



## **2010 International Documentary Conference**

**Silver Sessions – You must be registered to sign up!**

**Take a look at the Silver Session line up and begin to develop your schedule.**

**To sign up for Silver Sessions On Line, [CLICK HERE!](#) Please note that On-line Sign Up will end on FRIDAY JUNE 18<sup>th</sup> at 5 p.m. (EST)!**

All registered attendees may sign up on-site during the Conference for Silver Sessions depending on space availability; however, Silverdocs Filmmakers, Platinum Package and Sterling Access Pass holders have priority access. Student pass holders may sign up for the wait list on site only. Each session is limited to 15 participants.

Silver Sessions are small-group meetings with development, programming and acquisition executives; program officers from funding agencies; theatrical, DVD and international broadcast distributors; digital media innovators, marketing and PR consultants; producers' representatives; legal advisers and industry leaders.

Please note: **The schedule is subject to change and will be updated as sessions are added and times/venues change.** During the Festival, please check at the Conference Desk in the lobby of The Performing Arts Center at Montgomery College/Takoma campus for the most up-to-date list or to be placed on a waiting list for a session.

## **TUESDAY, JUNE 22**

**Tuesday, June 22 PAC Classroom 204**

10:15 – 10:45 a.m.

### **NATIONAL GEOGRAPHIC CHANNEL**

Based at the National Geographic Society headquarters in Washington, D.C., the [National Geographic Channel](#) (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD, which provides the spectacular imagery that National Geographic is known for in stunning high definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available in more than 70 million homes. Join Michael Mavretic and Shannon Malone as they discuss what makes the National Geographic Channel the leader for

groundbreaking, provocative non-fiction entertainment. For more information, please visit [www.natgeotv.com](http://www.natgeotv.com).

#### PRESENTERS

*Shannon Malone, Development, National Geographic Channel*

*Mike Mavretic, associate director, Development and Acquisitions, National Geographic Channel*

#### **Tuesday, June 22 PAC Classroom 202**

11:00 – 11:30 a.m.

#### **INVESTIGATION DISCOVERY**

Join Jane Latman as she guides producers through the twist and turns of Investigation Discovery's unique storytelling techniques and shoots straight about Military Channel's dedication to technology, elite forces and history. Launched in January of 2008, Investigation Discovery is the premier destination, on air and online, for fact-based investigative content that draws audiences to the edge of their seats by unraveling the truth behind real-life mysteries. Military Channel takes viewers "behind the lines," presenting the real-world stories of human drama, heroism and technological innovation intrinsic to the armed forces.

#### PRESENTER

*Jane Latman, director of development, Investigation Discovery*

#### **Tuesday, June 22 PAC Classroom 202**

3:30 – 4:00 p.m.

#### **FILMS TRANSIT**

Founded more than 25 years ago by Jan Rofekamp, Films Transit International is one of the longest running, renowned and respected international sales agencies of quality documentaries with offices in Montreal and in New York. The company specializes in the worldwide release and marketing of high profile, theatrical and TV documentaries in two specific genres: **ARTS, SPORTS & CULTURE**, which include all our documentaries about Arts, Culture, Biography, Cinema and Music; and **SOCIETY, HISTORY & POLITICS**, which include all our documentaries about Current Affairs, Society, Politics, Human Interest and History. Films Transit strongly believes that major festival exposure adds prestige to a film's international career. Therefore they help our filmmakers secure their world festival premiere, design an international festival career, and provide them with the right contacts and recommendations.

Films Transit International is generally looking for two types of documentaries:

**EPIC** features docs, generally with more cultural rather than social-political subjects. These are unique films on **LARGE** international subject matters and often have a strong auteur signature. They can be historical and contemporary and **MUST** have a very high quality level of filmmaking and tell a story that everyone in the world can relate to. Secondly, what the company refers to as **URGENT** docs. These are generally TV Hour length films on very strong, edgy, provocative, contemporary subject matters that we feel people **MUST** see because of their political or social relevance. Some of the urgent films we handle have strong current affairs value.

PRESENTER

*Diana Holtzberg, vice president/USA Operations, Films Transit International*

Resource Room:

[Films Transit International](#)

**Tuesday, June 22 PAC Classroom 204**

5:00 – 5:30 p.m.

