

ENZIAN
FILM • FOOD • FRIENDS

FLORIDA FILM FESTIVAL 09
ANNUAL REPORT

Original Cinema



“Community engagement” guided the underlying strategy for the 18th Annual Florida Film Festival. For the past few years we’ve changed our thinking, broadened our horizons, developed key staff, and adopted new technology. The end result: we have accomplished more than ever and have moved into the future with confidence and stability.

Buoyed by a diverse lineup of 161 films from across the globe, dozens of events, and an eclectic mix of food and film talent, we successfully wrapped our eighteenth year with a modest, yet impressive 1% increase in box office ticket sales. Despite the tough economy, we welcomed more than 25,000 visitors from Central Florida and beyond. In addition, our culinary team and crew provided thousands of meals to visiting guests with the launch of a new menu at Enzian Theater and Eden Bar.

All special engagements averaged 90% capacity including the opening Film, Food, & Wine Celebration. Combined, the community and industry support further demonstrated that the

Orlando-The City’s Magazine, Orlando Weekly, and Workscapes—just to name a few. The diversity of our partners has created tremendous synergy, ever increasing the scope of Festival awareness. Our sponsors’ creative vision and financial support enhance the Festival experience by attracting locals, cultural tourists, and film professionals. More sponsors and their staff attended the festivities this year than ever before. Clearly we offer what the sponsors want, which is the reason we retain sponsors year after year.

Our website grew and improved again this year, with even easier navigation and deeper content including trailers and video footage that attracted over 75,000 visitors from more than 100 countries, with Canada and the United Kingdom rating the highest profile behind domestic visitation.

Following the blueprint of last year’s marketing, we executed a leaner, meaner, and even more effective integrated marketing campaign that secured more than \$500,000 in consumer and trade broadcast, print, and online media value; opened our ticketing location in downtown Orlando (for the second year); expanded our outreach initiatives with regional art-house cinemas; and partnered with dozens of nonprofit organizations, retail operators, and corporations to provide onsite promotions and enhance our regional visibility.

The list of accomplishments achieved during the Festival is long indeed, and Enzian is suitably proud. I’m extremely grateful for the 200+ volunteers and the world-class Festival team who made each event a first-class and one-of-a kind experience.

New product offerings, a new website, integrated social media strategies, expanded services, more food and wine activity, and a diverse film lineup showcasing new and unexpected independent films are on the horizon for 2010. I look forward to welcoming you to the experience.

Sincerely,



CHRIS BLANC
GENERAL MANAGER
FLORIDA FILM FESTIVAL & ENZIAN



WE HAVE ACCOMPLISHED MORE THAN EVER AND MOVED INTO THE FUTURE WITH CONFIDENCE AND STABILITY.

Florida Film Festival is an established part of Central Florida’s cultural calendar and the international film scene.

As a leading provider of independent film, the Festival was able to attract more than 100 filmmakers, journalists, and celebrity talent. Actress Glenn Close, actor Jon Voight, director Ken Russell, and producer/screenwriter Barry Sandler were all in attendance to screen classic works as part of the Festival’s Forbidden Cinema special programming. Food Network’s Cat Cora and celebrity chef Norman Van Aken, amongst other foodie notables, were in attendance to kick off the opening weekend’s Film, Food, & Wine Celebration.

I was exceptionally pleased that this year’s sponsor lineup included Full Sail University, the Festival’s primary sponsor for the past five years and Festival supporter for twelve years. We also added locally and nationally recognized brands to our sponsor mix, including AirTran Airways, Bright House Networks, *Orlando Style Magazine*,

Marketing and Public Relations—consisting of global publicity, community relations, advertising, promotional marketing, and internal/external communications—played a key role in Enzian and Florida Film Festival strategies. In its third year, the Film, Food & Wine Celebration



JON VOIGHT IN INTERVIEW

enhanced its emerging reputation and continuing success, achieving 90% capacity for all events. By screening hundreds of films 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. From our world-

being flexible enough to change direction mid-stream when necessary.

