Filmmaking and folklore often appear to have an intuitive connection that is difficult to specifically define. This presentation will discuss how the cultural imperatives shared by both filmmaking and folklore reveal more similarities than differences. I will use examples from my over 30 years of film work including discussions of *A River Runs Through It* and *The Horse Whisperer*, a documentary about U-boats in the Gulf of Mexico, a music video for an Austin Latino rock band, a PBS oral history chronicle about Chief Joseph and the Nez Perce, a film about Peruvian shamans, and my current project about wildfires in Tasmania and New Zealand. In all instances the folkloric sensibility informed the aesthetics of the filmmaking.