13:06:43 From Alejandro Enríquez (he/him) : 22:05 in Spain

13:06:52 From John McAllister (he) : Charlottesville as well

13:06:59 From Ash Yegnanarayanan : 12 am in Dubai

13:07:43 From Greg Swartz (he/him) : Hello from the Adirondacks!

13:07:45 From Robin Grey she/her : Hello from Florida

13:07:50 From Marcus Relton He : Good evening from London in the UK

13:07:56 From Patrick O'Connor (he/him)- Pass Christian, Mississippi : Hello from Pass Christian on the Mississippi gulf coast.

13:08:07 From Mette Reitzel (She/Her) : Hi from London Town.

13:08:12 From Rachel Raz She/her : Hello from Boston:) USA

13:08:25 From barbara Berney she/ hers : not seeing peter and keith

13:08:30 From Heather Spore-she her : not seeing peter

13:08:32 From Marcia Jarmel she/her : me too only seeing lex

13:08:35 From Jim Becket he/him Ojai CA : put the speaker on the big screen

13:08:50 From Alejandro Enríquez (he/him) : its ok, now

13:08:52 From Jim Becket he/him Ojai CA : thank you!

13:09:56 From Victoria Marie (she/her) : URGENT QUESTION PLZ: I watched the replay last night of Office Hours. There was a question about Zoom and you said “you wouldn’t want to show your movie on Zoom but a QA afterwards would be good.” I’m paraphrasing a bit. I was in the midst and planning a worldwide streaming (for purchase) event on Zoom. Now wondering which platform to use. I can post in tomorrow’s class also but hoping to hear back as well.

13:10:52 From LeeAnn Dance/she/her : Thanks for asking that Marie. I have the same question.

13:13:06 From Victoria Marie (she/her) : Does Educational preclude other options such as home video

13:13:07 From Lori Lopez (she/her) : Let’s use a different term besides “master/slave”

13:13:17 From Emma Francis-Snyder She/Her : I agree

13:13:21 From TECH - Lex Ryan (they/them) : ^^ Yes, Lori, I will talk about that with Peter

13:17:25 From James Buffin He/Him : Wondering please about resources/info for outreach to post-secondary institutional buyers? I have used a list of library buyers in the past. How do you suggest approaching this?

13:18:48 From barbara Berney she/ hers : PLEASE TALK ABOUT NETFLIX: how to get deals, how much to get for them? how relate to educational showings?

13:19:03 From Victoria Marie (she/her) : YES, plz talk about Netflix

13:20:53 From Doug Block (he/him) : Can you link to the bulletin, please?

13:21:06 From Marcia Jarmel she/her : I’m curious about where to get mailing lists of educators interested in your topic.

13:22:30 From May, Chicago (she/ her) : Can you give the no. of the articles you’d like us to read on the bulletin. It’s hard to locate them. Thanks.

13:22:55 From Virginia Quesada (she, her) : Partnerships is Bulletin #37

13:22:57 From Doug Block (he/him) : The one specifically about partnerships

13:23:01 From Paul Husband : Do you use written partnership agreements?

13:23:19 From Victoria Marie (she/her) : CONFERENCES: Are you referring to virtual conferences now?

13:23:31 From Robin Grey she/her : Do you do written agreements with partners?

13:23:43 From joanne butcher, she/hers : Yes! Keep talking about money. The more revenue, the more audiences have seen it.

13:24:28 From Jay Craven (he/him) : It seems that much of this advice relates to documentaries. Are there any specific strategies that you advise for narrative feature films?

13:24:40 From Victoria Marie (she/her) : Is Age Of Champions no longer avail? Seems I cannot find it any longer on the web

13:25:43 From Heather Spore-she her : ZOOM TECH question, if you accidentally click onto a different window and the presentation disappears, how do you get it back?

13:26:00 From Pamela Yates (she/her) : Thanks for the shout out, Keith. I’ve found that paradoxically, sometimes the more you focus on social capital, the more financial capital is possible for sustainability. Plus impact can be powerful while operating in revenue centric society. I found it can be freeing creatively as well as financially.

13:26:52 From TECH - Lex Ryan (they/them) : @Heather if you’re on a mac you may have just been brought to a different desktop. You can swipe on your trackpad with three or four fingers and that should hopefully bring you back to the desktop with the zoom screen / presentation

13:27:18 From Heather Spore-she her : thanks @Lex

13:27:34 From John McAllister (he) : Bulletin links  http://peterbroderick.com/distributionbulletins/files/7284645a733d1b4603b07a88db00230f-41.html  http://peterbroderick.com/distributionbulletins/files/0b8edd7c1f13f2336b93f518212bb996-43.html

13:27:36 From TECH - Lex Ryan (they/them) : @Heather you could also hit control + left or right arrow buttons

13:28:32 From Terry O'Neill he/him : Nice poster!

13:28:33 From Suzannah Warlick : Keith - Just curious to know why you chose this topic or what made you do a documentary about this topic?

13:29:32 From Lori Lopez (she/her) : How is “reverse research” different from regular research, I’m not sure I get the concept

13:31:25 From Emma Francis-Snyder She/Her : did you reach out to them before you finished the film?

13:33:24 From Polly Wells (she/her) : Keith, assume we will talk at some point about Covid’s impact on conferences, and to navigate any new challenges for a filmmaker.

13:33:34 From Pierre Heistein he/him : What were the main reasons you, or those you consult, were rejected by partners? And how did you adapt to reduce that?

13:35:05 From Heather Spore-she her : How realistic is this as a first time filmmaker with no established track record?

13:35:12 From Victoria Marie (she/her) : Do partners and sponsors overlap OR are they separate types of "partnerships"

13:35:18 From Pamela Yates (she/her) : How do you cut through the noise to signal ratio in large organizations, who have impact? Do you research and ask to speak to their communications person? What’s your favored point of contact when you cold call/email?

