

A 52" TELEVISION DOCUMENTARY FOR CBC'S
THE NATURE OF THINGS AND INTERNATIONAL PRESALES.



FROZEN IN TIME

THE SCIENTIST WHO LOST HER MIND,
AND THEN FOUND IT AGAIN. ALONG WITH ANOTHER WORLD.

 Handful of Films



 CREATIVE
BC

 PBS
Distribution

Why We Matter

Frozen In Time, a one-hour documentary currently in pre-production for CBC's ***The Nature of Things***, is the inspiring story of Natalia Rybczynski, a brilliant Canadian scientist who is overcoming a traumatic brain injury (TBI) to rebuild her career. Natalia has granted Handful of Films exclusive access to her research and personal life, including a field expedition to the most remote region of Canada's High Arctic. In 2024, we will bring her story to a national audience, presenting a powerful testimony to the strength of the human spirit in the face of adversity.

Traumatic brain injury is one of the leading causes of disability, mental health illness and homelessness in Canada, yet the condition remains poorly diagnosed and treated. Over 200,000 new cases of TBI are reported every year¹, but limited medical information about long term effects and lack of resources in the Canadian health care system make this a truly silent epidemic. Family doctors (in contrast to ER physicians and walk-in clinics) are uniquely positioned to diagnose brain injuries, yet only one in five Canadians have no primary care doctor². According to our partners, Brain Injury Canada and the Canada Brain Foundation, there is a critical lack of standardized and centralized support for diagnosis and general information about causes, symptoms and treatments as well as tips for prevention and rehabilitation.

¹ SCSC, Evidence, 20 February 2019, 1855 (Dr. Charles Tator, Director, Canadian Concussion Centre – University Health Network).

² <https://healthydebate.ca/2023/03/topic/millions-adults-lack-canada-primary-care/>



Natalia on fieldwork in Canada's Arctic before her head injury

With a national, prime-time broadcast partner at CBC, a charismatic and inspiring central character willing to share her experience of brain injury, a history of internationally impactful and award-winning science documentary production, and clearly identified advocacy and education needs surrounding brain injury, we believe there is a clear role for the Telus Fund to support our production and its allied audience impact campaign.

In partnership with our Expert Organizations and the Telus Fund, we plan to build an interactive website that will serve as a community hub for discussion, education, and advocacy, creating a network of support that could have a direct impact on TBI recovery outcomes. We plan to populate this site with short-form, shareable video stories of Canadians with brain injuries, to make this issue personal and

relatable, and learning resources for preventing, diagnosing and treating the condition. Finally, we hope to support advocacy efforts in the research and political arenas, to promote better health outcomes nationally.

With the support of the Telus Fund, we have the story, the experience and the resources to engage a broad national audience, spark meaningful conversations, inject real solutions, and effect real change for the millions of Canadians living with TBI.

The Background

In 2011, Natalia's life took an unexpected turn when she collided with another skier while cross country skiing. In an instant, everything changed. The promising profession she worked so hard to build was suddenly derailed, and she was left to adjust to a new reality as a disabled neurodiverse woman.

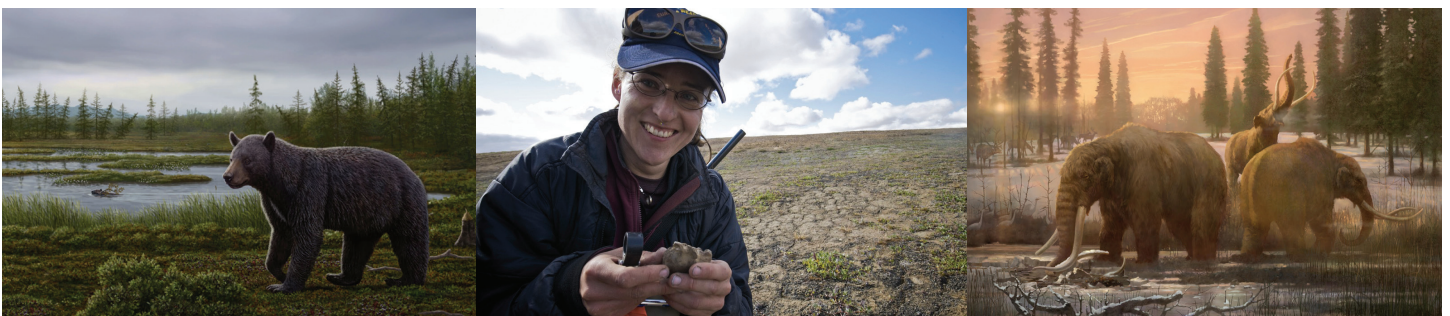
"I was out on a ski near my home in the Gatineau Hills. And I remember looking down, and then looking up, and suddenly there was a man skiing in my track. He was coming fast. I started to step out of my track. But not fast enough. He hit me, and

I flew off the trail into the forest. I don't remember what happened then, I must have blacked out. And I got back up on my skis. I could do that. I skied all the way back to my car. I didn't have any idea that something bad had happened. But it had. In that moment, my life changed forever."

