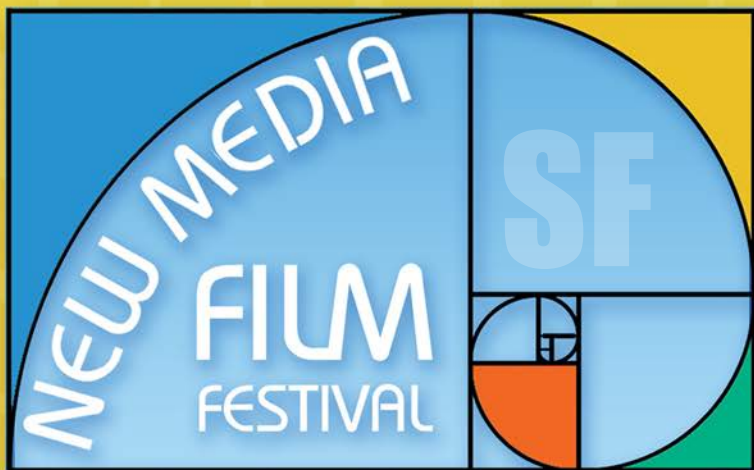




2010

www.NewMediaFilmFestival.com

WELCOME!

Thank you!



“You are part of the New Media
Film Festival Family.
This is your creative sandbox.
Play-Meet-Do-Learn-Create...
Always moving forward.”

- Susan Johnston, Founder/Director

**New Media Film Festival & Market
November 5-6 2010 San Francisco, CA**

www.NewMediaFilmFestival.com

The New Media Film Festival Team:

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Artistic Director: David Kleiler

Director of Programming: Noel Lawrence

Festival Catalog & Visuals Designer: Tommy Bruno

Webmaster: David Crump

SF Bay Area Co-Directors:

Philippa Burgess & Brad Kushner

Assistant: Sarah Leung

Advisory Board:

Brian Callahan, Wayne Repich, Sundaram Tagore, Kate

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Friday, November 5th, 2010

TRACK ONE

9:15AM

Welcome Address

9:30AM

Joanna Drake Earl, COO Current TV:

Honoring Stories Worth Telling From Multiple Directions. We live in a conflux space where traditional Hollywood, Publishing, Games and Media are all intersecting at a faster rate aided by technology, media professionals & consumer adoption. No matter how diverse our backgrounds or interests are, what we all share and need are great stories.

11:00AM

New Dialogue, Voices & Avenues: Finding Where You Fit In Within the buzzwords, “New Media”, “Transmedia” & “Cross-Platform” there are a lot of new opportunities for content creators. Hear what some of Hollywood’s leading Guilds have to say about their involvement & outreach in New Media. See how storytellers, producers & performers are finding new avenues & opportunities.

Larry Schlessinger, Industry Outreach Chair, Producers Guild of America-Northwest (PGA-NW) Melodie Shaw, Lead Organizer, WGA Michael Ajakwe Jr., Founder & Executive Director-Los Angeles Web Series Festival, WGA, Member Alejandro Franchesci, President, Tempest Digital Inc.

12:30PM

Challenges & Victories of Producing Content That Can Change the World

Socially Responsible Content (SRC) & Green Production. What is it? Why are people creating it? What are the challenges? What are the benefits? How do you get the audience to care? Where are we seeing a difference? How do we know that our efforts are making an impact?

Susan Johnston, Founder/Director of New Media Film Festival & President, Select Services Films Inc. (Moderator) **Mary Knippel**, Board Member of Women’s National Book Association San Francisco Chapter **Michael Larsen**, Literary Agent, Larsen Pomada Literary & Co-Founder of San Francisco Writing Conference | SF Writing For Change Conference

2:00PM

Television Academy of Arts & Sciences Presents:

The Future of TV ...Is broadcast TV dead? Are the days of cable/ satellite providers numbered? What do consumers want? How in the world will they pay for it all? Find out what’s happening as TV & entertainment are transformed by the power and intelligence of computers – Discover what that means for you as a content creator or industry professional.

John Gilles, VP/GM, Code & Theory, co-Chair 2011 Interactive Media Primetime Emmy Awards Working Group (Moderator) **Ashwin Navin**, CEO, Flingo.tv **Amber J. Lawson**, Head of Comedy Programming, Babelgum **Erin Geiger**, Director Content Programming & Social Media, TV.com **Jaime Wilkinson**, Producer, Star Wars: Uncut (2010 Primetime Emmy Award winner for Outstanding Creative Achievement in Interactive Media - Fiction) **Will Wright**, Creator - **Bar Karma**, Current TV

3:00PM

Monetizing The Crowd: Crowd Sourcing, Crowd Funding & Fan Building Technology has changed our lives and connected our world. Now it gives us an opportunity to tap the crowd, use their wisdom & their wallets to support artists & entrepreneurs. Learn how these leading edge resources are empowering creative professionals & building bridges into advertisers & audiences.