13:36:14 From Vivian Kleiman (she/her) : is it best to try to reach national office directly, or local or regional leadership and ask for intro to national. and which dept (communicaitons? exec director?)

13:36:24 From Paul Steinbroner : Keith, did you reach them through phone, letter, or e mail?

13:36:33 From Joe Lovett : how did you get through to the right person at the larger organizations?

13:37:05 From Wendy Anson : Can you break it down a little more; who (role) at the org did you speak to, how did you get them interested

13:37:13 From Alejandro Enríquez (he/him) : I may be wrong, but I see this association structure part of the USA culture, and more difficult in other countries. What do you think?

13:38:37 From Rosemary Rawcliffe she/her : I’ve been approached by a potential leading partner to discuss a possible deal next Monday for their 6 day summit in October. Their outreach is 2 million plus. Paying delegates of up to 50,000 with 100,000 + virtual. Participants (at their option) buy the summit resource package consisting of all summit materials plus bonus content.  They want my film as part of the bonus content. Where do I begin to negotiate a win/win?

13:38:49 From Pierre Heistein he/him : In the case of ‘exposure’ for Fixadent, where was this exposure shown? Was it part of the docs

13:39:16 From Heather Spore-she her : @Pierre great question

13:39:23 From John McAllister (he) : Sounds like a good start Rosemary!

13:41:13 From Linda : Wow.... cool subject.

13:41:42 From Olivia Ahnemann She/Her : Did the underwriting money from Harrah’s Foundation go directly to the non-profit or did it go to filmmaker to parcel out to the senior centre network non-profit?

13:43:47 From Victoria Marie (she/her) : Pitch Deck sounds similar to an EPK. Am I off base?

13:44:41 From Patrick Norman (he/him/his) : an EPK is more of a promotional tool for media outlets to use to promote you. think of that more as a collection of assets for those outlets.

13:45:07 From Victoria Marie (she/her) : @Ptrick ty:)

13:45:46 From Heather Spore Kelly : Obviously quotes only after your film premieres...

13:45:48 From Claudia Murdoch (she/her) : How do you get quotes so early on before it is finished?

13:45:59 From Pierre Heistein he/him : Great question Claudia!

13:46:46 From Tim Lorge (he/him) : Apologies I have to jump into a meeting. Try to be back

13:47:23 From Wendy Anson : again, at the micro level, how do you get to the person who can fund/partner with you

13:47:28 From Heather Spore Kelly : Would love to see the Deck you STARTED with, before you had “success stories”

13:47:42 From Michael Esposito (he/him) : We’ve used quotes from our previous film, as well as from universities that have used it. Also we’ve pulled quotes from interviews already captured (i.e. for a doc in progress).

13:47:49 From Patrick Norman (he/him/his) : agree with heather. the variety of decks would be useful to see.

13:47:59 From Robert Rooy : Actually, you can search out ‘trade’ an ‘nonprofit’ and academics well before a premiere.

13:48:39 From Robert Rooy : And then, gradually improve for wider audiences

13:49:03 From Alejandro Enríquez (he/him) : Great question Claudia!

13:50:09 From Tim Metzger : Ditto Polly Wells’ question re COVID’s impact on conferences. Hoping we’ll get to that.

13:50:13 From Victoria Marie (she/her) : What is the current state of conferences in the face of COVID?

13:50:26 From Patrick Norman (he/him/his) : ditto Tim and Polly’s question

13:51:09 From Rennie (she/her/hers) : @Heather Spore - first time filmmaker here! We partnered with Keith fairly early on in the production of our film INHERENT GOOD. Prioritizing partnership building + nurturing throughout production has really paid off for our project, both in funding and impact distribution. Our partners network continues to grow/expand each week with the help of our strategic partners.

13:52:57 From Marcia Jarmel she/her : When AARP sponsored the screenings did they pay you? did they organize or you?

13:53:15 From Rick Garside : You said you worked hard at the local event screenings of your film (San Diego, etc.). What exactly did that hard work look like?

13:53:16 From barbara Berney she/ hers : how did you make showings a big hit with AARP showings?

13:53:18 From David Cornwall : What did you offer brands like Fixodent? Logo in the credits?

13:53:21 From Lucie Faulknor She/Her : Can you talk about your partnership with Google? And how did you contact them?

13:53:36 From Claudia Murdoch (she/her) : Would you recommend to take some advantage of existing media connections to present the project to them and receive some coverage, which may also grow the fellowship of the project?

13:53:55 From George King, (he, him) : You say “we”. How many people were involved with your efforts to find partnerships?

13:53:57 From Count Eldridge : How did you arrange orgs underwriting PBS distribution?

13:53:57 From Steve Ladd (he/him) : Keith - can you say more about what you offer partners? What are you offering that they out of the partnership?

13:54:20 From Lauren she/her : How was the anecdote story a GAME CHANGER?

13:54:27 From Jim Becket he/him Ojai CA : most interesting, great presentation Keith. Sounds like a full time job once you’ve taken a deep breath and ‘finished’ your film. Now the perfect distributor could allow you to vacation in winter in North Dakota.

13:54:29 From Theresa /She : Can you breakdown what a sponsorship payment would be and what a distribution partnership would look like?

13:54:33 From Anita M-T (she/her) : Following up on David’s comments - On fixadent = How did you come to an agreement on the company’s financial investment?

13:54:35 From ArthurKanegis@Gmail.com : please tell us more about your partnership with immigrant rights organizations

13:55:03 From Wendy Anson : How did you motivate yourself to do ALL that work over the months in service of your film?

13:56:10 From Claudia Murdoch (she/her) : Sorry “the fellowship”

13:56:19 From John McAllister (he) : Good question, whoever asked this one!