This year, we presented huge-tailored proposals to consumer and trade media, reshaping our approach to mass publicity efforts. We provided the media with electronic press kits which included 30, 15, and 5 second PSA formatted promotional trailers, vetted copy, high-resolution image galleries, celebrity materials, and statistics. We also targeted more freelance journalists and websites to expand our audience base.

The Florida Film Festival Preview Party was held in conjunction with the Orlando Museum of Art's perfectly themed "Film as Art" First Thursday event in March. The Preview Party was the biggest ever with over 900 members of the press and community present. The event offered a multi-media experience that received extremely favorable feedback from attendees. Additionally, throughout the month preceding the Festival, press screenings of selected films were provided for media representatives, adding exposure and eliciting excitement for the big event. The Festival has received a tremendous amount of support from our local media, resulting in positive coverage and extending the impact of the Festival and its offerings throughout Orange County and Central Florida. By its conclusion, the Festival received advance media coverage on all local-network television stations, including CBS, ABC, NBC, and FOX affiliates as

IN ITS THIRD YEAR, THE FILM, FOOD, & WINE WEEKEND ENHANCED ITS EMERGING REPUTATION AND CONTINUING SUCCESS, ACHIEVING 90% CAPACITY FOR ALL EVENTS.

class restaurants, venues, and hotels to our shopping destinations and theme parks, our 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

well as Orange County Government public access Vision-TV. The Festival received extensive coverage about Food Celebrity Cat Cora on the *Daily Buzz*, a nationally syndicated morning show featured on 150 television stations nationwide. A two-month targeted campaign with Festival sponsor WKMG Local 6 (CBS) complemented the news coverage. In addition to Festival commercials with visuals from the print and trailer campaigns, WKMG also ran a series of PSAs promoting the Festival and provided daily news coverage relating to the Festival on the 5:00 p.m. and 11:00 p.m. newscasts. The Festival received more TV exposure through its relationship with WKMG than any other time in its history.



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 with a variety of programming, including news and classical music), and WPRK-FM (the Rollins College station, popular with young club goers at night and classical music fans during the day). In addition, WOMX and WPRK interviewed staff and filmmakers for editorial pieces.

The Festival received extensive coverage on WMKG-Local 6, WFTV-Channel 9, Orange County Public Access Vision-TV, Univision, WOFL-TV 35, *Orlando Sentinel* (circ. 400,000), *Orlando Magazine* (circ. 35,000), *Orlando Arts Magazine* (72,000), *Winter Park Magazine*, *Seminole Magazine* (40,000), *Prestige Hong Kong*, *FirstMonday*, and *Orlando Style* (180,000). Out-of-market coverage included a heavy web presence, targeted travel and trade publications, and well-trafficked consumer

placed with WKMG-LOCAL 6 News and WHDO. Internet advertising was placed with the following online publications: MovieMaker.com, MetroMix.com, OrlandoSentinel.com, indieWIRE.com, OrlandoWeekly.com, IMDb.com, and FilmThreat.com. In-theater advertising was purchased with AMC Theaters and Regal Cinemas. Additionally, another regional art-house cinema, Hippodrome State Theater in Gainesville, screened the Festival trailer before its regular programming.

PROMOTIONAL MARKETING

More than 75 Festival lightpost banners and thousands of Festival posters were strategically placed in downtown Orlando and Winter Park along major streets, and local retail partners provided storefront windows for Festival-themed promotional exposure in the Downtown Orlando, Winter Park, College Park, the greater Central Florida area, and in key drive market regions including Miami, Tampa, and Jacksonville. Our vast volunteer street team outdid themselves in the coverage they achieved. The "10 Reasons to Festival" guide distributed by the *Orlando Weekly*

THE "10 REASONS TO FESTIVAL" GUIDE REACHED MORE THAN 150,000 CENTRAL FLORIDA RESIDENTS.

sites. Industry publications such as IndieWIRE included the Festival in feature stories and sidebars. The Festival was featured in the Orange County Convention and Visitors Bureau newsletters and on its website, which services nearly 3,000,000 visitors a year.

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*, *Park Press*, *Winter Park Observer*, *Jewish Community Center*, *Motion Picture & Television Directory*, *Lifestyle Magazines of Orlando* (circ. 35,000). Radio advertising was purchased and placed with WOMX-105.1 FM, WMFE-90.7-FM, WPRK-91.5-FM. Television broadcast advertising was

reached more than 150,000 Central Florida residents and was inserted into the *Orlando Weekly* for the two weeks spanning the Festival.