**CURRENT MEDIA/CURRENT.TV**

Current Media is an award-winning multiplatform company dedicated to the in-depth investigation and exploration of the world's most important, interesting, and entertaining stories. With a fully integrated broadcast and online platform, Current connects its audience with what's going on in their world through its unique blend of original productions and viewer created media.

PRESENTER

*Angela Morgenstern, vice president, Online Content*

Resource Room:

[Current.com](#)

**WEDNESDAY, JUNE 23**

**Wednesday, June 23 PAC Classroom 204**

9:30 – 10:00 a.m.

**NATIONAL GEOGRAPHIC TELEVISION (NGT)**

NGT is the documentary arm of the National Geographic Society, producing much of what you see on the National Geographic Channels as well as specials and series for other networks like PBS and Fox. From the well-known National Geographic Specials that began in 1963 to our flagship National Geographic Explorer series today, NGT pursues the Society's mission of inspiring people to care about the planet. A leader in HD programming, NGT is widely recognized for the quality of its productions and has won numerous honors, including more than 100 Emmy Awards. NGT's production units—EXPLORER, Specials and Events, Natural History, Series Production, and Science—are expanding, and the organization is seeking new talent (producers, writers, editors, and more.)

PRESENTER

*Maryanne Culpepper, executive vice president, Editorial and Business development, National Geographic Television*

Resource Room:

[National Geographic Television](#)

**Wednesday, June 23 PAC Classroom 202**

10:15 – 10:45 a.m.

**KINO LORBER, INC.**

Kino Lorber, Inc. acquires arthouse and independent films and documentaries for release on four labels: Kino International, Lorber Films, Alive Mind and Knitting Factory Entertainment. Notable Kino International and Lorber Films releases include festival favorite, WINNEBAGO MAN; Sundance winner THE RED CHAPEL, TAQWACORE: THE BIRTH OF MUSLIM PUNK; REEL INJUN; and VIDEOCRACY. Alive Mind releases documentary programming in the areas of enlightened consciousness and cultural transformation. Recent releases include SUNRISE/SUNSET, a day in the life of the Dalai Lama and THE EDGE OF DREAMING. Knitting Factory Entertainment releases music docs, recent releases include GOGOL BORDELLO NON STOP and THE SOCALLED MOVIE. We release films theatrically, from New York opens to community screenings, and optimize distribution windows from educational to digital and retail.

**PRESENTER**

*Elizabeth Sheldon is vice president of Kino Lorber, Inc.*

Resource Room:

[www.lorberfilms.com](http://www.lorberfilms.com)

[www.kino.com](http://www.kino.com)

[www.alivemindmedia.com](http://www.alivemindmedia.com)

[www.kino.com](http://www.kino.com)

**Wednesday, June 23 PAC Classroom 202**

10:15 – 10:45 a.m.

**NOVA**

**PRESENTER**

*Melanie Wallace, senior series producer, NOVA/WGBH USA*

Resource Room:

[NOVA](#) at [WGBH](#)

**Wednesday, June 23 PAC Classroom 204**

11:00 – 11:30 a.m.

**ANIMAL PLANET**

Following a successful re-branding in Feb of 2008, Animal Planet continues to be committed to producing living, breathing television that makes you feel before you think. Animal Planet is all about great stories and great storytelling that is surprisingly human. Animal Planet explores compelling and entertaining territory -- including natural history, wildlife, pet, docusoap—with shows such as RIVER MONSTERS, WHALE WARS, PIT BOSS, DOGS 101 and YELLOWSTONE. We're continuing to develop broad-appealing programming that reaches viewers beyond just an "animal audience." So what exactly are we looking for when producers pitch us ideas? Join Sara Helman, director of development, as she walks you through what the new Animal Planet is all about.

**PRESENTER**

*Sara Helman, director of development, Animal Planet*

Resource Room:

[Animal Planet](#)

**Wednesday, June 23 PAC Classroom 201**

12:30 – 1:00 p.m.

**AL JAZEERA ENGLISH (AJE)**

Al Jazeera English was launched in November 2006 from Doha, Qatar to more than 80 million households worldwide. It is the first international 24-hour English language news channel to broadcast across the globe from the Middle East. The channel's global footprint continues to grow and AJE is now available in more than 200 million households in over 100 countries across six continents.

