



**2009 INTERNATIONAL DOCUMENTARY CONFERENCE:  
STORYTELLING IN AN “ALWAYS ON” WORLD**

**MONDAY, JUNE 15**

**Noon – 7:00 p.m. THE FESTIVAL HUB  
Registration Open**

**TUESDAY, JUNE 16**

**8:30 a.m. – 6:30 p.m. THE FESTIVAL HUB  
Registration Open**

**8:30 – 9:30 a.m. AFI SILVER LOBBY  
Filmmakers Breakfast**

**BEGIN at 9:30 a.m. EGG SPECTATION and DISCOVERY  
Silver Sessions**

**Tuesday, June 16**

**9:30 – 10:45 a.m. AFI SILVER THEATRE 3**

**Grantmakers in Film + Electronic Media = Connections**

Grantmakers in Film + Electronic Media (GFEM) is a membership organization of media funders. To connect grant seekers with grant makers, GFEM has launched the Media Database, an online portal that allows media funders to learn about quality media projects. GFEM staff will walk you through the database, demonstrating how your work-in-progress can find support quickly. We'll give you our inside view of what funders are looking for and, as an extra benefit, show how being included in the database can help build a broader distribution network once your project is complete.

**PRESENTERS**

*Pamela Harris, program director, Grantmakers in Film + Electronic Media*

*Alyce Myatt, executive director, Grantmakers in Film + Electronic Media*

**Tuesday, June 16**

**11:00 a.m. – 1:00 p.m. and 2:30 – 4:30 p.m. ROUND HOUSE THEATRE**

**The Good Pitch at SILVERDOCS Parts I & II**

Presented in association with *Channel 4 BRITDOC Foundation* and the Sundance Institute Documentary Film Program, The Good Pitch at SILVERDOCS is aimed at directors and producers of any nationality eager to partner with nonprofits and foundations to harness the power of documentary to create positive change. Eight inspiring film projects that tackle important global and national issues will be presented to a group of experts from charities, foundations, advertising agencies, public and commercial media interests. The goal is to form powerful alliances around groundbreaking films.

**MODERATOR**

*Jess Search, chief executive, Channel 4 BRITDOC Foundation*

**THE GOOD PITCH FINALISTS**

BUDRUS HAS A HAMMER

Dir. Julia Bacha

CAPE WIND: THE FIGHT FOR THE FUTURE OF POWER IN AMERICA

Dir. Robbie Gemmel

ETHIOPIA'S EXCHANGE

Dir. Hugo Berkeley

GREEN SHALL OVERCOME

Dir. Megan Gelstein

HIGH TECH, LOW LIFE

Dir. Stephen T. Maing

HUNGRY IN AMERICA

Dirs. Kristi Jacobson & Lori Silverbush

OUT IN THE SILENCE

Dirs. Joe Wilson & Dean Hamer

SPLIT ESTATE

Dir. Debra Anderson

**1:00 – 2:30 p.m. Lunch**

Take a new friend to lunch at one of the many establishments in Silver Spring that honor discounts for SILVERDOCS pass holders or buy a carry out lunch and join fellow festival-goers in the FESTIVAL HUB.

**Tuesday, June 16****2:30 – 3:15 p.m. DISCOVERY MULTIPURPOSE ROOMS A&B****The Network Acquisitions Business Revealed**

When a network decides to green light or reject your project, the commissioners consider an array of market forces and business practices. Peter Hamilton uses case studies to explain how business environment affects acquisition priorities, the production costs for different genres, deliverables, business terms, the rights available for producers and more.

**PRESENTER**

*Peter Hamilton, president, Peter Hamilton Consultants*

**Tuesday, June 16****3:30 – 5:00 p.m. DISCOVERY MULTIPURPOSE ROOMS A&B****Inside Cable Broadcasters' Decisions  
or How to Make Yourself Irresistible to a Network**

What is essential when approaching a cable network? How do you capture the decision-maker's attention? Our panelists discuss these issues from the networks' side and share how important it is to set a realistic delivery schedule, know the network's operational requirements, develop a good budget and stick to it, acquire rights and clearances, make changes required by the Legal Dept. and do your research to know your network. Don't miss this survival guide for producers in a tight economy.

