

Florida's Magic Waters

A Documentary Synopses

Dotting Florida's northern landscape, mostly hidden from view, is a series of natural springs. These cool, clear waters have sustained life – from people to animals and plants – for millenia. The earliest Native Americans called them flowing water, or “wekiwa.” But to many who see them and swim in them for the first time today, they are simply magical.

Florida has more large (first- and second-magnitude) springs than any other state in the nation, and anywhere else on earth. And the state government relies on them as, “windows into the health of our groundwater,” which is the source of 90 percent of drinking water for Floridians.

The health and wellbeing of these springs should be important to all Floridians. And we intend to help educate them in a compelling way with a new educational film project. We will bring together voices from all sides, from the activists who see the springs as sacred, to the businesses that rely on the Floridan aquifer to operate and create jobs. This is a resource that enables not only life, but profits. An explanatory, educational approach is crucial to connect the powerful and emotional narratives about the springs and their future.

Our mission:

- A 60-minute documentary about Florida's springs for PBS that includes voices from all sides of the issues, from agriculture, industry, government, NGOs and citizens. Depending on final budget, we may also include stories from other parts of the nation and world that are trying to manage springs and aquifers.
- A 3 to 6-minute virtual reality, 360-degrees mini-documentary that immerses viewers in the world of springs, specifically designed for museums such as the Silver River Museum and organizations like the Howard T. Odum Florida Springs Institute.
- A series of two to four shorter videos about the springs to be distributed using Explica Media's unique and proprietary network that includes the largest newspapers in the state of Florida
- World premieres in both Tallahassee and Miami to call attention to the issue in two of the most important audience markets in the state.

Our request:

- Explica Media is aiming to raise up to \$250,000 in funding for a film with a global point of view, VR video and video series. See sponsorship levels (\$5,000-\$50,000) in pitch sheet.
- A fiscal sponsor can be arranged if necessary.

Please see attached presentation and budget for details.