Al Jazeera English actively seeks out fresh perspectives from under-reported regions around the world. It is now widely regarded as a reputable news source and a major force in global media. The channel's mission is to provide independent, impartial news for an international audience and to balance the information flow between the South and the North. The channel challenges established perceptions, bridges cultures and gives voice to the voiceless.

Broadcast from four strategic broadcast centres; Doha, Kuala Lumpur, London, and Washington, DC, and supported by more than 65 bureaux across the globe, AJE has unique access to some of the world's most troubled and controversial locations and unlike other international channels, AJE's broadcast shifts as the world turns, providing the most comprehensive and contextual news coverage.

Programmes on Al Jazeera English take viewers inside global events from a fresh perspective. The full range of current affairs, documentary, business, arts and entertainment programming can be explored on the website (see below in Resource Room)

**WITNESS** is the channel's flagship documentary strand, presented by Ghida Fakhry. With inspirational or provocative stories, and intimate, character-led accounts, Witness films provide an insight into the world's key events as they impact on the daily lives of ordinary people.

Many of the stories raise 'big' issues such as politics, warfare and famine. However films which celebrate the human spirit, with a sense of humour and poignancy, even in the most difficult of subjects, are always welcome.

**PRESENTER**

*Jean Garner, acquisitions and commissioning producer, Al Jazeera English program WITNESS*

Resource Room:

[Aljazeera English](#)

### **Wednesday, June 23 PAC Classroom 202**

12:30 – 1:00 p.m.

#### **ACTIVE VOICE**

Active Voice uses film, television and multimedia to spark social change from grassroots to grass tops. Our team of strategic communications specialists works with mediamakers, funders, advocates and thought leaders to put a human face on the issues of our times. We frame and beta-test key messages, develop national and local partnerships, plan and execute high profile, outcome-oriented events, repurpose digital content for web and viral distribution, produce ancillary and educational resources, and consult with industry and sector leaders. Since our inception in 2001, Active Voice has built a diverse portfolio of story-based campaigns focusing on issues including immigration, criminal justice, healthcare and sustainability.

#### **PRESENTER**

*Shaady Selhi, program director, Active Voice*

Resource Room:

[current projects](#)

[case studies](#)

[client services](#)

### **Wednesday, June 23 PAC Classroom 203**

12:30 – 1:00 p.m.

#### **LOUISE ROSEN, LTD**

Louise Rosen Ltd. was launched in 1996 to specialize in setting up international television pre-sales and co-productions on behalf of independent documentary and non-fiction producers. The company also provides consulting services to advise filmmakers and production companies on finance, development, production, marketing and distribution strategies.

#### **PRESENTER**

*Louise Rosen, managing director, Louise Rosen, Ltd. (invited)*

Resource Room:

[Louise Rosen, Ltd](#)

### **Wednesday, June 23 PAC Classroom 204**

12:30 – 1:00 p.m.

#### **POV**

POV—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 POV craft a broadcast plan that includes a national press campaign and a marketing initiative that provides a springboard for the film.

#### **PRESENTER**

*Cynthia López, vice president, Documentary | POV*

Resource Room:

[POV: Documentaries with a Point of View](#)

**Wednesday, June 23 PAC Classroom 201**

1:15 – 1:45 p.m.

**SUNDANCE CHANNEL**

Under the creative direction of Robert Redford, Sundance Channel is the television destination for independent-minded viewers seeking something different. Bold, imaginative and uncompromising, Sundance Channel offers audiences a diverse and engaging selection of films, documentaries and original programs. Launched in 1996, Sundance Channel is a subsidiary of Rainbow Media Holdings LLC. Sundance Channel operates independently of the non-profit Sundance Institute and the Sundance Film Festival, but shares the overall Sundance mission of encouraging artistic freedom of expression.

Programming Profile:

Sundance Channel buys 200+ films and series per year, including approximately 80 documentaries. We develop and commission non-fiction and fiction series (approx 8 per year) and provide finishing funds for a handful of feature documentaries.

We are interested in contemporary stories that follow creative visionaries and inspiring characters who are setting precedents and breaking boundaries in their fields-- from arts and culture to environmentalism and politics.

**PRESENTER**

*Ann Rose, executive producer of original programming, Sundance Channel*

Resource Room:

[Sundance Channel](#)

**Wednesday, June 23 PAC Classroom 202**

1:15 – 1:45 p.m.

