#7
BREATHROUGHS
Nov 13–15 2020
Northeast Filmmakers Lab
Dear Filmmakers

Welcome to the Northeast Filmmakers Lab 7th edition.

Like you, Capital Cinema Cultural Exchange, Inc. needed to pivot during this time of great change. We all are likely feeling a bit exhausted by now whether related to a global pandemic, one more on-line gathering, ongoing issues of justice, racial tensions, domestic unrest, elections ... to name a few. I’m not a pessimist and don’t intend to become one. Our business of show must go on.

I believe filmmakers are among the most creative, innovative problem-solvers on the planet. Developing our skills and fostering key relationships—ones we need to learn how to finish projects and reach their intended audience—remains the lab’s focus.

The Northeast Filmmakers Lab 7th edition combined with our earlier 2020 efforts in producing the weekly series “Check The Gate” (April thru June), represents our response to empower filmmakers year-round, leveraging world class resources to bring about your stories. This year, we welcome our filmmaking partners from Cabiria Film Festival in Brazil and we appreciate the opportunity for us to grow our international outreach.

We’re small, yet we love and believe in our MODEL for it can bring about breakthroughs for you, fostering a shift in our culture and new practices in our industry.

Congratulations to our eleven lab fellows. We welcome you and all filmmakers who will be joining with us these next three days. I thank our sponsors for their generous support, our industry mentors for their time and expertise, members of our Board, staff and volunteers.

Now let’s Zoom into the future together!

Michael J. Camoin

Founding Director
OUR MISSION
The Capital Cinema Cultural Exchange, Inc. (CCCE), is a 501(c)3 non-profit empowers emerging filmmakers to complete and present their projects in a rapidly changing media landscape by leveraging world-class industry expertise through a lab process.

COLLABORATE
Established in 2014, CCCE also hosts screenings in support of dynamic cross-cultural exchange through film. Whether the work is a short, documentary, or feature, we understand the challenge of bringing a movie from start to finish.

OUR GOAL
... is to provide professional mentoring, educational workshops, cultural exchange, one-on-one consultation, networking with other filmmaking organizations and all forms of support, so that filmmakers can shape their work to reach a wider audience. Through interaction with audiences, industry experts and peers, filmmakers can acquire a greater understanding of the language and best practices needed to navigate the creative and business paths from development to marketing, from financing to completion.

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MICHAEL J. CAMOIN
President
JOHN ROMEO
Vice President
AJ QUAY
Treasure
SECRETARY
Seeking to Fill

BOARD MEMBERS
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RICHARD LOVRICH
JUSTIN MAINE
VERONICA MEDINA-MATZNER
DONNA PENNELL
PAUL RAPP
JOE VENTURA

YOU CAN HELP
There are key rolls yet to be filled and you can make a difference to filmmakers by donating your time, talent and or treasure.
When Mike asked me to join the CCCE Board, I remember barely letting him finish the question. On a personal note, as an aspiring filmmaker and in general, a huge supporter of the arts, any opportunity to engage and/or advocate on behalf of the arts will always be paramount to me. The arts can also serve as a critical part of the overall development, especially of our youth, in terms of the discipline it requires.

As the leader of an organization that advocates on behalf of Black Business, I know there is an untapped talent base here in the Capital Region and across upstate New York. Any opportunity to serve as a voice for them is an obligation ... Especially in terms of what I believe we can bring to the future development of the TV & Film industry in the Capital Region with CCCE, Film Albany, Film Schenectady and other organizations who understand the possibilities here in the Northeast.

I’m honored to be a part of this Arts Renaissance taking place here and I hope others will soon join me. Congratulations to all for making the 7th edition truly a success during this time of much needed change.