**MODERATOR**

*Peter Hamilton, president, Peter Hamilton Consultants*

**PANELISTS**

*Gena McCarthy, senior vice president of production & development, Discovery Channel*

*Dawn Porter, vice president, operations, A&E Television Network*

*David Royle, executive vice president, programming and production, Smithsonian Networks*

*Bridget Whalen, vice president, development, National Geographic Channel*

**RESPONDENTS**

*Chuck Braverman, executive producer, director, founder of Braverman Productions, Inc.*

*Doug Zwick, president, Pop Twist Entertainment*  
**5:00 – 7:00 p.m. CINEMA LOUNGE @ JACKIE'S**  
**Good Pitch Happy Hour**

**WEDNESDAY, JUNE 17**

**8:30 a.m. – 6:30 p.m. THE FESTIVAL HUB**  
**Registration Open**

**8:30 – 9:30 a.m. AFI SILVER LOBBY**  
**Filmmaker Breakfast**

**BEGIN at 9:30 a.m. EGG SPECTATION and DISCOVERY**  
**Silver Sessions**

**Wednesday, June 17**

**9:30 – 10:20 a.m. ROUND HOUSE THEATRE**  
**ITVS / INDEPENDENT LENS Overview**

ITVS funds, presents and promotes acclaimed documentaries and dramas on public television and cable, innovative projects on the Web, and the Emmy Award-winning INDEPENDENT LENS on PBS. Lois Vossen, INDEPENDENT LENS series producer and ITVS vice president, will discuss ITVS funding initiatives, the latest news from the ITVS and PBS Independent Digital Distribution Lab and highlight the three ITVS series: INDEPENDENT LENS, GLOBAL VOICES and TRUE STORIES: LIFE IN THE USA. Find out how public broadcasting and new media opportunities for indie docs are at ITVS.

**PRESENTER**

*Lois Vossen, INDEPENDENT LENS series producer and vice president, ITVS; guest Kathryn Lo, director of program development, Independent Film & Plus at PBS will answer questions about PBS's involvement with INDEPENDENT LENS.*

**Wednesday, June 17**

**9:30 – 11:00 a.m. DISCOVERY MULTI PURPOSE ROOMS A&B**  
**TENTATIVE - TIME WARP Camera Demo**

Join us for a demonstration of Photron's amazing FASTCAM SA1 camera, used for slow motion imaging of fascinating phenomena, animal behavior and human feats on Discovery Channel's hit television series, TIME WARP. The series uses advanced imaging technologies to slow down events, such as popcorn popping and water balloons bursting, so that viewers see every remarkable detail in

extremely high resolution. The Fastcam SA1 was also used during the Beijing Summer Games to provide instant replay of Olympic events in extreme slow motion and provided Emmy Award-winning slow motion imagery for golf on CBS.

#### **MODERATOR**

*Alison Leigh, editorial director, World Congress of Science Producers*

#### **PRESENTERS**

*Phil Fairclough, president and executive producer, TIME WARP and ENCOUNTERS AT THE END OF THE WORLD*

*Matt Kearney, digital imaging expert, co-host, TIME WARP*

NOTE: This presentation is tentative. Please check with the Conference Desk in The Festival Hub for the most up-to-date information.

#### **Wednesday, June 17**

##### **10:30 – 11:20 a.m. ROUND HOUSE THEATRE**

##### **American Documentary | P.O.V. Presentation**

Join us for an insiders' look at what makes a successful collaboration between filmmakers and PBS's P.O.V. The series—public television's premier showcase for independent documentaries—reaches over 97 percent of American TV viewers with a cumulative audience average of 2.5 million per program. The 800 programs submitted for consideration each year undergo a rigorous review process that involves independent media professionals, public television station programmers and PBS departments. Once chosen, the filmmakers and P.O.V. craft a broadcast plan that includes a national press campaign and a marketing initiative that provides a springboard for the film.

#### **PRESENTERS**

*Simon Kilmurry, executive director, American Documentary/P.O.V.*

*Cynthia López, vice president, American Documentary/P.O.V.*

#### **Wednesday, June 17**

##### **10:45 a.m. – 12:15 p.m. DISCOVERY HD THEATER**

##### **Editing Master Class with Sam Pollard**

Sam Pollard's accomplishments as an award-winning editor for feature films and television and as a director and producer of documentaries span more than 30 years. He co-produced and edited the 2007 film *WHEN THE LEVEES BROKE* with Spike Lee, which won three Emmys, including one for best editing, and a Peabody Award. He recently completed *BY THE PEOPLE: THE ELECTION OF BARACK*

OBAMA. He is a professor of Film Studies at New York University's Tisch School of the Arts and serves on advisory committees for the National Endowment for the Humanities, National Endowment for the Arts and the Independent Television Service. Pollard will share his knowledge about the editing process, editing styles, the challenges of storytelling and story structure.

**Wednesday, June 17**

**11:00 a.m. – 1:00 p.m. DISCOVERY CONFERENCE ROOM**

**HSUS / Animal Content in Entertainment Program – Grant Pitch for \$25,000**

*CLOSED TO THE PUBLIC*

Five finalists present their documentary projects on animal issues to a panel of distinguished broadcast and distribution executives. The winning pitch will be announced at a gala reception at 5:00 p.m. in the CINEMA LOUNGE @ Jackie's.

