Our community recognizes with respect that our campuses are located on the traditional and ancestral territories of the Lil’wat, Musqueam, Sechelt, Squamish, and Tsleil-Waututh First Nations.

Edge of the Knife
Sgaawaay K'uuna
Dir: Gwaai Edenshaw, Helen Haig-Brown
Screening @ VIFF
Oct 3 6:15pm, Oct 4 9:30pm, Oct 5 10:30am
By the end of this session, you will be able to:

- Describe the specific kinds of company information that would be useful for researching prospective employers
- Name three potential sources for locating reliable information to help me find and get a job in the film industry.
“Knowledge is power.”
- attr. Francis Bacon

In the context of researching a potential employer, what could this mean?
Use the worksheet, list what information you’d like to find about the company you’ve chosen to investigate.
COMPANY RESEARCH

- Names & titles of executives, administrative structure
- Job titles and names of people who do the job you want
- Number of employees
- Employee structure
COMPANY RESEARCH

- Profitability
- Financial statements
- Position in industry/sector
- Project budgets
- Financing models, partnerships
- Project revenues
- Number of projects funded (per year?)
- Salaries (specific or average)
COMPANY RESEARCH

- Headquarters and offices
- Sphere of operations
- Co-productions
- Distribution networks
- Reputation in the industry
COMPANY RESEARCH

- Titles of projects
- Genres and formats covered
- Critical reception
- Box office & popular reception
- Industry reception

AWARDS
Pay attention to WHO gave the recognition?
- Critics
- Public
- Peers
- Dependent business

MAKE THE CONNECTION
LIBRARY.CAPILANOU.CA
COMPANY RESEARCH

- Philosophy
- Self-image, media image
- Industry reputation
- Media/critical reputation
- Reputation as an employer

“Fit” is one of the most important, most difficult aspects of the job market.
READING A WEBSITE

For small companies, their website might be the only source of information you can find. Review your list of information wanted. How much do you expect to find on the company’s website? **Check each item.**
Targeted approach:
• Where will you look for this info on the company website?
READING A WEBSITE

In Pairs

• Investigate the company based only on their website, using one criteria from each category.
• Pair with a person of opposite colour. Describe the company as a potential employer – pros and cons.
SOCIAL MEDIA

What could social media tell you about a company that their website may not?

How many CapU grads work at Lionsgate? At Rezolution?
What sources would you consider “legit” for a media scan?

- Newspapers (Which ones report on film and entertainment?)
- Trade publications (*Variety*, *Hollywood Reporter*, *Playback*)
- Magazines (general or fan/interest)
- Biz Bloggers
- Social Media (LinkedIn)
What would external sources tell you about your company that their website won’t or can’t?

Besides searching for the company name, what other keywords could you look for?
MEDIA SCAN

Custom Research Guide for MOPA 416!

http://libguides.capilanou.ca/mopa416
MEDIA SCAN

Can you find three media items about your chosen company from legit sources using:

- Discovery
- Proquest (Canadian Sources)
- Variety online
- Guardian or New York Times websites
- Google
MEDIA SCAN

Is there anything from your list that you’ve uncovered with a media scan?

😊
ASSOCIATIONS

Why belong to an association?

• Choose one association from the list.
• Investigate the website – what do they have to offer new filmmakers?
• What is the value of membership?
  ▪ Stated on the site
  ▪ Inferred by what you find there
• How can you become a member?
INDUSTRY REPORTS

What is the business value of your industry?

• Canada
• US/North America
• Worldwide