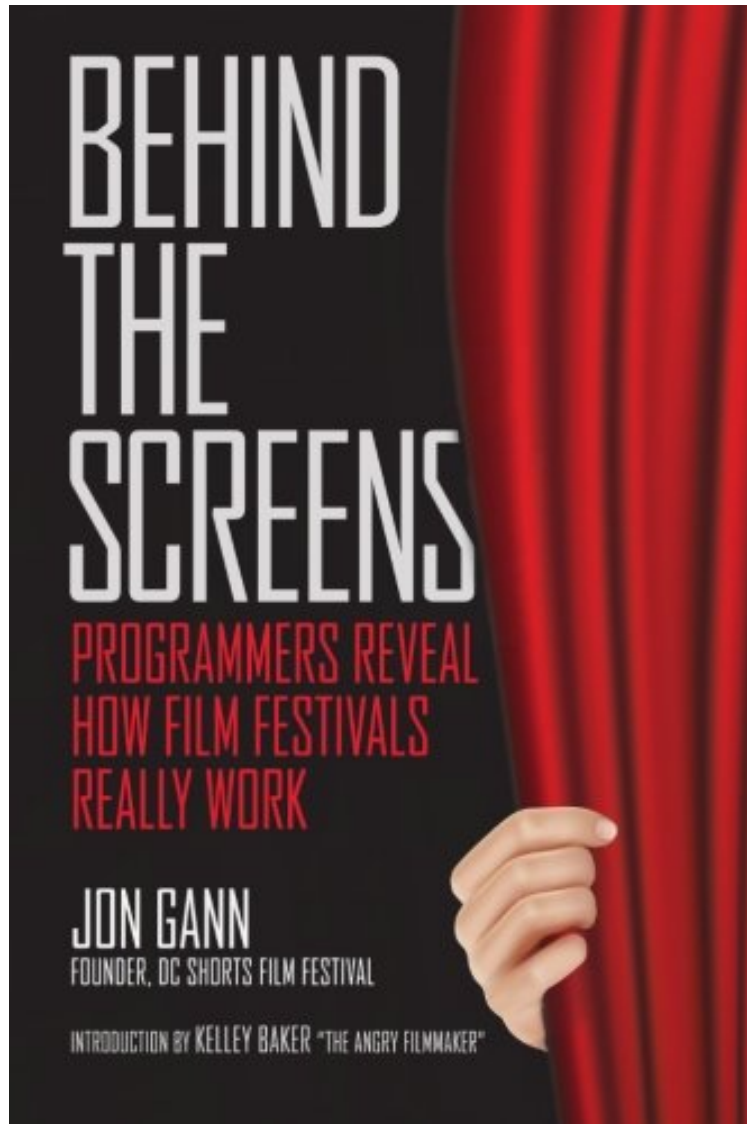


[Ebook free] Behind the Screens: Programmers Reveal How Film Festivals Really Work

Behind the Screens: Programmers Reveal How Film Festivals Really Work

Jon Gann

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Jon Gann : Behind the Screens: Programmers Reveal How Film Festivals Really Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Behind the Screens: Programmers Reveal How Film Festivals Really Work:

1 of 1 people found the following review helpful. A Must Read! It was like having intimate meetings with the top film festival programmers!By Wendy"Behind the Scenes: Programmers Reveal How Film Festivals Really Work" is by far

