



FLORIDA
FILM FESTIVAL 2010

ANNUAL REPORT

PRESIDENT'S REPORT

Growth, maturity, and a solid connection with our audiences are the achievements of the 19th Florida Film Festival.

We start with the obvious—growth. The Festival enjoyed substantially increased film ticket sales. Box office traffic was up overall by 9%. I place this first on our list because generating and increasing our customer support is not only key, but an impressive achievement given the state of our economy. Any organization that is up by almost 10% is certainly doing something very right.

When we look to the causes and the catalysts that spurred our growth, we recognize excellence, and first and foremost we must credit the films. Our Programming Department and Selections Committees brought a variety of movies to the Festival that was a cultural banquet. More than 165 films were screened this year, 27 of them World premieres, 80 of them premieres in the East Coast and Southeast regions. We celebrated the classics with unique selections screened in crisp 35mm prints, and we saluted one of the greats, John Cassavetes, with a showing of his masterwork, *FACES*.



HENRY MALDONADO

Our Festival continues to be the place where filmmakers come to connect with each other, with our community, and ultimately, with their place in the history of the art form.

Absolutely, unquestionably, our Festival is first, and unequivocally, a great celebration of film.

Our Festival continues to be the place where filmmakers come to connect with each other, with our community, and ultimately, with their place in the history of the art form. That moment of connection with our heritage came as a salute to the late John Cassavetes, the legendary actor/director who is credited with jump-starting the American independent film movement in 1968. The evening was electric, as we screened his masterpiece, *FACES*, and in the house was Gena Rowlands, his wife and star of the film who sat and chatted with the crowd for almost two hours after the sold out theater was held spellbound by the film. Also present was Seymour Cassel, co-star

of *FACES*, who captivated the crowd with the adventures of these young geniuses making movies together, and eventually making history.

The maturity that comes with growth is best seen through the tone and atmosphere which is felt on the premises. It is reflected in the seamless connection between film and place, between art and sense of home, between the watching of movies and the sharing of friendships as we move from theater, to our Eden Bar, to the Adirondack chairs under the oak trees. There is a feeling that we are enveloped by the spirit of the place which radiates a sense of home sweet home. Enzian continues to evolve as a location which comforts the soul and refurbishes the body of our visiting filmmakers. It is a friendly place, a great place to watch and talk film.

And it is that appeal of the place, along with the excellence of the event, that attracts. It attracts not only audiences and filmmakers, it attracts partners, such as the Orange County Arts and Cultural Council. Our sponsors are loyal and very engaged in the festival. Our main sponsor, Full Sail University, back for their 13th year, is an ever-present influence during the Festival. Bright House Networks hunkered down at our hospitality tent for the duration. And if you were so inclined, Peroni was always available, and this year, NESTLE® Cranberry RAISINETS® delivered 18,000 packages of the amazing candy to be sampled throughout the entire 10 days of the Festival. (For a full list of our sponsors, please see the sponsorship section of this Annual Report.)

Then, there is the Film, Food, and Wine Celebration. The Florida Film Festival is not only known for its friendliness, but also for our food. We honored our own history of film, food, and friends by celebrating the cultural artistry of Southern chefs and the food they create. There were events where we ate food, events where we talked about food, where we met famous chefs who cooked food for us, and we celebrated Southern cooking, and as always, there were movies about food.

Connecting with our audience this year was achieved through a variety of platforms. Marketing used the internet and social media to create a viral buzz about the Festival. From Facebook to Twitter, blogging and utilizing social media became a target and a goal of our marketing campaign. Articles about the Festival appeared regularly in local, national, and international blogs. Our

PRESIDENT'S REPORT



SEYMOUR CASSEL, PEG O'KEEF AND GENA ROWLANDS

web site received more than 91,000 visitors and included substantial use of video, from trailers to regular video updates about the Festival. A half-hour program covering all aspects of the event was produced and was broadcast by WMFE-TV, the local PBS affiliate, four times on one of their digital channels. The piece was also available on Video on Demand on Bright House Networks cable, and an 8-minute version was posted on FloridaFilmFestival.com. The local CBS affiliate, WKMG Local 6, started running announcements for the Festival a month before the Festival began, and Bright House Networks ran almost 2,000 spots on a variety of cable channels. In addition, the Festival was given the front cover of the Orlando Sentinel's Friday Calendar Section, and the cover of the Orlando Weekly. Both publications included substantial coverage throughout the Festival. Additional print coverage included Orlando Magazine, Orlando Arts Magazine, Seminole, FirstMonday, and Florida Today. Ongoing television news coverage appeared on Central Florida News 13 as well as on WKMG Local 6, and on the nationally syndicated morning show the Daily Buzz.

It was a very successful 2010 Florida Film Festival, and we look forward to a milestone next year as the Florida Film Festival celebrates 20 years in 2011.

We continue to improve every year, and we grow. We learn every year, and we build on our experience as we mature. We use every mechanism available to make sure that the message gets out; we connect. We are the friendly film festival. We are the place where film lovers and filmmakers come together under the Florida sun. We are the place where friendships are struck that last forever. We know who we are.

We are the Florida Film Festival.