WEBSITE/ FLORIDAFILMFESTIVAL.COM

The Florida Film Festival website experienced a 25% increase in visitation this year, including more than 75,000 visitors from more than 108 countries. As was the case in 2008, top non-domestic web traffic came from the United Kingdom and Canada, the two largest countries targeted by Orange County for visitation to Central Florida. Online, more than 575 tickets were purchased for a total of \$8,688 in box office revenue by residents outside of the Central Florida 4-county area—Orange, Seminole, Osceola, and Lake.





SOCIAL MEDIA NETWORKING

The Festival continued to integrate social media networking sites to further expand its reach. Twitter opened a new portal for the Festival, which finished with over 2,300 followers. We saw great attention paid to film trailers and video blogs, which received over 30,000 views on our Florida Film Festival YouTube Channel (trailers had Festival and sponsor logos attached to last five seconds). Continuous activity was observed through all of our Social Media Networking outlets like Facebook, MySpace, and Flickr. Our staff and large volunteer base were well integrated into the Social Media Networking strategy.

COMMUNITY RELATIONS

As the Festival's spotlight shone 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

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community. This strategy emphasizes continual interaction with key groups as we move into 2010 to foster third-party endorsers for the Festival and the film industry.

EDUCATION PARTNERSHIPS

This year the Florida Film Festival worked with Full Sail University graduate students to promote the Festival to drive market areas. These students researched and traveled to key art and theater venues, consumer shops, and restaurants in Daytona, Jacksonville, Tallahassee, and Miami to promote the Festival to drive market travelers. This project allowed these graduate level students to gain extensive knowledge about entertainment and non-profit marketing strategies, while providing the Festival with effective grass-roots promotion in these key markets.

FAST FACTS

161

FILMS

In 1992, the first year of the Festival, only 62 films were screened. In 2009 the Festival showed 161 films. These films were selected from more than 1,400 submissions.

148

PREMIERES

Of these 161 films 148 were premieres (92%). The selections included 40 World premieres, 5 North American premieres, 4 US premieres, 29 East Coast premieres, 49 Southeast premieres, and 21 Florida premieres.

95

FILMMAKERS

This year, 95 filmmakers representing 59 films were in attendance at the Florida Film Festival.

In recent years collaboration with University of Central Florida Film School resulted in the *FFF/UCF Publicist Project*, now a standing course offering at UCF. The course originally titled "Guerrilla Marketing for Independent Film" is offered each year in conjunction with the Florida Film Festival. This year



"This year's festival experience was amazing, not only because of the quality of the films, or the filmmakers, but the discovery of the super-cool artsy underground of Orlando."

MATT MORRIS, DIRECTOR - PICKIN' & TRIMMIN'



"I recently returned from the Newport Beach Film Festival, which had none of the personal touches that Florida Film Festival had. I had a splendid time in Orlando and I've kept more in touch with your staff than anywhere else I've been."

MARC HAVENER, DIRECTOR - AND WHAT REMAINS



"I wanted to thank you again for all of the wonderful press opportunities you set up for me at the festival. As a filmmaker the number one goal of attending a festival is to maximize exposure for the film. The Florida Film Festival has been the absolute best about that by far."

KATHARINE O'BRIEN, DIRECTOR - DOPPLERGANER

"I had a blast this year. Although we screened at New York, my highlight of my trip back to the states was the Florida Film Festival."

JASON ROSETTE, DIRECTOR - VUTH LEARNS TO ROCK

"You guys were great in every way, professional, warm, and very appreciative of us filmmakers. I had a BLAST spending time with all of you film aficionados!"

CLAIR MISSANELLI, PRODUCER - BLAST!

more than 50 film students from this film marketing class participated in the Festival by working as Street Marketing Teams. Students were paired with exhibiting filmmakers to assist the filmmakers in marketing and promoting their films during the 10-day Festival. The program allows students to acquire the 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 2010.

