



NEWS RELEASE

BRONZELENS RETURNS AS A VIRTUAL EXPERIENCE

New 2021 Programming Line-Up Includes Crowdfunding Leader Seed&Spark, Managing Workflow with Scriptation, SAGindie Contract Workshop, The Resurgence of Black Horror Genre, Packaging and Pitching, Mental Health for Creatives, Nonfiction Distribution Opportunities and Resources, Diversity, Inclusion and Representation, and BIPOC Storytelling in the Ad World

Veteran Editor Terilyn A. Shropshire, Black Horror Authorities Tananarive Due and John Jennings, Writer Producer, Director Deborah Riley-Draper, and Oscar Nominated Director Kevin Wilson are Among Participating Featured Guests

Signature Events, 63 World Premieres, and Over 180 Films Screenings Comprise BronzeLens 2021 Virtual Experience
Tuesday, August 17 – Sunday, August 22

ATLANTA – The 12th Annual **BronzeLens Film Festival (BronzeLens)** launches Tuesday, August 17, 2021, anchored by meticulously curated information-packed programming for a wide range of filmmakers, the general public, marketing professionals, students, and film enthusiasts. BronzeLens will again be presented over the course of six days 100% online culminating on August 22.

“The global pandemic of COVID-19 remains a very real issue and as a result, we decided to present BronzeLens as a virtual experience,” said Kathleen Bertrand, Founder and Executive Producer of the BronzeLens Film Festival. “BronzeLens was founded to provide salient information and serve as a catalyst for creating opportunities for filmmakers of color. This year we are presenting our largest collection of Official Film Selections, a series of multifaceted Powerhouse panels, workshops and demos, and our exclusive signature events.”

Of the more than 180 official selections that will be screened, 63 are world premieres and 15 are from returning filmmakers. The diverse line-up of films come from Brazil, Burkina Faso, Canada, China, Côte d'Ivoire, Ireland, India, Israel, Ghana, the Netherland, the United Kingdom, the United States, and the Americas.

“Our 2021 film selections are exceptionally creative. Many of the documentaries include original music, and there are movies with thought-provoking, finely crafted storylines surrounding Afrofuturism,” said Deidre McDonald, Artistic Director of the BronzeLens Film Festival. “Over the years we have remained resolute to seeking and giving voice to the authentic stories of people of color. Diversity and inclusion have always been at the forefront of why we do what we do. We have also taken pride in the caliber of programming and panels we have sought to provide which allow attendees to have access to information from leaders in the film industry.”

BronzeLens Programming Highlights:

TUESDAY, AUGUST 17

Film Screenings - All Shorts All Day and Night

Powerhouse Programs

Seed&Spark Crowdfunding to Build Independence

Seed&Spark Founder/ CEO Emily Best will shed light on how to find your audience, structure your crowdfunding campaign, and how to pick the right goal and incentives. Attendees will discover how to utilize crowdfunding tools for building successful fundraising campaigns, and for career development.

The Resurgence of the Black Horror Genre

Two of the most prolific writers and producers of Black Horror content will explore the history of the subgenre, current storytelling trends, its future, and the significance of its resurgence. Writer, Producer, Professor, and Film Historian **Tananarive Due** along with Professor, Author, Graphic Novelist, Curator, Harvard Fellow, New York Times Bestseller, 2018 Eisner Winner, **John Jennings** will engage this multifaceted conversation. Screenwriter and Director L.C. Cruell will moderate.

State of the Industry - Diversity, Inclusion, and Representation in 2021

Executives from organizations at the forefront of the fight for BIPOC voices discuss representation (in front of and behind the lens), the importance of authentic storytelling, strides being made, and some of the content coming down the pipeline. Moderator Jonathan Landrum, Jr., Associated Press Entertainment Writer (LA) will delve into the issues with panelists **Leah Salgado**, Deputy Director of IllumiNative **Liliana Espinoza**, Projects Director of the National Association of Latino Independent Producers, **Paul Garnes**, Head of Physical Production for ARRAY, **Grace Moss**, Vice President of Equity and Inclusion at Warner Media, and **Jeremy Tran**, Executive Director of Gold House.

WEDNESDAY, AUGUST 18

Film Screenings - Documentaries

Powerhouse Programs

Scriptation Demo - Learn How to Manage Your Production Workflow Like the Pros

Product Manager **Rico Cohen** will demonstrate how to use Scriptation to navigate digital scripts without compromising workflow. In addition, Actor, Writer, Director **Keith Powell** (*30 Rock*, *About A Boy*) will share insight into his paperless process and how he manages workflow on set.

Black Public Media Presents - Nonfiction Distribution Opportunities and Resources

Public media leaders **Scott Woefel**, Chief Content Officer at Public Broadcasting Atlanta, **Nick Price** Series Producer for Reel South, **Pam Torno**, Series Producer of Indie Lens Storycast, and **Chloe Walters Wallace**, Manager of Artist Programs for Firelight Media will share content needs, programming/distribution opportunities, as well as labs and funding resources for non-fiction BIPOC storytellers. **Leslie Fields-Cruz**, Executive Director of Black Public Media will moderate.

Being Pitch Ready Part I - Packaging and Pitching for TV/Film/Streaming Presented in Collaboration with DeKalb Entertainment Commission

Ty Johnston-Chavis, producer of film, television, and founder of Atlanta Pitch Summit will present an interactive creative content pitching workshop. Producer and CEO of Monami Entertainment **Mona Scott Young** will share with attendees how she built a successful content empire through pitching and branding.