Sincerely,

Henry Maldonado
President
Enzian and the Florida Film Festival

FILM SWEET FILM

Florida Film Festival continues to explore and celebrate the newest and highest achievements of film. Within this ongoing pursuit, the 2010 Festival asked a pertinent and revealing question of its participants—artists, sponsors, guests, volunteers, every member of the Festival family: What film captures your notion of home? The shared answers to this question prompted revelation, conversation, introspection, creativity, and perhaps most importantly, a deeper sense of community. The theme “Film Sweet Film” reflects the resonance of the many answers and also prompted the creation of a film sidebar of three highly visible creative community members’ “home” movies: Jim Phillips, host of 104.1 FM’s The Phillips Phile, chose CHINATOWN, Harriett Lake, Central Florida philanthropist, chose I REMEMBER MAMA, and Suzy Spang, Vice President, Film & Digital Media Development for the Metro Orlando Film & Entertainment Commission, chose THAT’S ENTERTAINMENT! The guest curators wrote reflective essays relating film to their personal concept of “home” and also presented the films to eager audiences. These essays were immersed in a special section of the Festival program which also revealed the “Home Movies” of hundreds of other community members.



HARRIETT LAKE



JIM PHILLIPS



MARKETING & PUBLIC RELATIONS

Marketing & Public Relations Strategic Overview

Marketing and Public Relations—consisting of global publicity, community relations, advertising, and promotional and new media marketing—played a key role in Enzian and the Florida Film Festival's strategies. This year's evocative and buzz-worthy brand image, "Ernie the Chicken," juxtaposed with the endearing and thought-provoking tag line, "Film Sweet Film," provided a unique and captivating product to implement into this strategy-driven integrated marketing campaign that resulted in increased visibility, stronger brand loyalty, and boosted early ticket sales. The Film, Food, and Wine Celebration expanded its emerging reputation and featured internationally recognized, James Beard Award-winning chefs and authors. Individual film screenings featured many successes, including an impressive 27 sold out shows.



By screening hundreds of films from across the globe and hosting dozens of events throughout Central Florida, the Florida Film Festival provided a diverse array of offerings to visiting filmmakers, producers, actors, returning Festival goers, and new patrons. With our world-class restaurants, venues, and hotels, the local community and guests from all over the world experienced Orange County's diverse offerings.

Publicity

Public Relations played a significant role in the Florida Film Festival marketing plans by providing exposure during times when advertising was not running, extending advertising campaigns, and providing an added boost to the campaigns. Festival publicity was guided by strategic direction and a proactive effort based on clearly defined targets, working with specific publications, and being flexible to change direction mid-stream when necessary.

This year, we custom pitched consumer and trade media, reshaping our approach to mass publicity efforts. We provided the media with electronic press kits, which included the Festival's 30-second promotional trailer, press releases, high-resolution image galleries, filmmaker and celebrity guest materials, and more. We also targeted more freelance journalists, bloggers, and websites to expand our audience base.

Several cutting-edge, new media marketing tactics were also developed and executed in this year's public relations strategy, which amplified the Festival's visibility to astonishing levels. For example, an original Facebook contest was created using the Festival's icon, "Ernie the Chicken," being photographed around Central Florida. Facebook Fans of the Florida Film Festival were able to win tickets to the Festival by correctly guessing where Ernie had been photographed. In addition, given the Festival's theme, a YouTube contest was held which encouraged participants to create an original short film using several key elements, including Florida Film Festival dates and website, as well as a chicken. These tactics, and many more, resulted in an average increase of 84% in pre-Festival film tickets sales two weeks before the event took place.

This year's Sneak Preview party was our most successful and served as a catalyst for a steadily increasing wave of regional and local publicity – a momentum that resulted in early ticket package purchases and increased traffic

MARKETING & PUBLIC RELATIONS



TRACEY WIU, WEB NEWS HOST FOR FULL SAIL UNIVERSITY, INTERVIEWS RICK RAMSEY

on FloridaFilmFestival.com. The evening was a sensation with nearly 500 members of the press and community present for the kick-off. Along with engaging key representatives of traditional media, this year the Festival whole-heartedly embraced nearly 100 highly visible regional and local bloggers, social journalists, tastemakers, and trendsetters as relevant and highly important voices in the electronic and interactive press community. Positive public perception of the Festival followed

The Festival received extensive coverage including front page, headline placement, and editorial published in two of Central Florida's top papers.

from the immense buzz and exposure generated from this new strategy-driven engagement. Major national-industry publications were engaged and the Festival hosted visiting journalists from indieWIRE.com (the leading news, information, and networking site for independent-minded filmmakers, the industry and moviegoers) and IFC.com.

The Festival received a tremendous amount of support from local media, fostering positive coverage and extending the impact of the Festival

and its offerings throughout Orange County and Central Florida. By its conclusion, the Festival received media coverage on several local network television affiliates, including CBS, NBC, and Central Florida News 13, as well as Orange County Government public access Vision-TV. A month-long targeted campaign with Festival sponsor Bright House Networks was executed which featured Festival commercials on major nationally-recognized cable networks that included A&E, USA Network, AMC TV, and Food Network in the Orlando and Melbourne markets.

Radio exposure for the Florida Film Festival was organized through a combination of sponsorships, commercial buys, on-air ticket giveaways, and media coverage. Festival radio commercials, recorded or voiced live with each station's on-air talent, were featured on WOMX-FM (Orlando's most highly rated adult contemporary station for adults 25-54), WMFE-FM (the area's primary NPR affiliate), and WPRK-FM (the Rollins College station). In addition, WOMX and WPRK conducted interviews with numerous visiting filmmakers and celebrity guests including Samm Levine and Golden Globe®-nominated actor, Kieran Culkin.