13:56:27 From Eris Qian : Does this also apply to fictional films?

13:56:40 From Jim Becket he/him Ojai CA : Do giving credits on the film’s credits offer any incentive?

13:57:05 From Anita M-T (she/her) : Good question Jim. I have the same question.

13:57:21 From Heather Spore Kelly : Can you give more specifics on what you have had success in asking for with FOR PROFIT companies. What was your ask and what did they end up giving you?

13:57:43 From Lynnette Gryseels she/her : Foundation Center is now called Candid

13:57:57 From Terry O'Neill he/him : old school!

13:58:04 From Marcia Jarmel she/her : Do you ever get push back about seeking funding from the funders of your partner orgs?

13:58:37 From Eiji (he/him) : If your film has not been locked, should you offer power partners to add their credits, moving logo, etc. in the opening of the film or in a special place in the ending roll?

13:58:41 From Chris Dawes (He/Him) : Why never letters? Since they’re so rare these days, wouldn’t that stand out more than an email?

13:59:00 From James Buffin He/Him : What are the resources for searching IRS 990’s please?

14:00:16 From Emre, Los Angeles, CA (he/him) : what are the things we should be aware of if a partner wants to plug our film into their particular sales campaign?

14:03:20 From Terry O'Neill he/him : uh-oh there goes 30 seconds!

14:05:23 From Polly Wells (she/her) : How do you get the gatekeepers to actually take the time to watch the film, or is the pitch often sufficient to move the conversation forward?

14:06:23 From Joe Lovett : thanks so much. Can’t stay longer.

14:06:46 From Greg Swartz (he/him) : We have a partner and we had a BIG screening/premiere set up at the Sundance of the whisky world… but that all just evaporated with the Covid. So how do we adjust to that nowadays?

14:07:10 From Heather Spore Kelly : when we get back can we discuss what you give vs what you get when it comes to partnerships especially with For Profit companies such as Fixodent and Google

14:07:13 From Jennifer Jensen-Tracy (she/her) : I have to jump off for a meeting but will be back in 20 minutes

14:07:51 From carlo ghioni he/him : sorry \_ i have some errands to run, will be back for partII - thanks

14:08:03 From Steve Ladd (he/him) : I’ll be out for a bit as well. Thanks!

14:08:21 From TECH - Lex Ryan (they/them) : Good example of a partnership lesson that people have experienced that could benefit others.

14:29:21 From Terry O'Neill he/him : That was great!

14:30:03 From Victoria Marie (she/her) : The other thing that would be great is to have MORE of the questions answeed

14:30:11 From Claudia Murdoch (she/her) : Slightly smaller rooms may be helpful, as we did to have enough time for everyone

14:30:18 From David Streit Him/He : I have a screen shot of my breakout room but don’t know the #.

14:30:18 From Jim Becket he/him Ojai CA : depends of what Peter and Keith think in terms of the content they want to present

14:30:19 From Sarah Gorsline (she/her) : Thanks everyone in Room 4…sorry we didn’t wrap up together.

14:30:24 From David Streit Him/He : Should I send

14:30:28 From Terry O'Neill he/him : Any voting jokes?

14:30:32 From Chris Dawes (He/Him) : Would that be 2 sessions of 20 mins each or 2 sessions of 10 mins each?

14:30:32 From Heather Spore Kelly : we could have used at least another 5 min in the BO

14:30:34 From sandrine cassidy - She/Her : 2 out of the 8 people in my break out room did not participate at all. It might be best to opt out if you don’t want to participate

14:30:46 From sherry stern : Great breakout group. Thank Theresa and Michael E!

14:30:46 From Doug Block (he/him) : Heather, have you thought about bringing well known painters from that period on board somehow?

14:30:49 From Terry O'Neill he/him : Analogies 4 nov.

14:30:55 From Mark Honer(he) : Can you publish this chat stringer on the super website later - along with the slides. Too much to digest while the presentations are going on.

14:31:05 From Count Eldridge : I have a question that might be useful to a lot of people regarding when to do partnership screenings. I would think that you would want “distribution” so that people who see your film at a screening event could then tell their friends to go out and see it. But if you dont have distribution yet, what do you do? DO you hold off on doing screenings with a partner?

14:31:05 From Justin Perkinson (he/him) : Thanks, Christiane. Same here! The film is called “Winter Worm Summer Grass” (冬虫夏草 in Chinese). My email is justin.perkinson@gmail.com

14:31:32 From Lauren she/her : Hi Polly - could we connect this week sometime? laurenlproducer@gmail.com

14:31:35 From Heather Spore Kelly : @Doug I could email you directly…we have finished the film and we also have overwhelming support from the artists of the 80s

14:31:44 From Terry O'Neill he/him : C’mon room 21!

14:31:45 From George King, (he, him) : Is the chat arrived with the Zoom call?

14:31:45 From Kit Thomas : 2 20 minute breakouts or 2 10 min breakouts? I’d rather not split the time. 20 mins is good.

14:31:49 From Erin Barney : What if your footage isn’t very good - should you still show it to potential funders?

14:32:04 From Doug Block (he/him) : Sure, Heather. doug@d-word.com

14:32:36 From TECH - Lex Ryan (they/them) : Please use RAISE HAND feature if you would like to speak about your group!

14:32:47 From George King, (he, him) : Correction: Is the chat archived with the Zoom call?

14:32:58 From TECH - Lex Ryan (they/them) : To find that feature, click on the Participants button and then find the raise hand button under the list of participants.

14:33:48 From Camilla Calamandrei she/hers : did they pay for the 5 films?

14:33:57 From Heather Spore Kelly : As far as documentaries, is there any ethical issues of partnering with a For Profit Company?