COMMUNICATIONS

Constant communication with local, regional, and national media partners, sponsors, volunteers, and staff successfully led to a positive experience for visiting Festival guests. Weekly updates leading up to the Festival and daily updates through "The Daily Insider"—a new e-newsletter—kept the most current information top-of-mind for Festival insiders, visitors, and guests.



CLAIR MISSANELLI, PRODUCER - BLAST!

In its third year, the Florida Film Festival's Film, Food, & Wine Celebration kicked off opening weekend with a blend of top-notch food and wine talent in an atmosphere designed to connect food and wine enthusiasts with adventurous cinephiles. The Festival successfully brought together masters of their crafts in both the culinary and film worlds and provided attendees with an exceptional range of parties and movies from which to choose. The Festival's Opening Night Party, *Original Cinema & Forbidden Fruit*, featured exclusive tastings from award-winning chefs, winemakers, and local culinary stars. Visiting celebrities included Cat Cora, the first and only female Iron Chef and Executive Chef of Bon Appétit Magazine; James Beard foundation and American Express

Best Chef award winner Melissa Kelly of PRIMO; and Norman Van Aken, founding father of the American culinary movement known as "New World Cuisine" and award-winning author and chief-proprietor of NORMAN'S. Master Chef Brandon McGlamery (Luma on Park), also participated in the Film, Food, & Wine Celebration joining Norman Van Aken and Melissa Kelly on Saturday evening as they all hosted film-inspired dinners. This memorable event, titled *Select Your Indulgences: Film Feasts* placed these nationally recognized chefs and their Central Florida-based restaurants in the spotlight with Food Network celebrity chef Cat Cora. The Film, Food, & Wine Celebration wrapped with an inspiring banquet, *Southern Roots: Waterside Brunch* at the Boheme (Grand Bohemian Hotel) presented by Executive



KEN RUSSELL

UP CLOSE AND PERSONAL

KEN RUSSELL

The Festival was proud to show one of only two existing 35mm prints in the world of Ken Russell's original uncut version of his electrifying and shocking film *Crimes of Passion*. Mr. Russell, traveling from his home in England, attended quite a plethora of events at the Florida Film Festival. *Crimes of Passion* screenwriter and producer Barry Sandler joined his good friend Mr. Russell for a lively discussion about the film with a packed audience in the Festival's biggest theatrical venue.

GLENN CLOSE

Five-time Academy Award nominated, legendary actress Glenn Close joined the Florida Film Festival this year for a special screening of her ground-breaking psychological thriller *Fatal Attraction*. Glenn Close was joined by Central Florida-based writer and actress Peg O'Keef in a fabulous moderated discussion that covered her illustrious career. Ms. Close's appearance was made possible by the Academy of Motion Picture Arts and Sciences' Visiting Artists Program, which was established in 1970 to provide a link between the academic study of film and filmmaking and the industry's leading professionals. Through grants made available to institutions, Academy members share their expertise in classrooms, festivals, conferences, and other film-related events throughout the U.S. and internationally.



GLENN CLOSE



JON VOIGHT

UP CLOSE AND PERSONAL

JON VOIGHT

Phenomenally enduring and charismatic actor Jon Voight was in attendance for the 40th Anniversary screening of his debut role as Joe Buck in *Midnight Cowboy*. His Oscar™-nominated performance heralded a career that is remarkable in its depth and breadth—a masterfully rendered span of characters that embody the American dream. Oscar™ and Emmy winner Mr. Voight has starred in films as diverse as *Deliverance*, *Ali*, *Mission Impossible*, *Conrack*, *Coming Home*, *National Treasure*, *Transformers*, and scores of others.



CAT CORA

CAT CORA

For the third year in a row our food celebrity brought standing room only crowds. At *The Flavors of Cat Cora: Discussion and Tasting*, tantalizing Food Network celebrity Cat Cora dished out the backstage story of breaking boundaries in the culinary world to become Food Network's first and only female Iron Chef. While listening, the audience took pleasure in an appetizing sampling of Southern/Hellenic-infused cuisine designed by Chef Cora and Enzian/Eden Bar Executive Chef Josh Oakley.



