

MOVING IMAGE

Spring 2021



Reflecting on the start of 2021

Welcome to our Spring 2021 newsletter. What an unusual year 2020 was! However, we are very grateful for the continuous support we have received from our supporters, as well as from friends and colleagues within the international community despite the challenges that face the world at the moment.

PFP has experienced a busy, yet very productive first few months of 2021, with many projects reaching completion, such as: an awareness documentary examining the impact of [COVID-19 on schoolgirls in Malawi](#) ; [a three minute clip competition](#) with The Kasungu Film Collective (TKFC) in Malawi; [a one minute clip competition](#) with The Marc Bolan school (MBS) in Sierra Leone; and our [Safe Motherhood film 'Di Kombra Di Krai'](#), in partnership with Future View Media Centre (FVMC).

As we look forward to the rest of 2021, we are optimistic that we will be able to continue to bring positive social change through our work. Our latest project focusses on raising awareness of Albinism in Malawi specifically, with research now being completed and shooting underway for this new documentary, working in partnership with TKFC.

We hope you enjoy our Spring 2021 newsletter! We have lots to share with you. If you have any comments or questions, please contact us at: admin@purplefieldproductions.org.

Alternatively, for further updates you can visit us at: www.purplefieldproductions.org.

Kevin Waldie
Chair



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COVID-19: Our continued response...

COVID-19 has impacted on all aspects of our operations, none more so than on our international programmes. As the news and advice regarding the pandemic continues to change, we closely monitor the situation and the impact in the countries in which we operate to ensure we can continue to work effectively and safely.

Building on our successful awareness music video productions in Malawi, we have provided further support to TKFC with training, covering film scripting, production, sound recording, and editing. This has led to the production of a short documentary on the effect of COVID-19 on vulnerable schoolgirls in Malawi. The production explores themes such as early marriages and unplanned pregnancies which have resulted from school closures during the pandemic. The distribution is progressing well, with TKFC recently appearing on Kasungu Community Radio to talk about the documentary. You can view this by visiting our YouTube channel [here](#).



(TKFC at Malawi Broadcasting Corporation)



If you wish to stay up-to-date with the latest news and advice, you can visit the World Health Organization (WHO) [website](#).



Sunrise in Kuti, Malawi

Latest News

Trustee Update

There have been a few changes to trustees over the past few months which we would like to communicate.

Brian Harper has recently taken the decision to resign as a trustee from PFP, citing his focus of attention was turning to other matters in his life and stated that 'I believe PFP now have a team capable of realising many future successes to the ultimate benefit of countless people, who at present, cannot share the abundance we are blessed with'. Brian has made a wonderful contribution to PFP over many years and his unfailing positive outlook will be greatly missed, thank you Brian!

We are also saddened to report that Roland Chant, Trustee and Vice-Chairman has recently taken the decision to resign from his executive duties and as a Trustee. Roland's contributions over many years has been invaluable to PFP, most notably helping to develop the innovative cinema kits which have been so successful in facilitating our film distribution across rural communities in the last few years. We wish Roland all the health and happiness for the future!

We are however, very pleased to introduce, Fadhili Maghiya who has joined us this month as a trustee. Fadhili is born and raised in Tanzania, and is the Director of Watch-Africa CIC, a multifaceted company working in the arts, culture and heritage industry. Fadhili also runs the Sub-Sahara Advisory Panel, a network of African communities in Wales. To find out more about any of our team, you can visit our [website](#).



Supporters Meeting

We were very pleased and grateful that so many supporters were able to join us for our supporters meeting which was held virtually on 14/04.

The session was hosted by our Chair, Kevin Waldie and the following topics were covered: 2020 overview; current PFP programmes; training & productions; finance; fundraising; and looking ahead for the rest of 2021.

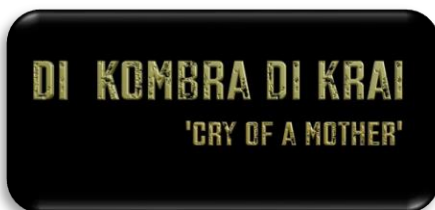
Despite the success of the meeting, we are hopeful that the next time we get together we can do so in person!



Sierra Leone

We have wonderful news to share from Sierra Leone, where our Safe Motherhood film, in partnership with FVMC 'Di Komba Di krai' (Cry of a Mother) is now ready to watch [here](#).

Sierra Leone has the highest rate of maternal mortality in the world, with 1,360 mothers dying per 100,000 live births (by comparison, the UK figure is 3.25 per 100,000). This shocking number of deaths is due to a shortage of hospitals, trained staff and ambulances. Lack of education also plays an important part, and this is where film can help to spread safe practices.



There is a very important role which is the backbone to saving the lives of the mother and the baby which we can contribute to; that is, informing the people who lack knowledge about what to do from the first day of the pregnancy, to the last. We believe a film like this will save a lot of lives for generations to come.

– **Tyson Conteh (FVMC Director)**



PFP have also worked closely with the Marc Bolan School of Music (MBSM) on one-minute video training, which has gone very well. The students have now completed their interview training programme and have now moved onto a three minute documentary stage. You can view the one minute clips [here](#).





