



CIFF44

REINVENTED

RECAP

During this time when we are all striving to find new ways to connect, while also doing our part to keep ourselves and one another healthy and safe, the Cleveland International Film Festival is happy to announce CIFF44 has been reinvented. We have been able to create a space for our Film Festival Community to reunite to support and celebrate independent film and filmmakers.

—CIFF Board of Directors and Staff

“The Cleveland International Film Festival’s invaluable connections to film, filmmakers, and the community remain unbroken, as well as deepened, because of CIFF44 Streams.”

—Marcie Goodman, CIFF Executive Director

2020 TIMELINE

- Original dates (cancelled) March 25—April 5, 2020
- CIFF44 Streams dates: April 15—28, 2020
- Tagline: SEE BEYOND

MARCH 11

Due to the COVID-19 Pandemic, CIFF44 was cancelled by Mayor Frank Jackson.

MARCH 25

On what would have been Opening Night of the 44th Cleveland International Film Festival, CIFF44 Reinvented was unveiled. The announcement included: the [CIFF trailer](#) release; the online sale of CIFF44 collectors’ items [merchandise](#); the promotion of the virtual [Challenge Match](#); the first in a series of new [CIFF Speaks](#) podcasts; access to [CIFF Alums Streams](#), and news of CIFF44 Streams coming in April.

APRIL 15

CIFF44 Streams was launched.

APRIL 28

CIFF44 Streams wrapped up and juried feature and short film awards were announced.

MAY 4

FilmSlam Streams kicked-off. The program consisted of 160 short films available to 165+ teachers to share with their students for online viewing experiences. Study Guides accompanied many of the films to help improve the students’ media literacy and encourage them to think critically about the messages in the films.

“Streaming was easy and enjoyable for a family night-in experience.”

—CIFF44 Streams Audience Survey Participant

CIFF STREAMS

Dollar Bank

Since 1855

With the generous support of Dollar Bank, we worked round-the-clock to put CIFF44 Streams in place—something we had never done before, and on the heels of producing though not getting to present CIFF44. *But there was no time for pause.*



CIFF43 FilmSlam Participants

CIFF44 STREAMS STATISTICS

The program showcased more than **325** CIFF44 feature and short films.

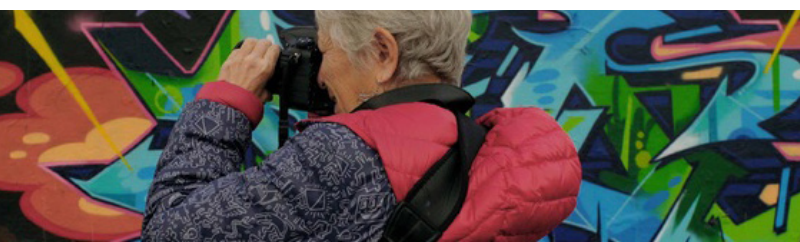
JURIED AWARD WINNERS



George Gund III Memorial Central and Eastern European Competition:

BEANPOLE

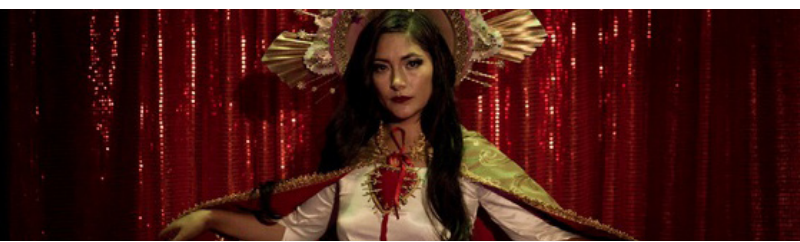
Directed by Kantemir Balagov
RUSSIA • 2019



Nesnadny + Schwartz Portrait Documentary Competition:

MARTHA: A PICTURE STORY

Directed by Selina Miles
AUSTRALIA, USA, GERMANY, BRAZIL • 2019



New Direction Competition:

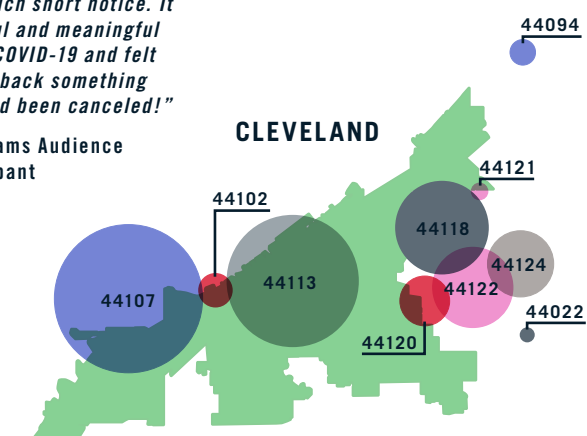
LINA FROM LIMA

Directed by María Paz González
CHILE, ARGENTINA, PERU • 2019

42,000 STREAMS

“Thank you so much for managing to do this on such short notice. It was a wonderful and meaningful distraction to COVID-19 and felt like we gained back something special that had been canceled!”

—CIFF44 Streams Audience Survey Participant



BY ZIP CODE

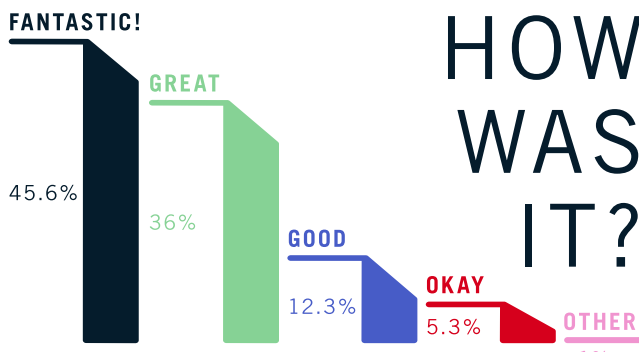
Top Ten Zip Codes That Participated in CIFF44 Streams

CIFF44 CHALLENGE MATCH / ANNUAL CAMPAIGN
\$130,000 and growing!

To donate, please visit clevelandfilm.org/donate

TOP FIVE MOST WATCHED FEATURE FILMS

- 1 *Assholes: A Theory*
- 2 *The Arctic Camels*
- 3 *Straight Up*
- 4 *Elephant Refugees*
- 5 *Chichinette: The Accidental Spy*



Data Retrieved From 838 Responses

STAY SAFE. STAY WELL. STAY SMART.