



National Association of Latino Independent Producers

NALIP, CPB, the NEA and the Full Frame Documentary Film Festival

In association with the Center for Asian American Media, the 9th Street Media Consortium, KQED, San Francisco Film Commission, the Bay Area Video Coalition, LPB, ITVS, NBPC, PIC, NAPT, Bay Area Women in Film & Video, and Women Make Movies Present

Doing Your Doc: DIVERSE VISIONS, REGIONAL VOICES

Oct. 17 – 19, 2008 in San Francisco, California

A Weekend Seminar in San Francisco to Kick-Start Your Documentary

DOING YOUR DOC: DIVERSE VISIONS, REGIONAL VOICES

Don't miss this unique chance to work with story consultant **Fernanda Rossi, the Documentary Doctor**, author of the book "Trailer Mechanics," plus receive project mentoring on your proposal, trailer or documentary idea.

This intensive 3-day workshop is right for you, whether you are just beginning, have already shot footage on a documentary project, or are seeking finishing funds.

"Doing your Doc" is designed especially for media makers in the diverse communities of Northern California, preparing you to receive production funding and apply to national professional programs while developing your unique stories and views.

Do you have a personal documentary idea, or social change community project that needs development? Are you considering public television funding sources or need R&D \$\$\$?

Join us in San Francisco – Oct. 17 - 19 – Friday night through Sunday at 5 pm

REGISTER at www.nalip.org

Questions? Call 310.395.8880

Doing Your Doc: 3-day Workshop Fee

Early Registration by Oct. 17 - \$100; Student w/ Valid ID -- \$50

Includes lunches, workshop materials, books & private project mentoring

At the door Registration -- \$125; Students -- \$75

Venue Address: Ninth Street Media Arts Building

145 Ninth Street, San Francisco, California

Register Online – www.nalip.org!

Doing Your Doc: Workshop Overview

Oct. 17 - 19, 2008

Ninth Street Media Arts Bldg, 145 Ninth Street, San Francisco, CA

WORKSHOP OVERVIEW

FRIDAY, Oct. 17

6:30 pm – 9:00 pm Orientation & Program overview
Documentary Case-Study Screening and Filmmaker Q & A

SATURDAY, Oct. 18

9:00 am – 5:00 pm **DOCTORING YOUR DOC: How to Structure Your Documentary**

Do you have lots of ideas and even footage but no clue where to get started? Or maybe you are stuck in the cutting room? A solid understanding of story structure is as necessary to your documentary as a strong script is to a fiction film. With hands-on exercises, this full-day workshop is for producers, directors, writers and editors, and can give you the guidelines you need to find solutions that are true to your documentary's style. You will:

- * Learn story development techniques
- * Learn story structure templates in an innovative and easy way
- * Identify common pitfalls that waste your time and money during production and post, and how to avoid them
- * Analyze a film as practice for your own project
- * Analyze works-in-progress from the audience

1:00 pm Special Lunch presentation on public television funding, and navigating the Consortia System

5:00 pm – 7:30 pm Private Mentoring Sessions w/ Guest Filmmakers and Funders –

Have your idea, proposal, trailer, pitch or concept evaluated and discussed for the next best steps to realize your project and documentary production.

Bring your work-in-progress, whatever stage it is in – Not required to attend

SUNDAY, Oct. 19

9:00 am – 12:30 pm **TRAILER MECHANICS: How to Make Your Fundraising Trailer**
1:00 pm – 2:00 pm **WORKING LUNCH: Multi-platform content opportunities for Docs makers**
2:00 pm – 5:00 pm **Getting your project off the ground -- Elements for successful Proposals and Budgets**

"Can I see your trailer?" Let's face it, a fundraising trailer can make or break your film. It can get you funded or it can put you on the "pass" pile. Stop the guess work of what works and what doesn't with this full day workshop for producers, directors, writers and editors.

See all of Ms. Rossi's "Trailer mechanics" theory in action with real life examples. You will:

- * Learn the foundational story structures for fundraising trailers
- * Learn the most common mistakes filmmakers make when making their trailers and how to avoid them (not the filmmakers: the mistakes!)
- * View trailers before and after Fernanda's doctoring
- * View successful fundraising trailers
- * View your fundraising trailers, followed by discussion
- * Review elements of successful Proposal Writing to request funds
- * Cover budget formats and requirements for grants and funding
- * Discuss funding opportunities and strategies for your doc
- * Learn when and how to handle an editor, a DP, etc. in smart production planning

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