13:05:58 From Robbie Leppzer, he/him : Hi From Wendell in western Massachusetts!

13:06:51 From Yi Chen, she/her, @firstvotefilm : Hi from Napa Valley, Patwin and Wappo territory

13:07:24 From ArthurKanegis@Gmail.com : Arthur from Baja, California. Producer of TheWorldIsMyCountry.com - here to find collaborators in distribution.

13:07:27 From Robert Rooy he/him : Hi, Steve Ladd; it’s been years!

13:08:08 From Robert Rooy he/him : Him, Yi!

13:08:54 From TECH - Lex Ryan (they/them) : -----------------------------------------------

Please rename yourself so that we call you what you would like to be called, and include your pronouns. That way we won’t make assumptions about anyone’s gender based on appearance.

Please put your questions in the chat. We are collecting questions and will call on folks. When you are called on I will unmute you so that you can ask your question to the group. Please keep your questions concise so we can get to as many questions as possible.

You are muted on entry and will be unmuted during certain points in this meeting.

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13:10:24 From DAVID MAGDAEL : we just did a virtual starting this past week with over 70 virtual cinemas for MR. SOUL! documentary

13:10:29 From DAVID MAGDAEL : It was a robust opening

13:10:31 From DAVID MAGDAEL : great partners

13:11:01 From DAVID MAGDAEL : it’s a way to even the playing field when distribs don’t get your film.

13:11:03 From Victoria Marie she/her : @David...congrats! Which platform did ypu use?

13:11:26 From DAVID MAGDAEL : We are using EVENTIVE.

13:11:39 From DAVID MAGDAEL : And for the LA ASIAN PACIFIC FILM FESTIVAL we went virtual in MAY -

13:11:45 From Victoria Marie she/her : TY....getting ready to have one myself for my doc

13:11:51 From DAVID MAGDAEL : AND doing it again for OCTOBER

13:12:11 From Victoria Marie she/her : David, did you have a Q&A?

13:12:18 From Yi Chen, she/her, @firstvotefilm : Love LAAPFF! My film First Vote screened there in May.

13:12:20 From DAVID MAGDAEL : YES - q/a IMPORTANT

13:12:23 From DAVID MAGDAEL : CONTINUING

13:12:34 From Paul Steinbroner : ? What would be the best platform for a short screening to get the most views

13:13:14 From DAVID MAGDAEL : Q/A - MR. SOUL - here https://youtu.be/bUnI4VhxjWw

13:13:19 From Yi Chen, she/her, @firstvotefilm : Q: Can you talk more about how the pandemic has affected educational market with virtual class, budget cuts, etc.?

13:13:39 From Peter Rader, (he, him) : We at Counterpoint Films are virtually distributing Infinite Potential (inifinitepotential.com), 500K views in 10 weeks, 6 “eventized” livestreams with panel talks with 20K-30K viewers each. It works!

13:13:50 From TECH - Lex Ryan (they/them) : -----------------------------------------------

I want to highlight a tip from another participant:

If you want to save the chat, you can click the button with the three dots just above where you enter messages and click the option “save chat.”

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13:13:51 From Yi Chen, she/her, @firstvotefilm : Steve Ladd: It’s been smokey in Napa Valley too!

13:13:57 From Victoria Marie she/her : I'll look it up on YT after the class

13:14:04 From Wendy Anson : What was the platform they used to show and then end their film?

13:14:08 From Cynthia Salzman Mondell, she, her : How did they publicize Hunger For Change screenings?

13:15:15 From Baldwin Chiu : Yes, LAAPFF! Our film Far East Deep South will be there!

13:15:23 From TECH - Lex Ryan (they/them) : -----------------------------------------------

I want to highlight a tip from another participant:

If you want to save the chat, you can click the button with the three dots just above where you enter messages and click the option “save chat.”

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13:15:28 From Yi Chen, she/her, @firstvotefilm : Congrats, Baldwin!

