

Ms. Ana Rivas Logan, Board Member

**SUBJECT: REQUEST APPROVAL OF RESOLUTION NO. 10-011 OF THE
SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA
RECOGNIZING THE BIG BLUE & YOU FOUNDATION, MIAMI
WORLD CINEMA CENTER, INC., IN ASSOCIATION WITH THE
UNIVERSITY OF MIAMI FOR THE "ONE WATER WORKSHOP"
PROJECT**

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS

**LINK TO STRATEGIC
FRAMEWORK: EDUCATION**

As we face some of the most challenging environmental issues in human history, it is critical for this generation to create unique ways of inspiring hope that will ultimately translate into positive change. One of the many ways to get that movement initiated is to empower our young people with the tools and knowledge to go out and make an impact by utilizing film and media outlets to reach a broad audience. The Miami World Cinema Center, Inc., and the Big Blue & You Foundation in association with University of Miami has designed a program, the "One Water Workshop" Project.

The Big Blue & You Foundation is a 501(c)3 non-profit whose mission is to help create global change by empowering and inspiring today's youth to become stewards of the environment through education, passionate leadership and service. The founder and CEO of the Big Blue & You Foundation, Dannie Washington is a graduate of the University of Miami with a double major in Marine Science and Biology.

The Miami World Cinema Center, Inc. (MWCC) is a 501(c)3 non-profit organization established in 2008 with a \$750,000 matching grant over four years by the John S. and James L. Knight Foundation. The MWCC is headed by CEO Patrick de Bokay, former Miami International Film Festival Director, whose creative knowledge includes over 150 movies at Fox and Turner as well as 30 years of experience in both the film industry and the marketing/advertising worlds. The MWCC's work on the One Water Program fulfills its mission to provide an experience-oriented supplement to film education, and build community capacity as it relates to social responsibility, environmental consciousness and cultural/artistic awareness.

The One Water Workshop Program is designed to educate students on the issue of water conservation while teaching them the skills necessary to become effective communicators on this and other important issues. Students will generate further awareness on this issue with the production of a documentary film about the program, to be filmed as it is taking place. The One Water Workshop is to act in concert with the objectives of the overall efforts of the One Water Project, and to be comprehensive so that its dual objectives of education and awareness can support and enhance each other.

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The Pilot Program which is a 4-day Spring Break Workshop will teach students to create effective messages for visual media, focusing on building the skills to author narrative elements and produce high quality images. Students will be challenged to construct innovative messages that communicate their own perspective on the issue of water conservation, and enlisted to contribute their own ideas on ways to best utilize social media for mass communication. The seminar has 15 students, divided into five groups of three. Each group will produce a 30-60 second Public Service Announcement designed specifically for distribution online.

Student applications are currently being accepted. This is a free, no cost to the student nor to the District workshop presented by The Big Blue & You Foundation and the Miami World Cinema Center, Inc. in association with the University of Miami, School of Communication. Students that are interested must submit their applications no later than March 15, 2010.

ACTION PROPOSED BY

MS. ANA RIVAS LOGAN: That The School Board of Miami-Dade County, Florida approve Resolution No. 10-011 of The School Board of Miami-Dade County, Florida, recognizing the Miami World Cinema Center and The Big Blue and You Foundation for sponsoring the One Water Workshop.

RESOLUTION NO. 10-011
OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING
THE BIG BLUE & YOU FOUNDATION, MIAMI WORLD CINEMA CENTER, INC., IN
ASSOCIATION WITH THE UNIVERSITY OF MIAMI FOR THE
“ONE WATER” PROJECT

WHEREAS, we face some of the most challenging environmental issues in human history, it is critical for this generation to create unique ways of inspiring hope that will ultimately translate into positive change; and

WHEREAS, the Miami World Cinema Center, Inc., and the Big Blue & You Foundation in association with University of Miami has designed a program, the “One Water” Project; and

WHEREAS, the One Water Workshop Program is designed to educate students on the issue of water conservation while teaching them the skills necessary to become effective communicators on this and other important issues; and

WHEREAS, the Pilot Program which is a 4-day Spring Break Workshop will teach students to create effective messages for visual media, focusing on building the skills to author narrative elements and produce high quality images; and

WHEREAS, students will be challenged to construct innovative messages that communicate their own perspective on the issue of water conservation, and enlisted to contribute their own ideas on ways to best utilize social media for mass communication;

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida, approve Resolution No. 10-011 of The School Board of Miami-Dade County, Florida, recognizing the Miami World Cinema Center and The Big Blue and You Foundation for sponsoring the One Water Workshop.

A copy of this resolution is placed in the permanent records of this Board.

Presented this tenth day of February, A.D. 2010

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

CHAIR

ATTEST:

Secretary