						
<b>SUBTOTAL OUTREACH:</b>						\$ 2,300.00
<b>Administrative Costs</b>						
Administrative Costs						
Bookkeeping	n/a					
Legal Support	2000	1				\$ 1,000.00
Overhead and Administrative Costs	n/a					
Contingencies/Emergencies	2500	1				\$ 2,500.00
<b>SUBTOTAL ADMINISTRATION:</b>						\$ 3,500.00
<b>Insurance</b>						
Travel Health and Insurance						
Equipment Insurance	1000	1				\$ 1,000.00
Medical Insurance	200	3				\$ 600.00
Travel Insurance	200	3				\$ 600.00
<b>SUBTOTAL INSURANCE:</b>						\$ 2,200.00
<b>PROJECT TOTAL COSTS:</b>						\$ 24,000.00
<b>FUNDING SOURCES SECURED</b>						
Producer's Own Contributions						
Private Donation						
Private Donation						
Fundraiser	4075					\$ 4,075.00
Foundation Grant						
Foundation Grant						
Foundation Grant						
Award	5000					\$ 5,000.00
Broadcast Contract						
<b>TOTAL FUNDING SECURED</b>						\$ 11,075.00
<b>FUNDING SOURCES PENDING</b>						
Private Donation						
Private Donation						
Foundation Grant	800					\$ 800.00
Foundation Grant	12000					\$ 12,000.00
Foundation Grant						
Fundraiser						
Broadcast License						
Broadcast License						
<b>TOTAL FUNDING PENDING</b>						\$ 12,800.00



**FEED THE CHILDREN?**  
**How PotashCorp is “feeding” the children of the world**

On Wednesday, November 6, 2013 teacher and journalist Josh Campbell joins his Dr. Martin LeBoldus Catholic High School students in attending the 2<sup>nd</sup> annual Free the Children's We Day held at the Credit Union Centre in Saskatoon. Intended to be a giant social justice pep rally, Campbell quickly finds that Free the Children sets aside ample time to espouse the good works of their event's sponsor, PotashCorp of Saskatchewan (PCS). There is even a significant segment in which PCS top boss Bill Doyle is interviewed by Free the Children founder Marc Kielburger. It is in this interview that Doyle proclaims his company's goal to partner with Free the Children in their effort to increase global food security for all children. Amidst the applause of 15,000 Saskatchewan youth, Campbell calls an inaudible “Bullshit!”

Only three years ago Campbell discovered that PCS is the largest importer of phosphate from an occupied African territory called Western Sahara. PCS purchases are helping prop up an illegal occupation that contravenes international law and has forced over 135,000 Saharawi (Western Saharan indigenous people) into refugee camps. In these camps it is reported that one in five children suffer from malnutrition. Troubled that the PCS profits spent on urging his students to work for justice are earned partly by denying justice to the Saharawi, Campbell is compelled to journey to Western Sahara to see if PCS claims of benefiting the “local population” are really true.

### Story Focus:

Saskatchewan teacher/journalist Josh Campbell *must* travel to Western Sahara to discover the truth of a story that he has been researching for over three years. If what he thinks is true, it could affect the way that Saskatchewanians look at one of their flagship companies and taint the sparkly image of one of Canada's newest-star charities.

### Sample Doc Script: Possible Doc Intro

Time	Image	Sound
0:00-0:10	-entering We Day in Saskatoon; shots of hundreds of buses pulling up	-Cheering and excitement of young people as they enter Sasktel Centre off of the buses -intense musical sequence would underlay all of the opening shots
0:10-0:40	-shot of hundreds of refugee houses in Algeria where Saharawis in exile live; shots of children playing on top of a hill that overlooks the refugee camp; children walking to school in desert streets or refugee camps; following main Saharawi character to school	-Sounds of children laughing and playing in school yard while playing games
0:40-1:10	-entering SaskTel Centre to the sight of 15,000 youth and bright lighting; following teacher Josh Campbell as he finds his way to his seat; flashes of loud cheers at We Day	-sounds of concourse hallway and loud cheers within stadium;
0:40-1:10	If we are not let in to WE Day then shots of security personnel not letting us enter.	- us asking why we are not allowed in and responses from security
0:40-1:10	Either of these above scenarios would be matched with shots of Saharawi protesters in Western Sahara, peacefully cheering and	-cheering and protesting sounds -screaming sounds

	waving Western Sahara flags and then being beaten by Moroccans	
1:10-1:30	Shots of PotashCorp sponsorship signs both in concourse and on mainstage at We Day; shots of PCS rep on stage with Kielburger	- Former PotashCorp CEO Bill Doyle and Free the Children found Craig Kielburger talking about their connection
1:30-1:50	Above shots followed by visuals of phosphate mining operation in Western Sahara; both at the port and at the mines	-sounds of cranes, machinery, conveyor belt and boats at port
1:50-2:10	Shots of Geismar, Louisiana, where phosphate is delivered; shots of PCS logos at Louisiana	-mixing of We Day sounds with protesters and phosphate machines interspersed
2:10-2:45	Close with tri shot of We Day, Saharawi protests, and PCS phosphate shipments with vines growing around images; images would then fade into title of GROWING DECEPTION	-mixing of sounds gets more intense while background music reaches a crescendo ending with title track

**Characters:**

**Josh Campbell**, Saskatchewan teacher and journalist, deeply troubled by the hypocrisy of PCS and wanting to do something about it.

**Mohamed Suleiman Labat**, Saharawi poet, artist and activist who lives in Smara, a town in the Moroccan occupied territory of Western Sahara. He is absolutely frustrated by his, and the Saharawi peoples circumstance. He is also a proficient English speaker who will act as our guide within the region.

**Senia Abderahman**, born and raised in Algerian refugee camps. Her parents fled from Western Sahara as it was invaded. She is also a masters student in international health. She speaks with authority on the health situation in the refugee camps.

**Mohamed Abdelaziz**, President of the Saharawi Arab Democratic Republic (SADR).

**Jeanett Bergan**, head of responsible investments for Norwegian life insurance company Kommunal Landspensjonskasse (KLP).

**Bernhard Stormyr**, Oslo, Norway, Director Corporate Communications, Yara International.

**Bill Johnson**, PCS spokesperson.

**Craig Kielberger**, Founder of Free the Children

**Moroccan spokesperson** (we'll take whoever we can get – Moroccan authorities are extremely hesitant to talk on record about Western Sahara)

**Canadian government spokesperson**, again we will take whoever we can get as Canadian authorities are equally hesitant to speak to this.