13:16:24 From Baldwin Chiu : Thanks. We're closing the festival! Dave Magdael is doing a great job with all his virtual screenings with all his films.

13:17:00 From Tom Gibbons (he/him) : What platform were these free showings using?

13:17:10 From Victoria Marie she/her : @Peter good info! TY

13:17:40 From Janice Villarosa (she/her) : Congrats Baldwin!! That’s great! Love LAAPFF

13:17:41 From Lauren she/her : Did the stats for Tom’s film come from Vimeo as streaming platform?

13:18:18 From Grace Mora (her/she) : Hi @cynthia, For HUNGRY FOR CHANGE, the film was available for people to host their own screening public screenings (for free) they just had to register on the website to ‘host a screening’ and along with they they received marketing materials etc. So essentially there were numerous community screenings happening ongoing through people who had seen the film and wanted to share it with friends/ family and their community :)

13:18:21 From Lara Stolman - she, her : group

13:18:29 From Cynthia Salzman Mondell, she, her : What does Tom charge for virtual screenings?

13:18:54 From barbara Berney she hers : why did he get only 3500 names if a million people watched?

13:19:51 From Yi Chen, she/her, @firstvotefilm : Love working with David Magdael and LAAPFF!

13:19:57 From Allison Argo - she/her : Yes, what was the screening fee that Tom got for the virtual screening?

13:20:13 From barbara Berney she hers : grace, did you not need to charge?

13:20:17 From Terry O'Neill he/him : boop boop boop

13:22:16 From Grace Mora (her/she) : Hi Barbara, no these were free, so long as people qualified to host the screening. And on the basis that they were not charging for the screening.

13:22:59 From James Buffin He/Him : What are the best options for platforms for virtual screenings?

13:23:19 From Polly Wells (she/her) : #1 - a comment on virtual: Excellent publicity was key it seems for Five Seasons, and the gallery had a budget clearly. That can be a high bar to meet for many filmmakers. #2 A question about virtual: how effective is a stand alone screening when the film is a short? Is a wraparound discussion/guests necessary to make it an ‘event’ that attracts an audience?

13:28:29 From Victoria Marie she/her : @James...someone suggested Crowdcast and also Eventive

13:29:11 From Gerri McHugh, she/her : We run all our screenings on Crowdcast - great for audience participation, entry/exit polls, impact data etc

13:29:54 From Victoria Marie she/her : @Gerri can you charge your attendees with Crowdcast?

13:30:08 From Baldwin Chiu : Gerri, how's the qualiy on Crowdcast? Does it skip or does audio go out of since?

13:30:38 From George King (he, him) : But if the film went viral over a few days, surely people who were not on the gallery’s database viewed it, which became a public event?

13:30:40 From Baldwin Chiu : Eventive has a roku ap and seems high quality HD

13:30:48 From Gerri McHugh, she/her : Yes - you can do that on Crowdcast or elsewhere - we run all our events through our own website globalhealthfilm.org and then upload the data to create the registration links

13:31:41 From Victoria Marie she/her : Excellent info Gerri. TY. That's exactly what I'm looking to do.

13:32:07 From Claire Panke (she/her) : Question: If viewers from a VIRTUAL SCREENING request their own copies of the film (some people actually still want DVDs!), do they have to wait a certain amount of time before you can send out to them? IE is there still that idea of a “window” for virtual screenings before you can sell individual copies, even though they can be considered private screenings?

13:32:13 From Mark Honer(he) : anyone else have direct experience with other virtual screening platforms?

13:32:34 From Gerri McHugh, she/her : we run everything through our own site, partly because we collect donations that attract tax top ups, also because we have our own database and we want to keep all the data there

13:32:36 From DAVID MAGDAEL : Love NO GATEKEEPERS

13:32:50 From Gerri McHugh, she/her : @victoria - happy to chat in more detail about this offline if helpful

13:32:56 From DAVID MAGDAEL : many don’t understand the films

13:32:57 From Joanne Jackson she/her : Did Tom spending money on advertising in social media, like Facebook, twitter, etc. ?

