

Changing the Narrative

1. Why Documentaries matter
2. Finding ideas
3. Developing ideas
4. Learning from others
5. Changing the narrative in Korea

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My professional background

- ❖ 1987-1991 Director at BBC
- ❖ 1992-1994 Programming exec at Arte, Strasbourg
- ❖ 1994-1999 Independent Producer, Antelope, London
- ❖ 1999-2001 Electrify Productions, London
- ❖ 2001-2005 Commissioning Executive, BBC
- ❖ 2005-2011 Independents Executive, BBC
- ❖ from 2011 Producer and Consultant

Documentaries: why they matter

- ❖ Tell *stories* in a world drowning in *information*
- ❖ Give space to ideas and images often unseen in the mainstream
- ❖ Can appeal to a younger audience
- ❖ Provide opposition to manufactured TV
- ❖ Have a point of view
- ❖ Take the time to investigate
- ❖ Inspire change

The role of broadcasters...and other platforms

- ❖ Amplify stories that need to be heard
- ❖ Bring the world to their audience
- ❖ Be independent of government
- ❖ Make the audience think and react
- ❖ Respond thoughtfully to topical stories
- ❖ Be part of a conversation to set the agenda nationally or internationally
- ❖ Look for trends, movements, turning points.
- ❖ But online, festivals, blogs may be better platforms than broadcast

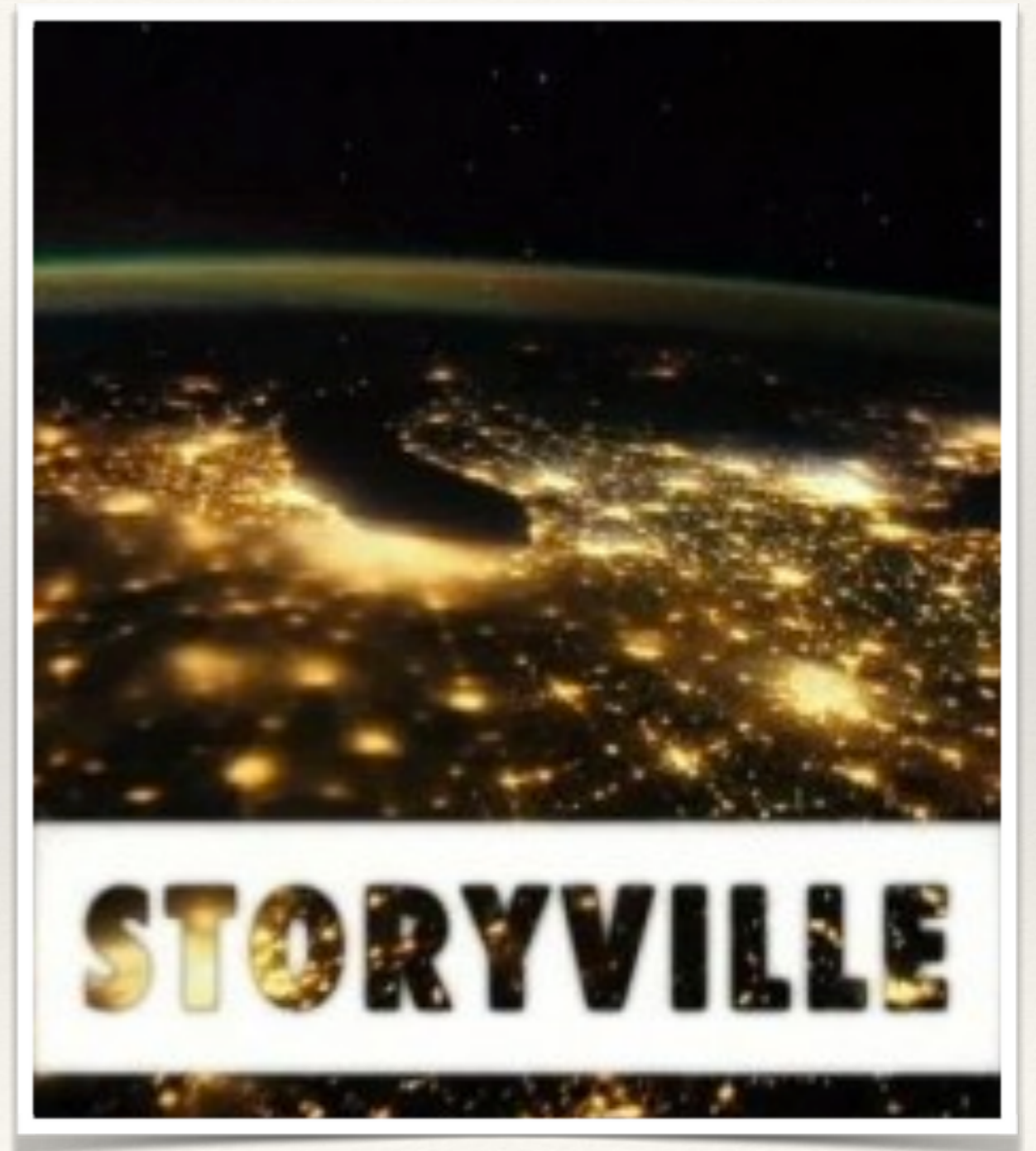
How do you stand out as a filmmaker?