**FACILITATOR**

*Wendy Grant, managing director, KenJo Communications*

**PANEL OF JUDGES**

*Ross Hammer, program director, The Humane Society of the United States' Animal Content in Entertainment Program*

*Sara Helman, manager, development, Animal Planet*

*Whit Higgins, director of development and co-production, National Geographic Channel*

*Cara Liebenson, assistant director, Primetime Programming, PBS*

*Geralyn Pezanoski, director, MINE*

**SPONSORED BY**

**Humane Society of the United States / Animal Content in Entertainment Grant Program**

**Wednesday, June 17**

**11:30 a.m. – 1:00 p.m. ROUND HOUSE THEATRE**

**PBS Prime-Time Schedule / Program Challenge Fund Panel**

These case studies of three projects that came out of the Program Challenge Fund—CARRIER, THE CALLING and FACES OF AMERICA—detail the projects from development through delivery and distribution. Join our panelists as they discuss how the content was promoted and leveraged across platforms.

**MODERATOR**

*Lesley Norman, executive-in-charge, NOW with David Brancaccio; vp & coo, JumpStart Productions*

## **PRESENTERS**

*Ted Garcia, senior vice president, television content, Corporation for Public Broadcasting*

*Carrie Johnson, senior director, Primetime Publicity, PBS*

*Rob Lippincott, senior vice president, Education, PBS*

*Andy Russell, senior vice president, PBS Ventures*

*Jason Seiken, senior vice president, Interactive, PBS*

*John F. Wilson, senior vice president and chief TV programmer, PBS*

## **Wednesday, June 17**

**1:00 – 2:30 p.m. McGinty's Public House, Downtown Silver Spring**

**CPB Filmmaker Connection Luncheon**

*(INVITATION ONLY)*

Join public broadcasting executives for a networking luncheon.

## **SPONSORED BY**

**The Corporation for Public Broadcasting**

## **Wednesday, June 17**

**1:00 – 2:30 p.m.**

Take a new friend to lunch at one of the many establishments in Silver Spring that honor discounts for SILVERDOCS pass-holders or buy a carry out lunch and join fellow festival-goers in the The Festival Hub.

## **Wednesday, June 17**

**2:30 – 3:20 p.m. AFI SILVER THEATER 2**

**Plenary Session with Keynote Speaker Tom Bernard on “The Future is Strange”**

Tom Bernard is co-president and co-founder of Sony Pictures Classics, which distributes, produces, and acquires independent films from around the world. Under his leadership, Sony Pictures Classics has released such acclaimed documentaries as *THE FOG OF WAR*, *WALTZ WITH BASHIR*, *WHO KILLED THE ELECTRIC CAR?*, *WHY WE FIGHT* and *WINGED MIGRATION*.

## **Wednesday, June 17**

**3:45 – 5:15 p.m. ROUND HOUSE THEATRE**

**The Future of Public Media**

A fun-filled, role-playing simulation that asks a cast of experts to step out of 2009 and project themselves into the public media of the future: It's 2016, and the new titans are Ticketmaster, Google, Amazon and Hulu. Do you know where your public media went? We throw futurists, investors, business folk and public media programmers and makers together to invent a future in which Web media rules. Produced in collaboration with the Center for Social Media, and grounded in the CSM report, *PUBLIC MEDIA 2.0*.

## **MODERATOR**

*Joaquín Alvarado, svp for Diversity and Innovation, Corporation for Public Broadcasting*

## **RAPPORTEURS**

*Pat Aufderheide, professor and director, Center for Social Media, American University School of Communication*  
*Scott Kirsner, editor, CinemaTech, and contributing writer, Variety*

## **PRESENTERS**

*Orlando Bagwell, director, Media, Arts and Culture Program, The Ford Foundation*  
*John Boland, chief content officer, PBS*  
*Andy Carvin, social media strategist, NPR*  
*Doug Craig, senior vice president, home entertainment, Discovery Communications*  
*Paco de Onís, Producer, Skylight Pictures*  
*Jacquie Jones, executive director, National Black Programming Consortium*  
*Alyce Myatt, executive director, Grantmakers in Film and Electronic Media*  
*Marita Rivera, vice president and general manager, Radio and Television, WGBH*

**Wednesday, June 17**

**3:45 – 5:15 p.m. DISCOVERY MULTI PURPOSE ROOMS A&B**

**Social Issue Media: Does it make a difference?**

Are there demonstrable changes in policy that have resulted from collaborations between nonprofits, documentarians and advocacy groups? How can one make best strategic use of resources in an arid economy? Learn these answers and more from filmmakers and representatives of a wide range of socially conscious organizations.