13:33:03 From Michael Churton (he/him) : What is the definition of a “private screening?”

13:33:14 From Heather Spore (her she) : @Gerri how do you set it up on your website?

13:33:26 From Robbie Leppzer, he/him : I’m glad to talk about why I’m choosing Vimeo OTT to be my digital platform for my pending launch of my updated film, COLUMBUS DIDN’T DISCOVER US. (https://www.turningtide.com/columbus-didnt-discover-us) While the hosting of virtual cinema screenings has now become commonplace for film distributors and theaters, what interests me most is the potential for community groups to become hosts of virtual cinema screenings, particularly for issue-oriented documentaries….I’ll say more about this in the Q & A today.

13:33:29 From DAVID MAGDAEL : Yay ROSEMARY

13:33:40 From DAVID MAGDAEL : she was in our breakout room last week!

13:33:42 From DAVID MAGDAEL : ROSEMARY

13:34:08 From Victoria Marie she/her : @Gerri. I will reach ut to you after the class...or tomorrow

13:34:14 From Beth Dolan- she/her : Is a suddenly “viral” virtual screening considered a public screening, and if so, is that a detriment to festivals and theatrical releases?

13:34:14 From Gerri McHugh, she/her : hi heather - there are a number of options - hard to summarise here - but very happy to say more offline if helpful?

13:34:15 From Victoria Marie she/her : TY:)

13:34:20 From Rory Kelly (he/him) : May have spaced for a second, but when you say viral do you mean within the organization hosting the screening or that those people would be allowed to share the link outside their organization?

13:34:31 From Heather Spore (her she) : @gerri Oh yes thank you!

13:34:50 From Gerri McHugh, she/her : @victoria - sure, no problem - happy to share detail - also @heather

13:35:09 From Heather Spore (her she) : @gerri you are on the email list?

13:35:19 From Gerri McHugh, she/her : yes - should be

13:35:35 From Gerri McHugh, she/her : however - gerri.mchugh@globalhealthfilm.org

13:35:45 From Claudia Murdoch (she/her) : @gerri I would also love to hear more about it

13:36:25 From Janice Villarosa (she/her) : Rosemary - Amazing!!!

13:36:28 From Polly Wells (she/her) : Does the platform matter? i.e. YouTube? others just as good or better?

13:36:33 From TECH - Mark Stolaroff (He/Him) : Yes, @gerri is on the Class Directory

13:37:09 From Gerri McHugh, she/her : we have a series of screenings at the moment - completely free and all welcome, so you could come to an event to see how we do it - we work hard to maximise opportunities for the film makers, the audience and the panel at each event

13:37:39 From Gerri McHugh, she/her : we have an average of 25 countries represented at each event - and 40 countries at one in july

13:38:11 From Claudia Murdoch (she/her) : Will check it out

13:38:18 From DAVID MAGDAEL : GO ROSEMARY

13:38:29 From Peter Rader, (he, him) : We did a birthday celebration for HHDL, too, with InfinitePotential.com with 26K participants, featuring a panel with Robert Thurman and other Buddhist thought-leaders. We archived the panel on our Youtube channel: https://www.youtube.com/watch?v=gC93j8kwoQQ

13:38:51 From Count Eldridge : How much did you receive in donations total?

13:38:59 From Anita Modak-Truran (she/he) : Amazing project Rosemary.

13:39:39 From sandrine Cassidy (She/Her) : I missed the title of the Garden film. Can anyone let me know ?

13:39:52 From Rory Kelly (he/him) : Five Seasons

13:39:57 From sandrine Cassidy (She/Her) : thanks

13:40:23 From Allison Argo - she/her : What's the name of Rosemary's film again?

13:40:30 From Lucie Faulknor : Rosemary, what was your call to action other than translations?

13:40:34 From Annelise Larson (she/her) : The Great 14th

13:41:05 From Joanne Jackson she/her : Are the donations going to your company for future films, or is there a share with the Dalai lama?