Dan Contento, Director of Sales, West, DIGG (Moderator) **Danae Ringelmann**, Founder, IndieGoGo **James DeJulio**, Co-Founder, Tongal **Colleen Nystedt**, CEO, MovieSet.com **Simone Nelson**, Presi-

dent, Bay Area Women in Film & Media

4:00PM *Cross-Platform Content Development:* Separate Paths, Common Destination

Each silo has it's own culture, rules & contracts. The merging worlds pose many challenges for artists, producers & business affairs. Get a multi-industry perspective on the content development process & the challenges to succeed on an individual platform as well as that of taking stories across platforms. We also explore how creators & companies can think strategically from the inception of an idea.

Philippa Burgess, Co-Director of New Media Film Festival-SF Bay Area & Partner at Creative Convergence (Moderator) **Jan Johnson**, Publisher, Red Wheel/Weiser Books/Conari Press
Jennifer Joseph, Publisher, Manic D Press **Brian Morrisroe**, Chief Creative Officer & Co-Founder of Booyah! **Rob Tobin**, Screenwriter & Author

5:00PM Storytellers & Coders Unite: Creating Content for Mobile, ePubublishing, iApps, iPad, Games, Interactive TV & Web

Who in our world can translate between those who speak the language of story & those who speak the language of code? Join us as we bring together those who write in code & in mythical structures to get the conversation started on how to unlock the untold possibilities that can come from working together.

Ben Parr, Co-Editor, Mashable (Moderator) **Daniel Steiny**, Senior Manager, Market Development, **Motorola Haseeb Chaudhry**, Founder & Director, Magnicode **Hung Nguyen**, Director of Client Services, **Sharethrough Brett Seyler**, VP of Strategy, Unity Technologies **Jason Matthews**, Writer/Author

Saturday, November 6th, 2010

TRACK TWO

11:30AM Get Published!

Your Story as a Book for the Writer or Non-Writer

If you've always wanted to write a book & haven't gotten past the blank page, or have roughhewn notes on your hard-drive or a manuscript in your closet this will give you the inspiration & action plan you need to get it done.

Mahesh Grossman, CEO, AuthorsTeam
Ralph Scott, Owner & Freelance Editor, Credit the Edit

12:30PM Ask an Expert: Open Forum with Gaming Executive
Connect with experts in an informal Q&A discussion.

1:30PM Leading Edge Technology Platforms in Action
Tom Higgins, Product Evangelist, Unity Technology

2:30PM Ask an Expert: Open Forum with Publishing Professionals
Connect with experts in an informal Q&A discussion.

3:30PM Ask an Expert: Filmmaking & Production
Connect with experts in an informal Q&A discussion.



OPENING NIGHT FILM & VIP AFTER PARTY

(VIP PASSES)

7:00PM *Opening Night Film*

RIP: A Remix Manifesto: Web activist & filmmaker Brett Gaylor explores issues of copyright in the information age, mashing up the media landscape of the 20th century & shattering the wall between users and producers

9:00PM *VIP After Party*

SATURDAY, November 6th, 2010

9:30AM **Coffee Chat:**

Make the Perfect Pitch to Silicon Valley & Hollywood

Exchanging Different Perspectives & Gleaning Lessons from Lean Start Ups & Filmed Media Pilots

Neil Vasant, Technology Venture Capital & Investment Professional

John Adcox, Author, Screenwriter & Integrated Marketing Specialist

10:30 AM **Web Series with Q&A**

1) *Alpha Planet: Episode 2*

2010 | USA | 6:34 | Dir. Mike Darling

World Premiere

The year is 2256. For 200 years the entire human civilization has lived on the A.R.C. refuge ship & supplies are running short. Four explorers have been sent back to Earth in search of signs of new life.

2) *Little Hollywood: Episode 1*

2010 | USA | 6:54 | Dir. Steve Condon

Northern California Premiere

Two failing writers (D-Squared and Pati-O) are posing as Big Time Hollywood producers in Nashville, Tennessee, conning a major network into producing their script.

3) *FCU - Fact Checkers Unit: Episode 8*

2010 | USA | 6:48 | Dir. Dan Beers

World Premiere

FCU: Fact Checkers Unit follows the antics of two enthusiastic celebrity fact checkers who work at Dictum Magazine. In this episode: Does Alex Trebek, the true fact master, shave against the grain? Russell & Dylan search out their hero to get to the bottom of his facial hair.