## **MODERATOR**

*Bristol Baughan, co-founder, GOOD*

## **PRESENTERS:**

*Joe Berlinger, director, CRUDE*  
*Dan Cogan, executive director, Impact Partners*  
*Sandi DuBowski, director/producer, TREMBLING BEFORE G-D, A JIHAD FOR LOVE; founder, Films That Change The World*  
*Michael Markarian, chief operating officer and executive vice, Humane Society of the United States*  
*Cara Mertes, director, Documentary Film Program, Sundance Institute*

**Wednesday, June 17**

**5:30 – 6:30 p.m. DISCOVERY HD THEATER**

Doc Talk: Ensemble Filmmaking, CONVENTION

In the weeks leading up to the 2008 Democratic National Convention, AJ Schnack assembled an all-star crew of documentary filmmakers to document the behind-the-scenes efforts to mount one of the biggest events of the century. With nearly all of the filmmakers in attendance, this Doc Talk will explore the approach to ensemble filmmaking, the trials and tribulations, joys and triumphs of documenting an event on this scale, and the mechanics of the convention itself.

**MODERATOR**

*Debra Zimmerman, executive director, Women Make Movies*

**PRESENTERS**

*Steven Bognar, photographer, CONVENTION*

*Jennifer Chikes, producer, CONVENTION*

*Britta Erickson, producer, CONVENTION*

*Shirley Moyers, producer, CONVENTION*

*Laura Poitras, photographer, CONVENTION*

*Julia Reichert, photographer, CONVENTION*

*AJ Schnack, producer, CONVENTION*

*Nathan Truesdell, photographer, CONVENTION*

*David Wilson, photographer, CONVENTION*

**Wednesday, June 17**

**5:00 – 7:00 p.m. CINEMA LOUNGE @Jackie's  
HSUS/Animal Content in Entertainment (ACE)  
Cocktail Reception**

**THURSDAY, JUNE 18**

**8:30 a.m. – 6:30 p.m. THE FESTIVAL HUB  
Registration Open**

**8:30 – 9:30 a.m. AFI SILVER LOBBY  
Filmmaker Breakfast**

**BEGIN at 9:30 a.m. EGGSPECTION and DISCOVERY  
Silver Sessions**

**Thursday, June 18**

**9:30 – 11:00 a.m. DISCOVERY HD THEATER**

## **Documenting Our World: Video Archives on the Web**

Filmmakers and media organizations must recast their revenue and audience models in the wake of a tsunami of Web video, on sites like YouTube, Hulu and PBS's new video portal. A flood of legacy video is being digitized and placed in repositories by all types of organizations—distributors, broadcasters, stock footage companies, universities, museums, television stations and individuals—giving users and makers exciting new ways to find and enjoy video. Filmmakers, networks, audiences, and funders will come away from this session with a good sense of the creative, business and technical implications of the Web video archive movement.

### **MODERATOR**

*Nick DeMartino, senior vice president of media and technology, AFI*

### **PRESENTERS**

*Robert Bole, vice president, Digital Media Strategies, CPB*

*Peter Kaufman, president and chief executive officer, Intelligent Television, Inc.*

*Jeff Ubois, digital archives consultant, Berkeley, CA*

**Thursday, June 18**

**9:30 – 10:30 a.m. ROUND HOUSE THEATRE**

### **NOVA: The Making of SPY FACTORY**

Join us for a behind the scenes look at what makes NOVA, the longest running science documentary series on television, tick and stay relevant. This session focuses on the making of the recent program SPY FACTORY, by producer Scott Willis and award-winning author Jim Bamford. Based on Bamford's book *The Shadow Factory*, the program lays bare (for the first time on television) the inner workings of the National Security Agency in the days and months that led up to the attacks on September 11, 2001. Senior Series Producer Melanie Wallace, joined by Producer and Director Scott Willis, will discuss in detail what makes this inherently non-visual story come alive and remain engaging as many unfamiliar names, faces and places take center stage. The session will also explore the broadcast footprint of NOVA and the series' presence on the Web, mobile devices and in the classroom.

### **PRESENTERS**

*Jim Bamford, author, The Shadow Factory (invited)*

*Melanie Wallace, senior series producer, NOVA*

*Scott Willis, producer and director, THE SPY FACTORY*

**Thursday, June 18**

**11:30 a.m. – 1:00 p.m. DISCOVERY HD THEATER**

### **How Green is Green: Do Filmmakers Have an Environmental Responsibility?**

Films and new media are essential tools in educating a diverse public about challenges to the environment. As documentarians strive to raise awareness and

engage new audiences in environmental issues, what is their responsibility to “walk the walk” in their production process? What resources are available to guide the transition to sustainable filmmaking? What are the financial implications of such a transition?