**BORDERLINE MEDIA**

In today's highly saturated and ever-changing global marketplace, independent artists and media producers must develop innovative ways to reach audiences. Borderline Media specializes in developing outreach and distribution campaigns for these emerging voices. Our team can help you with:

- Grant writing, sponsorship proposal development and fund-raising
- Community engagement campaign design and management
- Audience outreach and development
- Film festival strategy
- University and college tours
- Media and grassroots community outreach
- Social media marketing
- DVD distribution strategy
- Film discussion guides, screening workshop programs and audience evaluation

Using tried and true outreach methods, extensive research, strategic planning and audience development techniques, combined with cutting edge technology and

distribution models, Borderline Media helps artists and media makers connect with audiences across both physical and cultural boundaries.

PRESENTER

*Jennifer Carr MacArthur, president and chief executive officer, Borderline Media*

Resource Room:

[Borderline Media](#)

**Wednesday, June 23 PAC Classroom 203**

1:15 – 1:45 p.m.

**SAN FRANCISCO FILM SOCIETY: A DYNAMIC APPROACH TO FISCAL SPONSORSHIP**

The San Francisco Film Society's innovative Fiscal Sponsorship program provides hands-on consultation for sponsees and helps them build strategic bridges between filmmakers, industry professionals and key resources in media arts communities nationwide. Our dynamic program has helped hundreds of filmmakers get their projects funded, made and seen, elevating filmmakers to the next level in their careers. SFFS Grants and Residencies Coordinator, Sara Dosa, will enlighten you about the exciting ways Fiscal Sponsorship can be your first point of entry into the world of funding and a guide to the changing media landscape.

PRESENTER

*Sara Dosa, Grants and Residencies coordinator, San Francisco Film Society*

Resource Room:

[San Francisco Film Society](#)

**Wednesday, June 23 PAC Classroom 204**

1:15 – 1:45 p.m.

**ITVS: INDEPENDENT TELEVISION SERVICE**

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

PRESENTER

*Lois Vossen, Independent Lens Series Producer & Vice President, ITVS*

Resource Room:

[ITVS](#)

**THURSDAY, JUNE 24**

**Thursday, June 24 PAC Classroom 202**

10:15 – 10:45 a.m.

**BAY AREA VIDEO COALITION (BAVC)**

The Producers Institute for New Media Technologies at BAVC is a unique residency and

mentorship program for social justice documentary producers who want to develop interactive, multiplatform media projects using emerging technologies. Funded by the MacArthur Foundation, the goal is to create story-driven tools for social change, and to architect new media for an engaged, participatory culture. Documentary teams gather in San Francisco to collaborate with international technology mentors and industry leaders, and present their work to national funders and global community partners at the end of an intense and transformative 10-day experience.

At this Silver Session, come meet with BAVC Director of Programming Wendy Levy to discuss your project and get “inside” the [Producers Institute](#).

**PRESENTER**

*Wendy Levy, director of creative programming and director, Producers Institute for New Media Technologies, BAY AREA VIDEO COALITION*

Resource Room:

[BAVC](#)

**Thursday, June 24 PAC Classroom 204**

10:15 – 10:45 a.m.

**NATIONAL GEOGRAPHIC ENTERTAINMENT**

Based at the National Geographic Society headquarters in Washington, D.C., National Geographic Entertainment (NGE) produces and distributes both documentary and narrative films for all types of screens, including commercial and institutional, giant screen and 35mm/digital, fulldome and planetarium, in 2D, 3D, and 4D formats. NGE previously co-produced the Academy Award-winning MARCH OF THE PENGUINS and the Academy Award-nominated THE WEEPING CAMEL. In 2008, NGE also distributed U23D, the first live-action 3D film for the giant screen. NGE’s recent release, AMREEKA, garnered the 2009 Sundance Audience Award and was nominated for three 2009 Independent Spirit Awards.

In 2010, NGE will release two outstanding documentaries: RESTREPO, winner of the Grand Jury Prize for Documentary at Sundance 2010, and THE WILDEST DREAM: CONQUEST OF EVEREST, a new look at the mystery of George Mallory, the first man to attempt to summit Mount Everest.

**PRESENTER**

*Valerie Stempler, manager, Development & Production, National Geographic Cinema Ventures at National Geographic Entertainment*

**Thursday, June 24 PAC Classroom 202**

12:30 – 1:00 p.m.