Malawi

In Malawi, PFP have been providing training to eight women and eight men who form The Kasungu Film Collective (TKFC). Supported by Patiel Mizeck, our training facilitator, the group began by developing their skills through working on one and three minute documentaries, highlighting local issues such as reducing plastic waste, deforestation, and agricultural reform.

This has led to the production of a short documentary on the effect of COVID-19 on vulnerable schoolgirls in Malawi. The production explores themes such as early marriages and unplanned pregnancies which have resulted from school closures during the pandemic. The distribution is progressing well, with TKFC recently appearing on Kasungu Community Radio to talk about the documentary. You can view this by visiting our YouTube channel [here](#).

Having now completed all previous training modules, TKFC have now moved onto their next project and have been completing research for their upcoming full-length feature film documenting the widespread stigma, superstition and dangers facing persons with albinism. See a few early behind the scenes photos below.



Further information on Albinism in Malawi: [Al Jazeera report in Albinism in Malawi](#).

Tanzania

In August, our award-winning film 'Lisilojulikana – The Unknown' was screened on 'TBC1', the national television station, and has recently been added to [TBC's YouTube channel](#). The film was shown in sections over three weeks and the scheduling included a studio discussion of the issues raised.

We continue to work on the distribution of this drama which works to break down the issue of stigmas attached to disabilities – in this instance, cerebral palsy.

To date, over 3,000 people in Tanzania have seen the film at local screenings, organised by our partners in Tanzania, ADD International. We are hopeful that over the coming months community-based screenings may restart, with the Dodoma region being discussed as a possible next region to hold these viewings.

You can watch Lisilojulikana by visiting our [website](#) or [YouTube](#) channel.



(Setting up a community screening.
Taken before COVID-19*)



(Local community screening in Pwani, Tanzania.
Taken before COVID-19)



Kenya

Our award-winning film [Lisilojulikana – The Unknown](#) continues to receive interest in Kenya.

As part of the celebrations of International Day of Disabled People, Disability in Wales & Africa and Hub Cymru Africa organised a screening of the film, at which the star of the film, Vanessa Atieno attended for a Q&A session.



(Salome Jordano)

Also in attendance were Salome Jordano, the mainstay of our community screening programme in Kenya, and Chikondi Mandalasi, our community facilitator in Malawi.

You can watch the film for yourselves by visiting our [website](#) or [YouTube](#) channel.



(Vanessa Atieno stars as Grace in the award-winning Lisilojulikana)

Community

Meet the Team

Patiel Mizeck is a video producer, and our local training facilitator, currently working with The Kasungu Film Collective (TKFC). Patiel is responsible for the training and development of TKFC, which includes video production, camera operating, and post-film editing. Patiel's reason for partnering with PFP in his own words are 'I wanted to work with PFP as they strongly believe in helping develop local Malawian filmmakers to create films and share our important stories to help people most in need.' Patiel has already helped TKFC deliver one and [three minute documentary clips](#), a short documentary on the effects of [COVID-19 on school girls](#), and is now working with the group on the feature drama on Albinism.



On May 13th, Rosemary Evans is aiming to complete a 12 hour Pilates marathon on behalf of PFP and our work on Albinism in Malawi.

We are very grateful of Rosemary's efforts in what will be a very difficult challenge. If you wish to find out more, you can visit her Give as you Live page [here](#).

Online shopping

Don't forget, online shopping through [Give as you Live Online](#) or [Amazon Smile](#) are free and easy ways to help raise money for PFP.

There are over 4,200 retailers to choose from and by supporting Purple Field Productions you can become a #givinghero.



Reflections

Helen Da Silva Wood, our Trustee and Director of Administration shares her thoughts on the challenges COVID-19 has presented PFP in regards to our administrative activities, as well as the ability to apply for grants.

What a year! Little did any of us imagine we would be spending the past 12 months at home in the midst of a truly dreadful pandemic.

The PFP team have not met face to face since February 2020 and Celinda, our wonderful administrator who only joined two weeks before we went into lockdown has yet to meet the whole Board in person.

At that time Rob, our Director of Fundraising, had PFP's annual fundraising events calendar filled with lunches, book sales, quizzes and other events to engage with supporters but suddenly these were all swiftly halted and grant-awarding bodies changed their programmes to channel funding to charities working to directly alleviate the impact of COVID-19.

PFP went into overdrive to find ways to help and it was back to the drawing board for the business plan.

However, out of crises comes the opportunity to look at things differently and PFP did. In a matter of days a proposal for the production of a music video had been developed, approved and an appeal put out over socials and email.

At a time when the world was in turmoil the generosity of our loyal PFP supporters was overwhelming and within a few days we raised enough funds to make not one film, but two!

We are immensely grateful for the help and support of all those who continue to support us with regular donations, as well as those who have kindly provided us with one off donations. Every little bit really does help and as we continue to keep our UK overheads low we invest as much as we possibly can on making films that make a difference.

As the long term effects of COVID-19 are still to be truly felt, we acknowledge the challenges we are faced with in regards to grant applications and fundraising. It seems certain that virtual activities are here to stay and whilst new technologies and ways of communicating have allowed us great flexibility and the ability to adapt, we all miss meeting Board members and supporters face-to-face, and very much look forward to seeing everyone again in the not too distant future with a little bit less of a reliance on Zoom calls!

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