#### **MODERATOR**

*Amy King, director, chapter services, US Green Building Council*

#### **PRESENTERS**

*Larry Engel, School of Communication, American University, co-author of Code of Best Practices for Sustainable Filmmaking*

*Laura Gabbert, co-director, NO IMPACT MAN*

*Laura Michalchyshyn, president and general manager, Planet Green*

*Justin Schein, co-director, NO IMPACT MAN*

#### **Thursday, June 18**

##### **1:00 – 2:30 p.m. Lunch**

Take a new friend to lunch at one of the many establishments in Silver Spring that honor discounts for SILVERDOCS pass holders or buy a carry out lunch and join fellow festival-goers in the The Festival Hub.

#### **Thursday, June 18**

##### **2:00 – 3:30 p.m. DISCOVERY CONFERENCE ROOM**

##### **Student Pitch: The Next Generation of Storytellers Hits the Big Leagues**

Students from graduate film schools including NYU’s Graduate Program in Culture and Media, the Documentary Institute at the University of Florida, Gainesville and American University’s School of Communication present their projects to a distinguished panel of commissioning editors, distributor, and executive producers.

#### **MODERATOR**

*Donald H. Thoms, president, ThomsMediaGroup (TMG) and president, CINE*

#### **PANEL OF JUDGES**

*Yoni Brook, director, BRONX PRINCESS*

*Jean Garner, commissioning and acquisitions producer, WITNESS, Al-Jazeera*

*Simon Kilmurry, executive director, American Documentary|P.O.V.*

*Jane Latman, director of development, Investigation Discovery and Military Channel*

*Sumner Menchero, senior program associate, program development & independent film, PBS*

#### **Thursday, June 18**

##### **3:30 – 5:30 p.m. DISCOVERY MULTI PURPOSE ROOMS A&B**

##### **AFI Digital Content Lab Showcase**

The AFI Digital Content Lab works with volunteer teams of seasoned digital media

professionals to prototype and showcase cutting-edge solutions that extend storytelling across a spectrum of screens and platforms. During this session, prior participants in the AFI Digital Content Lab will present projects that explore how film, television, broadband, mobile and game components intermesh to provide audiences with engaging experiences. Among the invited participants are: **L.M. Kit Carson**, whose upcoming documentary, AFRICA DIARY, is being shot in Africa using a Nokia cell phone and has been acquired by Sundance Channel; **Rob Cooper** of GHC Media will talk about the Fact Project, an application built by the Lab for NewsHour Online; **Kyra Kristof** and **Philippe Cousteau** of EarthEcho International will provide a sneak preview of an application that will launch in conjunction with the Warped Tour on June 26. Come, catch a glimpse of the future.

#### **MODERATOR**

*Suzanne Stefanac, director, AFI Digital Content Lab*

#### **Thursday, June 18**

**3:45 – 5:15 p.m. DISCOVERY HD THEATER**

##### **Master Class: Music**

Music profoundly affects the way audiences experience film. We asked three composers of different genres—classical, experimental and contemporary—to score a clip from our SILVERDOCS short, SALT by directors Michael Angus and Murray Fredericks. The composers will reveal their scores, discuss their approach to the craft, and discuss how filmmakers can communicate through music.

#### **MODERATOR**

*Tom Cole, editor/reporter, NPR Arts Information Unit*

#### **PRESENTERS**

*John Califra, composer*

*Jon Furjanic, DJ and composer*

*Brendan Canty, composer, musician, music producer and filmmaker*

#### **Thursday, June 18**

**5:30 – 6:30 p.m. DISCOVERY HD THEATER**

##### **Doc Talk: Cinema Verite Filmmaking with R.J. Cutler,**

Why does Cinema Verite matter? A discussion with R.J. Cutler about his work as an award-winning filmmaker and pioneer in non-fiction television programming. Work to be discussed includes THE SEPTEMBER ISSUE, THE WAR ROOM, THIN, A PERFECT CANDIDATE, AMERICAN HIGH, FRESHMAN DIARIES, THE RESIDENTS, and 30 DAYS.