The Festival received extensive coverage in local and regional print publications including front page, headline placement, and editorial published on the opening day of the Festival in two of Central Florida's top papers—the Orlando Sentinel (circ. 400,000) and the Orlando Weekly (circ. 75,000). Advance coverage was also featured in Orlando Magazine (circ. 35,000), Orlando Arts Magazine (circ. 72,000), Seminole (circ. 40,000), and FirstMonday (circ. 12,000). Out-of-market coverage included advance coverage in St.PetersburgTimes.com and Florida Today as well as targeted travel and trade publications, and well-trafficked consumer sites. The Festival was featured in the Orange County Convention and Visitors Bureau newsletters and on its website, which services nearly 3 million visitors a year. Due to the success and buzz of this year's Festival, for the first time in several years, two post-Festival wrap up pieces were published in print in the Orlando Sentinel's highly read Calendar Section. The national publications indieWIRE.com and IFC.com included the festival in feature stories, film reviews, and image gallery postings.

MARKETING & PUBLIC RELATIONS



Advertising

Advertising was placed in the following local, regional, and state print publications: Orlando Sentinel (circ. 400,000), Orlando Weekly (circ. 75,000), Watermark (circ. 35,000), Orlando Magazine (circ. 35,000), Broadway's Playbill (circ. 10,000), FirstMonday (circ. 12,000), Orlando Style (circ. 180,000), Seminole Magazine (circ. 40,000) Winter Park Observer, aXis magazine (circ. 25,000), and MovieMaker magazine (circ. 50,000). . Radio advertising was purchased and placed with MIX 105.1/WOMX FM, WMFE- 90.7 FM and WPRK-91.5 FM. Television broadcast advertising was placed with WKMG-TV and WMFE TV Channel 24. Internet advertising was placed with the following online publications: MovieMaker.com, OrlandoSentinel.com, indieWIRE.com, OrlandoWeekly.com, IMDb.

com, and FilmThreat.com. This year, the Festival participated in a cooperative advertising campaign that concentrated on the out-of-market city of Ft. Myers. Promotional marketing and advertising was placed on popular radio stations as well as in print in the Ft. Myers News Press (circ. 79,000) and the Naples Daily News (circ. 72,500). In-theater advertising was purchased with AMC Theaters and Regal Cinemas and featured an originally produced, 30-second branded trailer. Advertising in these strategically-selected, geo-targeted venues, sites, and publications resulted in an increase in visibility, sales and web traffic featuring IMDb.com as the third highest referring site, indieWIRE.com in the top 10 and OrlandoSentinel.com in the top 15.

Promotional Marketing

Nearly 100 Festival banners adorned lamp posts in downtown Orlando and Winter Park; thousands of Festival posters were strategically placed in major cities in Central Florida, including the greater Orlando area, Winter Park, Maitland, Lake Mary, and Ocoee, as well as Cocoa Beach and Daytona. These promotional materials were placed along major streets, and local retail partners provided storefront windows for Festival-themed exposure. Our volunteer street team outdid themselves with the coverage they achieved. The four-page Orlando Weekly pull-out guide was strategically revamped this year to feature two issues of a gazette-style design that included bold headlines, large, colorful celebrity and spotlight film images, and cutting-edge creative content. This strategy-driven piece reached 150,000 Central Florida residents, was inserted into the first three pages of the publication, and resembled Orlando Weekly-produced editorial content rather than paid advertising. This resulted in an intense spike in community buzz and excitement for the Festival and increased visibility and traffic on FloridaFilmFestival.com which carried throughout the two weeks of the event.

Website/ FloridaFilmFestival.com

The Florida Film Festival website was completely overhauled, redesigned, and reprogrammed which increased functionality, enhanced film search optimization, and provided dynamic film schedule presentation, social media and multimedia home page integration, live streaming capabilities, populated video and photo galleries, and much more. This year's website, produced by the cutting-edge boutique firm Drive New Media, was the most dynamic and successful the Festival has ever had, more than doubling its page visits

MARKETING & PUBLIC RELATIONS



official live Internet broadcasters, while Bright House Networks, a major sponsor of the Festival, provided the broadband capability for the live-streaming programs. Web goers were able to view the segments by visiting FloridaFilmFestival.com.

Social Media Networking

Several dynamic new media tactics were integrated to expand our social media visibility and engagement as well as increase our overall national and regional reach. A 25-member volunteer team was formed to serve as interactive content creators and brand evangelists across numerous online interfaces. Pre-Festival brand-building contests were successfully launched including a user-produced and submitted YouTube contest and a successful highly-viral photo “tagging” Facebook giveaway. Furthermore, the Festival’s Twitter account increased its followers by 62% and finished with a database of 6,000. More impressively, Facebook became the Festival’s fourth highest referring site to FloridaFilmFestival.com and Twitter was in the top 15.

Community Relations

As the spotlight on the Festival emerged in the media, new relationships were forged and established relationships were strengthened with key individuals and groups within the community. Through partnerships with allied arts groups, Orange County Government, corporations, and many others, the Festival linked with stakeholders, influencers, and decision makers within the community. A long-term strategy emphasizes continual interaction with key groups as we move into 2011 to foster third-party endorsers for the Festival and the film industry.

