



## FRIENDS OF THE GHOSTS NEWSLETTER - Issue #18 November 2012

Hi Friends of the Ghosts,

Our [5-Day Ghost-Free Journey](#) is happening now! Join the discussion all week on our GFJ Blog on our [website](#).

The Ghosts In Our Machine team is thrilled to announce we have been included in an international "Transmedia, Multi-Platform & Convergent Resource Kit." It is a living website that will evolve as resources & new case studies are added to build an extensive set of diverse models and successful strategies in the digital sphere. [Our case study](#) was authored by Dr. Siobhan O'Flynn.

# THE GHOSTS IN OUR MACHINE

Case Study of a Live & Unfolding Cross-Media  
Documentary Project

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We are also excited to be included in the [2012 Christmas LUSH TIMES](#), as one of its featured Charity Pot recipients. [The Charity Pot Fund](#) supports our bimonthly [5-Day Ghost-Free Journey](#). Do you recognize the face on the lid? It is Fanny, one of the featured animals in our documentary and her photo is by [Jo-Anne McArthur](#).



Thank you LUSH FRESH HANDMADE COSMETICS for your invaluable support. Sign up for the LUSH TIMES on the [LUSH Fresh Handmade Cosmetics website](#).

### FEATURED GHOST



"A fox confined to a small wire mesh cage in a crowded fur farm. Large litters of babies are born each spring and then slaughtered in November to December for luxury fur commodities: trims, hats, coats ..." - Photo by [Jo-Anne McArthur](#) for The Ghosts In Our Machine.

Check out [Liz's November Director's Blog](#) for a glimpse behind the scenes and an update on the editing process.

### INTERACTIVE PRODUCTION NOTES

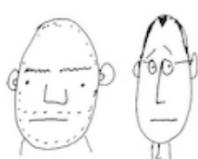
This month, we began in earnest on a project that has been months in the planning – The Ghosts in Our Machine interactive story.

We have been granted extraordinarily privileged access to the film's behind-the-scenes material - early cuts, music, beautiful, harrowing footage, Jo Anne's amazing photo journal, Liz's director's notes, objects collected from the various locations, the innermost thoughts of the people who are pouring their heart and soul into this film, and so much more.

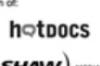
We are tasked with telling the film's story on a different, yet complementary level, showing things that there is simply no space for on film, and more importantly, exposing some of the intense thinking and process that goes into making a film of this importance and magnitude.

It is an awesome task, and we are relishing every moment. More soon.

[Paul Shoebridge and Michael Simons, Interactive Directors](#)  
[The Goggles {Media Group}](#)



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**FEATURED**  
**ANIMAL AMBASSADOR**  
**LORI MARINO**  
Founder/Executive Director,  
[The Kimmela Center for Animal](#)  
[Advocacy](#)  
photo courtesy of Miller Mobley



I am honored to be involved with THE GHOSTS IN OUR MACHINE. This unique project gives voice to those individuals – the cows, pigs and hens in factory farms, the dolphins in marine circuses, the rabbits, monkeys and chimpanzees abused in research laboratories, and all the other nonhuman persons whose suffering is the very foundation of our human society.

Read more about Lori Marino [here...](#)

The Ghost-Free Journey is supported by:



**A HIGHLIGHT FROM OUR GHOST-FREE JOURNEY CO-COACH ROSEMARY**



We are pleased to announce Simonee Chichester as the next participant for the [5-Day Ghost-Free Journey](#) that will take place from **November 12-16** on the website.

Simonee is from Toronto, and describes herself as a vegetarian/pescatarian for the past two years. In the past, she has also tried veganism, but was able to sustain that lifestyle for less than a year. Simonee is enthusiastic about trying veganism again and in her words, says **"what I'd love most out of this journey is guidance and info.** I'd like to be able to sustain a vegan and Ghost Free Life after my 5-day journey. I know I can theoretically do it but I'd like to be able to do it in a happy and accessible manner."

On [Day 1](#) of the Journey, Simonee's focus will be on learning time-saving, simple and easy to prepare recipes that are also delicious!

We welcome everyone from the community to [join in on the discussions](#).

For the Ghosts Coaches Donna and Rosemary

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