- ❖ have something to say
- ❖ challenge the accepted view
- ❖ have integrity
- ❖ show the world in a new way
- ❖ make your own connection with an audience
- ❖ excite that audience
- ❖ believe in your own idea



Some examples from Storyville

- ❖ <http://www.bbc.co.uk/programmes/b006mfx6/clips>
- ❖ Lance Armstrong - Stop at Nothing
- ❖ Pussy Riot - A Punk Prayer
- ❖ [My Atomic Aunt](#)



Finding the ideas

- ❖ Look for what's new
- ❖ Compete for the best stories
- ❖ Take risks
- ❖ Collaborate with other creatives internationally
- ❖ Ask your audience - and listen to what they say
- ❖ Read books and watch other films online or at festivals
- ❖ Meet producers at market events like Sunny Side & Asian Side of the Doc
- ❖ Talk to commissioners (if you can)

Tell them a story

- ❖ Write to attract your audience
- ❖ Focus on one key narrative
- ❖ In a story, form and subject aren't separate
- ❖ Outline the structure of the story, not what the images are
- ❖ use hooks to engage the reader
 - ❖ everybody is/will be talking about...
 - ❖ we have unique access to...
 - ❖ for the first time...
- ❖ the 'did you know that' approach?
 - ❖ Korea has the biggest/only/oldest/richest/most dangerous...in the world



Sheffield Doc/Fest Animates

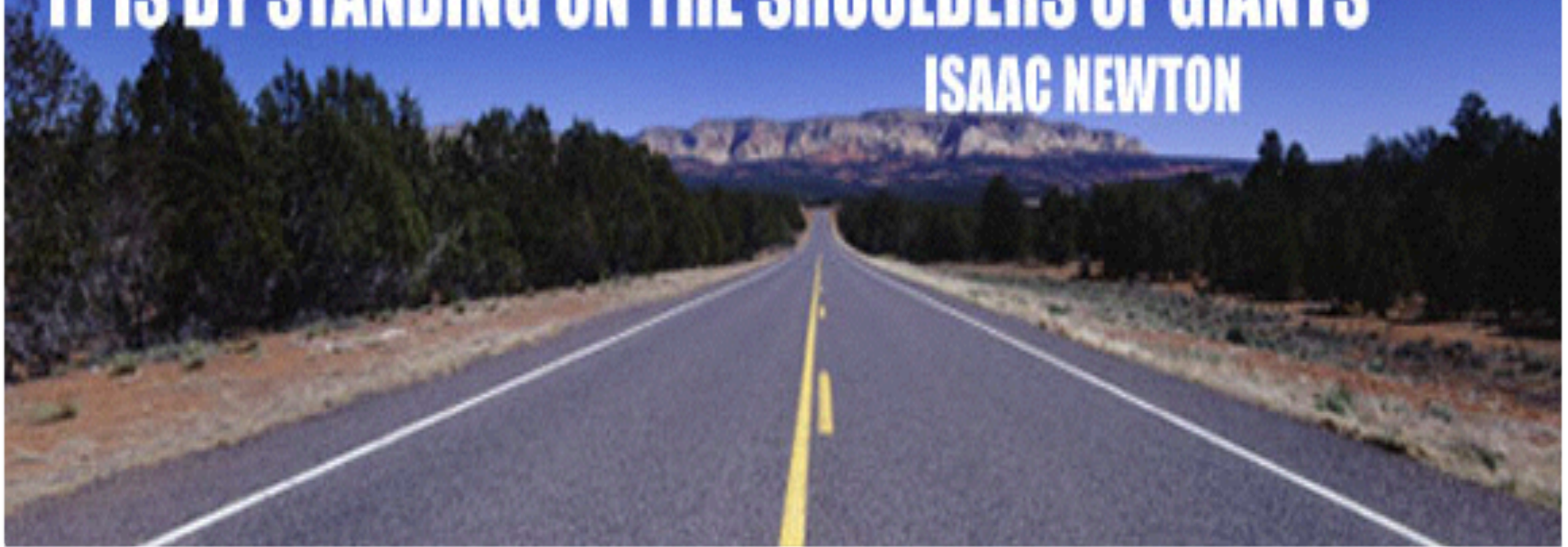
Developing your idea

Test the wider response to the idea

- What's the best - and worst - review you can imagine?
- Think back to the audience you planned:
 - Why care?
 - What's new?
 - Why now?
 - What's next?
- What should the audience talk about - in the press, on Twitter, WeChat, or in public debate?
- Ask people who aren't in the film business