4) *Growing Up Guide Pup - Episode: Pier 39*

2010 | USA | 5:30 | Dir. Matt & Amie Chapman

World Premiere

Growing Up Guide Pup is a weekly video series that documents the process of raising guide dogs for the blind. The first season focuses on the Chapmans' 10th dog Ricki who is well on her way to success.

* *The creators, hosts & Guide Pups live in in the San Francisco Bay Area*

5) *Keeping Up With The Downs*

2010 | USA | 14:48 | Dir. Andrew Spieler

World Premiere

Keeping Up With The Downs follows three brothers forced to coexist, after years of separation, amidst the harsh realities of life in Los Angeles.

*One of the producers is from the San Francisco Bay Area

6) *Cartera, Episode 2*

2009 | USA | 4:37 | Dir. David O'Brien

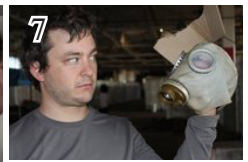
World Premiere

Cartera is the web's first gay and lesbian interactive superhero webseries. It's the story of a group of gay & lesbian college students who discover their inner super human strengths.

7) *The_Source*

2010 | USA | 1 Minute | Dir. Marc D'Agostino

In this world, the ragged people at Survivor Post 332 must learn to trust one another & discover the secrets that can bring humanity together to save the world.



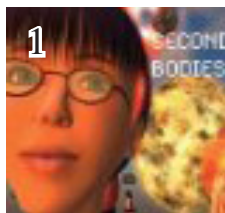
12:00PM Documentary Feature & Q&A

Second Bodies

2009 | Canada | 46 Minutes | Dir. Sandra Danilovic

Second Bodies features the personal stories, reflections & explorations of three women and their respective avatars in the virtual reality world of 'Second Life'. Sandra Danilovic, the filmmaker, is the first subject and narrator framing the other two stories of her Second Life real life friends, Michele & Annette. This film poetically self-reflects on what it means to be human, a woman, an avatar, a person with a disability, someone who suffers from bipolar disorder & depression & a woman in unrequited love.

*The Second Life Headquarters are located in the San Francisco Bay Area.



1:00PM Shorts with Q&A

1) *TELEPHONE ME*

2010 | USA | 2:49 | MK12

Northern California Premiere

Charts, diagrams, never-before-seen footage & accurate historical & scientific context play on letters & phrases previously thought to be benign.

2) *Red Princess Blues*

2010 | USA | 11 Minutes | Dir. Alex Ferrari

Northern California Premiere-Shot on RED

In this twisted modern day fairy tale, a young teenage girl is lured into an after hours carnival tent by the sleazy rock n' roll carnie Rimo, where she gets more than she bargained for. It is up to the mysterious Princess, the star of the new knife show at the carnival, to pull her out of the wolf's den that she has fallen into. (not in competition) *Lead Actor, Richard Tyson is partner in a Sacramento Company

3) *The Lifter Upper*

2009 | USA | 11 Minutes | Dir. Micah Chambers-Goldberg

Northern California Premiere

Due to an absurd series of family tragedies, Olive is depressed. Jack, a concerned neighbor calls a Professional Lifter Upper of Spirits to remedy the situation. The Lifter Upper finds that Olive may be his toughest case yet.

4) *Skip Listening*

2010 | USA | 11 Minutes | Dir. Christopher Shawn Shaw

What is the difference between Skip Stonewall & a room full of Deaf people? The Deaf people can hear better! However, due to a providential mishap, Skip is forced to hear like he never thought possible, with special thanks to the Deaf Community. *Producer/Director Christopher Shaw lives in the North Bay Area.

5) *Martha & Dee Visit the 5th Dimension*

2010 | USA | 9:30 | Dir. Noelle Foster

World Premiere

When Martha runs away from home, she brings her invisible friend, Dee, along. The two girls discover answers to life & the universe, including the nature of the Fifth Dimension.