LIZ OGILVIE, B-SIDE ENTERTAINMENT; ORLY RAVID, SENATOR ENTERTAINMENT; DAN GOLDBERG, IFC FESTIVAL DIRECT; RANDY FINCH, UNIVERSITY OF CENTRAL FLORIDA; CHRIS HORTON, CINETIC RIGHTS MANAGEMENT; AND SUZY SPANG, METRO ORLANDO FILM AND ENTERTAINMENT COMMISSION

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 with industry insiders are always free and open to the general public. In 2009 these special free events averaged 125 to 200 people in attendance. Audiences at these events included a lively mix of visiting filmmakers, diverse enthusiastic film lovers from the local community, and student filmmakers.

NEW FRONTIERS OF DISTRIBUTION

With all of the drastic changes in the independent film business, including the recent closing of many studio specialty divisions along with the current precarious financial position of a number of indie distributors, where should a non-mainstream filmmaker turn to get his or her film seen and into the marketplace? This is the question of the day for most filmmakers and was discussed at length between an esteemed panel of industry experts,

including Dan Goldberg, Head of Marketing & Publicity, IFC Festival Direct; Chris Horton, Head of Acquisitions, Cinetic Rights Management; Liz Ogilvie, VP of Marketing; B-Side Entertainment and Orly Ravid, VP of Acquisitions & Distribution, Senator Entertainment. The discussion covered concepts such as digital rights, video-on-demand, Festival Direct, and many other strategies that are paving the way for the deals of the future. Randy Finch, UCF film instructor and producer of *Outside Providence* and *The Substance of Fire*, moderated.

THE BUSINESS OF MAKING MOVIES

Insurance (don't leave home without it), film finance (more creative than ever before), and legal transactions (get it right the first time) were broadly covered in this action-packed forum which compressed days worth of information into a lively 90 minutes. The panel was moderated by director, writer, producer, and former ICM agent Jim Jermanok. Karen Marshall, President of Marshall Entertainment Insurance, Inc. discussed production insurance for the filmmaker (even the smallest



TROY HALL, *POUNDCAKE*; SABRINA LEE, *WHERE YOU FROM*; AND JASON ROSETTE, *VUTH LEARNS TO ROCK*



CHRIS HORTON - HEAD OF ACQUISITIONS
CINETIC RIGHTS MANAGEMENT



LIZ OGILVIE - VP OF MARKETING
B-SIDE ENTERTAINMENT

production company must have a minimum of \$1,000,000 General Liability Insurance in order to obtain a film permit). Also on the panel was Attorney Lawrence Haber, who has over 25 years of experience in business transactions in all media platforms. Haber was previously in-house counsel at both Universal Studios and The Walt Disney Company. Robin Cowie, producer of *The Blair Witch Project* and the upcoming *Seventh Moon* discussed creative film financing during these very challenging times.

ANIMATION FORUM

Moderated by Pete Bandstra, Program Director, of Computer Animation and Game Art at Full Sail University, this panel consisted of Aaron Augenblick (TV's *Superjail!*, *Golden Age*), Signe Baumann (*Birth*, *Teat Beat of Sex*), and two-time Oscar nominee Bill Plympton (*Guard Dog*, *Idiots and Angels*). They all led a lively discussion with the Festival audience about the role of humor in adult animation, the freedom to use sex and violence in their work, whether any topic is too controversial or off-limits to confront in an animated film, the differences between the internet and the studio system, and closed the forum wondering if the industry is currently experiencing a renaissance for animated features.

FILMMAKER FORUM

Always a lively and dynamic exchange of ideas and lore that inevitably defines a high point in the Festival—this forum was peppered with tales of triumph, challenge, and creative methods. The Filmmaker Forum panel was moderated by Steve Schlow, Head of the UCF Film Department, and included six Festival film directors: Jason Rosette, Sabrina Lee, Troy Hal, E.E. Cassidy, Alicia Conway, and Rob Connelly. The panel was representative of a creative multicultural community with accomplished women and minority filmmakers participating.