— Tony Gaddy, Board Member
  Founder Upstate New York Black Chamber of Commerce

“I’m honored to be part of this Arts Renaissance”
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<tr>
<th>Time</th>
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<tr>
<td>9:30</td>
<td>OPENING REMARKS</td>
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<td>10:00</td>
<td>FILM TALK 1 - HOW TO PITCH YOUR PROJECT</td>
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<td>Keynote Jake Krueger of writeyourscreenplay.com</td>
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<td>FILMMAKER PROJECT PRESENTATIONS I</td>
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<td>FILMMAKER PROJECT PRESENTATIONS II</td>
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<td>INDUSTRY MIXER - Sponsored by Josh Cellar Wines</td>
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<td>GROUP CHECK-IN – LAB FELLOWS ONLY</td>
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<td>ANNOUNCEMENTS</td>
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<td>FILM TALK 2 - FUNDING AND PRODUCTION DURING COVID</td>
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<td>ONE ON ONE II</td>
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<td>FILMMAKERS TESTIMONIALS</td>
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<td>INDUSTRY MIXER - Sponsored by Albany Wine &amp; Dine For The Arts</td>
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<td>7:30</td>
<td>SCREENING – THE WAY FORWARD - With Director Roman Jaquez</td>
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<td>GROUP CHECK-IN - Lab Fellows Only</td>
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<td>FILM TALK 3 - MARKETING, DISTRIBUTION, FESTIVALS &amp; PLATFORMS</td>
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<td>CLOSING DISCUSSION</td>
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<td>LUNCH BREAK</td>
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<td>PITCH CONTEST - Winner receives $10,000 in resources for their film including a script / budget breakdown, legal and screenwriting course.</td>
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<td>3:45</td>
<td>WINNER ANNOUNCED / NETWORKING</td>
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<td>CCCE Board Meeting to Follow - Industry Guests Only</td>
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“This is perhaps the most dangerous screenwriting lecture you will ever hear. That’s because today I’m going to be talking about one of the most dangerous concepts for screenwriters: the concept of pitch. The reason that pitch is so dangerous for screenwriters is that when all we’re thinking about is “can I sell it, can I sell it, can I sell it?” it takes us away from the kind of writing that we can actually sell. Without your voice you don’t have a shot. In fact, your voice is the only thing that a producer can buy.” JK
CAROLE DEAN’s crowd-funding know-how has awarded over $2.5M in grants to independent filmmakers. Screenwriter ANDY MAYCOCK takes us through steps used to raise $7,500 during the pandemic. DAN MIRVISH (SLAMDANCE), wrote the book, “The Cheerful Subversive’s Guide to Independent Filmmaking” and VINCA JARRETT, FilmPro Finance, will share what to say to investors and how to strategize your fundraising campaign.

The time for low-budget filmmaking is NOW!
THE WAY FORWARD is the story of a Russian psychologist who must complete an experiment for a soon to be released findings in his new book. Publish or perish! says his overseas publisher. Seven strangers respond to a New York ad landing them into a pay or play deal around the Good Doctor’s upstate dining room table. Each is challenged into uncharted dialogue peeling away layers of unexpected emotions they resist to surface. Audiences across Europe and North America, have been enjoying this unique work of art. Find out why this award-winning movie is a catalyst at reconciling broken hearts.

RUNTIME 88 MINUTES

Q & A with the Director ROMAN JAQUEZ and Cast
It’s the wild, wild, west with festival topsy-turvy schedules and new on-line platforms, filmmakers need to **A** know their audience **B** get involved in their film’s marketing strategy **C** understand the fine print until Royalty Checks become a reality. Publicist **AMY PRENNER**, Prenner Group LA, will share what, when and how DIY low budget marketing. **VINCA JARRETT**, Film Pro Finance will share keys to distribution agreements; **PATRICK JEROME**, Boston International Film Festival, will share insights into changing platforms; **MAT LEVY**, Passion River, sales acquisition head will review changing on-line landscape.
The story is about a young, rebellious, COREY JOHNSON who is sent to stay with his grandparents, where his grandfather, SKIP, reads him a fairy tale story – about a SweeneyTodd type character in Harlem.

SCREENPLAY
Thriller

AUGUST SWEENEY: THE MONSTER BARBER OF HARLEM
When a conspiracy theorist takes down a notorious white-collar criminal and sex abuser, he becomes enamored with the man’s daughter, a young progressive media mogul, and the two embark on a dark and twisted journey to uncover the conspiracy at the heart of American capitalism.
Deep in the San Fernando Valley, a musically gifted teenage girl, struggling with her abusive father and haunted by her mysteriously absent mother, Drama escapes by playing piano for an underground brothel fronting as a music academy.
Seeking to clear her name, a disgraced journalist follows clues from a leaked video to uncover the truth about recent alien activity on earth.
In this true-crime drama, when an isolated 12-year-old boy from a troubled home falls in love with his father’s friend, an adult man, he is determined to do whatever it takes for the two of them to be together—setting him on the path to tragedy.
During a city-wide blackout, a deaf aspiring artist moonlighting as a cleaner for her new affluent neighbors takes refuge in the penthouse apartment she was working in only to be joined by a wordsmith-cum-handyman, forced to shelve his passion to be a rapper for a career chasing paper.
The story follows Andy, a Chinese waiter who longs to open his own restaurant, as he wanders into a late-night spot in Chinatown and unexpectedly meets Mei Ching, the love of his life.
The Air Jordan sneaker has created a community of people for whom every Feature Film purchase of a shoe not only provides new levels of social capital, but also deeper connections to a global network rooted in a shared infatuation. JORDAN HEADS tells the story of this “subculture within a subculture,” consisting of a diverse array of vocal aficionados.
JOURNEY is a nostalgic and heartfelt comedy that follows Maya as she navigates the often ridiculous boundaries of racial identity. She wants to be rooted in, not restricted by her blackness. But her love for Journey continues to put her at odds with that. Over the years Maya has learned it’s best to fall in line. Will Maya continue to hide her musical preferences or will she finally stop giving a damn and openly profess her love for the classic-rock band Journey.
RAIN is a silent discussion between a young woman and herself. Owning her position at her family’s circle, she expresses her feelings and sets herself free.
Ancstral neighbors is an indigenous children’s series which will mix documentary and animation. The series will bring the audience into the routine of three indigenous nations in Pernambuco, the Xukurus, the Pankararus and the Fulni-Os. Ancestral Neighbours is narrated in first person by indigenous by indigenous children.
FLO MITCHELL-BROWN – PRODUCER / NY PRODUCTION ALLIANCE
Experienced pro with a demonstrated history working in the entertainment industry. Skilled in Budgeting, Event Planning, Government Relations and Production Management. Graduated from Boston College. Co-Chair New York Production Alliance, Board Member New York Women in Film and TV, Co-Chair NYC BOE Media and Technology Commission.