THURSDAY, AUGUST 19

Film Screenings - Short Documentaries and Reel South Southern Documentaries

Powerhouse Programs

Working Thru the Pain - Mental Health for Creatives

James DuBose, Executive Producer and Head of Programming for Fox Soul, **Kim Whyte**, Licensed Professional Mental Health Counselor and Social Impact Artist **Nikki Lynette** will candidly discuss coping with the pressures of staying motivated to create within the COVID Era and societal unrest. There will be an open discussion surrounding the need to address balancing mental and emotional health among professionals in the film industry. Veteran journalist **Donna Lowry** will moderate.

Editor to Editor - A Conversation with Veteran Editor Terilyn A. Shropshire, ACE

Award-winning Editor Terilyn Shropshire will share advice for both emerging editors and filmmakers alike. Shropshire's career spans over 30 years working with visionaries like Gina Prince Blythewood (*Eve's Bayou*), and Ava DuVernay (*When They See Us*), and Ta-Nehisi Coates (*Between the World and Me*). Editor Deanna Nowell will host the spotlight conversation.

FRIDAY, AUGUST 20

Film Screenings - Students, Webisodes, and Music and Dance Videos

Powerhouse Programs

Commercial Directing - BIPOC Storytelling in the Advertising World

There is a critical need for creative content that represents the veritable experiences of people of color within the construct of advertising and promotion. Proctor and Gamble's provocative *Widen the Screen* campaign is one of many examples of corporations making a concerted effort to responsibly expose cultural nuances through marketing. **Deborah Riley Draper**, award-winning writer, producer, director, and veteran advertising executive will lead the discussion with Oscar Nominated director **Kevin Wilson**, **Tamika Lamison**, Executive Director of the

Commercial Film Directors Diversity Program, **Ben Howard**, Associate Creative Director, The Grey Group, and **Tabitha Mason Elliott**, Partner, Head of Production for Bark Bark and Association of Independent Commercial Producers Equity and Inclusion Chair.

Being Pitch Ready Part II - From Reel to Deal Presented in Collaboration with the Atlanta Pitch Summit

Cela Sutton of Paramount Plus, **Sheoyki Jones**, Creative Program Manager of Invest Atlanta, **Precious Williams**, CEO of Perfect Pitches by Precious, and Actress, Writer, Producer **Kiana Dancie** will discuss next level pitching execution with Moderator **Ty Johnston-Chavis**. Panel topics include acquiring funding, audience targeting, and negotiating.

SAGindie Low-Budget Film Contract Workshop

SAGindie's **Colin McCormack** Communications Manager and **Eliza Hajek**, Manager of Development and Sponsorship will guide attendees through the SAG-AFTRA signatory process. Participants will learn how to hire professional actors for independent films regardless of budget. McCormack and Hajek will demonstrate the process of signing SAG-AFTRA low-budget agreements from start to finish.

SATURDAY, AUGUST 21

Film Screenings - Features

Powerhouse Programs

Create Your Own Destiny w/ Twinkie Byrd

Casting Director, Producer, and Director **Tracy "Twinkie" Byrd** will discuss best practices for career building, creating content, brand monetization, merchandising, establishing a production company, and Intellectual Property development.

Who's Looking for Content? - Distribution Opportunities

Representatives for Cable, Subscription Video on Demand, Over the Top, and Streaming Platforms reveal multiple types of content they are seeking, licensing opportunities, and the correct way to submit work for consideration on their network, channel, or platform. **DeShuna Spencer**, CEO and Founder of kweliTV, **Tina Rodriguez**, Sr. Director, Programming and Acquisition for ASPIRE, **Brett Dismuke**, General Manager of ALLBLK, **Loretta Edwards Wilson**, Director of Scheduling and Acquisitions, Programming at TVOne/Cleo **Marvin Neil**, VP, Content Programming and Strategy for BET+, and **Joyce Coleman-Sampson**, Executive Production for Fox Soul.

Women SuperStar Honors celebrates the accomplishments of women of color who work in front of and behind the lens in the film and television industry. Since its inception, 52 women have received the BronzeLens Women SuperStars Award.

SUNDAY, AUGUST 22

Brunch with the Brothers salutes men of color in film and television who are making waves as they share lessons from their journeys.

There will be insightful and revealing conversations with creatives and industry executives.

Cinema and Social Justice Sunday, a unique and critical component of the festival, featuring a socially relevant film and conversation that address issues of concern, will culminate the festival.

12th Annual BronzeLens Awards Show will salute the "Best of Festival" filmmakers. Categories include the best in Features, Documentaries, Shorts, Short Documentaries, Reel South Southern Documentaries, Webisodes, Students, Music Videos, and Dance Videos, as well as Best Actress and Best Actor.

SPONSORS

WarnerMedia, City of Atlanta Office of Cultural Affairs, Aids Healthcare Foundation/BLACC, DeKalb Entertainment Commission, Black Public Media, and SAGindie

MEDIA PARTNERS

Fulton County Films, WCLK/91.9 FM, and City of South Fulton Tourism Office

POWERHOUSE PARTNERS

Microsoft, Scriptation, Seed&Spark, and Atlanta Pitch Summit

About the BronzeLens Film Festival

BronzeLens Film Festival of Atlanta, Georgia, is a non-profit organization, founded in 2009, that is dedicated to bringing national and worldwide attention to Atlanta as a center for film and film production for people of color. Its mission is two-fold: to promote Atlanta as the film mecca for people of color, and to showcase films and provide networking opportunities that will develop the next generation of filmmakers. Since its inception, BronzeLens producers have brought national and worldwide attention to Atlanta, helping to showcase the city as a leader in the thriving film industry. For more information regarding the BronzeLens Film Festival, please visit <https://bronzelens.com/>.

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Media Access

Approved media will have access to festival programming online and receive written confirmation. This includes media opportunities for the available filmmakers. To request access, please email sommerbronzelens@gmail.com.

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Official Hashtag: #BronzeLens21