KODAK FORUM - "STOP BY SHOOT FILM"

Again this popular program was presented for cinema enthusiasts interested in discovering how fun and easy it is to use motion picture film. Kodak provides a 90 minute hands-on opportunity for any Festival attendee—the producer, director, videographer, student, or film fan—to experience the ease of capturing beautiful images on Super 16mm film with professional instructors. This year Kodak, who has sponsored the Florida Film Festival for over 14 years, extended the forum by inviting the participants to be involved in the next step: the processing the film they captured during their sessions.



BRIGHT HOUSE NETWORKS



PERONI



FULL SAIL UNIVERSITY



METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION



THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

This year's Festival marked Full Sail University's fifth year as the primary sponsor and twelfth year with the Festival.

The diversity of our sponsor lineup has created a tremendous synergy that increases the scope of awareness for both the sponsors' 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.

New sponsors participating this year included AirTran Airways, Bright House Networks, Days Inn North Orlando, DEEB, FirstMonday, Film Florida, The Governor's Office of Film & Entertainment, LelandHoliday.com presenting Shaw Vineyards, *Orlando Style Magazine*, *Orlando The City's Magazine*, *Orlando Weekly*, Sheraton Orlando North, Stardust Lounge, and Workscapes.

Returning sponsors and granting organizations included The Academy of Motion Picture Arts and Sciences, Adrenaline Films, Enemy Ink, Florida Theatrical Association, Full Sail University, GMD Studios, Grand Bohemian Hotel, Kodak, Lure Design, Inc., Marshall Entertainment Insurance, Metro Orlando Film & Entertainment Commission, MIX 105.1FM, National Endowment for the Arts, Olive Garden Italian Restaurant, Orange County Arts and Cultural Affairs, Peroni, Regal Entertainment Group, Schenck Company, Sprint, State of Florida Division of Cultural Affairs, Superior Printers Inc., The Beacon Hill Group, United Arts of Central Florida, Universal Studios, Women in Film & Television-Florida, Florida Production Group, Whole Foods Market Winter Park, WKMG Local 6, WMFE 90.7FM, and WPRK 91.5.



LIZ OGILVIE AND DAVID ANSEN



ORLY RAVID



AARON AUGENBLICK (LEFT)



TOBY LEONARD (RIGHT)

Florida Film Festival's 2009 American Independent film competition introduced audiences to some of the most intriguing new works premiering this year and presented awards to three narrative feature films, four short films, and four documentary films. In addition to the top jury prizes, three films—one in each category—received Audience Awards sponsored by AirTran Airways. The jury this year was comprised of nine individuals from the film and entertainment community, each of whom brought a unique perspective and range of experience.

NARRATIVE FEATURE COMPETITION JURY

Tony Herbert, Director (*Speed Dating*)
Toby Leonard, Program Director - Belcourt Theatre, Nashville, TN
Orly Ravid, VP of US Acquisitions and Distribution - Senator Entertainment

DOCUMENTARY FEATURES & SHORTS JURY

David Ansen, Film Critic & Contributing Editor - *Newsweek*
Mark Moormann, Filmmaker (*Tom Dowd & The Language Of Music*)
Liz Ogilvie, VP of Marketing, B-Side Entertainment

NARRATIVE & ANIMATED SHORTS JURY

Aaron Augenblick, Animator/Founder - Augenblick Studios
Josh Braun, Partner - Submarine Entertainment
Myna Joseph, Producer (*Pressure Cooker*)/Filmmaker (*Man*)

AMERICAN INDEPENDENT & INTERNATIONAL AWARD RECIPIENTS

The jury and audience award-winners of the 2009 Florida Film Festival are as follows:

FEATURE FILMS

Grand Jury Award for Best Narrative Feature
 PRINCE OF BROADWAY, directed by Sean Baker

Special Jury Award for Original Screenplay
 POUNDCAKE, written by Troy Hall and Kevin Logie

Audience Award for Best Narrative Feature
 POUNDCAKE, directed by Rafael Monserrate

DOCUMENTARIES

Grand Jury Award for Best Documentary Feature
 THE GARDEN, directed by Scott Hamilton Kennedy

Special Jury Award for Fearless Filmmaking
 PRODIGAL SONS, directed by Kimberly Reed

Audience Award for Best Documentary Feature
 THE GARDEN, directed by Scott Hamilton Kennedy

