

West Michigan Film Video Alliance

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

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FOR IMMEDIATE RELEASE

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WMFVA PRESENTS "THE BUSINESS OF FILMMAKING"

A SEMINAR FOR PRODUCERS, DIRECTORS, AND ASPIRING FILMMAKERS

Grand Rapids, MI -- The West Michigan Film Video Alliance is pleased to announce "The Business of Filmmaking," a seminar scheduled for Saturday, September 17, 2005 from 10AM to 3PM in room DC 150 at the DeVos Communication Center on the Calvin College campus. This is the third of four seminars planned for 2005 to support professional development in West Michigan's film and video community. It will focus on the business and legal aspects of small budget filmmaking. The seminar will cost \$50 for non-members / \$35 for WMFVA members and includes lunch from the fabulous Cafe Solace, 40 Monroe Center in downtown Grand Rapids. Aspiring filmmakers will hear about how to budget a film with \$50,000 to \$250,000 from two highly successful Michigan filmmakers Rich Brauer (Rich Brauer Productions, Traverse City), and Vince Deur (Vince Deur Productions, Grand Haven). Entertainment Attorney Robert Anderson, Bloomfield Hills, will cover the basics of contracts necessary for small budget films, plus possible financing techniques and how to make the choice of your business entity (LLC, corporation, etc.). See second page for topic details and bio information.

A special feature of this seminar is that the seminar fee will include a ticket to the screening of "Unsalted," the film that director Vince Deur created on a \$50,000 budget and to which he will refer in his budget presentation. The film actually screens two days in advance of the seminar on Thursday, September 15, at the Wealthy Theatre at 7:00 PM. This event will also be open to the general public, with a portion of the proceeds dedicated to rip current safety at Deur's request. After the screening, Vince Deur will answer questions about "Unsalted," along with distance swimmer Jim Dryer, who has swum across every one of the Great Lakes. Dryer and Deur will recount their personal experiences with rip currents, which actually inspired Deur to create his film, "Unsalted."

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Dryer, who just completed a 54-mile swim across Lake Superior, works together with Deur to teach about beach safety, and how to escape from a rip current. For a \$10 donation, audience members can help distribute copies of a new DVD teaching safety techniques to schools throughout Michigan and the Great Lakes. For more information visit www.respectthepower.com.

WMFVA Membership Meeting Precedes “Unsalted” Screening – Thursday, September 15, 6 PM

WMFVA members are invited to the Wealthy Theatre at 6PM for a membership meeting before the film screening begins. WMFVA members are entitled to view “Unsalted” at half the ticket price. Tickets are \$5 for WMFVA members, \$10 for non-members.

Rip Current Safety Fundraiser Screening of “Unsalted” – Thursday, September 15, 7:00 PM

People interested in attending the film screening and fundraiser for rip current safety can purchase tickets to see “Unsalted” at the door of the Wealthy Theatre. Box office opens at 5:30 PM.

“The Business of Filmmaking” Seminar - Saturday, September 17, 10 AM – 3 PM

People interested in the seminar should register by Thursday, September 1, 2005, to guarantee a seat. Lunch and the screening of the film “Unsalted” is included in the registration fee of \$50 for non-members and \$35 for WMFVA members. Location will be announced soon. Registration information is available at the WMFVA website (www.wmfva.org). Participants in the “Business of Filmmaking” seminar will get into the Thursday, September 15 screening of “Unsalted” free.

Presenter Bios and Topic Details

Robert P. Anderson, Entertainment Attorney of Dawda, Mann, Mulcahy & Sadler, PLC in Bloomfield Hills. Mr. Anderson will discuss: (1) basic contract documents necessary for the small budget film; (2) possible financing techniques; and (3) choice of business entity. Anderson was legal counsel to Purple Rose Films during the making of the Jeff Daniels comedies, "Escanaba in Da Moonlight" and "Super Sucker." In addition, Anderson has been legal counsel to the Executive Director of the Detroit Electronic Music Festival and has represented the Motown group, the "Contours." Mr. Anderson has extensive experience in business law, and has lectured on a number of topics. Anderson holds a

Bachelor of General Science from the University of Michigan, attended law school at Trinity College, Dublin, Ireland and obtained a Juris Doctor from Michigan State University College of Law.

Rich Brauer of Brauer Productions in Traverse City will give a line-by-line analysis of a basic film production budget in the \$250,000 range for a fictional narrative film. His recent feature film "Barn Red," starring Oscar-winner Ernest Borgnine and Kimberly Norris Guerrero, was screened at the WMFVA kickoff in January 2005. "Barn Red" is currently in worldwide distribution by Porchlight Entertainment.

Brauer has also produced two other features including "The Lost Treasure of Sawtooth Island" and "That One Summer," both enjoying worldwide distribution. Rich was also Director of Photography on the Jeff Daniels comedies "Escanaba in Da Moonlight" and "Super Sucker", and has produced numerous shorts and documentaries since starting Brauer Productions, Inc, in 1977. Brauer has a Bachelor of Arts degree from Brooks Institute of Photography in Motion Picture and Undersea Photographic Technology.

Vince Deur, of Vince Deur Productions in Grand Haven, will discuss how to make a film with a \$50,000 production budget. His latest documentary film "Unsalted," a tribute to three generations of surfers on the Great Lakes, opened at the Waterfront Film Festival in Saugatuck in June 2005, and will be the focus of his budget discussion. See trailers for "Unsalted" at www.unsalted.tv .

Deur has worked in video and television production since 1992, after graduating with a degree in Mass Communication and Film from Northern Michigan University. He has worked for television stations in Michigan, North Carolina, and Colorado, shooting mostly promotional and infomercial programming. In 1997, he purchased his first Beta cam camera and non-linear editing system and started his own production company. Since then, Vince has produced dozens of corporate capability and training videos in West Michigan. Most recently, he has self-produced documentaries in addition to his regular work-for-hire projects.

Upcoming WMFVA Seminars: "Art and Craft of Screenwriting"

"The Art and Craft of Screenwriting," is tentatively scheduled for Saturday, November 19, 2005 from 10AM - 3PM. Location and other details will be announced soon.