*This film was made in Sacramento with local crew



2:30PM Panel Discussion

Social Media, Alternative Distribution...Trials & Tribulations of Releasing Independent Films
Get the inside story on successful festival circuit film “Everyday Sunshine: The Story of Fishbone” & recently released independent film “Get Low”

Ron Merk, President, Premiere Independent International Inc. (Moderator)

Joey Rappa, Executive Producers of “Get Low” starring Bill Murray, Robert Duvall, Lucas Black, Sissy Spacek & Bill Cobbs

Chris Meltzer, Director of “Everyday Sunshine: The Story of Fishbone” & “Plagues & Pleasures of the Salton Sea”. Director/Executive Producer at Tilapia Film

3:30PM SRC - Socially Responsible Content & Animation with Q&A

1) *Fear Itself*

2010 | USA | 6 Minutes | Dir. William Wonders

After a year in sabbatical, a pastor returns to the same pulpit where he was shot by a young man. Fear has made a home in this man’s life, affecting both he & his family. The pastor will have to face his fear as he takes to the pulpit once again.

2) *Please*

2010 | Philippines | 9:32 | Dir. Ngoc Phuong Vu

World Premiere

Please tells the story of two beggars living a harsh life on the street. When one of them falls ill and passes out, the other has nothing to do but ask for help from people passing by. Based on the true story.

3) *The Journey Home*

2010 | USA | 9 minutes | Dir. James Gambone

The Journey Home presents a provocative & controversial vision of elder care in the future. Shot primarily in black & white, (with a surprise color montage) the viewer will enter a world of gray scale—a world where one can exist, but not fully live. It is a place where technology replaces a strong social & personal network.

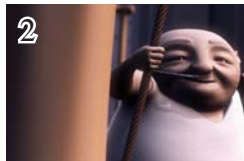
*Idea for this project came to being while traveling through SF Bay Area



Animation Program

1) *Bot*

2010 | USA | 3:35 | Dir. Mustafa Lazkani
World Premiere



In a world where all is good, a wicked 19th century scientist (Dr. Leonardo Van Uitvinding) brings Evil. After bringing life to his 19-foot tall robot invention (Bot), Dr. Leo readies himself to take over the world. He has brought life to metal in order to have metal destroy life. But Dr. Leo soon realizes that his newly born robot has no evil but rather an innocence that must be taught evil. In an unlikely tale of spirit & soul, an evil genius struggles with his very own creation of good.

*Director Mustafa Lazkani lives & works in San Jose.

2) *Swing*

2010 | Taiwan | 4 Minutes | Dir. Yen-Ting Kuo

This story is about how living people influence the perspectives of people on the brink of death. If there was a choice for unconscious patients to decide to live or die, how would their surroundings influence that impossible choice?

5:00 PM Best of LA 2010/2011

Best of LA 2010/2011 Screening Program

1) *Video Magnet Poetry*

2010 | USA | 1 Minute | Dir. Amanda Poore

Video Poetry Magnets is a short film made with an iPhone at the University of Texas at Arlington. People said a single word into the camera and then their words were arranged like magnet poetry.

2) *When Lynch Met Lucas*

2010 | USA | 2 Minutes | Dir. Sascha Ciezata

In this hilarious animated short shot entirely with an iPhone 3G, director David Lynch recollects the time he met with George Lucas about directing Return of The Jedi.

3) *The Ballad of Mary & Ernie*

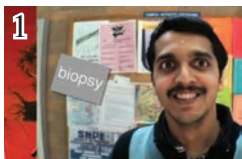
2010 | USA | 5 Minutes | Dir. Robert Stadd

About a full-sized sheriff in a miniature Western town. All of his friends are roughly 8 inches high, including the woman he's going to marry. But then he meets a full-sized woman...

4) *The Final Breaths of a Main Character*

2010 | USA | 5 Minutes | Dir. Raul B. Fernandez

After being swept out to sea, surrounded by vultures, divers & the blazing sun, a boy finds himself hallucinating through what could be the final moments of his life.



5) *Superstitious*

2010 | UK | 4 Minutes | David Magnier

Set in a pop-up book world, this is the story of Ted, a lonely & isolated man, who becomes obsessed with changing his luck after breaking a mirror.

6) *The Rise*

2010 | USA | 17 Minutes | Garret Williams

The Rise is a story in the not-so-distant future about a generation letting go of the American Dream & a new generation adapting to life on the edge.

7) *Beautifully Esther*

2009 | USA | 23 Minutes | Dir. Ricardo Korda

Northern California Premiere

Esther's (85) lifeless routine is disrupted when her husband collapses, sparking a journey that will change her attitude towards old age. Esther must decide how she wants to spend the rest of her days.

8) *Goodbye Shanghai*

2010 | China / USA | 13 Minutes | Dir. Adam Christian Clark

After embezzling \$14 billion for the US Government, two Western bankers must survive one last night in Shanghai. Goodbye Shanghai explores the effects of Western imperialism on modern Chinese culture.



