



WMFVA PRESENTS
AWARD WINNING FILMMAKERS
DAVID O'MALLEY, LOS ANGELES
KELLEY BAKER, PORTLAND
HARPER PHILBIN, GRAND RAPIDS

Film Distribution – Off the Shelf and Onto the Screen

A SEMINAR FOR FILMMAKERS, PRODUCERS, DIRECTORS

Saturday, April 8, 2006

10AM to 3PM

Grand Valley State University

Pew Campus - DeVos Center Room 107 D

401 W. Fulton, Grand Rapids, MI 49504

\$35 for WMFVA & MCAI members / \$50 for non-members*

(\$20 student rate available for instructor led groups of 10 or more. Email paul@wmfva.org for details)

*includes lunch from Cafe Solace in downtown Grand Rapids & beverages courtesy of Picture This

To register visit: www.wmfva.org/eventreg.php

Your Film is Finally Done...Now What?

David O'Malley, Los Angeles (Screenplay-*Fatal Instinct*, Producer/Director- *Kalamazoo?*)

David O'Malley, a Michigan native, has been involved in every aspect of the filmmaking process. As a producer, director and screenwriter he has created numerous independent motion pictures. His involvement in the advertising, marketing and distribution of feature films will give you great insight into what it takes to create a truly successful motion picture in today's highly competitive market.

Guerilla Marketing and Self-Distribution

Kelley Baker, Portland (Sound Designer - *My Own Private Idaho*, *Good Will Hunting*, *Finding Forrester*)

At a time when "independent" films have to have a star and at least a couple million dollar budget, how do you get your films seen? Forget Sundance, Miramax, and PBS. These places get hundreds of submissions a year. From wooden nickels to websites, to press kits and reviews Kelley Baker walks you through different ways to get an audience to turn out for your screenings. He challenges you to assess the real market for your film and provides examples of other filmmakers getting their work out, after their films were turned down by traditional distributors.

The Wide World of Shorts

Harper Philbin, Grand Rapids (*Flickering Blue*, *The Freezer Jesus*)

A Chicago native, John Harper Philbin has made a dozen shorts that have played in film festivals across North America. He has done extensive research into all the various markets for short films and recently gave his presentation, "The Wide World of Shorts: Lessons from the Film Festival Circuit" at Columbia College Chicago and the Hawaii International Conference on Arts & Humanities. His related article will be published in the upcoming Grand Valley Review. Philbin is an Associate Professor of Film & Video Production at Grand Valley State University.

West Michigan Film Video Alliance

Mission: To promote a thriving film and video production community in West Michigan.