#### **Thursday, June 18**

**5:00 – 7:00 p.m. CINEMA LOUNGE @ JACKIE'S**

## Happy Hour

### FRIDAY, JUNE 19

**8:30 a.m. – 6:30 p.m. THE FESTIVAL HUB**  
**Registration Open**

**8:30 – 9:30 a.m. AFI SILVER LOBBY**  
**Filmmaker Breakfast**

**BEGIN at 9:30 a.m. EGGSPECTATION and DISCOVERY**  
**Silver Sessions**

#### Friday, June 19

**9:30 – 11:00 a.m. DISCOVERY HD THEATER**  
**What's the Buzz? The Publicist and Film Publicity**

Don't miss this fast-paced session on what every filmmaker should know about conducting film publicity in the era of collapsed distribution platforms, social marketing and upheaval in traditional print criticism. It's an insider's guide to identifying and crafting a successful relationship with a publicist. Are you prepared to find the right agency or agent? Should you work with a large national firm or a boutique operation? Do you have a budget line item for PR? What about timing and targeting of releases? Do you have a strategic plan to reach film critics, issue and content reviewers and DVD reviewers? Do you really know who your audience is?

#### **MODERATOR**

*Amy Dotson, deputy director, IFP: Independent Film Project*

#### **PRESENTERS**

*Jody Arlington, managing partner, PR Collaborative*

*Laine Kaplowitz, director of publicity, Landmark Theaters*

*Cynthia Swartz, co-head, Entertainment Marketing Division, 42West*

#### Friday, June 19

**10:00 a.m. – 12:00 p.m. DISCOVERY CONFERENCE ROOM**  
**PBS Office Hours**

Do you want your film to be seen by up to 99-percent of American households? If your answer is yes, then sign up to pitch your project to a PBS professional. They will share their expertise, answer your questions, and provide feedback on your documentary. Before scheduling your meeting, please consult the "Producing For

PBS" Web site at [www.pbs.org/producers](http://www.pbs.org/producers) to review PBS's standard submission guidelines and come prepared with at least a one-sheet that answers the questions: "What is your project?" "What is your production plan?" and "How do you plan to finance this?" **Visit the conference desk in The Festival Hub to schedule an appointment.** PBS staff will take 15-minute one-on-one meetings with participants to provide project-specific advice on how to navigate public broadcasting.

## **PRESENTERS**

*Jennifer Adams, senior program associate, Primetime Programming, PBS*

*Jalyn Henton, senior program associate, Program Development & Independent Film, PBS*

*Cara Liebenson, assistant director, Primetime Programming, PBS*

*Sumner Menchero, senior program associate, Program Development & Independent Film, PBS*

## **Friday, June 19**

**10:00 – 11:30 a.m. AFI SILVER THEATER 3**

### **And The Winner Is...**

There are many prestigious awards for excellence in documentary filmmaking that can set your work apart from that of others. Among these awards, four give your work an imprimatur of quality: Oscar, duPont, Peabody and national Emmy. Winning one brings international recognition, and our panelists talk about how and why to apply to these and other awards.

## **MODERATOR**

*Michael Lumpkin, executive director, International Documentary Association*

## **PRESENTERS**

*Jon Blair, director, DANCING WITH THE DEVIL IN THE CITY OF GOD, Emmy and Academy Award winner*

*Dr. Horace Newcomb, Lambdin Kay chair for the Peabodys in the Grady College of Journalism and Mass Communication at the University of Georgia, and director of the Peabody Awards*

*Abi Wright, director of the Alfred I. duPont-Columbia University Awards for excellence in broadcast journalism*

## **Friday, June 19**

**10:30 – 11:30 a.m. THEATER 1**

### **ALPHA CINE Digital to 35mm Demo Presentation: All in – Film out**

Everything you always wanted to know about digital to film transfers but didn't know who to ask. Join Alpha Cine for an in depth 35mm demo presentation showcasing clips from award-winning films. Come ready to learn the technical and artistic process of getting your digital film onto 35mm. We can help you get to where you want to go with your film. Sample reel will include: 2009 Academy-

Award nominated FROZEN RIVER and TROUBLE THE WATER, Academy Award-winning TAXI TO THE DARK SIDE, Academy Award-nominated IRAQ IN FRAGMENTS, Sundance Award-winning HUMPDAY and IFC Spirit Award-winner, THE UNFORESEEN.

**PRESENTER**

*Jannat Gargi, vice president, business development, Alpha Cine*

**SPONSORED BY  
ALPHA CINE**

**Friday, June 19**

**12:00 – 1:30 p.m. DISCOVERY MULTI PURPOSE ROOMS A&B**

**Dialogue on Directing with Leon Gast and Jeffrey Levy Hinte**

**Leon Gast** is a documentarian, editor and photographer. His film WHEN WE WERE KINGS, about the Muhammad Ali-George Foreman heavyweight title bout and its profound effect on the African American community, won numerous critical prizes and the Best Documentary Feature Oscar. His other works include 1 LOVE, SALSA: THE FILM, and OUR LATIN THING, which won the Truer Than Fiction Award. He edited and co-produced the 1993 NBC docudrama FALLEN CHAMP: THE UNTOLD STORY OF MIKE TYSON, and has also worked with Barbara Kopple, editing several of her award-winning projects.