14:34:22 From barbara Berney she/ hers : PETER PLEASE TALK LOUDER

14:34:49 From Anthony Meindl, Him/His : michael churton

14:34:52 From Chris Dawes (He/Him) : No, but the comp’d booth, lodging, travel, exposure, etc. was worth many thousands of dollars.

14:35:02 From Susan Margolin she her : @HeatherSpore, I also recommend that you check out films like Oren Jacoby’s Shadowman, Nathaniel Kahn’s The Price of Everything and Tamra Davis’ Basquiat to see which organizations supported those films. They may be interested in supporting your outreach.

14:35:29 From George King, (he, him) : Chris Dawes—the National Endowment for the Humanities has digital restoration funds

14:35:32 From Maria Elena CORTINAS : Group #10 - some of you had great stories to share pls share

14:35:43 From Chris Dawes (He/Him) : Thank you George!

14:36:24 From Vicky Funari (she/her) : Hi All, apologies, but I have to leave early for another meeting. Thanks, all! See you next time.

14:36:48 From joanne butcher, she/hers : I’ll share from Breakout room 10

14:39:04 From Chip Franks he : Keith/Peter: I’m curious as to what your “value proposition” is for companies/partners to give some money and distribution opportunities. Can I ask more what your “pitch” was specifically?

14:39:19 From Anita M-T (she/her) : Can you please have Hollie tell her story on partnerships - it’s incredible

14:39:21 From Terry O'Neill he/him : Branded walkers.

14:39:41 From Cheryl Furjanic (she/her) : Yup. Speedo said no to giving us money for production. But we circled back around for nose clips.

14:40:16 From James Byrne (he/him) : I admire Keith’s belief in patient and kind persistence but you also need to figure out fast what orgs and people can help you or else you can waste a lot of time.

14:40:19 From Chris Dawes (He/Him) : Ray Whitehouse - I have a connection with Danica Roem & Christine Hallquist, if you don’t already, and if that might be helpful.

14:41:05 From Heather Spore Kelly : @chip great question

14:41:16 From ArthurKanegis@Gmail.com : Peter Rader had a great story to tell! Hope he'll tell us more.

14:41:42 From Vivian Kleiman (she/her) : Marina, I love hearing stories of the impact of film

14:42:10 From joanne butcher, she/hers : I loved hearing Chris Dawes’ story about the conference.

14:42:11 From Patrick Norman (he/him/his) : have you seen any indication that organizations are less likely to financially support projects as a result of belt-tightening from covid? at least for the foreseeable future? worried that hits to their bottom line may hinder their ability to support film projects but i’m not sure if anyone is seeing that.

14:53:36 From Terry O'Neill he/him : Nice audio Mark!

14:54:15 From Mark Honer(he) : The prep email that went out today was very helpful. It would be nice to have the zoom meeting link in that email when you send it out each Wednesday morning.

14:55:14 From Heather Spore Kelly : @Pierre seems a perfect opportunity for a private Facebook Group

14:55:28 From TECH: Sarah Kaplan (she/her) : @ Mark Honer the Zoom link is unique and different for each individual person

14:55:58 From TECH: Mark Stolaroff (he/him) : People are asking if I can send out the Meeting ID/Passcode before each Wednesday section, and I’d be happy to do that. It’s the same for each Wed session.

14:56:14 From TECH - Lex Ryan (they/them) : Thanks, Mark!

14:56:41 From Terry O'Neill he/him : “zoom back out” funny.

14:58:26 From Paul Steinbroner : I think there is more opportunity than ever for films

14:58:32 From Rebecca Mellinger (she/her) : @Pierre I’d love to be part of this group as well.

14:58:54 From Maria Elena CORTINAS : Yes, pls send the zoom link & info before each meeting. That would be incredibly helpful

14:59:00 From Patrick O'Connor (he/him)- Pass Christian, Mississippi : Eric Bricker - I just got the meaning of the title of your Airstream film. “Alumination” That’s fantastic!

14:59:25 From Victoria Marie (she/her) : How do you determine who you work with? Whch filmmakers?

14:59:43 From Jim Becket he/him Ojai CA : Does length play a role in conferences and 90 minutes too long?!?!

14:59:54 From Victoria Marie (she/her) : As you've noted" filmmakers you're working with"

15:00:20 From Josefina Lyons (she/her) : Peter H, I would also be interested in joining that group

15:00:26 From Sarah Gorsline (she/her) : I agree Paul Steinbroner, filmmakers now literally have a captive audience during COVID.

15:00:58 From George King, (he, him) : Its a hybrid world going forward

15:01:16 From John McAllister (he) : Same as to Facebook group

15:04:06 From David Marienthal (he/him) : Please discuss some specifics of the financials for partnerships and conferences with Age of Champions and other.

15:04:56 From Polly Wells (she/her) : @alejandro - associations are very much (a unique?) part of American culture, since the 1700s…. de Tocqueville wrote about it!

15:05:32 From Camilla Calamandrei she/hers : Keith -you charged for tool kits?

15:05:55 From Patrick Norman (he/him/his) : keith- is there video available of the 7 min. talk you did?

15:05:55 From Sam Cox (he/him) : Yes, what was in your “tool kit"

15:05:58 From Camilla Calamandrei she/hers : seems like the key was that you only showed your tailer so you left them wanting to see the film

15:06:01 From Heather Spore Kelly : what exactly is a tool kit

15:06:30 From Alejandro Enríquez (he/him) : Thank you Polly.

15:06:47 From Paul Steinbroner : Keith- were the tool kits licensed for one outreach group or an additional fee for each screening?

15:07:50 From Patrick O'Connor (he/him)- Pass Christian, Mississippi : Have to cut out early today. I’ll watch the recording tomorrow… thanks everyone.