"I went to walk-in clinics, but I didn't have my own doctor. I had no one to put the pieces together for me. And I was too busy to be sick."

Natalia Rybczynski

With two members of our own creative team, Ally Barry and Jen Randall, who also suffered from brain injuries, we have a vested and highly personal interest in bringing together a community to support those who have been affected by TBI. That's why we're committed to not only creating an impact campaign for the film itself, but also a broader interactive platform to aid in the discovery of treatments, research and provide networking opportunities and the sharing of experiences.



Our Objectives

To further identify the desired impact of ***Frozen in Time*** and set clear and measurable goals to achieve it, we will build a comprehensive plan to engage a larger, broader audience to spotlight awareness around TBI. We're planning a festival run for the film, community screenings, outreach events and social media campaigns, in addition to the creation of a web series called ***Heads Up for Healing*** on an interactive website that hosts survivor stories and information on recovery.

Target Audience

A CADP is crucial for reaching and engaging with the various target audiences. In particular, those living in more remote communities are at a higher risk, with rural rates reaching as high as 1400 per 100,000 people³. Indigenous populations are also disproportionately affected by TBI, with higher rates and poorer outcomes due to various socioeconomic and psychosocial factors⁴.

Additionally, the recent media coverage of head injuries of prominent athletes has brought attention to this issue on a larger scale, with lawmakers taking action to improve medical assistance and practices in sports. However, there is still a need for education and awareness amongst the general public. By 2031, traumatic brain injury (TBI) is expected to be among the most common neurological conditions affecting Canadians, along with Alzheimer's disease and epilepsy⁵.

³ Lasry O, Dudley RW, Fuhrer R, Torrie J, Carlin R, Marcoux J, Traumatic brain injury in a rural indigenous population in Canada: a community-based approach to surveillance, doi: 10.9778/cmajo.20150105cmajo May 26, 2016 vol. 4 no. 2 E249-E259

⁴ Karmali S, Laupland K, Harrop AR, et al.(2005) Epidemiology of severe trauma among status Aboriginal Canadians: a population-based study. CMAJ172:1007-11

⁵ Public Health Agency of Canada, "Mapping Connections: An Understanding of Neurological Conditions in Canada," Ottawa, 2014.



Dam-building beavers emerged in Arctic forest wetlands millions of years ago

Our Partners

We are thrilled to announce that we have financial support from our trusted partners, CBC ***The Nature of Things*** and PBS'd International. With a combined viewership of over 150 million people in 2020, and social media following for CBC alone at roughly 1.6 million, we are confident that this collaboration will ensure our film has the capacity to reach a broad and engaged audience.

We are also proud to be working with the leading national organizations who are transforming the way Canadians understand, treat, and live with TBI: Brain Injury Canada, and the Brain Canada Foundation.

Our Proposal

During our research into possible dates of execution that align with events across Canada, we discovered a striking lack of representation on the topic of head injuries and TBI. Although the March of Dimes held a conference in May 2022 and Brain Injury Canada hosts an annual conference, there are relatively few opportunities for the general public to learn more about this important issue other than symposiums that cater to the medical community.

Our plan for this development phase is to create a 2 minute trailer for the film and a comprehensive production plan for a web series called ***Heads Up for Healing***. We will engage with The Number Creative to develop a website to host the series as it grows including UX design, landing page and digital strategy. From the moment we begin principal photography at the end of May, we'll be providing exclusive behind-the-scenes content, teasers, stills and other updates from the film.

In addition, we will utilize this funding to build a comprehensive audience development and legacy plan for a full campaign with these key measurable outcomes:

- Traffic to Interactive Website
- Social Media Engagement
- Audience Feedback
- Press Coverage and Festival Entries
- Screening Attendance

As we work to negotiate our broadcast rights in the next 6 weeks, our comprehensive audience development plan will include identifying additional platforms that align with our mission and values, that will maximize the reach and impact of ***Frozen In Time*** and also support communication to underrepresented communities.

We will forge new and develop our existing relationships, create analytics strategies to monitor the success of the campaign and evaluate their effectiveness of the strategies to ultimately find out how Canadians are affected and how their overall welfare is impacted.



Natalia with her fossil collections at the Museum of Nature, 7 years after her head injury

Our Team & Plan

Frozen in Time is finalizing its production budget and waiting to receive information on contribution numbers from the Canada Media Fund and Rogers Doc Fund. We plan to apply for the Telus Fund Production Phase in the fall, and would allocate a portion of that funding for build-out to ensure the campaign is a success, while supporting any financial shortfall for the production itself.