**PLANET GREEN**

**PRESENTER**

*Lynn Sadofsky, director of development and production, Planet Green*

Resource Room:

[Planet Green](#)

**Thursday, June 24 PAC Classroom 204**

12:30 – 1:00 p.m.

**MYRIAD ENTERTAINMENT**

Myriad Entertainment is a boutique production financing company specializing in international co-productions. We represent television projects for which we can provide development, packaging, pre-sales, co-production and executive producing services. We broker partnerships and co-production funding for producers and broadcasters to finance projects from various international sources. Our focus is on factual programming including science, history, reality, lifestyle, specialist factual, specials and events, with an emphasis on series. We look for unique projects that have wide appeal. Our clients include production companies in Australia, Singapore, the UK, France, Canada and the U.S. Co-Presidents of Myriad Entertainment Véronique Bernard and Lisa Zeff will discuss what makes a project a good candidate for international coproduction, what a project needs before it can be taken out to broadcasters and what producers can do to increase their chances in the marketplace.

**PRESENTERS**

*Véronique Bernard and Lisa Zeff, co-presidents, Myriad Entertainment*

Resource Room:

[Myriad Entertainment](#)

**Thursday, June 24 PAC Classroom 203**

1:00 – 2:00 p.m.

**BORIS MITIC/DRIBBLING PICTURES ON SOURCING EUROPEAN \$ FOR DOCS: SELF-PRODUCING YOUR DOCUMENTARY IN EUROPE**

Europe is old, Europe is smart, Europe should therefore love documentaries. But does she really? A self-taught one-man filmmaker, from the most underprivileged part of Europe, shares his success story and with black humour and a touch of caricature, he maps out the contemporary European doc scene, with a very American sense of pragmatism. Boris has lived on a few continents, graduated in mass communication, settled back in Belgrade, fought a war, worked for 5 years for top-level international media, came to understand a few things and dedicated the rest of his life to his family, football and creative documentaries. Most importantly, he has done all the ground-work and is willing to share...

**PRESENTER**

*Boris Mitic, award-winning journalist and director, GOODBYE, HOW ARE YOU?*

**Thursday, June 24 PAC Classroom 202**

1:15 – 1:45 p.m.

**MHz NETWORKS: “THE WORLD IS GOOD: PRESENTING THE CASE IN AMERICA”**

MHz Networks has brought more international television programming into America than all other U.S. based broadcast television networks combined. Since the beginning of TV time, traditional American media have presented the world to Americans as a dangerous place – full of tidal waves, earthquakes, and failing governments. Increasingly there is a sense, however, that the world might be catching up and in fact surpassing us. This offers a tremendous opportunity for documentary filmmakers who are interested in dispelling world myths and presenting world themes outside of the norm.

PRESENTER

*Frederick Thomas, founder and chief executive, MHz Networks*

Resource Room:

[MHz Networks](#)

**Thursday, June 24 PAC Classroom 204**

1:15 – 1:45 p.m.

**NATIONAL ENDOWMENT FOR THE HUMANITIES (NEH)**

The NEH's Division of Public Programs supports humanities-rich projects that engage general public audiences. Join Deputy Director Sonia Feigenbaum for a conversation about funding opportunities for filmmakers. In addition to providing an overview of the NEH mission, the session will focus on future grant competitions and deadlines; explain the internal review process; discuss the nuts and bolts of putting together a competitive application; and answer questions regarding your specific project(s). Special attention will be given to a new grant opportunity, [Bridging Cultures through Film: International Topics](#).

PRESENTER:

*Sonia Feigenbaum, deputy director, Public Programs, NEH*

Resource Room:

[National Endowment for the Humanities](#)

**Thursday, June 24 PAC Classroom 203**

2:00 – 2:30 p.m.

**AMERICAN PUBLIC TELEVISION AND WORLD**

PRESENTER

*Cynthia Fenneman, President and CEO, American Public Television*

**Thursday, June 24 PAC Classroom 204**

2:00 – 2:30 p.m.

**DISCOVERY CHANNEL**

Gain invaluable insight into how a great idea can turn into a great show from Chris Weber, VP of Production for Discovery Channel. A key member of the management team, her work as a Director/Producer spans a wide range of subjects including natural history, human history, science and adventure. Learn what Discovery Channel is looking for and hone your personal formula for success.

