

# TEMPTING FILMS PUBLISHING

Film, Education & Technology in One

## A NEW EDUCATIONAL PARADIGM FOR U.S. SCHOOLS



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Spearheading a radically new educational approach, TFP produce educational programs with a distinct accent on film and technology.

Presented as media-rich teacher kits, the **Watch, Discuss, Share** 'T3 Approach' allows students to rapidly extend their knowledge and conceptual understanding of language and history.



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Our cross-curricular programs are structured as ‘**right of passage**’ events lead by teachers. The toolkits offer a wide range of work, action, discussion and role-playing activities.

Engagement is secured by viewing our short documentaries along with several short videos of globally respected thought-leaders rendered in a motivational narrative.



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We create highly visually programs that divert younger minds from the game screen to the teacher. We win students over with our six tenets:

- Young people are inherently good
- Young people want to learn
- Young people want to be intelligent adults
- Education is a 'right of passage' event
- That event fulfills the promise of adulthood
- Screens are here to stay



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In turn, we win teachers through the application of our two **methods and principles**:

- The Rapport Method
- The Icon Principle



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**The Rapport Method** lies at the heart of our attitude of mind in the management of this program. The method is an extension of the FBI's successful Interview vs. Interrogation approach which instead of seeking short term results, seeks to establish long term relationships to secure objectives.



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**The Icon Principle** is an extension of the artistic, metaphysical intention of the first religious icons of the Renaissance period. These artifacts were not rendered as paintings, but as ‘windows into another world’.

Viewers approached these icons as a frame through which they were given special access to a parallel world. The first TV set, if you will. In the same spirit, our programs offer live streams, making the lessons urgent, relevant and inherently fascinating.



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Above all, our programs are protected from political expediency. Education is a nurturing exercise and its progress cannot be arbitrated through political filters.

As a result, our work is carefully managed through a single channel. Programs can only be accessed by Teachers and educationalists via the **American Federation of Teacher's** 'Share My Lesson' site.



# THE PRODUCTION



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Produce a short **Documentary** entitled 'Kalashnikov's Dream' made to support the Educational Program of the same name



## THE TEACHER

Teachers employs the segmented **Documentary** and TFP's **Toolkit Guide** to support them in structured series of student discussions on: 'Wars & Why They Exist'.



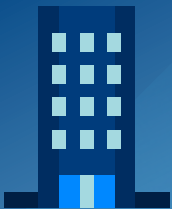
## THE GUN CRUSHER

An Application featuring the renowned artist **Carl McCrow** is authored. Carl travels throughout Africa with his industrial strength gun crusher to destroy one million rogue guns.  
**An Application Adventure!**

# THE PROCESS



TFP meet a group of **educationalists**. Together they conceive an program based on the film. The idea is to offer students the opportunity to become engaged on the subject of war satisfying over 150 educational standards.



**The American Federation of Teachers** pilot the program on their Peer to Peer web platform 'Share My Lesson' (SML).



In 2019, **Films** and **Toolkits** for the first program 'Kalashnikov's Dream, Wars & Why They Exist' are cascaded to schools via the SML site, offering teacher-led role playing activities and discussions. After completion, all students are invited to download an Application which allows them access to further activities.



## What the Teachers Say



After running the program, teachers write:

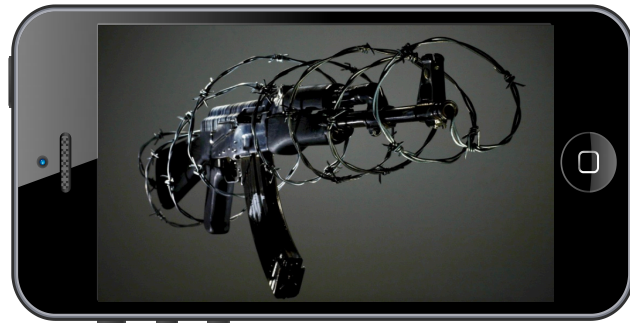
*"Wow. This is incredibly powerful." "So many issues to discuss and so thought provokingly produced." "Very impressive with important lessons for all students."*



# THE APPLICATION



Meet the Gun Crusher, better known as international artist **Carl McCrow**. His compelling work appears in the educational program. There he explores his mission to destroy one million rogue guns through art.



The students download the **Application**. A one tap activation flow responds: “Congratulations! You have successfully completed the School program! Now continue your adventure!”



A class complete the ‘Kalashnikov’s Dream’ program. An end title promotes a link to an Application that invites students to ‘follow Carl’s adventures’.



Students across America fuel Carl’s ambition. He purchases an industrial grade gun crusher and continues his journey, hauling the crushers to UNDP stockpiles in Africa.



# THE APPLICATION

Interest in Carl's campaign is registered on the App and grows in the form of 'Likes' by those who complete the program with their schools.



A route planner charts Carl's global destinations with his location identified at any given moment on the finder.



Carl uploads live images and reports from his journey to students with evidence from the sites he visits and the stockpiles he's starting to reduce.



Carl's objective is to crush one million rogue weapons. The App will remain live counting the crushes as a percentage until Carl has reached his target.



Footage is viewable both on the application and through other social media channels, drawing in other younger audiences.



Live streams are schedule throughout the adventure allowing students to experience and question in real time.

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You can see that we are pioneering a new wave of education, employing sophisticated visual techniques and technology to enhance the educational experience.

What makes the program different is how lessons are connected to the social and environmental dynamics outside the classroom. The teacher is empowered and for the first time the classroom experience is expanded into the virtual space of Films, Applications and Live Streaming.



THANK YOU

