

VOICES OF THE OLDMAN

Sharing the stories of those whose lives, work, and traditions are shaped by the Oldman River.

OVERVIEW

Each episode follows our host, Steven—a canoe guide—as he travels along the river, meeting people whose work, history, or personal connection ties them to it. These conversations are paired with a shared activity chosen by the interviewee, showcasing an aspect of their work in action and the role they play in the river's ecosystem, culture, community, etc.

EXAMPLE EPISODE

In an upcoming episode, Steven will meet an interviewee at the river's edge and join them in willow planting along a streambank (using a sledgehammer and staking bar). During their segment, the interviewee will also have an opportunity to share information such as (*but not limited to*):

- Current challenges and opportunities
- Personal connections
- Cultural or traditional significance
- Seasonal changes observed
- Memorable stories or experiences
- Collaborations or partnerships
- Future vision or hopes
- Unique wildlife or plant life observed
- Innovations or practices

FILMING TIMELINE

September 2025

We aim to film all episodes in the month of September so that we can take advantage of the scenic fall atmosphere of the river-bottom.

INTERVIEWEE'S COMMITMENT

Preparatory

- Pre-interview conversation (in-person or virtual)
- Planning & preparation of activity of interviewee's choice
- Rehearsal of topics to be discussed with Steven

Day-of:

- Half day on-site shoot (3-4 hours)
- Participation in a related activity alongside Steven
- On-camera interview after the activity

PRODUCTION & COORDINATION

We handle all filming logistics and scheduling, aiming for minimal disruption to the interviewee's day.

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

We welcome partnerships with organizations, businesses, and individuals who wish to support this initiative in exchange for tailored recognition opportunities that highlight their support both within the series and through our extended promotional efforts including:

- Being featured in the series credits and promotional materials.
- Have their logo displayed in the series website and social channels.
- Participate in a dedicated thank-you post or short feature video.
- Showcasing provided gear in relevant episodes where it naturally fits

Partnerships may be financial or in-kind, such as providing equipment, services, or logistical support. We work with each partner to ensure their involvement feels authentic and mutually beneficial.

AUDIENCE & IMPACT GOALS

Voices of the Oldman is designed to connect with a broad and diverse audience, including scientists, biologists, Indigenous communities, farmers, anglers, recreational paddlers, conservationists, educators, students, local residents, and more. By showcasing a range of perspectives, the series aims to:

- Foster a deeper understanding of the Oldman River's cultural, ecological, and economic significance.
- Highlight the connections between people and the river across different roles and traditions.
- Encourage stewardship and community engagement.
- Inspire dialogue and collaboration between diverse groups who share a stake in the river's future.

DISTRIBUTION & REACH

- **TELUS Optik TV** – Over 1.5 million subscribers across Western Canada and Quebec, providing a built-in, engaged Canadian audience for the series premiere.
- **TELUS STORYHIVE YouTube Channel** – Approximately 163,000 subscribers, offering extended reach through on-demand streaming, subscription-based viewership, and rewatch potential.
- Dedicated series webpage and social media promotion across Next Bend Media and partners.
- Community and educational screenings, as well as strategic festival submissions.

Utilizing these combined distribution channels will ensure the series will resonate across broadcast, digital, and grassroots audiences.