**Jeffrey Levy-Hinte** is a producer, director and president of Antidote Films. His recent documentary projects include SOUL POWER and DUNGEON MASTERS, both of which premiered at the 2008 Toronto International Film Festival. He also produced ROMAN POLANSKI: WANTED AND DESIRED, the widely acclaimed documentary feature by director Marina Zenovich, which enjoyed premieres at the 2008 Sundance Film Festival and 2008 Cannes Film Festival. Additionally, Levy-Hinte edited WHEN WE WERE KINGS.

**MODERATOR**

*Andrea Meditch, director, Film and Media Arts Initiative, College of Communication Arts & Sciences, Michigan State University*

**Friday, June 19**

**1:00 – 2:30 p.m.**

**Lunch**

Take a new friend to lunch at one of the many establishments in Silver Spring that honor discounts for SILVERDOCS pass holders or buy a carry out lunch and join fellow festival-goers in the The Festival Hub.

**Friday, June 19**

**2:00 – 3:30 p.m. DISCOVERY MULTI PURPOSE ROOM C**

**Digital Diversity**

Case studies from the digital present: Yes, cool tools, but also an inspired world of interaction, action and engagement.

DOCAGORA.ORG re-thinking docmedia – An open space to consider new forms, new platforms, new tools, and new ways of financing creative and socially engaged documentary media. The DocAgora WebPlex is an honest broker of collaboratively filtered reference information and commentary on the docmedia space. *Presented by Cameron Hickey, cofounder of Pattern Films and founder of docsite.*

PLANET FORWARD.ORG – a hybrid, viewer-driven program that engages citizens to imagine the nation’s energy future. The project debuted first on the web and then migrated to television, in a primetime PBS special on April 15, 2009 and then moved back to the web. *Presented by Emmy Award-winning CNN veteran Frank Sesno, incoming director of the School of Media and Public Affairs, George Washington University*

BARACKOBAMA.COM – the historic, national online fundraising, social networking, and volunteer mobilization program that directly contributed to the success of the Obama for America 2008 Presidential campaign. Blue State Digital is now applying the same strategies and tactics to the marketing of feature films and documentaries. *Presented by Ben Arnon, director of business development and Thomas Gensemer, managing partner, Blue Slate Digital*

**MODERATOR**

*Jose Antonio Vargas, [The Washington Post](#)*

**Friday, June 19**

**2:30 – 5:30 p.m. DISCOVERY MULTI PURPOSE ROOMS A&B**

**SIX WAYS FROM SUNDAY: 21st century Distribution Strategies**

**A Two-Part Presentation**

Theatrical, DVD, broadcast and the great digital beyond—following the breadcrumb trail has never seemed more confusing. Is there an optimal distribution strategy for the feature length documentary? The answer seems to be “it depends.” So, we decided to break the question into two parts. What is the distribution landscape in 2009—the challenges, success stories, missed opportunities? And what does the distribution landscape look like six years from now; how can you prepare your next film for it?

Two panels of decision makers offer their guidance, insight and criticisms to help

filmmakers maximize their exposure and revenues for current and future projects.

**2:30 – 3:40 p.m. Part I: The State of Affairs: June 2009**

**MODERATOR**

*Cynthia López, vice president, American Documentary/P.O.V.*

**PRESENTERS**

*Nancy Abraham, vice president, Programming, HBO*

*Jim Browne, Argot Pictures*

*Marshall Curry, director, RACING DREAMS*

*Steve Savage, president, New Video/Docurama*

**3:45 – 5:00 p.m. Part II: Looking to the Future: June 2015**

**MODERATOR**

*Kelly DeVine, acquisitions consultant, Reframe/ Tribeca Film Institute*

**PRESENTERS**

*Eric d'Arbeloff, co-president, Road Side Attractions*

*Matt Dentler, head of marketing and programming, Cinetic Rights Management*

*Julie Goldman, founding partner, Cactus Three*

*Liz Ogilvie, vice president, Marketing, B-Side*

*Molly Thompson, vice president, A&E IndieFilms*

**Friday, June 19**

**4:00 – 5:15 p.m. DISCOVERY HD THEATER**

**Radio Stories**

In the world of visual production and distribution, radio is a tool for promotion and engagement that is often underused. As a medium it inspires unique opportunities for storytelling—but also has nuances of craft that differ from more visual media. What are the overlaps and divergences between documentary storytelling in a filmic versus an audio environment?