Educational Partnerships

This year, the Florida Film Festival worked with Full Sail University students to promote the Film, Food, and Wine Celebration. These students researched and promoted each event featured in this program and produced informative and entertaining PSA-style web videos that were used as online promotional pieces. This project allowed these entry-level marketing students to gain extensive knowledge about entertainment and non-profit marketing strategies, while providing the Festival with effective grass-roots promotion.

In recent years collaboration with University of Central Florida Film School resulted in the FFF/UCF Publicist Project, now a standing course

from 38,000 to 91,000. FloridaFilmFestival.com also experienced a 63% new visitor rate from 141 counties including the United Kingdom, Canada, and Germany.

In addition, the Florida Film Festival launched its live streaming component. The main on-camera host and personality for the channel, a character developed for this project, was known as “Film Festival Girl.” This fresh and edgy character,

The Festival’s Twitter account increased its followers by 62% and finished with a database of 6,000.

played by Central Florida actress Mikki Scanlon, was able to navigate through the events and provide viewers an insider’s look into a major film festival. Future Dog Entertainment, a web-based organization that develops programming and products for IPTV (Internet Protocol Television), served as the Florida Film Festival’s

offering at UCF. The course, originally titled “Guerilla Marketing for Independent Film,” is now offered each year in conjunction with the Florida Film Festival. This year, more than 50 film students from this film marketing class participated in the Festival working as Street Marketing Teams. Students were paired with exhibiting filmmakers to assist them in marketing and promoting their films during the 10-day Festival. The program allows students to acquire the all important real world film festival marketing experience crucial to the success of an independent filmmaker. This approach is so successful for both students and filmmakers that it has been recognized nationally. Enzian will continue to expand the program in 2011.

Expanding the Festival

This year, the Florida Film Festival expanded its film screenings to include not only Enzian and the Regal Winter Park Village 20, but also film presentations at the Plaza Cinema Café, the premier movie theater complex in downtown Orlando. Seven films over three days – Wednesday, April 14 through Friday, April 16 – were showcased, including the Festival’s most exciting spotlight selections as well as a midnight presentation. In addition, the Florida Film Festival partnered with the Orlando Film Festival for the newly launched Movie Night Downtown series, held on Sunday, April 11, to present the free outdoor screening of the two-time Academy Award® winning film, COCOON. More than 100 attendees enjoyed the classic 25th anniversary showcase of this sci-fi classic.



FLORIDA FILM FESTIVAL ATTENDEES ENJOY A FILM AT ENZIAN.

FAST FACTS / TESTIMONIALS

In 1992, the first year of the Festival, 62 films were screened. In 2010, the Festival showed 165 films. These films were selected from almost 1,500 submissions. Of these 165 films, 136 were premieres (82%). The selections included 27 World premieres, 3 North American premieres, 3 U.S. premieres, 46 East Coast premieres, 34 Southeast premieres, and 23 Florida premieres, including 9 Second U.S. Showings.

This year 100 filmmakers representing 64 films were in attendance at the Florida Film Festival. This year's films came from 25 countries, with 38 of the films from female filmmakers. In addition, 25 of this year's selections were shot in Florida or produced by Florida filmmakers.

"It is sweet to have this positive connection to your festival over the years. We'll use you and your fest as our muse in creating the next project."

Debra Granik, director, WINTER'S BONE

"Thanks for such a great time at the fest! My parents had a blast."

Anslem Richardson, actor, HOMEWRECKER

"I really enjoyed the Festival, and meeting everyone was so lovely!"

Kerthy Fix, director, STRANGE POWERS: STEPHIN MERRITT AND THE MAGNETIC FIELDS

"It was so much fun to be there and to meet so many wonderful people."

Madeleine Sackler, director, THE LOTTERY

"I really had a great time there and was glad to have such a good screening as well as meet a number of filmmakers and local folks."

Marshall Curry, director, RACING DREAMS

"Thank you for putting together such great films – and juries."

James Pondsoldt, writer/director, OFF THE BLACK, Shorts Jury member

"Thanks for hosting us in Orlando. Great times and great films!"

Brian Newman, former CEO of the Tribeca Film Institute, Shorts Jury member

"I had a wonderful time and thought your festival was well-organized, interesting and fun."

Janice Ginsberg, Music/film/media consultant, Perseverance: Women in the Industry panelist



MADELEINE SACKLER



BRIAN NEWMAN



JAMES PONDSOLDT

4TH ANNUAL FILM, FOOD, AND WINE CELEBRATION



MICHEL NISCHAN

The spirit and charm of Southern cuisine defined the 2010 edition of the Film, Food, and Wine Celebration - Flavors of the South: Grits, Grace, and Gravy - with a stellar lineup of notable chefs in culinary demonstrations, casual brunches, and elegant dinners. Southern food is the third fastest growing culinary trend in the world and first in the nation. The Florida Film Festival successfully integrated myriad exceptional events ranging from food films and farmers markets to celebrity chef-headlined discussions and feasts into this theme.