13:41:10 From vanessa (She/her) : How did you set up the donation system? via pay pal? Did you ask for the donation before they could access the screening? or after viewing it?

13:41:34 From Lauren she/her : Was Rosemary using her own website linked to PayPal? Or Vimeo?

13:41:47 From Robin Grey : What is the process for setting up a virtual screening?

13:43:44 From Allison Argo - she/her : Thank you, Rosemary - and congratulations!!!

13:44:46 From Naomi Mizoguchi (she/her) : Yes. want to get the practical suggestion of virtual screening, such as Vimeo, Paypal…. platform, etc

13:44:46 From Pierre Sauvage (he) : Don’t organizations tend to be proprietorial about email addresses? Even when the emails are of people viewing your film. Any tips for that negotiation?

13:48:57 From DAVID MAGDAEL : THAT’S a lot of DVDs

13:52:43 From Diana Briggs (she/her) : Yes, would love to know the best platforms to use for these virtual screenings.

13:55:04 From DAVID MAGDAEL : There’s cine send

13:55:37 From Sam Cox he/him : Glad to know someone’s working on a virtual screening tool!

13:56:05 From Naomi Mizoguchi (she/her) : Is it called “Show and Tell”?

13:57:27 From Victoria Marie she/her : @ Keith, what's the full url? showandtell.film??

13:57:45 From Eric Bricker (he/him) : what is a good vendor for closed captions?

13:58:06 From Abby Ginzberg : I have used Rev.Com for closed captions

13:58:14 From Eric Bricker (he/him) : thank you!

13:58:24 From Tom Gibbons (he/him) : Are these available through AppleTV, Roku, etc?

13:58:50 From Sarah Gorsline\_(she/her) : CaptionMax has pretty reasonable prices, quick turnaround.

13:58:51 From Count Eldridge : Does Show and Tell take a percentage?

13:59:02 From Peter Rader, (he, him) : What’s the name of that platform again? “Show ad Tell?”

13:59:26 From Lauren she/her : Can you choose your pay wall - waht are options? what is fee or % to Show/Tell?

13:59:26 From Anita Modak-Truran (she/he) : I love the concept of Show & Tell - something easy and not unnecessarily burdensome timewise

13:59:27 From Michael Esposito (he/him) : Highly recommend for captioning services: https://www.3playmedia.com/

13:59:27 From DAVID MAGDAEL : love it. This pandemic has made us to look at creating community through film.

13:59:32 From Annelise Larson (she/her) : showandtell.film

13:59:33 From Myriam Zumbuehl (she / her) : www.showandtell.film

13:59:34 From Victoria Marie she/her : @Sarah. Thx for the info. I've not had good luck with Rev sadly so glad to know there's an alt

13:59:36 From barbara Berney she hers : what is the relationship between show and tell and vimeo

13:59:50 From Victoria Marie she/her : @Tom great question for show andtell

14:00:07 From ArthurKanegis@Gmail.com (World Citizen) : Can Show and Tell enable embedding the film on your website - or having a home page that reflects the website design so it looks seamless

14:00:13 From Robin Grey : What is the fee for Show&Tell

14:00:34 From Patrick Norman (he/his/him) : was the only promo for the alzheimer’s association the 2 emails, or was there a broader pr strategy for the event?

14:00:44 From Christine La Monte : I have to step out for a bit. Back after the breakout.

14:00:45 From Keith Ochwat (he/him) : feel free to email me regarding Show&Tell at ko@showandtell.film

14:00:57 From Jim Becket Ojai, CA he/him : Question. the five seasons model involved a screening, then DVDs and a recipe book. Is DVD still of interest and do we need merch to make it profitable?

14:01:38 From TECH - Lex Ryan (they/them) : Please discuss your experience with virtual screenings OR brainstorm how you could do a virtual screening of the films you are working on.

14:23:27 From Pierre Heistein : Would it be possible to share the contacts list before the course ends? It may need to be updated again, but it’d be really great to be able to start to contact people we’ve chatted to already.

