



OPERATION
RED ALERT

NOTES TO MY FATHER
VR FILM PREVIEW PACK

Notes to My Father is the world's first VR documentary film on sex trafficking.

Produced by: Operation Red Alert of the My Choices Foundation as a part of the VR for Good initiative by Oculus and Facebook.

Director: Jayisha Patel, Multi-Award Winning Filmmaker

Mentor: Gabo Arora, Creative Director at United Nations and Founder-Director of UNVR

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The purpose of this Preview Pack is to share the early news of the VR film *Notes to My Father* with select partners, potential distributors, and networking supporters.



NOTES TO MY FATHER

WE MUST DO MORE THAN SURVIVE TRAFFICKING

A VR EXPERIENCE BY
JAYISHA PATEL

VR FOR GOOD BY OCULUS PRESENTS IN ASSOCIATION WITH MY CHOICES FOUNDATION A FILM DIRECTED BY JAYISHA PATEL

POST PRODUCTION BY REEL FX DIRECTOR OF PHOTOGRAPHY DALTON GAUDIN NARRATION BY SNEHA JAWALE

EXECUTIVE PRODUCERS LAUREN BAUMASTER, GABO ARORA

PRODUCERS AMY SEIDINWURM, JOANNE SPRAGUE, ANIRUDHA SURABHI, HANNAH NORLING



REEL FX



MY CHOICES
FOUNDATION



vr for good

THE PROJECT

JOINING THE PIONEERS OF VR FOR GOOD



Oculus initiated VR For Good to help the most promising film makers and the world's best untold stories find each other and use the immersive medium of VR to engage the world "for good". VR For Good selected ten rising filmmakers and ten wonderful nonprofits to work together to tell impactful stories through VR. These teams, selected among hundreds of applicants, have the opportunity to create incredible 360 films and bring a variety of social causes to life. To help jumpstart their projects, Oculus is providing educational opportunities, funding, equipment, post production support, and one-on-one mentorship with industry veterans. More on the VR For Good program can be found at vrforgood.oculus.com.

Our Filmmaker, Jayisha Patel, is a multi award winning filmmaker whose short films have been shown at festivals such as Berlinale, New York Film Festival and LA Film Festival amongst others. Her first documentary, [A Paradise](#), was nominated for over 36 international prizes, including at the Oscar qualifying Palm Springs Film Festival and Chicago and promoted by the British Council as exemplary British filmmaking. She is the 2015 recipient of the Hot Docs International Film Festival's Cross Currents Fund and Fellowship for her interactive documentary, Circle. She works as an independent filmmaker for Al Jazeera and the BBC and her works focus on daring, bold and under reported subjects in a delicate and respectful manner. Find out more about her work at www.jayishapatel.com.

A Project Mentor was also connected to the team, and Operation Red Alert was privileged to have Gabo Arora join our team. Gabo is the first ever Creative Director of the United Nations in addition to being a Senior Advisor and the Founder-Director of UNVR, the United Nations VR lab.

After being shown by invite only at the **Oculus House during Sundance Film Festival**, January 22nd 2017, Notes to My Father has been chosen as an **Official Selection of SXSW Film Festival where it will make its World Premier on March 14-16, 2017!** The film will be rolled out in India in following months. The film will be a core collateral for the forthcoming mass media campaign from Operation Red Alert titled "Good Father". **For more information on the Good Father Campaign, please request our Good Father Concept Note.**



THE FILM

THE WORLD'S FIRST DOCUMENTARY VR FILM ON SEX TRAFFICKING

Operation Red Alert has conducted award winning research into the compulsions of male behavior that drives the supply and demand of sex trafficking. Close to 90% of Indian parents have no idea what fate awaits their daughter when a trafficker makes promises of a bright future in the city. In almost every case of sex trafficking, the father makes the decision to let his daughter go because he is trying to live up to expectations of his community, his family, and his pride.

USING A POSITIVE APPROACH

The father's perspective is of critical importance when addressing sex trafficking, but how do you speak to fathers? One main research finding was that the most powerful motivator to encourage behavior in fathers that benefits their daughters is the aspiration of being a "good" father - that we must speak to the good in men, using positively framed messaging. By affirming the innate good in fathers, their desire to do good for their families and villages, and encouraging them to make choices - even in difficult circumstances - that benefit their daughters equally, we believe we can mitigate his vulnerability to being tricked by traffickers.

SPEAKING TO GOOD FATHERS THROUGH A REAL STORY

There is no better way to speak to a father's heart than by telling the story of another real father and daughter, who loved each other very much, but were torn apart by trafficking. By showing understanding for the predicaments rural fathers are in - the poverty and vulnerability, the expectations on him, the lack of awareness of danger - and acknowledging his perspective, we include the decision maker in the conversation, rather than alienating him.

Yet, the reality - the harrowing experience - of trafficking is borne by its victims in a way that no one else can relate to, and we must not diminish their voice and right to tell their stories. To educate India and the world on trafficking, a real survivor's story must be shared.



THE STORY

A DAUGHTER SPEAKS TO HER FATHER ABOUT HIS ROLE IN HER TRAFFICKING & HOW, TOGETHER, WE CAN PREVENT THIS

Having established that the most effective VR experience would be tailored to fathers, but sharing the story of a female survivor, we set out to find a survivor and her father who would be comfortable talking about the father's role in trafficking, and voice his regret.

RAMADEVI & KULLAYAPPA

In Kadiri, the so-called “Trafficker’s stalking grounds” of Andhra Pradesh, we met Ramadevi and her father, Kullayappa. Ramadevi was married off at the age of 13 because her father felt it was the only way to help her escape the dangerous environment of bonded labour he was in. Her child marriage sparked events that led her to being trafficked. After being exploited for a year, Ramadevi escaped from the brothel. However, Kullayappa never stopped looking for her during that time. He worked only to get what he needed to travel across South India to search for his daughter, the guilt of not keeping her safe eating him from inside. Since Ramadevi's return, they achieved prosecution of Ramadevi's traffickers, and now work as activists in their community.

Kullayappa is The Good Father, and his story speaks to the heart of every other rural father just wanting to do the best for his daughter, his family and his village.

LET'S PREVENT THIS

This story tells the truth about trafficking, but casts hope for how we can find solutions in prevention. Like most fathers, Kullayappa just wanted the best for his daughter. If he had known that keeping his daughter safe meant keeping her at home, in school, and investing in her future, she would not have been trafficked. Together, Ramadevi and Kullayappa's story does more than just make us aware of the horrors of trafficking - it teaches us what we can do to prevent it. We can help girls stay safe and shape their futures.

