



## Short-film Trailer to Promote Feature Length Film on the Black-capped Petrel

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### Summary

*During 2013, Environmental Protection in the Caribbean, along with its Hispaniolian partner organizations Grupo Jaragua and Societe Audubon Haiti, began capturing film footage and audio interviews for the short film trailer "Save the Devil". The trailer will help promote the feature length documentary on Black-capped Petrels. During the past year, film locations were visited and residents of Hispaniola were identified as main characters in the film. Initially, the trailer will be used to promote the full film as well as help raise capital funds for the full movie. Additionally, the short film will be the central part of a web-based conservation campaign aimed at raising awareness of the Black-capped Petrel and the efforts surrounding its preservation. When completed in late 2014, the full film will be distributed world-wide to major television and movie companies for promotion. Additionally, the film will be used as an educational tool for organizations working towards Black-capped Petrel conservation.*

### Introduction

Populations of the Black-capped Petrel, one of the most endangered Caribbean seabird species, have been in precipitous decline over the previous 50 years. It is estimated that only 1,000-2,000 pairs of petrels remain. Although they historically nested on islands in the Lesser Antilles, they are currently known to nest only on the island of Hispaniola. The dire conservation status of the Black-capped Petrel has prompted its listing by various authorities as Endangered (IUCN 2011), Threatened, by the International Council for the Preservation of Birds (Collar and Andrew 1988), and Critically Endangered by the Society for the Study and Conservation of Caribbean Birds (Schreiber and Lee 2000). Further, the North American Waterbird Conservation Plan considers the species to be Highly Imperiled, making it an official Focal Species of the U.S. Fish and Wildlife Service (USFWS).

In response to the plight of the petrel, the Conservation Action Plan for the Black-capped Petrel (Goetz et al. 2012) was created. One of the main objectives of the Conservation Plan includes raising awareness of the plight of the petrel through the creation of an outreach program. Towards this end, Environmental Protection in the Caribbean (EPIC) created a multi-faceted outreach program including youth programs, petrel-based literature aimed at youth, and a documentary that can be shown worldwide to highlight the Black-capped Petrel and the conservation effort surrounding the bird.

In 2012, EPIC, along with its partner organization Grupo Jaragua led a youth camp in the Dominican Republic that focused on the Black-capped Petrel. Over 300 children attended the camps and were introduced to the petrel.

In 2013, EPIC, along with its partner organizations Grupo Jaragua and Societe Audubon Haiti created the first Black-capped Petrel based activity book. The 24-page activity book published in Creole, Spanish, and English, is geared towards youth. The activity book is available, free of charge, for use in outreach programs throughout the range of the petrel.

In 2013, EPIC began the process of creating the documentary that will focus on the Black-capped Petrel, titled *Save the Devil*. Herein, we lay out the process of the making of the film.

## Film making process timeline

Early 2012: EPIC identified a film making company that will be hired to film the documentary, Tri-Films Inc., based in Seattle, Washington, USA. This company has a successful track record of working with wildlife conservation groups, including, most recently, with the “Why Bears” campaign.

Late 2012: EPIC and Tri-films create a filming campaign and fund raising campaign. As part of this process, we identify the need for both a full film as well as a companion shorter film trailer that can be used to promote the full film as well as be used as a fund-raising tool for the conservation effort.

January 2013: EPIC and Tri-film identify potential film locations and hopeful images that need to be captured for the short film. Based on limited initial funds for the project, EPIC biologists are tasked with capturing initial footage and audio for the trailer.

February 2013: EPIC meets with staff from both Grupo Jaragua (GJI) and Societe Audubon Haiti (SAH) about their interest in being part of the film. Both groups agree to partner in the filming effort. EPIC staff, while working with both GJI and SAH are able to capture close to a terabyte of film footage from the heart of the petrel range, including images of habitat, the bird itself, as well as the humans inhabiting petrel habitat.

April 2013: EPIC enters into agreement with SAH regarding the production of the petrel trailer. SAH agrees to fund the post-production costs for the trailer.

May 2013: EPIC and Tri-films capture the last of the interview and voice-over audio for the petrel trailer. Both organizations also lay out the next steps for the promotion of the documentary. It is agreed to create a website that will host the trailer and eventually the full film. A social fund-raising page will be created at Kickstarter to help raise additional capital for the film. Additionally, both organizations outlined a media release campaign.

August-September 2013: Birdlife offers to EPIC, film footage of Haiti that was previously filmed for another project. The film will be used to help fill in gaps in the trailers’ shot sequence.

September 2013: Final editing on the trailer scheduled to be done at the Tri-films studio, upon receipt of the additional footage from Birdlife. Tasks during this process include script writing, voice over recording, licensing supporting images, media management, editing, motion graphic titling, music licensing, color correction, audio sweetening, and digital delivery. Additionally, both the webpage and Kickstarter pages will be created during this phase.

October 2013: Short documentary trailer *Save the Devil* is scheduled to be released. Once released, the trailer will be available for use by all petrel partner groups, including Societe Audubon Haiti.

## **Future Plans**

In February 2014, staff from EPIC, SAH, and GJI will be joined by the film crew from Tri-films to capture footage from Haiti of the petrel, petrel habitat, and humans living in petrel habitat. The film will be shot in Boucan Chat and La Visite National Park, Haiti.

Post-production and distribution of the full film is scheduled to be completed in late 2014. The film will be available to Societe Audubon Haiti to be used as a component of their petrel outreach campaign.