The weekend began with the Festival's Opening Night Party: No Grits, No Glory! This event showcased nine Central Florida hometown food heroes and their creative culinary talents as they presented samples of great Southern food for hundreds of guests. Saturday afternoon's event, Southern Comfort: Luncheon and Discussion, featured returning guests and James Beard Award-winning authors Matt and Ted Lee. This panel and buffet lunch event included some of the country's leading southern chefs who discussed the revival of Southern food culture as attendees enjoyed dishes inspired by The Lee Bros.' latest cookbook, *The Lee Bros. Simple, Fresh, Southern*. Afterwards the local community organization, OurLando, created a sample farmers market that featured several eclectic food and artisan vendors on Enzian's property. This outdoor event was presented in conjunction with a screening of the critically-acclaimed food-centric documentary, WHAT'S "ORGANIC" ABOUT ORGANIC?. Saturday evening's



MATT AND TED LEE, MARTHA FOOSE, JOHN CURRENCE

Tennessee Williams' Southern Gothic "Family" Reunion event was a feast for all the senses which included dinner prepared by nationally-hailed, James Beard Award-winning chefs John Currence (chef/owner, City Grocery), Martha Foose (author, *Screen Doors & Sweet Tea*), Michel Nischan (founder, Wholesome Wave), and Robert Stehling (chef/owner Hominy Gril). This unique, interactive cultural collaboration featured Orlando's best actors who performed selections from Tennessee Williams' most famous works while guests tasted Tennessee Williams-inspired dishes created by award-winning Southern chefs. The weekend was topped off with a charming specialty brunch at Eden Bar aptly titled Dial "B" for Bacon: Josh's Southern Brunch, presented by Enzian and Eden Bar Chef Josh Oakley.

Florida Film Festival...these folks know how to throw a shindig. Scared of NOTHING. An event to be modeled after... take notes people."

-JOHN CURRENCE VIA TWITTER



MATT AND TED LEE

UP CLOSE AND PERSONAL



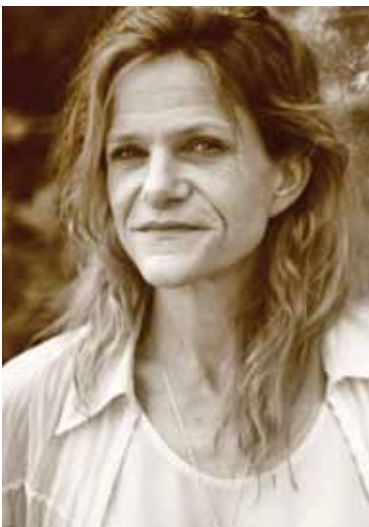
EMMA STONE



GENA ROWLANDS AND SEYMOUR CASSEL



KIERAN CULKIN



DALE DICKEY

Seymour Cassel

In 1968, Cassel was nominated for the Academy Award® for Best Supporting Actor for his role as Chet in John Cassavetes' *FACES*. Having also appeared in major Hollywood productions such as *DICK TRACY* and *INDECENT PROPOSAL*, Cassel has always been very supportive of the American independent film community, especially in the wake of Cassavetes' death. Cassel appeared in three films by Wes Anderson: *RUSHMORE*, *THE ROYAL TENENBAUMS*, and *THE LIFE AQUATIC WITH STEVE ZISSOU*.

Kieran Culkin

A talented and spirited young actor, Kieran Culkin has already made a formidable impression on film audiences worldwide as one of the most talented actors of his generation. Kieran recently wrapped shooting on *SCOTT PILGRIM VS. THE WORLD* and performed onstage in Kenny Lonergan's *THE STARRY MESSENGER*. Culkin earned critical acclaim for the title role in *IGBY GOES DOWN*. Other recent film credits include *THE DANGEROUS LIVES OF ALTER BOYS*, *LYMELIFE*, *THE CIDER HOUSE RULES*, *THE MIGHTY*, and *THE MUSIC OF THE HEART*.

Dale Dickey

Dale Dickey, who gives a stirring performance in *WINTER'S BONE*, has been in over a dozen feature films, including *CHANGELING*, *THE PLEDGE*, *DOMINO*, and *A PERFECT GET-AWAY*. She is familiar to television audiences for her recurring role on *My Name is Earl*, and has recurred on *Breaking Bad*, *Sordid Lives*, and *Christy*. Dale has also guest-starred in *Bones*, *Life*, *The Closer*, *Cold Case*, *Ugly Betty*, *ER*, *Gilmore Girls*, *Numbers*, *CSI*, *Frasier*, *City of Angels*, and *The X-Files*.

Samm Levine

Samm Levine has appeared in more than 30 different television shows and numerous films, but he is perhaps best known for his roles in *Freaks and Geeks* and *INGLOURIOUS BASTERDS*. Samm joined two diverse office comedies with the Masterson Brother's *MADE FOR EACH OTHER* and *DRONES*, which premiered at the Slamdance Film Festival and screened in this year's Florida Film Festival.

Gena Rowlands

Two-time Academy Award®-nominated actress Gena Rowlands teamed with her husband, writer and director John Cassavetes, and they began a collaboration that reinvented the independent film in America. The works they created together include *A CHILD IS WAITING*, *FACES*, *GLORIA* (Academy Award® nominee), *MINNIE AND MOSKOWITZ*, *OPENING NIGHT*, *LOVE STREAMS*, and *A WOMAN UNDER THE INFLUENCE* (Academy Award® nominee). In recent years she has appeared in Mira Nair's HBO movie, *HYSTERICAL BLINDNESS*, starring Uma Thurman and Juliette Lewis. She also received high praise for her performance in *THE NOTEBOOK*, directed by her son, Nick Cassavetes. Gena Rowlands appeared courtesy of the Visiting Artists Program of the Academy of Motion Picture Arts and Sciences.