one of the most valuable resources I have found in my quest to try to understand the world of film festivals. Each interview is thorough, honest and in-depth and offers the reader a complete picture of both the festival director and what their particular festival is really like. As you read you will find certain themes and ideas running through many of the interviews which will allow the reader to begin to create a festival strategy. I found this book equally important for a independent filmmaker as well as a new film festival director or programmer. I consider myself very fortunate to have found this book which has given me more inside information than I could have imagined. Mr. Gann has truly delivered a gem with this book to any one with an interest, passion or curiosity about the world of film festivals and independent film. 0 of 0 people found the following review helpful. Five Stars By book nerds are hot Very informative! 1 of 1 people found the following review helpful. Useful, honest insights into what film festival programmers care about By Glenn Camhi This book is a vital tool for independent filmmakers about to take the daunting leap into the mad, mad, mad, mad film festival circuit. The format is simple and effective: QAs with 16 film festival programmers (including the author himself), asking all the questions you wish you could ask before submitting your film -- or even making it. Similar questions are presented to each programmer, so over the course of the book you can gather a good sense of trends as well as differences. For instance, most programmers don't care about your film's prior screenings and accolades, but a few do find that of some use -- while still others may actually find such information off-putting because they prefer to be the ones who "discovered" you. You'll also notice trends among types of festivals, e.g., smaller yet great regional fests vs. bigger, more established ones. Pay close attention as you read, and you'll be able to extrapolate for other fests, and work out a wiser submissions strategy. The interviews are crisp and conversational, making it a fast and engaging read. Perhaps because author Jon Gann is a fellow festival founder and programmer (of the renowned DC Shorts Film Festival), his interviewees are surprisingly candid. And as Mr. Gann suggests, if you read carefully you can glean even more nuggets of truth between the lines. I wish I'd read this book before I put my film out there, but happy I got it partway through the process. While my film has done very well thus far in 2012-13, I'm sure we could've done even better had I known from the start what I know now. The folks who run film festivals are driven by passion. You have to be, to do that much work -- as any filmmaker knows. Their love for film and for helping filmmakers find audiences and success is infectious. I've admired and loved all the festival directors and programmers I've met along my journey on the circuit. Getting into their minds a bit more via this book was most insightful.

Have you ever wondered... What's the deal with film festival programmers? What do they really think about your film? How do they make their decisions? And how can you improve your own film's odds of being picked? Why your film gets picked depends on a complex set of reasons, And it comes down to a single fact: film festivals, and programmers, aren't necessarily what you think! Jon Gann, founder of the DC Shorts Film Festival, questions his peers about their selection process, reactions to filmmaker behavior, industry concerns, and ultimately, how they create a festival experience that enriches both filmmakers and the audience. Insights by programmers from some of the world's leading festivals: Ashland Independent Film Festival Byron Bay International Film Festival CineSlam/Pride of the Ocean DC Shorts Film Festival LA Comedy Shorts Film Festival Napa Valley Film Festival New York Film Festival Prescott Film Festival Razor Reel Fantastic Film Festival Scottsdale Film Festival Seattle International Film Festival SILVERDOCS Sonoma International Film Festival Sundance Film Festival Tallgrass Film Festival Washington Jewish Film Festival

About the Author Jon Gann is the Founder of DC Shorts, a non-profit organization championing short filmmaking, and the creator of the DC Shorts Film Festival, one of the country's premier short film showcases. He has also served as the Executive Director of CINE, a 58-year old organization that honors the best in film, TV and digital media with the prestigious CINE Golden Eagle Award. Published in 2012, his book, *Behind the Screens: Programmers Reveal How Film Festivals Really Work* examines how 16 programmers and organizers curate, collect, watch and select films for their festivals. The frank insights reveal the inner-workings of an industry that is often misunderstood. His new book, *So You Wanna Start a Film Festival* was released in December 2015. Through *Reel Plan*, Jon consults with filmmakers on the festival circuit. Through his work, he has bridged the communication gap between competing film festivals, so all can share film information, sponsor strategies and filmmaker data. As a filmmaker, Jon's notable past projects include: *Cyberslut*, the first gay-themed short film to screen at over 50 festivals and broadcasts worldwide; *Signs*, a national 48 Hour Film Project award winner, and *Offline*, a modern dating parable. Jon has presented at over 120 universities, film organizations and film festivals worldwide, and has spoken at the International Film Festival Summit, Art House Convergence, and TEDxWDC. He sits on the Advisory Board at George Mason University's School of Film Video Studies.