

March, 2000 Edition: IMAGINE

**ON LINE AT SUNDANCE**

**By Vinca Liane Jarrett**

The biggest news at Sundance 2000 from my perspective was not the array of grunge-set filmmakers running around trying to make deals, taking meetings, partying 'till dawn, waiting on line to see the competition. No. It was the new Millenium set, getting with the groove of high technology and using the World Wide Web to showcase and sell their films on line. There were so many computer based companies running around making a new type of music called P&A without ever leaving your desktop or laptop computer, that this article is going to focus on just two. Imagine promises to bring you new and up-and-coming information in future issues on additional computer and web-based products. Both companies featured this month offer very different products, completely free, that indie filmmakers can utilize in the new generation of film promotion.

**REGENERATION T.V. – [www.RegenerationTV.com](http://www.RegenerationTV.com)**

Regeneration T.V. seeks to “entertain, educate and enlighten” its viewers according to founding member Chris Wicke, a film and t.v. editor, producer and cameraman currently based in Los Angeles. It provides an independent and alternative media for filmmakers and film-watchers alike. Filmmakers are interviewed on-line during various festivals, this year’s Sundance Festival being the first adventure for the hip, young 6-some of entrepreneurs. Once a filmmaker is interviewed, the site can be linked to other web sites, including trailers or information packets on the film, allowing potential distributors, investors and viewers to gather more data on the film. Indie sales are even expected to be hooked up to e-commerce soon. Chris, who grew up on Cape Cod, hopes to bring his company’s services to our own local talent here in Massachusetts next summer to the Nantucket and Woodshole film festivals, and perhaps Northampton next fall.

So far Chris, and compatriots Steven Stark and Scott Beiben, all of whom I hung out en masse with partying 'till dawn at the crazed festivities of Sundance, have mounted several interviews with the directors and producers of “Dark Days”, “Swimming”, “The Convent”, “Trauma Dance” and “Good Curds, Bad Curds”, all entries this year at either Sundance, Slamdance, Slam dunk or Nodance. The goal of the site is to help young filmmakers get the necessary publicity and word out there, following the grand webbing success of last year’s big audience winner “Blair Witch Project”. The site is clearly “youth oriented,” as Chris puts it offering “an alternative and underground media streaming website.” Its audience is projected to be between 15 and 25. In the past 2 weeks alone, more than 350,000 have checked out this happening site, and it was named the Yahoo-

Pick-of-the-Week during the Sundance festivities. My suggestion to all you readers who want to publicize your films? Contact Chris today at his web site and tell him I sent you, and remember this, readers: The more publicity you can generate for your films, whether they be shorts or features or documentaries, the more chances you'll have getting noticed in the future by those big, fat money guys smoking cigars, the emaciated distribution folk flying private jets, and those babes who say "sure, I'd love to be in your film."

### **Golden Trailer Awards – [www.goldentrailer.com](http://www.goldentrailer.com)**

If you haven't heard of the Golden Trailer Awards, and you're in the business, it's time to come out of the closet and get with the New Millennium. This was perhaps the most talked about new addition to the film market at Sundance this year. Based out of a camper trailer, founder Evelyn ("Evie") Brady and her brother Matt, were the highlight for me of this year's festival. Founded in 1997 with the first awards ceremonies airing on September 21, 1999, the Golden Trailer Awards offers prizes to those editors, ad-people and filmmakers alike who create the best trailers. You're still asking what is a trailer? No. Not that R.V. Evie and Matt drive around in, road-tripping to every film festival they can make it to. A trailer is that series of short flics they show you at the beginning of the movie (after you've paid your \$8) so that you can figure out which to go see in the future.

When 28 year old prodigy, Evie, first started researching trailers and discovered there were no awards for these advertising works of art, she had an epiphany. Taking her idea to film icons such as producer/distributor Harvey Weinstein (of Miramax fame), director/writer Quentin Tarantino (Pulp Fiction) and producer Steven Wooley (The Crying Game, Butcher Boy), these three became the first to join ranks and become judges of her awards. Massachusetts based companies such as Kodak and Avid kicked in some seed money, and Evie and Matt, along with co-founders Monica Brady and Esther Bell, found themselves adorned with a state-of-the-art film studio inside a massive silver-coated camper-trailer. Another Massachusetts resident also helped Evie out, Kyle Daman (none other than the brother of Matt), by designing the Golden Trailer award to be handed out to the selected few winners.

Ok, ok, how is this connected to the web? The Golden Trailer group accepts film trailers from filmmakers throughout the year and puts them on the web, so that film viewers and industry folk alike can tune in on-line and select which movies to spend their bucks on. Now this is service! And it's free to indie film makers as well, since the bulk of the site is paid for by advertisers and investors. More than 10,000 hits have occurred on the site this week alone, and the number is growing rapidly. During the festival, as I needed a break from long lines and the toe-numbing cold, I was frequently found schmoozing at the Golden Trailer trailer. Young filmmakers from Ireland to Texas to Boston showed up with their clips on tape (VHS formatted), and Matt would slip it in, make an announcement about

the awards, show us the trailer about the trailer awards, and then finally we would all view the trailer of the new-up-and-coming indie film. By viewing these clips during the festival, viewers can figure out which of the 800+ movies and shorts showing during the festival to spend their limited time at. In quieter moments, we would even watch entire film shorts by filmmakers whose projects had already seen their glories at the festival. One film producer actually declared, "sound and visual systems are much better in here..."

The first annual awards took place at the Directors Guild in New York. Next year's event is scheduled for November 9, 2000 and will be held at the Hammerstein Ballroom in New York. We are hoping to entice the project up to Boston in future years, as more and more entries emanate from our own community, but Evie assures us that she is planning to make it to Nantucket with her trailer this summer. So filmmakers and watchers alike, if you have a film you want to promote, contact Evelyn Brady at the Golden Trailer at [goldentrailer@hotmail.com](mailto:goldentrailer@hotmail.com), and tell her I sent you! To all of you, remember this, the World Wide Web can be our best friend if we utilize it to the max and publicize our talents, films and award winning ways.

If you have questions about any of the contents of this article, you may contact the author of this article at (617) 821-6772. Vinca Jarrett is an attorney of counsel to the firm of Shames and Litwin, a full service law firm with foremost experience in the field of entertainment, including film, music and television. She is also the owner and principal of the script consulting company SKRIPTease, which specializes in screenplay drafting, editing and consulting on feature and television projects both on spec and in production. For more information on Skriptease, please contact Vinca at [Skriptease@aol.com](mailto:Skriptease@aol.com).