Handful of Films has engaged the following proficient creatives and project managers to accomplish our impact and outreach goals. Additionally we are providing guidance to Sonya Lee, a promising Canadian talent who belongs to the upcoming breed of documentary filmmakers.

Ally Barry

Handful of Films

PRODUCER

Ally Barry is a visionary producer with over a decade of experience in creating compelling stories that captivate audiences through animation and live action. Her remarkable track record includes Emmy Nominated **Plum Landing** for PBS Kids, internationally acclaimed documentary **Sustainable** and History Channel's **The Boneyard: With George St. Pierre**. In addition to her film, television and over 70 commercial credits, Ally served as technical project manager for IOS apps **Sir Bit** and **A Sweet Story**, one of the first interactive children's books to hit the market. Her exceptional talent led her to join Handful of Films in 2020, where she played a key role in Canadian Screen Award Nominated **Carbon - The Unauthorized Biography**, an ABC Australia and CBC co-production.

Melanie Butler

Independent

IMPACT PRODUCER

Melanie Butler has over 10 years of experience creating winning campaigns for groundbreaking documentary projects. As Impact Producer for **Water Warriors** (PBS) she collaborated with over 200 communities to organize screening events in 12 countries, building power for climate justice and Indigenous solidarity movements worldwide. The impact campaign she created for **Water Warriors** is highlighted as a model of successful documentary engagement in Doc Society's Impact Field Guide. Melanie has worked with Oscar-nominated and Emmy-winning filmmakers and is a consultant with New Day Films, where she develops best practices and impact strategies for the organization's 150+ members across North America.



Annelise Larson

Veria

MARKETING CONSULTANT

<https://veria.ca>

Annelise comes from a background as an independent film producer, with training at such prestigious institutions as the Canadian Film Centre and Banff Centre for the Arts which she transitioned into a career in digital marketing in 1995. Today, her focus is helping creatives and storytellers use the digital opportunity to define, find, attract, engage and grow their audiences and to work toward strategic and sustainable models for impact and revenue generation. She works extensively with government organizations, educational institutions, creative industry associations and media production companies in North America & Europe. Annaliese is one of a handful of audience development experts who have been pre-approved by the Telus Fund.

Chris Noel, Founder of Hipwood Digital

The Number Creative

DIGITAL COLLABORATORS

<https://thenumber.ca>

With over 40+ years of combined expertise in the world of creative marketing, this dynamic duo is the ultimate powerhouse of digital

innovation. They are the brains behind many successful and award winning campaigns, overseeing teams of highly skilled UX designers, web developers and interactive application specialists across all platforms. Because of their unwavering passion for cutting-edge technology, coupled with their unrivaled knowledge of the digital landscape, they will be the driving force behind this project to create an impressive and long lasting digital footprint for ***Frozen in Time***.

Sonya Lee

IMPACT PRODUCER IN TRAINING

Sonya Lee, our intern and emerging Producer/Director is currently in training to become an Impact Producer with Story Money Impact. With her exceptional talent, she will be instrumental in assisting with strategy, operational costs, budgeting and the on-going general maintenance after launch. A Jackson Wild Media Lab Fellow, Sonya has been making waves in the industry and was recently recognized as one of the top five emerging international producers at the prestigious World Congress of Science and Factual Producers in Glasgow, 2022. Her creativity and commitment to excellence make her a valuable asset to our team.



Production Schedule

MARCH - MAY 2023	PRE-PRODUCTION
JULY - SEPTEMBER 2023	DEVELOPMENT OF IMPACT CAMPAIGN
JUNE - DECEMBER 2023	PRINCIPLE PHOTOGRAPHY
JANUARY - JUNE 2023	POST PRODUCTION
JUNE 28TH, 2024	DELIVERY AND LAUNCH
FALL 2024	BROADCAST DATE

Our Company

Specialist science and nature producer **Handful of Films** is known for intelligent, ambitious, and impactful documentary storytelling. Winner of 7 Canadian Screen Awards for “Best Science and Nature Program”, “Best Cinematography” and “Best Original Score” for the recent documentaries ***The Great Human Odyssey***, ***The Perfect Runner***, and ***Equus - Story of the Horse***, we reached new heights in 2019, with a win at Sundance for ***Fast Horse*** and our second Emmy nomination for ***Transplanting Hope***.

Our 2022 feature documentary ***Carbon - The Unauthorized Biography*** is now touring film festivals and broadcasting on CBC, ABC and ARTE. We are currently co-producing with **Tangled Bank Studios** the behind-the-scenes story of a spectacular ancient DNA discovery, called ***Before the Ice***, for **PBS NOVA**.