15:08:20 From judith Ehrlich : Hi - just joined in case this has been discussed - Is there a compendium of conferences by subject or organization nationally and worldwide? How do you find the conferences relevant to your subject.

15:09:52 From Janice Villarosa (she/her) : @Pierre -me too

15:09:56 From barbara Berney she/ hers : how do you network at virtual conf

15:10:50 From Cynthia Salzman Mondell : It is difficult to get the virtual conference or virtual festival to give you the email list.

15:11:21 From Heather Spore Kelly : Do you partner with someone to facilitate a Screening License? How do you logistically deliver that to the buyer?

15:11:36 From David Cornwall : Really enjoying this but have to go. See you next week!

15:12:20 From Robin Grey she/her : I was invited to do the keynote at 2 conferences from people at festivals that saw the film.

15:12:45 From Amy Jelenko : great content again today! thank you all and to breakout room 2 - grateful to meet you all. must jump for now see all next week!

15:14:02 From Victoria Marie (she/her) : Curious what's "well paid." How much does that equate to?

15:14:08 From Cat McGrath (she/her) : I’m not clear what Keith sold at the conference

15:14:46 From Claire Panke : Could you explain more about Tool Kit / License agreement

15:15:33 From David Marienthal (he/him) : How does the traditional distributor dovetail with the conference model in the hybrid model?

15:16:25 From Tina Datsko - she/her : Keith, how did you set up the meetings at the Rootstech conference?

15:17:25 From barbara Berney she/ hers : who sets the prices for keynotes or other presentations?

15:18:13 From Camilla Calamandrei she/hers : Surprised to hear that a conference would pay 10K or really anything for what they KNOW is basically an ad for your film?

15:18:13 From Victoria Marie (she/her) : Would love to hire someone who could book conferences for me. Is there any such person/group?

15:18:19 From Naomi Mizoguchi (she/her) : sorry this might be off the topic… When you are accepted from (not-so-big) film festivals or got offers for conferences, what are cons and pros to provide my own Vimeo link with password or give them mp4 and show it on their platform? When you are invited for a virtual conference, what is the norm regarding the screening format?

15:19:18 From Suzannah Warlick : Is $3000 the range (normal) for conference speaking?

15:19:47 From Mette Reitzel (She/Her) : At what stage of production do you start presenting at conferences?

15:20:00 From Heather Spore Kelly : is 3k for just a Q/A or a Keynote?

15:21:18 From joanne butcher, she/hers : The article that was sent out before today’s session has the answers to a lot of these questions.

15:21:32 From Holly Hardman (she/her) : Thanks for another super helpful session. Sorry I have to cut out early. Looking forward to next week’s session. Bye all!

15:23:11 From Sarah Gorsline (she/her) : Keith—Does the short clip/long talk model still work in virtual sphere you think?

15:23:52 From Pamela Yates (she/her) : In the spirit of reverse research, Keith, would you ever suggest that a protagonist in your film present at conferences? Because she or he or they may be a “star” from that world and relate better to the audience and in telling their story or talking about the subject they also show the trailer or highlight the film? Have you ever done that successfully?

15:23:53 From Olivia Ahnemann She/Her : Some conferences will charge you to attend and prompt, screen your film.

15:25:09 From Christiane Badgley : Is this equally true for academic studies conferences? My experience is that they charge you to attend although they may include you on a panel which will have 100 people in the room possibly.

15:27:07 From Maria Elena CORTINAS : What is a CTA?

15:27:16 From Patrick Norman (he/him/his) : CTA is a Call To Action

15:27:22 From Victoria Marie (she/her) : @Keith. Will you provide a sample of the educational lic agreement please

15:27:34 From Maria Elena CORTINAS : Thank you!

15:28:44 From Baldwin Chiu & Larissa Lam : what platform can or should be used to show a film during a virtual conference?

15:28:56 From Heather Spore Kelly : please explain more the virtual ticket?

15:29:10 From Terry O'Neill he/him : Bravo, well done!

15:29:14 From Linda : Very nice presentation thank you

15:29:18 From Baldwin Chiu & Larissa Lam : Great job Kieth!

15:29:23 From Chris Zaluski : Super helpful — thank you, Keith!

15:29:37 From May, Chicago (she/ her) : Thank you Keith, great session

15:30:06 From Camilla Calamandrei she/hers : Thanks! Can you speak more about HOW to ask to get paid? If you are approaching them… then how do you pivot and ask to be paid?

15:30:13 From Virginia Quesada (she, her) : Thank you!

15:30:13 From Victoria Marie (she/her) : @Keith plz lmk where a filmmaker might show their film online to their audience for a one night event. Peter said Zoom was not a good option as I thought that's where i'd show it from.

15:30:15 From jennifer she/her : If you’re planning to self distribute at what point do conferences come into play? Can they be simultaneously executed?

15:30:25 From Claire Panke : Join newsletters for topics and often they list conferences for that topic...

15:31:25 From George King, (he, him) : Hi Judy!

15:31:53 From Chris Dawes (He/Him) : @Victoria Marie - Friends of mine did a ton of research on screening platforms and chose crowdcast.io which has worked flawlessly for each screening I’ve attended. Bit of a learning curve, but very scalable and rock solid.

15:32:09 From Maria Elena CORTINAS : Can you pls restate the online version again pls?

15:32:10 From Victoria Marie (she/her) : @Chrs ty! :)

15:32:12 From ArthurKanegis@Gmail.com : Judith makes fabulous films! She did The Most Dangerous Man in America on Daniel Ellsburg & the Pentagon papers and now has The Boys Who Said NO! - about conscientious objectors in World War II

15:32:26 From judith Ehrlich : Hi George!