**"IF I HAVE SEEN FURTHER
IT IS BY STANDING ON THE SHOULDERS OF GIANTS"
ISAAC NEWTON**



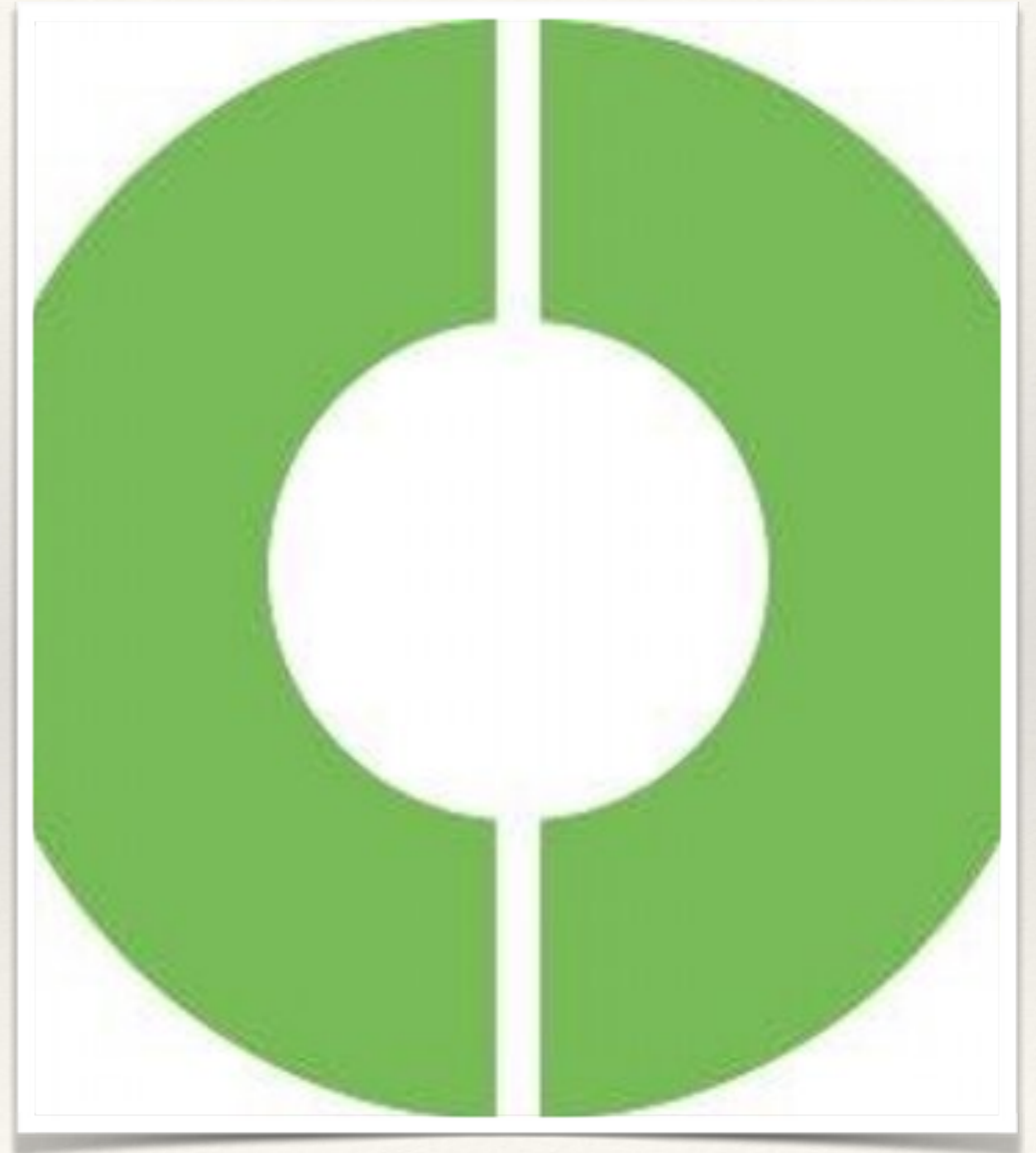
Learning from others



Know what you want to achieve

BRITDOC

- ❖ An association to help documentary filmmakers worldwide
- ❖ britdoc.org resources
- ❖ Britdoc impact reports
- ❖ Britdoc funds



Changing the narrative in Korea

- ❖ What is the accepted narrative?
- ❖ What do (young) Koreans - my audience - want?
- ❖ What does the government/big business not want us to hear?
- ❖ How should Korea/the world change?
- ❖ What makes me angry?
- ❖ What new pictures can tell these stories?

Thank you

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