TRACK TWO

11:00AM Media Brand Workshop for Content Creators

Want to Build Your Media Platform? Ready to Work Cross-Platform? Learn tools & discuss strategies for telling your stories & working successfully across Hollywood, Publishing & Media
Philippa Burgess, Co-Director of New Media Film Festival-SF Bay Area & Partner, Creative Convergence Inc.

12:30PM Ask an Expert: Open Forum with Master Storytellers

Connect with experts in an informal Q&A discussion.

2:00PM Ask an Expert: More Buzz with Community Building & PR Strategies

Connect with experts in an informal Q&A discussion.

3:00PM Ask an Expert: Open Forum with Representation in Hollywood & Publishing

Connect with experts in an informal Q&A discussion.

4:00PM Experts in New Media Technology & Filmmaking share the Who, What, Why & How

Get the latest insight into working in animation, 2D, 3D, RED, 5d/7d & visual effects. Learn what filmmakers are doing now to maximize available resources & technology.

Cindy Rangel, Chief Operating Officer & Producer, Red Giant Studios

Michele Turnure-Salleo, Director of Filmmaker Services at San Francisco Film Society

CLOSING NIGHT FILM & VIP AFTER PARTY (VIP PASSES)

7:00 PM Narrative Feature – Q&A

God's Ears

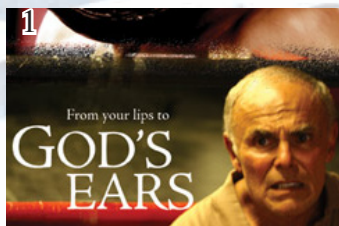
2008 | USA | 111 Minutes | Dir. Michael Worth

Northern California Premiere

An autistic boxer and a nomadic stripper form a tenuous friendship that helps them both to better understand the world that appears to have left them both behind. Noah Connelly (Michael Worth) is an aspiring boxer from Oakland, California. Most of Noah's days are spent cleaning the floors at his local gym, patiently waiting for the perfect moment when he'll finally step into the ring and his future will come into focus. To the casual observer, Noah leads an entirely unremarkable existence, but exotic dancer Alexia (Margot Farley) is far from the casual observer. One day, after crossing paths seemingly by chance, Noah begins to affect the way Alexia views the opposite sex. To this point in her life, Alexia has taken a somewhat transient approach to relationships. Now, as her friendship with Noah begins to show signs of becoming something more serious, Alexia discovers that her approach to love may hint at a deeper pain that she isn't sure she possesses the power to confront. Encouraged by the owner of the gym (John Saxon) to introduce Alexia to his family, Noah invites her on a journey that will take her out of her comfort zone while challenging her entire perception of love. Perhaps if Alexia can find the courage to confront her deepest fears, Noah can summon the self-confidence to strap on the gloves and prove himself as a true pugilist.

*Director Michael Worth was raised in the Bay Area, and over half of the film was shot locally.

** The closing night after party for VIP pass holders will follow the screening.*



Opening & Closing Parties Loop

1) A Fairy's Tale

2010 | USA | 21:30 | Dir. James Higgins

A film like no other, shot entirely with a 35mm still camera and featuring a multi-ethnic cast, *A Fairy's Tale* redefines the traditional fairy tale for the modern age. Using digital still cameras to create a high definition flip book that gives the illusion of movement from a series of photographs, the technique produces a compelling black and white movie with a 1950's film noir feel.

2) Day in the Life

2010 | USA | 36:08 | Dir. Steven McGuire

A surreal look at a day in the life of outsourcing (sperm, McDonald's orders, executive dictation); telemarketers/telemarketed; adult diapers in casinos; the buy button in the human skull; the implanting of digital chips in willing humans.



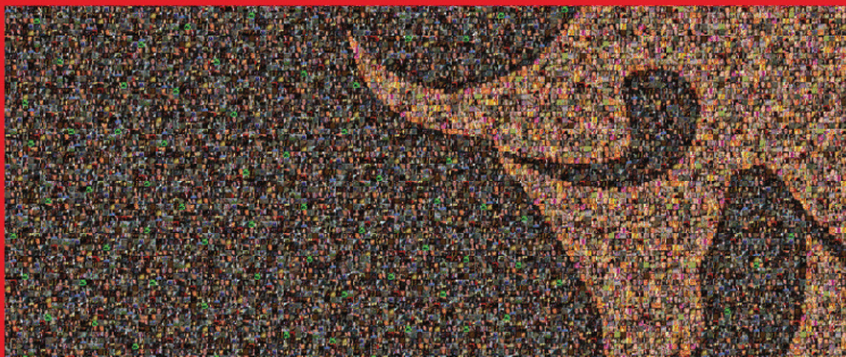
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