15:32:45 From joanne butcher, she/hers : https://www.gale.com/c/associations-unlimited

15:33:17 From Josefina Lyons (she/her) : Thanks, Joanne

15:33:26 From James Byrne (he/him) : As film people, we are probably biased towards festivals. But most general audiences don’t really see docs as “films” first and foremost but rather see them as stories about the subject or issues portrayed. So, I find this notion of conferences being the most powerful way of connecting with target audience as the main takeaway of these two sessions thus far. I admit I was a bit dismissive of conferences in the past. No more!

15:34:05 From joanne butcher, she/hers : Ditto James!

15:34:16 From Victoria Marie (she/her) : @James...also the educational market is very powerful. I'm just starting to get all that in place

15:35:04 From Janice Villarosa (she/her) : @Judith - Looking forward on seeing your WWII film. Am very interested in WWII and also working on it.

15:35:07 From Chris Dawes (He/Him) : @KeithOchwat: kunaki.com automates the entire fulfillment process for DVD’s and now BluRay’s as well. I use it for all my films.

15:35:12 From Victoria Marie (she/her) : WHO put the tool kit tgether foor you? A company?

15:35:53 From L. Smith : Keith - perhaps you could share your tool kit with everyone on the website?

15:36:19 From LeeAnn Dance/she/her : How do you adjust your speaking fees for virtual conferences and screenings, given that your speaking fees included your travel?

15:36:48 From Victoria Marie (she/her) : @L. Smith ditto

15:37:36 From Lyn Goldfarb (she,her) : Now that DVD distribution is way down, are you using the same price structure with streaming?

15:37:45 From Robin Grey she/her : If they say yes to your 1st fee request, quickly add additional costs. I have received a film fee, speakers fee, travel and accommodations. It all adds up.

15:38:21 From Sarah Gorsline (she/her) : I’m also curious about educational streaming pricing for docs in this virtual era.

15:38:39 From Terry O'Neill he/him : @Lyn G. good question!

15:38:57 From barbara Berney she/ hers : can not hear

15:39:00 From Terry O'Neill he/him : Is there an audio specialist in the house?

15:39:04 From Christiane Badgley : Something wrong with my connecton

15:39:14 From Justin Perkinson (he/him) : @Lyn G yes, great question! Wondering that, too

15:39:17 From judith Ehrlich : Thanks Arthur- Actually- ‘The boys Who Said NO!” My new film is about war resisters during the Vietnam War- focusing on Joan Baez and her husband- David Harris- head of “the Resistance” and the 4,000+ who went to prison for refusing to participate in the draft. My film, with Rick Tejada-flores on WWII is ‘The Good War and those Refused to fight it” Bullfrog has the educational

15:39:23 From Theresa /She : What are your thoughts on GathR?

15:40:39 From Victoria Marie (she/her) : @ Theresa. Gathr is currently online only

15:40:47 From ArthurKanegis@Gmail.com : Yes Judith - I've seen both films and loved them both!

15:41:35 From Christiane Badgley : This makes total sense. Thanks

15:41:35 From Pamela Yates (she/her) : @Sarah Gorsline I think we should charge the same as we do now, otherwise we’ll lose ground financially speaking in the educational arena.

15:41:50 From Eric Bricker (he/him) : Patrick O’Connor - Thank you!

15:41:51 From barbara Berney she/ hers : Gerontoligists are professionals not academics. Academic conferences don’t pay.

15:42:05 From Janice Villarosa (she/her) : @judith — where can we watch?

15:42:22 From Olivia Ahnemann She/Her : Linked partnerships: how does the flow of underwriting money work? Directly to NGO with programs or through filmmaker?

15:42:31 From Theresa /She : Thank you Victoria - do you think its a good strategy to put the film on Gather and allow people to have online events and subscreenings online?

15:43:02 From Lyn Goldfarb (she,her) : Eventive is a platform being used a lot by festivals and you need to upload the file

15:43:08 From Terry O'Neill he/him : I work in academia and the floor has dropped out of all budgets. Schools are going to be a tough road for a while.

15:43:24 From Victoria Marie (she/her) : Which platform Keith?

15:43:37 From Theresa /She : We are using Eventive for our current film

15:43:51 From Vivian Kleiman (she/her) : Academic conferences may not have resources to pay the filmmaker, but the audience is potentially going to include the film in their syllabus, and very importantly they will write about the film.

15:44:20 From Victoria Marie (she/her) : @Theresa sure if you can spend $600 upfront to have the event

15:44:44 From Jacob Smith (he/him) : If we are still in pre-production and want to start building relationships with potential partners, can you suggest some ideas for value propositions you can offer or engage on when you are still 1+ years away from having a finished film?

15:45:53 From judith Ehrlich : Janice- I see it’s on Amazon and had no idea it was there. Glad you asked

15:46:50 From Theresa /She : Thank you Victoria - is that what it cost to use their platform per screening>

15:47:13 From Janice Villarosa (she/her) : @judith - Thanks!

15:48:30 From Victoria Marie (she/her) : @Theresa...last I checked that's what it costs and then you keep the revenue from it

15:49:02 From Victoria Marie (she/her) : Theresa, it's there on website

15:49:31 From Robin Grey she/her : Do you know people that write film toolkits?

15:49:55 From Terry O'Neill he/him : Good question!

15:49:58 From Victoria Marie (she/her) : SAME QUESTION Keith as Robin Grey

15:50:27 From Victoria Marie (she/her) : Keith, these "toolkits" are important. Plz share

15:50:39 From Rosemary Rawcliffe she/her : I have to leave. Will try and jump back on.

15:50:42 From judith Ehrlich : Zinn Education project/ Teaching for Change wrote a wonderful curriculum/tool kit for ‘The most Dangerous Man in America”. They are great to work with.

15:51:06 From Heather Spore Kelly : would LOVE to view a Sample toolkit

15:51:32 From Jim Becket he/him Ojai CA : My experience has been the main proganist can be reluctant to promote the film as it can seem rather immodest and self-serving.