PRESENTER

*Chris Weber, VP of Production, Discovery Channel*

**Thursday, June 24 PAC Classroom 203**

2:45 – 3:15 p.m.

**PLANET GREEN**

PRESENTER

*Jeff Hasler, Senior Vice President, Production and Development, Planet Green*

Resource Room:

[Planet Green](#)

**Thursday, June 24 PAC Classroom 202**

3:30 – 4:00 p.m.

**SNAGFILMS**

PRESENTER

*Andrew Mer, VP Content Partnerships, SnagFilms*

**Thursday, June 24 PAC Classroom 204**

3:30 – 4:15 p.m.

**KARTEMQUIN FILMS' JUSTINE NAGAN ON THE BUSINESS OF DOCUMENTARY FILMMAKING**

Kartemquin Films has been making successful social-issue documentaries such as HOOP DREAMS, IN THE FAMILY, and THE NEW AMERICANS for the past 45 years. How do they do it? How have they adapted to the ever-changing distribution market? What is their model for funding and production? What's it like working in the Midwest? Join us for a conversation with Executive Director Justine Nagan to discuss the world of independent documentary and learn about her recent experience with TYPEFACE.

PRESENTER

*Justine Nagan, executive director, Kartemquin Films*

**Thursday, June 24 PAC Classroom 204**

5:00 – 5:30 p.m.

**ARGOT PICTURES**

Jim Browne is the founder of Argot Pictures an independent film distribution company specializing in small-scale theatrical releases for documentaries. Argot Pictures does not buy films from filmmakers, we work in partnership to create more awareness, press and box office for the life of your project. In some cases, we also represent the film as a sales agent for DVD, Broadcast, VOD and digital. Some of our recent releases are BEETLE QUEEN CONQUERS TOKYO; BREATH MADE VISIBLE; AMERICAN CASINO; THROW DOWN YOUR HEART; CRIPS AND BLOODS: MADE IN AMERICA; NOTE BY NOTE: THE MAKING OF STEINWAY L1037; and STREET FIGHT.

We also get involved with some projects early in development to help devise and execute a release strategy tailored to your film.

Jim was a programmer for the Tribeca Film Festival from 2006-2010. He is now programmer for the [Abu Dhabi film festival](#).

PRESENTER

*Jim Browne, founder, Argot Pictures*

Resource Room:

[Argot Pictures](#)

## **Thursday, June 24 PAC Classroom 201**

5:00 – 5:30 p.m.

### **SUNDANCE INSTITUTE DOCUMENTARY FILM PROGRAM (DFP)**

The Sundance Institute Documentary Film Program provides year-round support to contemporary-issue, nonfiction filmmakers worldwide in the production and exhibition of cinematic documentaries with human rights themes. Services include: the Sundance Documentary Fund, granting between \$1 and \$2 million per year, three Creative Documentary Labs for directors and producers held at the Sundance Resort every summer, issue-based work-in-progress screenings held globally, discussions and presentations by invitation worldwide, documentary support at the Sundance Film Festival and the Sundance Creative Producing Summit, and a variety of convenings and partnerships designed to amplify the use of film as a tool for increasing awareness of key global challenges, and motivate change towards more open and equitable societies.

#### **PRESENTER**

*Patricia Finneran, managing producer, Special Projects, Sundance Institute Documentary Film Program (DFP)*

Resource Room:

[Sundance Documentary Film Program](#)

## **FRIDAY, JUNE 25**

### **Friday, June 25 PAC Classroom 202**

10:00 – 10:30 a.m.

#### **NEW VIDEO®/DOCURAMA FILMS®**

New Video® is a leading independent distributor bringing the best of thought-provoking documentaries, quality independent films, hit television and web series, collectible sports and classic kids programming via DVD and Blu-ray, digital platforms, video-on-demand and television viewing windows. With over 5,000 titles in its catalog New Video® is home to some of the most prestigious names in entertainment including A&E®, HISTORY™, Lifetime®, Major League Baseball®, Arthouse Films, Scholastic Storybook Treasures™, and Docurama Films®, a line of over 300 award-winning and highly acclaimed documentaries. The company provides over 11,000 hours of film and television programming from more than 120 trusted partners to download and streaming platforms including iTunes, Hulu, YouTube, Netflix, Xbox, Sony Playstation and Amazon. Since 1990, the company's mission has been to further the goal of providing audiences with top-notch special interest content. New Video's April Benavides/Director of Marketing, and Stephanie Bruder/Head of Digital Sales and Marketing, will present a discussion on distribution and marketing of documentaries via home video entertainment and new media.