CR CAPERS – Harlem Film House, Hip-Hop Film Festival
Founder and CEO of Harlem Film House, featuring film & music festivals, year-round workshops, theatre productions, live events and consulting for filmmakers in underserved communities worldwide. Her radio show and podcast “Why You Mad Son?” generated over 3 million listeners worldwide, she directed and produced 3 films and 2 shorts through her film company MBS Films.

CAROLE DEAN - From The Heart Productions
Carole Dean, author/producer/grantor. The Art of Film Funding Second Edition & The Art of Manifesting: Creating your Future. Executive Producer credits BAM 6.6, Women Behind the Camera, Step Away From the Stone, American Chain Gang, and more on IMDB. Carole created the Roy Dean Film Grant in 1992 and has given over $2,500,000.00 in grants to independent filmmakers.

JOSH FRIEDMAN – Producer, Member D.G.A., Key Industry Liaison
Josh is a Producer, DGA Assistant Director, and Author of Getting It Done: The Ultimate Production Assistant Guide. A Decade of Experience on shows such as Law & Order: CI to his newest feature film Warning Shot have led Mr. Friedman to create a mobile labor platform to Connect filmmakers around the world (Crew Me Up).

VINCA JARRETT – Founder FILM PRO FINANCE, Entertainment Attorney
FilmPro Finance, a financial consulting service for investors and producers funds one-off films and building film slates. Vinca has worked on slate financing deals with investment banks to introduce financiers to top tiered producers with A-list projects. She is writing SHOW ME THE F#©KING MONEY; how to invest and recoup money in the film industry.

VALERIE LANSBURGH – Actor / Writer / Director
42 years as an actor, writer and director and producer, known worldwide as DORIS SCHWARTZ from the tv’s FAME. Her latest feature LOVE & DEBT with Tom Cavanagh, Bellamy Young, and Bailee Madison is available on Amazon. Other directing credits include the action-thriller BOUND BY LIES and TRIXIE’S SCORE.
MATT LEVY – Head of Sales and Acquisitions, Passion River Films
Mat has worked with Passion River Films since 2004. Having a background in Film and TV publicity, Mat has worked campaigns for New Line Cinema, Sony Pictures Classics, Magnolia Pictures, Warner Independent, and Picturehouse. He has also worked with producers from VH1 and MTV on promotion and development.

DAN MIRVISH – Co-Founder SLAM DANCE FILM FESTIVAL
Director, screenwriter, producer and author, Pre-COVID, Dan was filming “18 1/2” a Watergate conspiracy thriller/dark comedy. His award-winning, critically-acclaimed feature BERNARD AND HUEY, scripted by Oscar/Pulitzer-winner Jules Feiffer, starred Oscar-winner Jim Rash and David Koechner. His film BETWEEN US, stars Julia Stiles and Taye Diggs.

PAUL RAPP – Entertainment Attorney
Paul is an intellectual property lawyer and writer who lives and works in Kingston, NY, represents musicians, writers, fine artists and businesses and institutions involved in the creative economy. He appears regularly on WAMC’s Vox Pop. He taught at Albany Law School, Western New England Law School, and MCLA. He’s also the drummer for the band Blotto.

AMY PRENNER – The Prenner Group, Publicist
Prenner’s agency’s efforts have led to Emmy and Academy Award nominations for her clients. She has worked with Epix, AMC Networks, Starz, Syfy, GSN, Freeform, Travel Channel, USA Networks and Fuse, launching many series on their behalf. She’s consulted on Emmy campaigns for NBC hits such as THE OFFICE, PARKS AND RECREATION and AGT.