Grand Jury Award for Best Documentary Short
 PICKIN' & TRIMMIN', directed by Matt Morris

SHORT FILMS

Grand Jury Award for Best Narrative Short
 GLORY AT SEA, directed by Benh Zeitlin

Grand Jury Award for Best Animated Short
 I AM SO PROUD OF YOU, directed by Don Hertzfeldt

Special Jury Award for Outstanding Performance
 Jasmine Jessica Anthony in WATER PILLS, directed by Blake Sennett

Audience Award for Best Short Film
 TALES OF MERE EXISTENCE, directed by Lev Yilmaz

INTERNATIONAL FILMS

Audience Award for Best International Feature
 NEIL YOUNG: DON'T BE DENIED, directed by Ben Whalley (UK)

Audience Award for Best International Short
 INSTEAD OF ABRACADABRA, directed by Patrik Eklund (Sweden)



KEN RUSSELL HONORED WITH LIFETIME ACHIEVEMENT AWARD

The Florida Film Festival's coveted Lifetime Achievement Award was bestowed upon Oscar™-nominated director Ken Russell for his achievements in the art of filmmaking and was presented by Barry Sandler, UCF professor, writer and producer of *Crimes of Passion* (1984) and *Making Love* (1982).

Ken Russell was born in Southampton, England, in 1927. After short stints in the Royal Air Force and Merchant Navy, and a short but brilliant career in ballet dancing, he studied photography. His work appeared regularly in magazines for a few years beginning in 1954. He moved into filmmaking with a silent movie (*Peepshow*) in 1956, and *Amelia and the Angel* (1958). In 2008 a boxed set of five of the most famous of his TV films was released in the US as *Ken Russell at the BBC*. His first commercial films—*French Dressing* (1963), *Billion Dollar Brain* (1967), *Women in Love* (1968) with its infamous nude wrestling scene and its Oscar for Glenda Jackson, and *The Devils* with Vanessa Redgrave and Oliver Reed—provocatively changed the landscape of filmmaking. Following these were *The Boyfriend* with Twiggy, *Tommy* with the Who (a box office smash which virtually invented the music video), and *Altered*

States with William Hurt, a critically acclaimed science fiction film. Other films included *The Music Lovers*, *Savage Messiah*, *Aria*, *Mahler*—too many to list. In the 1980s he made more films, including Barry Sandler's exciting *Crimes of Passion* with Kathleen Turner and Tony Perkins, *Gothic* with Gabriel Byrne, and the camp classic *Lair of the White Worm* with Hugh Grant. He also made rock videos for Elton John, Bryan Adams, and others.

In the '90s, he made many films for TV such as *Road to Mandalay* and the popular *Lady Chatterley*. In 1999, he started his Garagiste movement with his home-produced Gorsewood films, from *Fall of the Louse of Usher* and *Mata Hari* to the new *Boudica Bites Back*. He made the horror film *Trapped Ashes* in 2007. He continues to court controversy with *Kitten for Hitler* and is currently filming *Bravetart*. To date, Ken Russell has published six novels, including *Brahms Gets Laid*, a book of film criticism, a book on directing, and an autobiography. An updated autobiography, *A British Picture*, was published by Southbank Publishing in 2008. For the last two years, he has written a weekly column on film and art for the *London Times*. In 2006, a cache of 200 original Ken Russell photo-essays from the 1950s were rediscovered by Topfoto. Also in 2006, his house burned down. In 2007, Ken Russell improbably appeared in *Celebrity Big Brother* with Jermaine Jackson and Dirk Benedict. Ken Russell lives in Hampshire, England, in the New Forest with his wife Elise, who stars in his current films.

The Lifetime and Artistic Achievement Awards have been an important tradition the 18-year history of the Festival. Ken Russell's range, growth, talent, and lifelong experience as a ground-breaking filmmaker made him a natural choice as this year's Lifetime Achievement Award recipient. Past recipients of the Lifetime & AA awards include Rosanna Arquette, Karen Black, Brian Dennehy, Illeana Douglas, Graham Greene, Dennis Hopper, Diane Ladd, Jason Lee, William H. Macy, Campbell Scott, Christopher Walken, Scott Wilson, Paul Winfield, Cliff Robertson, Gena Rowlands, Robert Wise, and Rod Stieger.



