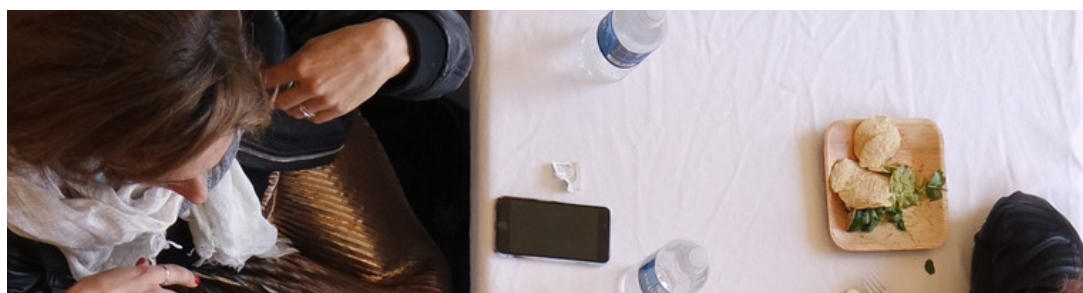




SOUTHERN PRODUCERS LAB 2018



ABOUT

SOUTHERN PRODUCERS LAB

Southern Producer's Lab is New Orleans Film Society's intensive, pioneering professional development program for producers working in the South.

Born of focus group research with filmmakers in 2016, New Orleans Film Society identified a startling void in the region for skilled, seasoned producers-- a lack that is prohibiting Southern stories from being told and limiting access to wider audiences.

The core of the program is a three-day immersive lab, which

accepts 10-15 working producers who live in the American South, including Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

The program is free to apply, and 25+ Southern film and educational institutions assisted in spreading the open call. Over 100 applications were received and vetted for the 2018 lab, demonstrating a strong community need.





THE PROGRAM

13 FELLOWS

7 SOUTHERN STATES

25 INDUSTRY ADVISORS

The inaugural Southern Producers Lab was held April 23-25, 2018 in New Orleans. The lab brought together 13 emerging, diverse producers from 7 Southern states (Louisiana, Georgia, Texas, Florida, North Carolina, Virginia, and Alabama) for an intensive series of workshops, panels, one-on-one mentoring sessions, and community-building opportunities. Eight of the thirteen producers were women and seven were producers of color. Four self-identified as GLBTQ.

For biographies of fellows and industry advisors, please visit:
<https://neworleansfilmsociety.org/southern-producers-lab>

The Lab engaged the expertise of 25 industry leaders and successful producers to address the following aspects of producing: the role of a creative producer, pitching, financing, crowdfunding, building community in the South, budgeting, distribution, film festival strategies, tax incentives, social impact, and the sales process.

Dilcia Barrera, Sundance Film Festival, LACMA
Ann Bennett, Prana Productions
Ryan Broussard, Media Services
Sonya Childress, Firelight Media
Mercedes Cooper, ARRAY
Lauren Domino, Producer
Jayeesha Dutta, Working Films
Locsi Ferra, Level Forward
Graham Fine, The Film Sales Company
Jess Fusilier, Sundance Creative Distribution
Elise McCave, Kickstarter
Darcy McKinnon, NOVAC
Jordana Meade, ITVS
Josh Penn, Department of Motion Pictures
Lindsay Peters, Frontières
Jolene Pinder, #CreateLouisiana
Maria Cherry Rangel, Cultural Organizer
Gordon Quinn, Kartemquin
Marta Ravani-Lorber, Protagonist Pictures
Shrihari Sathe, Producer
Elizabeth Lodge Stepp, Department of Motion Pictures
Angela Tucker, Tuckergurl LLC
Ryan Turek, Blumhouse Productions
Benjamin Wiessner, ornana films





IMPACT

SURVEY RESPONSES FROM SPRING 2018

Following the Lab, New Orleans Film Society solicited feedback and testimonials from participants, receiving resoundingly positive thanks and appreciation for the workshops, the access to industry movers and shakers, and the resultant community-building and shared sense of purpose.

Fellows noted that working in the South does indeed feel isolating, due to the concentration of resources on the coasts and the lack of opportunity to connect to filmmakers engaged in similar work.

IN THEIR WORDS:

"Southern Producer's Lab is a chance to build connections with an underestimated and underutilized region of filmmakers while learning how to grow our presence and work. From this experience I gained so much insight into how to successfully get my films funded, made, and distributed - a Producer's dream! There really is no other lab like this catered to the south, which is why it's so necessary for its continuation. There is a plethora of filmmakers here and we want/need access to resources that will help us tell our stories." – Jordan Jones, Fellow

"I'm so glad I got to know all of the fellows, what they're working on, and what's next for their careers. As Gordon [Quinn] said [during the lab], regionalism is so important, especially in an industry that centers its power in two cities; I'm glad to be a part of any effort to break that up." – Graham Fine, Industry Advisor, The Film Sales Company



"Thanks to the Southern Producers Lab, I received a brand new network of support, collaboration, and guidance. Being a producer in the South can be isolating, and you find ways to make due without the expectation or knowledge of certain resources. The access we received to industry insiders and the ability to pick their brains felt like a door left ajar - all that's left for us to do is swing it wide open. Southern Producers Lab provided me with a new beginning and I am forever indebted to the New Orleans Film Society for their thoughtfulness, generosity, and foresight." - Monica Sorelle, Fellow

"Producing is very difficult work. We wear many hats, work long hours, and often don't get a lot of recognition, funding, or support. Producing in the South is even more difficult, as we are isolated from the decision-makers in NY or LA who don't often see the value of the stories of our home. So the opportunity to participate in the Southern Producers Lab is incredibly nourishing. Independent film needs Southern stories, but it's difficult for Southern creativity to thrive without the resources to make these stories a reality--funding sources, community support, systems and structures that support filmmakers. Investing in Southern Producers is investing in Southern stories, many of which are extremely marginalized but extremely needed. I am so thrilled to have been a participant in this lab, not only to sharpen my own producing prowess, but to be reinvigorated by the possibilities to come for Southern film." - Christine Delp, Fellow



THANKS

Generous support for Southern Producers Lab 2018 came from National Endowment for the Arts, a federal agency, and 21st Century Fox Inclusion.



New Orleans Film Society would also like thank WYES, Sidney Torres, CANO and Greater New Orleans Foundation for their hospitality during Southern Producers Lab and welcoming us to their venues.