#### **PRESENTERS**

*April Benavides, director of marketing, New Video/Docurama*  
*Stephanie Bruder, head of digital sales and marketing, New Video/Docurama*

Resource Room:

[New Video/Docurama](#)

**Friday, June 25 PAC Classroom 202**

10:45 – 11:15 a.m.

**SCIENCE CHANNEL**

Science Channel is constantly engaging viewers in the wonders and possibilities of science, revealing how it touches our daily lives. Join development guru Matt Kelly as he offers valuable insight into what Science Channel looks for in programming. Learn how your next creative idea can turn into a thought-provoking, mind-blowing program.

**PRESENTER**

*Matt Kelly, director of development, Science Channel*

Resource Room:

[Science Channel](#)

**Friday, June 25 PAC Classroom 202**

11:30 a.m. – 12:15 p.m.

**BOUND BY HAITI – Sneak Peek**

University of Florida student filmmakers Jon Bougher and Roman Safiullin began filming Bound by Haiti, the story of the unlikely friendship of a Haitian and an American activist, a year before the devastating earthquake. Staying in Port-au-Prince on January 12th, the filmmakers captured some of the only professionally-shot footage immediately following the earthquake. Out of contact for thirty-six hours, they later appeared on the Today Show, MSNBC and FOX News. The film then became embroiled in a nationally publicized controversy as University of Florida administrators attempted to restrict their return to Haiti and threatened their graduation. Join Jon and Roman to learn about the issues surrounding the film and watch selected scenes featuring rare video and photos from the earthquake.

**PRESENTERS**

*Jon Bougher, co-director*

*Roman Safiullin, co-director*

Resource Room:

[Bound By Haiti](#)

**Friday, June 25 PAC Classroom 203**

12:45 – 1:15 p.m.

**DISCOVERY HD THEATER**

**PRESENTER**

*Bob Scanlon, vice president, Development, Discovery HD Theater*

**Friday, June 25 PAC Classroom 202**

1:45 – 2:15 p.m.

**DISCOVERY CHANNEL**

A 14-year programming and development veteran with Discovery Communications, Kevin Bennett has been instrumental in the development of three networks – Discovery Health Channel, Discovery Times Channel and ID. Now he has brought his arsenal of skills and gut instinct to Discovery Channel. Join Bennett as he lifts the curtain on programming strategy and acquisitions for the network, and learn how your ideas may

just be the perfect fit.

**PRESENTER**

*Kevin Bennett, senior vice president, Programming, Discovery Channel*

**Friday, June 25 PAC Classroom 203**

3:00 – 4:00 p.m.

**HBO**

**PRESENTER**

*Nancy Abraham, senior vice president, Documentary Programming, HBO*

**SATURDAY, JUNE 26**

**Saturday, June 26 PAC Classroom 203**

11:15 – 11:45 a.m.

**A&E INDIE FILMS**

**PRESENTER**

*Molly Thompson, vice president, A&E Indie Films*

**Saturday, June 26 PAC Classroom 203**

1:30 – 2:15 p.m.

**CROWDSTARTER**

Join Paola Freccero and Liz Ogilvie as they walk you through specific marketing strategies that will extend the reach of your film. CrowdStarter offers filmmakers, distribution and entertainment companies a range of marketing services including grassroots marketing, release & digital marketing strategies, business development, and creative ways to build audiences through the power of the crowd. With over 30 years of combined experience in the broadcast, exhibition, home video, new media and international markets, Paola and Liz can give you tangible tips and tools to the successful marketing and distribution of your film. This session is a chance to get answers to the questions you have always wanted to ask.

**PRESENTERS**

*Paola Freccero, partner, Crowdstarter*

*Liz Ogilvie, partner, Crowdstarter*

**\*PLEASE NOTE:** Starting Tuesday, June 22, through Saturday, June 26, **all Conference activities, including registration, move to the Conference Hub at Montgomery College/Takoma Park Campus in the lobby of the Performing Arts Center**, located at 7995 Georgia Ave., Silver Spring, MD 20910 (a 15-minute walk or short shuttle bus ride from the AFI Silver Theater and Cultural Center).