CAROLYN LONDON

ABBIE CANCELLED
Jessica Burstein, director

AFTER THE STORM
Beau Demayo, writer

AND WHAT REMAINS
Marc Havener, director

ART & COPY
Kirk Souder, writer/producer

BIRTH
Signe Baumane, director

BLAST!
Claire Missanelli, producer

BOTNIK!
Jacqueline Smessaert Brennan, writer/director

CHRONIC TOWN
Tom Hines, director; Lauri LaBeau, producer

CLACSON [CLAXON]
Tak Kuroha, writer/director

CRACKING THE EGG: THE UNTOLD
STORY OF THE NIGHTCRAWLERS
Kelly Rouse, director

CRIMES OF PASSION
Ken Russell, director

CROSSROADS
Brian Jerin, producer

DEADGIRL
Gadi Harel, director

DOPPELGANGER
Katharine O'Brien, director

EM
Jim Jermanok, producer

FATAL ATTRACTION
Glenn Close, actor

FROM BURGER IT CAME
Dominic Bisignano, director

FUCKIN' OLD BITCH
Jack Truman, director

GOODBYE CANARSIE
Michael Peluso, producer; Daniel Muller,
director/writer

HORN DOG & IDIOTS AND ANGELS
Bill Plympton, director

IN A DREAM
Jeremy Yaches, producer

JEALOUS HUSBAND RETURNS
Paul Seetachitt, director

MANAGEMENT
Stephen Belber, writer/director

MAROONED?
Ryan Nagata, director;
George Edelman, producer

MEMPHIS CALLING
Colin Mitchell, director

MIDNIGHT COWBOY
Jon Voight, actor

NORMAL KIDS
David Leatherwood, director

OUR NECK OF THE WOODS
Rob Connolly, director

OVIEDO CHICKENS
Kevin Provost, director

PEOPLE LIKE US
Brett Smith, director

PICKIN' & TRIMMIN'
Matt Morris, director

POUNDCAKE
Troy Hall, writer/actor;
Rafael Monseratte, director;
Kevin Logie, actor/writer; Gene Miller, producer

PRESSURE COOKER
Jennifer Grausman, producer



JESSICA BERNSTEIN



JIM JERMANOK



LEV YILMAZ

PRINCE OF BROADWAY
Darren Dean, writer

PRODIGAL SONS
Kimberly Reed, director

RITE
Alicia Conway, writer/director;
Kays Al-Atrachki, composer

ROCKAFIRE EXPLOSION
Brett Whitcomb, director;
Brad Thomason, writer

SAM RIVERS: JAZZ MASTER
OF THE MOMENT
Stephanie Rice, director; Lisa Mills, producer

SCHOOL PLAY
Laurie Gage, subject

SELL IT TO THE HEDGE FUNDS
Haven Pell, director/producer/actor

SEVENTH MOON
Robin Cowie, producer; John Rice, editor

SMILE 'TIL IT HURTS: THE UP WITH PEOPLE
STORY
Lee Storey, director/producer

SQUEEZEBOX
Sean Pierce, editor

TALES OF MERE EXISTENCE
Lev Yilmaz, director

THE ADVENTURES OF LARRY AND TINA
Thomas Liteer, producer

THE ATTIC DOOR
Danny Daneau, director;
Scott Uhfelder, director of photography

THE GARDEN
Dominique Derrenger, co-producer

THE LOST TRIBES OF NYC
Andy & Carolyn London, directors

THE WAY WE GET BY
Gita Pullapilly, producer;
Aron Gaudet, director

THE WRECKING CREW
Carmie Tedesco, film promoter/subject

TRUE ADOLESCENTS
Craig Johnson, director

VUTH LEARNS TO ROCK
Jason Rosette, director

WE ARE THE MODS
E. E. Cassidy, director;
Melia Renee, actress; Lance Drake, actor

WELCOME TO APARTMENT
PLACE LANDINGS
Jesse Chapman, director

WHERE YOU FROM
Sabrina Lee, director



KIMBERLY REED



SABRINA LEE