



CITY OF DANBURY

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Mayor Boughton and Members of the Common Council:

Attached is the monthly update from Connecticut Film Festival founder Tom Carruthers.

The festival, as you know, is rapidly approaching, scheduled for June 2-7.

Wayne J. Shepperd



CONNECTICUT FILMFESTIVAL

Wayne Shepperd
City Of Danbury
155 Deer Hill Avenue
Danbury, CT. 06810

3/29/08

Re: Connecticut Film Festival - March Report

The month of March was filled with lots of excitement as the festival partnered with The Writers Guild Of America to co-produce CTFF's screenwriting educational opportunities and related industry networking events including: "Screenwriters Unblocked", the region's first Screenwriter's Immersion Program, a 5-day event in which writers have the opportunity to hear their script read by trained actors, cast and direct readings and receive personalized script consultation from professional screenwriting instructors. The program allows screenwriters to experience the full path of the creative process from casting agents to having their scripts read by actors and then critiques and hands-on coaching in intimate round table settings followed by a master class led by famous Hollywood screenwriter; James V. Hart. The Writers Guild of America will be instrumental in helping speed up the process of gaining notoriety and festival marketing share

The festival also joined efforts with Union Savings Bank to sponsor the opening night and Saturday night films and receptions, as well as co-promoting the festival's the Latino Film Series.

The 6-member Interactive, Social Media and Gaming committee has created 30 educational events as well as industry networking, keynotes and receptions. This is the only event of its type in the region. Currently the committee is finalizing locations and is waiting on decisions from several potential partnering facilities.

Approximately 90 films have been finalized including the festival's opening night film. Currently the festival is finalizing plans to co-produce a fundraiser with Danbury Catholic Charities and their mental health agency with the screening of the mental health related documentary film "No Kidding Me Too" directed and produced by Joe Pantoliano. Joey "Pants" will be making an appearance and will conduct a Q&A and MC the program.

We are still in the process of finalizing several venues and we are in the beginning stages of creating a film and events schedule, which we hope to have online in the next 2-3 weeks.

Wayne, please let me know if you need any more details. 203-247-4273

Regards

A handwritten signature in black ink, appearing to read 'Tom Carruthers', written over a horizontal line.

Tom Carruthers
Connecticut Film Festival

Action steps taken:

- Partnered with The Writers Guild Of America to co-produce and populate with industry experts writers related educational and networking events.
- Partnered with The Education Connection and The Center For 21st Century Skills
- Partnered with Union Savings Bank
- Partnered with Quinnipiac University's School of Communications intern department becoming one of the official year-round intern programs for television, film, marketing and mass communications students. We hope to be able to launch the same program with WCSU during the 2009-10 season
- Working on partnership with The Danbury Ice Arena
- Working on partnership with Ridgefield Playhouse
- Negotiating partnership with Gathering Of The Vibes
- Negotiating partnership with 2 members from the Norwalk Oyster Festival team
- Created and finalized educational Interactive, Social and Digital Media Exposition, Festival & Conference. Finalizing location/s, equipment vendors and partners
- Launching web marketing campaign with banner ads on approx a dozen film, interactive and digital media and independent music sites.
- Launching web viral marketing campaign on social and industry related networking sites
- Building media relationships with Hearst Publications and Cumulus Media
- Partnered with Tribuna Newspaper
- Developing the Student Filmmaker, Digital Media and Musician Summit for June 6th Partnering with WCSU, Paul Green's School of Rock and Center For 21st Century Skills, The Education Connection and The Color of Words
- Attended the IEG Entertainment and Sponsorship Marketing Conference
- Working with Plaid Design to launch the 3 other related Screenwriting, music and digital media sites and entry page for the entire festival and conference
- Developed over 100 educational workshops and panels in the production, post production, creative, business, marketing and legal of Film, Music, Screenwriting and Interactive, Social and Digital Media industries.
- Met with music committee to develop the music agenda
- Finalized venues at Western Connecticut State University
- Negotiating event ticketing solutions with several companies
- Secured Executive Hollywood Producer: Steven Hayes to speak at festival
- Secured Executive Hollywood Producer: & Writer Mike Reiss to Keynote at festival
- Secured Hollywood Screenwriter: James V. Hart to teach masters class at festival Reiss
- Negotiating Hollywood and Independent film director: Bill Duke to speak at festival
- Secured Hollywood and Independent Producer: Steven Simon to speak at festival
- Fundraiser for Danbury Catholic Charities with screening of "No Kidding Me Too" with actor and producer Joe Pantoliano making an appearance and performing as MC with Q&A
- Secured Oscar nominated documentary filmmaker Laura Poitras to sit on the CTFF advisory board.

Community interactions:

- Booth at the Showbiz Expo on March 29th at The Hilton NYC at 53rd and 6th Over 7500 attendees in the film, stage and television business. Made numerous connections with our target attendees and potential production partner and sponsors.
- Outreached to Danbury Westerners to create fundraiser screening events
- Attended WCSU Presidents reception with CTFF Programming Director and Educational Director and lobbied Independent and Hollywood Director: Mira Nair to join CTFF Advisory board.