15:51:39 From Victoria Marie (she/her) : Keith...there's a consensus building...about these toolkits

15:51:40 From Terry O'Neill he/him : Your resume should state “warm up act for Toni Morrison!”

15:51:42 From sandrine cassidy - She/Her : In this case do you charge twice ?

15:51:45 From jennifer she/her : My film is about a photographer - he is very engaging and has been doing exhibits all over the country for years and would be integral for us to both be there for the Q&A. Moreover he could do an exhibit as well - how to price this?

15:52:07 From Tom Gibbons (he/him) : Kieth - are DVDs still helpful for Toolkits, or are other digital models better?

15:53:02 From ArthurKanegis@Gmail.com : Thanks Pamela for your question. I loved your films Witness to War and Granito!

15:53:18 From Heather Spore Kelly : @jennifer would love to link up on social media Our film, Make Me Famous, utilizes 100+ photographers…love to support…

15:53:19 From Lyn Goldfarb (she,her) : With Bridging the Divide: Tom Bradley and the Politics of Race, we always tried to have someone from the film speaking with the filmmaker/s. Often as a panel with 4 people (two filmmakers and two people from the film)

15:53:45 From Robert Rooy : Gotta go; thanks for all the hands-on content!

15:53:54 From Marina-Evelina Cracana (she/her) : Thanks for this session. Bed time for me now. I’m looking forward to the next call!

15:54:05 From jennifer she/her : @heatherspore LOVE TO! jennifertakaki@gmail.com Look forward to catching up

15:54:43 From Vivian Kleiman (she/her) : for Maquilapolis director Vicky Funari (insisted on having one of the women in the film attend screenings at festivals and conferences whenever possible.

15:57:03 From Robin Grey she/her : Thank you Judith. I will look into Zinn!

15:59:43 From Victoria Marie (she/her) : Toolkits

16:00:53 From Lauren she/her : Are you not in favor of Vimeo as a platform for a special preview screening event (with a 10 day window )

16:00:59 From Michael Churton (he/him) : Thanks for another great session! Have to sign off shortly

16:01:08 From Lyn Goldfarb (she,her) : Can you give us more of aa breakdown on finances. Last session, you should us the revenue you received from different activities for Age of Champions. What were your expenses? How much did it cost for your team and how long of a time period did it cover? Did you come out with any profit or did it just cover your expenses?

16:01:16 From TECH - Lex Ryan (they/them) : The sessions are from 1pm PDT - 3:30pm and then there’s up to an hour of questions from 3:30pm - 4:30pm PDT.

16:01:23 From TECH - Lex Ryan (they/them) : Several folks have asked.

16:01:34 From Terry O'Neill he/him : Is the horse out of the barn or the toothpaste out of the tube?

16:02:11 From Olivia Ahnemann She/Her : You can add partnership credits to your website if appropriate

16:03:34 From Mark Honer(he) : Thanks everybody. Gotta run. take care.

16:03:57 From Terry O'Neill he/him : Wow, best lighting yet.

16:04:52 From Joanne Jackson, Producer (she/her) : I have to run now.. thanks all.

16:05:56 From George King, (he, him) : Thanks folks, I’ve gotta run!

16:09:29 From John McAllister (he) : How are the funds split when Grubhub sponsors for $150,000?

16:09:45 From L. Smith : What was the documentary about that got GrubHub to sponsor their PBS airing?

16:10:02 From Lauren she/her : can you elaborate on the concept needing funds for sponsorship of PBS ? Or will we get to that later?

16:10:09 From Camilla Calamandrei she/hers : Monday - can you say more about how PBS underwriting/sponsorship works? You need the underwriting first , or the interest from PBS?

16:11:44 From Vivian Kleiman (she/her) : national PBS has a producer’s handbook available online with info re sponsorship. It;’s quite specific.

16:11:58 From Victoria Marie (she/her) : Keith please talk about toolkits and where you had yours designed and replicated

16:12:19 From Maria Elena CORTINAS : I have same question

16:12:30 From Patrick Norman (he/him/his) : PBS handbook: https://bento.cdn.pbs.org/hostedbento-prod/filer\_public/Producing%20for%20PBS/Handbook%20Drafts/PBS%20Producer%27s%20Handbook%20(December%202019).pdf

16:12:45 From Victoria Marie (she/her) : Maria. a lot of us have this same question. I hope they anwer

16:13:27 From Eric Bricker (he/him) : @Patrick Norman - Thank you!

16:14:37 From Doug Block (he/him) : Great session. Thanks Keith and Peter. And everyone with really good questions.

16:15:16 From Olivia Ahnemann She/Her : Here’s an example of tool kits from The Human Element https://thehumanelementmovie.com/resources/

16:15:24 From Lauren she/her : @Patrick Norman - thanks

16:15:35 From Maria Elena CORTINAS : Is this part of a powerpont presentation your showing right now?

16:16:00 From Anita M-T (she/her) : If you develop a tool kit with a third-party, please make sure you own all intellectual property rights in the tool kit. To do this, you must have a written agreement, even if someone is helping you with the tool kit for free. I have represented clients who have had their marketing materials held up by unscrupulous people.

16:17:16 From Carrie McCarthy : Canva is a great design platform that I use for pitch decks a lot. There’s a free version or subscription.

16:17:37 From Cynthia Salzman Mondell : You can sometimes can get a company to put pay for a discussion guide with their credit and logo on it. This is separate funding from the film funding.

16:17:45 From Robin Grey she/her : Would you please send a link to your toolkit

16:19:55 From Anita M-T (she/her) : Keith, I’m a firm believer that we do not use the honor system. I think all of this must be reduced in writing. Put in arbitration clause.