Emma Stone

With her striking beauty and sincere talent, Emma Stone is claiming her role as one of Hollywood's most sought out actresses. Gracing the cover of the March 2010 issue of *Vanity Fair*, Emma was listed as the new face of Hollywood. Emma's most recent films are *EASY A*, *ZOMBIELAND*, and the Florida Film Festival's Opening Night Film *PAPER MAN*.

Visiting filmmakers, in addition to providing audience interaction at the presentation of their films, participate in panel discussions and forums presented throughout the Festival. Panel discussions between industry insiders are always free and open to the general public. In 2010, these special free events averaged 125 to 200 people in attendance per forum. Audiences at these events include a lively mix of visiting filmmakers, diverse enthusiastic film lovers from the local community, and student filmmakers.



RICHARD GLADSTEIN

Perseverance: Women in the Industry

Sponsored by Women in Film & Television - Florida "The time has come," revealed Barbra Streisand at the 82nd Annual Academy Awards® as she presented the "Best Director" Oscar to Kathryn Bigelow, the first woman to win an Academy Award in that category and only the fourth ever nominated for the prize. What does this achievement mean for women working in the motion picture industry and how have things changed over the years? A stellar panel of visionaries (from newcomers to seasoned veterans) discussed their personal experiences and what it means to be a successful woman working in the entertainment industry today. Panelists included two-time Academy Award®-nominated actress Gena Rowlands (THE NOTEBOOK), casting director Ellen Parks (FUR: AN IMAGINARY PORTRAIT OF DIANE ARBUS, SECRETARY, FLIRTING WITH DISASTER), producer and music/film/media consultant Janice Ginsburg (TEENAGE PAPAARAZZO, SNOW ANGELS, THE DREAMERS), documentary director/distributor Cambria Matlow (LAKE TAHOE, MUNYURANGABO, BURNING IN THE SUN), and entertainment attorney Craig Emanuel, whose clients include Peter Weir, Robert Rodriguez, Gary Oldman, Julie Delpy & Cathy Schulman. The panel moderator was producer/director Sylvia Caminer (LOVE N' DANCING, BLUE MOON, THE DELI, MEN LIE).

Gena Rowlands appeared courtesy of the Visiting Artists Program of the Academy of Motion Picture Arts and Sciences.

Filmmaker Forum

The Florida Film Festival hosts some of the hottest new independent filmmakers every year and sets aside one day just to talk with them. This lively and dynamic exchange of ideas and lore inevitably defines a high point in the festival—peppered with tales of triumph, challenge, and creative methods. This once-in-a-lifetime airing of artistic laundry included the following panelists: Amber Benson (DRONES), Andrew James and Joshua Ligairi (CLEANFLIX), Camilla Calamandrei (THE TIGER NEXT DOOR), Paul Cotter (BOMBER), Khen Shalemo (ON THE ROAD

TO TEL AVIV), and Jen McGowan (TOUCH). The panel was moderated by Chris Gore, founder of Film Threat, TV host, filmmaker, and author of *The Ultimate Film Festival Survival Guide*.

The Art of the Producer

Sponsored by the Metro Orlando Film & Entertainment Commission

What makes a good film producer? Is film producing an art or business, creative or financial? What exactly does a producer do? Why are there so many producers on a film? And why do producers have such a bad reputation? All of these topics were addressed by a panel of veteran film producers, including two-time Academy Award® nominee Richard Gladstein (FINDING NEVERLAND, THE CIDER HOUSE RULES, PAPER MAN, THE BOURNE IDENTITY, PULP FICTION, RESERVOIR DOGS), Sylvia Caminer (LOVE N' DANCING, BLUE MOON, THE DELI, MEN LIE), Gill Holland (CON ARTIST, WERE THE WORLD MINE, SWEET LAND, JUMP TOMORROW, HURRICANE STREETS), James Lawler (THE LOTTERY; DON'T LET ME DROWN; LOVELY, STILL), and moderator Randy Finch (University of Central Florida film instructor and producer of OUTSIDE PROVIDENCE, MILES FROM HOME, and THE SUBSTANCE OF FIRE).

Kodak Forum: "Stop By. Learn Film. Shoot Film."

Sponsored by Kodak

Kodak continued to host this popular seminar, designed for anyone interested in discovering how fun and easy it is to use motion picture film. This program served as a hands-on opportunity for the producer, director, videographer, student, or film fan, allowing them to experience the ease of capturing beautiful images on Super 16mm film with professional instructors. The Super 16mm format is of increasing interest to independent filmmakers as a capture medium after the recent success of S-16mm films such as THE WRESTLER and THE HURT LOCKER. In addition, seminar participants were exclusively invited to an additional seminar excursion, allowing them to visit a professional local camera rental house.



KODAK FORUM: "STOP BY. LEARN FILM. SHOOT FILM."

SPONSORS DEDICATED TO INDEPENDENT FILMMAKING



NESTLE® Cranberry RAISINETS®



FULL SAIL UNIVERSITY



PERONI

The diversity of our sponsor lineup has created a tremendous synergy that increases the scope of awareness for both the sponsor's products and the Festival. These partnerships have visibility far beyond Central Florida. Our sponsors' creative vision and financial support enhance the Festival experience and attract locals, cultural tourists, and film professionals drawn by the importance of the Festival within the film industry to the event.

