

GSCFFI Workshop Schedule



Ubud, Bali April 13 - 17

The ARMA Resort

Supporting filmmakers to be effective social activists and social activists to be engaging storytellers

April 13th to 16th, 9am to 4pm

Documentary Filmmaking with Jonathan Stack

This four-day course will take 10 aspiring documentary filmmakers through the complete process of making a documentary from initial story development to completed documentary that will be screened to a live audience the final evening of the Global Social Change Film Festival, Bali April 17, 2011.

April 13 – 15th, 9am to Noon

Transformative Fundraising for Filmmakers & Activists

Morrie Warshawski works with nonprofits and filmmakers that are having difficulty realizing their full potential. He helps them create roadmaps to a better future through strategic planning.

April 13th to 15th, 1pm to 3pm

Sell Your Idea to Television (Instructors: Dee LaDuke & Mark Alton Brown)

Selling and Creating are two very separate skills. Ultimately, how will you tell your story to the broadest possible audience, without the money, infrastructure and delivery systems that studios and networks provide? This workshop will show you how to access those corridors of power and arm you with what you will need to sell.

We explore such fundamentals as, “How do you know you have a good idea for television?” Once you know how to talk about your series idea in a way that makes sense to an industry executive.

Getting a television series on the air is the equivalent of mobilizing a small army. Your first team in production will be the people of this workshop. You'll leave with confidence that comes with knowing the process.

We'll have fun while we work by watching some examples of great television and developing some crazy ideas we'll pull from a hat to prove that almost any notion can become a series.

In the workshop your idea will take shape. But more important, with the right sales tools we will share, your idea can take flight.

April 13th, 9am to 3pm & Individual Sessions

Basics of Screenwriting (Instructors: Tamuira Reid and Nevada McPherson)

Always wanted to write a screenplay but never knew where to start? This three-day (classroom and individual instruction) workshop gives you the professional tools to generate, revise, and execute compelling visual tales. You will have time for one-one consultations with instructors to explore getting your ideas on the page as a script.

April 14th, 1pm to 3pm & Individual Sessions

Approaches to Environmental Media Making (Instructors: Mara Alper)

This two-hour workshop will explore varied approaches to environmental media, from political to poetic, humorous to intense.

Friday, April 15th 3pm to 5 pm

Workshop: Bringing it all Together: Film, Internet and Social Action

A Two - Hour Workshop followed by A Discussion about The New World of Film Distribution & Marketing

- Moderator: Simone Nelson
- Panel Chair: Lexi Leban
- Panelist: Robert West (Working Films)

Join **Robert West** (Co-founder and Executive Director of Working Films) and Filmmaker and Educator **Lexi Leban** (Co-Producer/Director of award winning documentary *Girl Trouble* and Academic Director of the Digital Film and Video Production Program at the Art Institute of California-San Francisco) as they present and discuss two case studies of issue-based/social cause films from their renowned distribution company **New Day Films**.

This informative workshop will be followed by an engaging roundtable discussion on the new, hybrid world of film distribution and marketing (introduced and moderated by **Simone Nelson** (GSCFFI Managing Director, President of Bay Area Women in Film and Media and Co-Producer of award winning

social justice documentary, *City of Borders*). This Workshop and panel will focus on the art of creating successful marketing and distribution campaigns for social action films in this new era of digital distribution, social media campaigning, and DIY crowd-funding.

Saturday April 16th, 9am to 12pm

Off-lining: video advocacy and public engagement- Presented by Engage Media 2011 Innovator Honorees (Instructors: Enrico Aditjondro and Andrew Lowenthal)

As more people in the developed world turn to online technologies for their daily media needs, and as the digital broadcast spectrum offers more information faster, brighter and with increasingly complex layers of interaction, there is a deepening marginalization of the already marginalized.

Off-lining is a one day, hands-on workshop providing anecdotal insights and a space from which to develop and document best practice strategies towards more direct, locally distributed video. The workshop is about public engagement in day-to-day issues, affecting change from the ground up through story-telling and the sharing of those stories through tried and tested means that go back decades, to the heart and soul of community access media.

Saturday April 16th, 1pm to 4pm

Directing & Global Networking with Nia Dinata 2011 GSCFFI Filmmaker Honoree

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*Working with Visionaries on the
Frontlines of Social Change Worldwide*

We are thrilled to host Nia Dinata, Indonesian Filmmaker and Social Change Activist as one of our 2011 Honorees. Ms. Dinata will also be teaching this course on directing and global networking as part of the Institute.