DONNA PENNELL – Showrunner / Executive Producer
Donna has more than 675 broadcasted programs to her credit, in factual, sitcom, and scripted drama genres. CEO of Destiny Productions, she has produced programs seen on ABC, NBC, CBS, including HERE COMES THE BRIDE, HOLIDAY, OPEN HOUSE and OUT & ABOUT. Donna is Schenectady Film Commissioner and CCCE Board member.

PATRICK JEROME - Founder BOSTON INTERNATIONAL FILM FESTIVAL
Filmmaker, Writer, Director, and Producer, has made feature-length movies, short films, documentaries, music videos, and television programming. These works have received praise from audiences, and Broadway Pictures Entertainment Inc. continues to produce entertaining and powerful films.
MICHAEL J. CAMOIN – Founding Director NEFL – Filmmaker
Videos For Change Productions

Mike has led the independent film movement in northeastern New York for over 25 years and was Co-founder of Upstate Independents Filmmakers Network. He served as the UPM for the 2016 Sundance Special Jury Prize winning AS YOU ARE and locations manager on WE THE ANIMALS, James Franco’s PRETENDERS and locations director on Alice Wu’s Netflix feature THE HALF OF IT. As a filmmaker, Mike is known for his doc-series INSIDE THE BLUE LINE and is currently in post on the documentary SCARED TO DEBT: America’s Student Loan Scam.

JOHN ROMEO – Assistant Director NEFL7 / Actor, PhatAkter Productions

Albany born stage and film actor, recently co-directed, shot and co-edited doc THE NEIGHBORHOOD THAT DISAPPEARED, and DP and editor on BREAKFAST OF CHAMPIONS. He also recently appeared in FIGHTING FOR FREEDOM with Bruce Dern. His stage career included working in London’s West End and Off-Broadway in NYC. He has taught Acting at Union College and Acting and Directing at Russell Sage College. He owns PhatAkter Productions, LLC Member of SAG-AFTRA and Actor’s Equity and Upstate Independents Filmmakers Network. John serves as VP of CCCE.

ERIC VOLLWEILER – Producer & Marketing Consultant / Producer, Check The Gate / NEFL7

Eric produces and markets film festivals & premieres, conferences, major film festival parties and concerts in LA, Las Vegas, Utah, Albany, Connecticut, Boston, Florida, NYC, Kansas City, New Jersey and Toronto. Eric’s credits include the Saratoga Springs International, NY State International, Garden State, Boston International and events during Sundance and Independent Filmmakers Day during TIFF. Eric often handles sponsorship, advertising, booking entertainment professionals, social media, production and PR.

BRAD ROBINSON, AD / Filmmaker / Two Pints Productions / DGA

Brad Robinson has worked on everything from micro-budget indie films to tv series and studio films. Member of the DGA his AD credits include BLUE VALENTINE, THE PLACE BEYOND THE PINES, CONFIRMATION, LIMITLESS, COMPLETE UNKNOWN, THE UPSIDE, WIDOWS, and the upcoming ON THE ROCKS. He has worked with directors such as Steve McQueen, Sofia Coppola and Derek Cianfrance; as well as alongside icons Peter Bogdanovich and Woody Allen. Brad is currently in development on a 6-part docu-series that he will direct and is producing the short film, “Post No Bills.”
Veronica Medina-Matzner is an independent media maker with degrees in Film, Cultural Journalism, Documentary Studies, and an MA in Media Studies from The New School. Originally from Rio de Janeiro, Brazil, Veronica now lives in Albany NY. Experienced in production, editing, and distribution she has worked with Ashoka Youth Venture, Barefoot Workshops, and the National Economic and Social Rights Initiative Cinereach, Film Movement, and the Sundance Film Festival and has joined Youth FX and the Carey Institute for Global Good in the launching of NeXt Doc. She currently serves on the Board of the CCCE as the Liaison to Latin America.
We know just how important community is to artists. In order to better serve independent filmmakers during this challenging time, we created CHECK THE GATE: One On One with the Northeast Filmmakers Lab. We connect you directly with leading industry experts from fundraising, resources to top film festivals.

It is essential to find the right Marketing and Public Relations team for your film. For CCCE it is just as important that we have the most talented professionals to fashion and amplify our message, our mission, to support emerging filmmakers through this most challenging time.

Richard Lovrich
Justin Maine
Tammy Reese
Eric Vollweiler
Price Chopper and Market 32 share a love of the arts, and we champion the important role they play in the heartbeat of the community. We're proud to support the Northeast Filmmakers Lab. After all, we're not just in your neighborhood, we're your neighbor.
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2020

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VIDEOS FOR CHANGE

PROCTORS Collaborative

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