16:20:28 From Mollly Castelloe, She/her : How did you get educational license?

16:21:39 From ArthurKanegis@Gmail.com : Will we have a Facebook group for the class as Pierre suggested?

16:24:14 From Virginia Quesada (she, her) : I have to host another meeting. It has been great! Thanks!

16:24:59 From Anita M-T (she/her) : i do

16:25:26 From joanne butcher, she/hers : what is Paul’s contact info?

16:25:45 From joanne butcher, she/hers : mine is joanne@filmmakersuccess.com

16:26:35 From Cynthia Salzman Mondell : How do you sell digital downloads?

16:26:44 From Heather Spore Kelly : what is Victoria’s film name again?

16:27:02 From Victoria Marie (she/her) : Gray Is The New Blonde

16:27:04 From Camilla Calamandrei she/hers : Thanks so much!

16:27:20 From Vivian Kleiman (she/her) : >>Joanne, there is a directory of all participants and email contact available

16:27:23 From Victoria Marie (she/her) : https://www.grayisthenewblonde.com/

16:28:15 From Heather Spore Kelly : @Keith were those digital downloads or a physical DVD/toolkit?

16:28:23 From L. Smith : I think it is key to release Educational version BEFORE the regular customer DVD. I know of many teachers that buy the consumer DVD and would show it in their classrooms claiming they are allowed to do that. Apparently it is a bit of a gray area. But if you release Educational first then they don’t have that option

16:28:29 From Michael Esposito (he/him) : We’ve sold EDU licenses for a couple years now directly through our site: https://www.reboundthefilm.com/licensing-educational/

16:29:07 From L. Smith : Also I have a lot of libraries that have bought the consumer version of well.

16:29:08 From Michael Esposito (he/him) : Sometimes we have a slightly different process for folks who need to be invoiced prior to payment (i.e. some universities and corporations).

16:29:22 From ArthurKanegis@Gmail.com : Keith I enjoyed this VERY useful session -- as well as your earlier course FilmmakerMBA!

16:29:27 From Steve Ladd (he / him) : The educational market today is mostly streaming, especially with the Covid crisis. You need to be on a platform like Kanopy or Docuseek, which usually requires working with a distributor.

16:29:28 From TECH: Mark Stolaroff (he/him) : Remember Everyone, we sent you a Class Directory, and many/most of you are included on it so far, with others coming. So your names, email addresses, film titles, etc are included in the Directory.

16:29:33 From Patrick Norman (he/him/his) : GREAT question Rick!

16:29:45 From Polly Wells (she/her) : Re selling, many documentaries use propriety material (e.g. archive, music)… important to be sure you have the full rights — which are often tiered, the more you pay the more you get — as if you don’t you may not have permission to sell home DVDs, for example.

16:30:39 From L. Smith : @Steve - good point! Good to see you here!

16:30:45 From barbara Berney she/ hers : I was not on the original directory, bberney1@gmail.com

16:31:31 From Paul Steinbroner : What is your split with amazon

16:32:33 From Eric Bricker (he/him) : Bravo to Keith, Peter, Lex, Mark and everyone! This has been enlightening and I’m leaving filled with more hope.

16:33:41 From Polly Wells (she/her) : TECH. please remind us of the website where we can retrieve material from the sessions.

16:34:18 From judith Ehrlich : Will there be transcripts of the sessions?

16:35:10 From Theresa /She : Paul - we are still working that out now. The DVD’s will be sold on there and the typical other VOD platforms Dec. 13 - Onward.

16:35:35 From Theresa /She : @paul

16:35:46 From Maria Elena CORTINAS : Thanks for clarifying that. I had a hard time getting in today.

16:36:00 From Theresa /She : Thank you everyone

16:36:07 From Anita M-T (she/her) : great class

16:36:10 From Polly Wells (she/her) : To Keith and Peter and techies… thanks for a great session. Learned a lot.

16:36:14 From Cynthia Salzman Mondell : Thank you. This has been very helpful.

16:36:14 From Justin Perkinson (he/him) : Thanks everyone!

16:36:14 From Marcus Relton He/him : Thanks everyone and good night from tomorrow from the UK.

16:36:17 From Eiji (he/him) : Thank you so much for the great session!

16:36:22 From Maria Elena CORTINAS : Love these classes!!!! Thank you to all of you for putting it together!

16:36:26 From Rory Kelly (he/him) : Awesome class! Thanks!!

16:36:29 From Janice Villarosa (she/her) : Been great. Thanks!!

16:36:32 From Jean-Marie Teno (He/Him) : Thank you for this session.

16:36:42 From Terry O'Neill he/him : Another hit! Thanks for all the work. It shows.

16:36:44 From Melanie Bennett : Thank you so much!!!

16:36:47 From Christine La Monte (she/her) : Great session! Thank you again!

16:36:47 From Robbie Leppzer (he/him) : MANY THANKS!!

16:36:53 From jennifer she/her : Thank you all. Great session!! Really appreciate. : )

16:37:02 From Lucie Faulknor She/Her : Thank you!

16:37:12 From Victoria Marie (she/her) : Cannot wait!!! TY Peteer

16:37:15 From Robin Grey she/her : Thank you! Great information because of the transparency. I haven’t been to an industry conference that is as helpful as this.

16:37:23 From Camilla Calamandrei she/hers : Thanks!

16:37:48 From Paul Husband : Thank you. Need to be somewhere else right now.

16:37:51 From Josefina Lyons (she/her) : Great seminar!

16:38:11 From sandrine cassidy - She/Her : Thank you so much all of you this was such a good afternoon

16:38:32 From Alejandro Enríquez (he/him) : Thank you, great session!!

16:38:34 From Sarah Gorsline (she/her) : Thanks! See you next week.

16:38:50 From Lara Slife : Thank you