**MODERATOR**

*Kathy Merritt, director of program investments for radio, CPB*

**PRESENTERS**

*John Barth, managing director, PRX*

*Neal Conan, host of Talk of the Nation*

*Sue Goodwin, executive producer, Talk of the Nation, NPR*

*Julie Shapiro, artistic director, Third Coast International Audio Festival*

**Friday, June 19**

**5:30 – 6:30 p.m. DISCOVERY HD THEATER**

**Doc Talk: Film Criticism**

Great documentaries expand human understanding and cross-cultural communication and the public turns to docs for information and insight. Documentary output is increasing, but publications, particularly print, are decreasing staff and space for reviews. This session addresses how changes in the delivery of mainstream journalism affect criticism and the job of critics. Should criticism serve a purpose beyond giving a thumbs up or down for the consumer? How is reviewing nonfiction different from fiction? What are ways to foster more thoughtful writing about documentary? What are the pros and cons of traditional print vs. independent blogs?

**MODERATOR**

*Philip Kennicott, culture critic, Washington Post*

**PRESENTERS**

*David Edelstein, film critic, New York Magazine and NPR's FRESH AIR*

*Thom Powers, documentary programmer, Toronto Film Festival and Stranger Than Fiction Documentary Film Screenings*

*Lisa Schwarzbaum, film critic, Entertainment Weekly*

*Amy Taubin film critic and contributing editor, contributing editor, British Sight & Sound and American Film Comment*

**Friday, June 19**

**5:00 – 7:00 CINEMA LOUNGE @ JACKIE'S**

**Happy Hour**

**SATURDAY, JUNE 20**

**8:30 a.m. – 4:00 p.m. THE FESTIVAL HUB**

**Registration Open**

**8:30 – 9:30 a.m. AFI SILVER LOBBY**

**Filmmaker Breakfast**

**BEGIN at 10:30 a.m. DISCOVERY  
Silver Sessions**

**Saturday, June 20**

**10:00 a.m. – 12:30 p.m. DISCOVERY MULTI PURPOSE ROOMS A&B**

**The Back Story: Telling the Story Behind the Story**

**Workshop with SpeakEasy**

Every film starts inside the minds and hearts of the filmmaker, but that part of the story is often not told. In this hands-on session, SpeakeasyDC's storytelling experts walk you through the process of discovering your own story and shaping it into a compelling narrative. SpeakeasyDC, Washington's premier storytelling organization, promotes the art of autobiographical oral narrative through events, classes, consulting and recordings.

Expert storytellers will work with participants to discover raw material for their stories, discuss what to consider when giving shape to their stories and then assist with recounting them.

**MODERATORS**

*Stephanie Garibaldi, education director, SpeakeasyDC*

*Amy Saidman, artistic director, SpeakEasyDC*

**SPECIAL GUESTS**

*Jon Blair, Oscar and Emmy Award-winning director, DANCING WITH THE DEVIL IN THE CITY OF GOD*

*Aron Gaudet, director, THE WAY WE GET BY (invited)*

*Gita Pullapilly, producer, THE WAY WE GET BY*

**Saturday, June 20**

**11:00 a.m. – 12:00 p.m. DISCOVERY HD THEATER**

**Master Class: Cinematography**

Louie Psihoyos is one of the world's best photographers. National Geographic hired him right out of college, and he created images for the magazine for 18 years. His ability to bring humanity and wit to complicated science stories carries over to his filmmaking. An ardent diver and dive photographer, he feels compelled to show the world the decline of our planet's crucial resource, water.

**PRESENTER**

*Louie Psihoyos, director, THE COVE*

**Saturday, June 20**

**1:00 – 3:00 p.m. AFI SILVER THEATER 2**

## **THROUGH A LENS DARKLY and DIGITAL DIASPORA FAMILY REUNION**

The documentary-in-progress THROUGH A LENS DARKLY: BLACK PHOTOGRAPHERS AND THE EMERGENCE OF A PEOPLE and the interactive digital hub associated with it, DIGITAL DIASPORA FAMILY REUNION, represent a new model of participatory nonfiction filmmaking where the public contributes content that helps unlock hidden or forgotten histories. By merging family photo collections with public archival holdings, the two projects will present a more complete historical record of African Americans, told by the people who actually lived it.

### **PRESENTER**

*Thomas Allen Harris, project director and executive producer, president of Chimpanzee Productions, Inc.*

### **SPECIAL GUESTS**

*Clarence Page, journalist, syndicated columnist, and senior member of The Chicago Tribune editorial board*

*TBD*

**Saturday, June 20**

**5:00 – 7:00 CINEMA LOUNGE @ JACKIE'S**

**Happy Hour**