



FACT SHEET

4th CEBU INTERNATIONAL DOCUMENTARY FILM FESTIVAL **August 15-21, 2015**

Cebu International Film Festival (CIDFF) is a platform that organizes annual international documentary film festivals in Cebu, Philippines. CIDFF will play a big role in giving Cebu and the rest of the Philippines international exposure.

CIDFF serves as a benchmark for all documentary film makers, film producers, and global media interested to come to Cebu for a film event.

What will the Film Festival do?

Creativity, knowledge, and access to information are today's economic drivers. CIDFF will make it happen for Cebu.

CIDFF provides companies unique and cost-effective opportunities to reach a network of enthusiastic and diverse global communities we aim to serve.

CIDFF gives visibility to Cebu and open new possibilities for other audiences to see. This would bring visibility and international credibility to Cebu's Film industry including film support services.

"The Festival" is composed of the following categories:

- 1) Long Documentary
- 2) Short Documentary
- 3) Special Documentary





CIDFF's Objectives:

CIDFF aims to bring our diverse global audience to Cebu, Philippines. This city marketing effort also aims to attract extremely talented, creative, technologically savvy, and socially inclined audience as the ideal target market.

It will link our film industry with the rest of the world and promote our **local film schools**, attract more attention for people to learn the value and importance of the film industry.

Why is media important for the development of any country?

Media represents the voice of the people and creates a two-way portal for societies across cultures to communicate. Media is one of the most powerful medium that can clearly convey the most pressing issues and injustice happening in society. These types of issues are best conveyed through films. Media plays a significant role in a country like the Philippines. It is an enabler, an educator; it raises awareness for ideas, people and causes, and mobilize people to action.

Why Documentary Films?

The documentary film is particularly a compelling visual medium. It brings about progressive change by breaking down barriers to understanding. It sheds light on social issues, tells stories about cultures and communities; it uplifts human dignity by amplifying the voices of the victims of social injustice. It is powerful and it is real.

What will happen each year in the festival?

The Festival highlights the following events:

Curtain Raiser: CIDFF unveils its new theme for the year with a special screening of an internationally-acclaimed documentary.

Opening Night: The festival kicks-off with a cocktail gathering and an exclusive film screening event with the participation of invited filmmakers, film production companies, film critics, guests and the viewing audience.





Cebu Film Market Expo: CIDFF opens opportunities for companies in multimedia business (TV, film, broadcast and equipment) to promote their products and services, and gain more visibility through a 2-day exhibition at prime location where different market segments can be obtained.

Documentary Film Caravan: This event features a film showing activity in selected schools and universities to educate young minds on global issues happening at present through a wide range of documentaries in the competing and non-competing section of the festival.

Closing and Awards Night: The finale of the festival features the awarding of the winning films in the competition section, and a take-away film for the public to look forward to.

The Board

APRIL DEQUITO- Executive Director-Board Member



The founder of Omnilogy Inc., a multifaceted approach to empowering people by creating collective environments of shared aspirations through the arts, April is an architect and a social entrepreneur.

She has diverse leadership experience through her affiliations with various leadership organizations in the Philippines and the USA.

She received her Bachelor of Science degree in Architecture from the University of San Carlos and attended further studies in International Affairs in New York City. She also completed the Executive Program in Social Entrepreneurship at the Stanford Graduate School of Business.

April is an International Associate Member of the American Institute of Architects and has also worked with the United Nations Capital Development Fund.



MARIE ERNESTINE DENISE FAJATIN-PEGARIDO- 2015 President



Denise is the School Director at the Marie Ernestine School and has been for the past 12 years, having produced around 2,000 graduates.

She holds a bachelor's degree in Industrial Psychology from the University of the Philippines and a master's degree in Educational Administration from the Ateneo de Manila University. She is currently taking her Doctorate Course in Education at the University of San Carlos.

LILU ALIÑO - Board Member



Advertising, marketing and public relations professional Lilu has over 30 years of experience specializing in the central and southern markets in the Philippines. A Mass Communications graduate, Lilu lectures at her alma mater, St. Theresa's College under the Mass Communication and Business Management programs. She is presently the institutional planning consultant of St. Theresa's College, Cebu.

Engaged in humanitarian service through her active involvement with Rotary, Lilu is also a board member of Cebu Youth Center, a counseling and development center for underprivileged young adults.

Lilu is a video producer and a photography enthusiast.



JOSEPH MICHAEL ESPINA-Board Member



Joseph Michael Espina has 35 years of active experience in architecture and planning, with many commercial, residential and institutional buildings in Cebu in his portfolio.

He holds post graduate degrees in Urban and Regional Planning, Major in Transportation Planning (1979) and in Management, Major in Business Management (1990) from the University of the Philippines.

Currently, he is the Dean of the College of Architecture and Fine Arts at the University of San Carlos in Cebu.

Timothy Doolen-Board Member



Timothy "Timm" Doolen started his production career 10 years ago making low-budget documentaries, including the award-winning "Explaining from the Inside" which analysed the media coverage of the 1999 Texas A&M University bonfire tragedy that killed 12 students.

In 2003, he assisted producer Bob Cooper at the newly formed Landscape Entertainment and helped work on "Sleepover" and "Mr. Woodcock." Timm then assumed casting director and production coordinator duties on the low-budget feature "Think Tank". In his spare time he has directed, produced, written and casted several short films, including "The Man With No Eyes" which premiered on the Sci-Fi Channel.



In 2004, Timm became a writing assistant for BigFoot Entertainment and was later promoted to Director of Creative Development in 2005. He also worked as Program Director of International Academy of Film and Television in Cebu, Philippines.

He is currently the director of Film and Creative Media Arts.

MARY ANNE ALCORDO-SOLOMON-Board Member



Mary Anne “Me’anne” Solomon is an entrepreneur. She owns and manages Alcordo Advertising, an indoor and outdoor advertising agency in Cebu recognized for their quick response and highly practical and reliable services.

Aside from business, Me’anne also engages in community service; she currently serves as board secretary of the Cebu Chamber of Commerce and Industry and president of ICanServe Foundation, Inc., a non-profit organization based in Manila which advocates for early breast cancer detection through breast self-examination.

CRISPO MOJICA-Board Member



Crispo began his career in theater. His deep passion and commitment to communicate to an audience brought him closer to the masses. He became a founding member of TEATRO KALBURO an environmental theater group.

His first production “Buhay” (life) spoke well of what he was to be—raw, unafraid, a rebel with his vision of going against the grain of the industry. In 1986, he left





mainstream theater and dove deep into environmental theatre production work. He began writing and directing documentaries in 1997.

In 2004, the Southeast Asian region became his outlet for commercial expression, directing and producing television commercials in Vietnam, Indonesia, Thailand, Australia, Malaysia & Cambodia until his return in 2009. The year 2008 was the birth of the

International Institute for Film & Broadcast Arts, IIFA –a workshop & training company he helped co-found.

Currently, he heads IIFA-Film Department Productions and SuperShows Media & Entertainment Group and holds a lecture consultant post for the new University of Makati's Media & Broadcast Center.