New sponsors participating this year included Arthur's Creative Catering and Events, Eileen Fisher, Energy Brands Inc., Exit 14Advertising, Florida Travel + Life, GrassrootsMovies.com, Harry P. Leu Gardens, Maker's Mark, NESTLE® Cranberry RAISINETS®, Plaza Cinema Café, Progressive Communications International, Southern Wine and Spirits, and Valet Today.

Returning sponsors and granting organizations included Academy of Motion Picture Arts and Sciences, Adrenaline Films, Bright House Networks, Days Inn North Orlando, Enemy Ink, FirstMonday, Florida Theatrical Association, Full Sail University, The Governor's Office of Film & Entertainment, Grand Bohemian Hotel, Kodak, Lure Design, Inc., Metro Orlando Film & Entertainment Commission, MIX 105.1FM, National Endowment for the Arts, Olive Garden Italian Restaurant, Orange County Arts and Cultural Affairs, Orlando Arts Magazine, Orlando Style Magazine, Orlando: The City's Magazine, Orlando

Weekly, Peroni, ProductionHUB.com, Regal Entertainment Group, Schenck Company, Sprint Nextel Corporation, Sheraton Orlando North, State of Florida Division of Cultural Affairs, United Arts of Central Florida, Universal Studios Florida Production Group, Whole Foods Market, WKMG Local 6, WMFE 90.7 FM, Women in Film & Television-Florida, and WPRK 91.5 FM.

This year's Festival marked Full Sail University's 6th year as the primary sponsor and 13th year with the Festival.



vitaminwater

JURY MEMBERS REPRESENT AMERICAN INDEPENDENT COMPETITION

The jury this year was comprised of 11 individuals from the film and entertainment community, each of whom brought a unique perspective and range of experience.

Narrative Feature Competition Jury

- Rob Lynch, President – Eamonn Films
- Cambria Matlow, Filmmaker/Director of Non-Theatrical Programming – Film Movement
- David & Nathan Zellner, Filmmakers (GOLIATH, FIDDLESTIXX)

Documentary Features & Shorts Jury

- John Anderson, Film Critic – Variety, Newsday, The Washington Post
- Ashley Sabin & David Redmon, Filmmakers (MARDI GRAS: MADE IN CHINA)
- Peter Van Steenburg, Director of Acquisitions- Magnolia Pictures; Magnet Releasing

Narrative & Animated Shorts Jury

- Sylvia Caminer, PRODUCER/DIRECTOR (Love 'N Dancing, Blue Moon)
- Brian Newman, Consultant/former CEO – Tribeca Film Institute
- James Ponsoldt, Filmmaker (OFF THE BLACK)

The Florida Film Festival's 2010 American Independent film competition introduced audiences to some of the most intriguing new works premiering this year and presented awards to 3 narrative feature films, 4 short films, and 3 documentary films. In addition to the top jury prizes, 3 films—one in each category—received Audience Awards, sponsored by NESTLE® Cranberry RAISINETS®.



ROB LYNCH



CAMBRIA MATLOW



DAVID & NATHAN ZELLNER



JOHN ANDERSON



ASHLEY SABIN & DAVID REDMON



PETER VAN STEENBURG



SYLVIA CAMINER



BRIAN NEWMAN



JAMES PONSOLODT

AMERICAN INDEPENDENT & INTERNATIONAL AWARD RECIPIENTS



WINTER'S BONE



HOMEVRECKER



DON'T LET ME DROWN



HOW TO FOLD A FLAG



BEST WORST MOVIE



RACING DREAMS



THE POODLE TRAINER



TOUCH



THE COW WHO WANTED TO BE A HAMBURGER



CIGARETTE CANDY



MUSIC BY PRUDENCE



THE TOPP TWINS



RUNAWAY

The jury and audience award-winners of the 2010 Florida Film Festival in the Feature Film, Documentary, Short Film, and International categories are as follows:

FEATURE FILMS

Grand Jury Award for Best Narrative Feature
WINTER'S BONE, directed by Debra Granik

Special Jury Award for Narrative Filmmaking
HOMEVRECKER, directed by Brad & Todd Barnes

Audience Award for Best Narrative Feature
DON'T LET ME DROWN, directed by Cruz Angeles

DOCUMENTARIES

Grand Jury Award for Best Documentary Feature
HOW TO FOLD A FLAG, directed by Michael Tucker & Petra Epperlein

Special Jury Award for Documentary Filmmaking
BEST WORST MOVIE, directed by Michael Paul Stephenson

Audience Award for Best Documentary Feature
RACING DREAMS, directed by Marshall Curry

Grand Jury Award for Best Documentary Short
THE POODLE TRAINER, directed by Vance Malone

SHORT FILMS

Grand Jury Award for Best Narrative Short
TOUCH, directed by Jen McGowan

Grand Jury Award for Best Animated Short
THE COW WHO WANTED TO BE A HAMBURGER, directed by Bill Plympton

Special Jury Award for Outstanding Performance
Jonathan Orsini in CIGARETTE CANDY, directed by Lauren Wolkstein

Audience Award for Best Short Film
MUSIC BY PRUDENCE, directed by Roger Ross Williams

INTERNATIONAL FILMS

Audience Award for Best International Feature
THE TOPP TWINS: UNTOUCHABLE GIRLS, directed by Leanne Pooley (New Zealand)

Audience Award for Best International Short
RUNAWAY, directed by Cordell Barker (Canada)

ATTENDING FILMMAKERS

(FILMMAKERS FROM FESTIVAL)



T. ARTHUR COTTAM

#CIRCLEPIC

Bryan Brinkman, director

52 TAKES OF THE SAME THING, THEN BOOBS

T. Arthur Cottam, director

ADELAIDE

Liliana Greenfield-Sanders, director

THE ANTAGONIST

Jessie McCormack, director/actress

BEAUTIFUL AS YOU ARE

Doug Mallette, director; Shane O'Brien, actor

BEST WORST MOVIE

Brad Klopman, producer

BOMBER

Paul Cotter, director

CARTOON SHOW

Christopher Burns, animator

CLEANFLIX

Andrew James & Joshua Ligairi, directors

CON ARTIST

Michael Sladek, director

THE COST

Kate Brandbo & Disco San Andreas, producers

THE COW WHO WANTED TO BE A HAMBURGER

Bill Plympton, director

CUMMINGS FARM

Jordan Kessler, producer

DAUGHTERS

Chloe Zhao, director

DON'T LET ME DROWN

Cruz Angeles, director

DRONES

Amber Benson, director; Samm Levine, actor

DUMBSTRUCK

Sven Pape, editor; Gary Cohen, producer; Marlene Cohen, subject

FACES

Seymour Cassel, actor; Gena Rowlands, actress

FIDDLESTIXX

David Zellner, director/actor; Nathan Zellner, producer/actor

HAPPY BIRTHDAY JESUS

Stanley Pomianowski, director



TODD BARNES



DIANE BELL



MICHAEL CROCE

HOMEWRECKER

Brad Barnes & Todd Barnes, directors; Anslem Richardson, actor

HOW TO FOLD A FLAG

Michael Tucker, director; Becky Wilf, subject

JITENSHA (BICYCLE)

Dean Yamada, director

KEEP YOUR HEAD UP

Michael Patti, director

LA VIUDA (THE WIDOW)

David Martin-Porras, director

LAMBS

Stephen Huff, director; Brent Duncan, actor

THE LAST CIGARETTE

Brooke Sebold, director

LESSONS LEARNED

Ana Paula Habib, co-director

LOST SPARROW

Chris Billing, director

THE LOTTERY

Madeleine Sackler, director; James Lawler, producer

LOVELY, STILL

Nik Fackler, director

MAKE UP

Scott Tuft, director

ME TIME

Matt Schumann, director; Steve Siddell, actor

MEET ME AT GERONIMO'S

Michael Croce, director

METH

Michael Maney, director; Ryan Lewis, producer/director of photography; Ayla Ocasio, actor

A MILLION IN THE MORNING

Jason Goldwatch, director; Sebastian Eldridge, producer; Gavin McInnes, writer/subject

MY SUICIDE

Gabriel Sunday, actor

NEW LOW

Adam Bowers, director/actor/writer/producer/editor; Tito Alverio, assistant director

NO. 4 STREET OF OUR LADY

Judy Maltz & Richie Sherman, co-directors; Sam Kram, subject

ATTENDING FILMMAKERS

(FILMMAKERS FROM FESTIVAL)



GAYNOR HOWE

NO COUNTRY FOR OLD YELLER

Arbi Pedrossian, director
Michael Gustufson, writer

OBSELIDIA

Diane Bell, director; Chris Byrne, producer,
Michael Piccirilli, actor; Gaynor Howe, actress

ON THE ROAD TO TELAVIV

Khen Shalem, director

OVERNIGHT STAY

Daniela Sherer, director

PAPER MAN

Michele Mulrone, director; Emma Stone, actress;
Kieran Culkin, actor; Richard Gladstein, producer

PUNCHING THE CLOWN

Guilford Adams, actor

QUIETLY

Cole Wiley, director

RACING DREAMS

Marshall Curry, director

some boys don't leave

Maggie Kiley, director

SPACE TOWN, LAST STOP BEFORE THE MOON

Ryan Kindel, director

STONEY

Jacob LaMendola, director

STRANGE POWERS: STEPHIN MERRITT AND THE MAGNETIC FIELDS

Kerthy Fix, co-director

SUSPENSIONS

Madeline Eberhard & Natasha Narkiewicz, co-
directors

TALES OF MERE EXISTENCE

Lev Yilmaz, director

THE TIGER NEXT DOOR

Camilla Calamandrei, director

TOUCH

Jen McGowan, director

THE WAITING ROOM

Katharine O'Brien, director

WAKING SLEEPING BEAUTY

Don Hahn, director

WATERMELON MAN

Matt Morris, director; Kenneth Price, director of
photography; Vern Switzer, subject

WHAT'S "ORGANIC" ABOUT ORGANIC?

Shelly Rogers, director/co-producer;
Marty Mesh, co-producer/subject

WINNER: BEST SHORT FILM

Peter Meech, director

WINTER'S BONE

Dale Dickey, actress

WORLD ON FIRE

Matthew Tinley & Matthew Hutchens,
co-directors

YAMASONG

Sam Hale, director; Heather Henson, producer

THE YOUNG COMPOSERS CHALLENGE

Lisa Mills, director/co-producer; Greig Powers,
co-producer; Timothy Brown, director of photog-
raphy/editor; Steve Goldman, subject



GAVIN MCINNES



MICHAEL PICCIRILLI



MICHAEL SLADEK



GABRIEL SUNDAY



MICHAEL CROCE