14:23:28 From TECH - Lex Ryan (they/them) : mark’s email: markstolaroff@gmail.com

14:23:43 From Victoria Marie she/her : @Jim I sell a lot of DVD's for my film. About 3-5 a week

14:24:12 From Vivian Kleiman (she/her) : great to hear success tales of virtual screenings, but I am also curious to learn from some not so successful efforts.

14:25:37 From Linda : Sorry I joined late... just got free!!

14:26:39 From Vicky Funari (she/her) : John McAllister, we ran out of time in the breakout group, but I was going to mention two platforms that have been recommended to me for the kind of feedback event you were asking about (but I have not used them myself): ScreeningRoom.org, https://screeningroom.org/, and watch2gether, https://w2g.tv/

14:27:05 From John McAllister (he/him) : Thank you Vicky

14:27:25 From DAVID MAGDAEL : Partners are great

14:28:02 From DAVID MAGDAEL : we did that with eventive and community partners

14:28:08 From Anthony Meindl (he/his) : My film had a LIVE, Socially Distanced, Mask required Outdoor Rooftop screening on Monday night in Hollywood. If anyone in LA wants info about an incredible, truly independent run theatre to show your films, please let me know and i can connect you. My film is not a doc but i’m sure they film Docs as well. www.arenascreen.com

14:29:06 From Abby Ginzberg : I would love to know about the screening locale in Hollywood—can you send to me by email at abbyginzberg@gmail.com

14:29:15 From Beth Polish : Why use Vimeo OTT: https://vimeo.com/ott/why-vimeo?vcid=35361&utm\_medium=cpc&utm\_source=google&utm\_campaign=OTT\_Search\_US\_EN\_Google\_Brand\_Exact&semtype=search&utm\_term=vimeo%20ott&utm\_content=Brand\_Vimeo+OTT\_Core\_Exact&campaignid=9040258036&adgroupid=92176389580&device=c&gclid=EAIaIQobChMIpoDFjLXL6wIVS7LICh0ImA97EAAYASADEgLVevD\_BwE&gclsrc=aw.ds

14:29:26 From Lauren she/her : Doesnt Vimeo charge 900.00 fee for OTT?

14:29:56 From Marcia Jarmel : I’m interested in the LA venue too: for this film www.hermanosbrothersfilm.info

14:30:15 From Gerri McHugh, she/her : I found Vimeo OTT not great on customer service - but that may be an isolated case

14:30:30 From Suzannah Warlick : What is his website

14:30:36 From Linda : Having connection issues.... so sorry!

14:30:54 From Suzannah Warlick : What is Robbie’s website, just to see a sample.

14:34:20 From Terry O'Neill he/him : fine here on the east coast.

14:34:32 From Myriam Zumbuehl (she / her) : ITS FULL MOON !

14:34:39 From DAVID MAGDAEL : agreed

14:34:42 From DAVID MAGDAEL : FULL MOON

14:34:47 From DAVID MAGDAEL : Picture motion is great

14:34:52 From DAVID MAGDAEL : love working with them

14:35:14 From Emre Korkmaz (he/him) : As I communicated with Mark, I wanted to ask this question at the last office hour session on Monday, but I couldn't connect. I have a documentary about the art of photography featuring four international photographers, and I wanted to ask Keith about the topic of partnerships with for-profit companies.

14:36:49 From Holly Hardman (she/her) : Just saw Radium Girls out Berkshire Int’l Film Festival’s safe distanced drive-in. Wonderful film!

14:37:05 From Robbie Leppzer, he/him : My website for COLUMBUS DIDN’T DISCOVER US is: https://www.turningtide.com/columbus-didnt-discover-us All of the purchase buttons links to my Vimeo OTT sites (vhx.tv) Also check out my pitch to community groups for partnering with me to do virtual screenings: https://www.turningtide.com/columbus-host-a-screening

14:37:12 From Tanya Lapointe (he/she) : Arthur should pitch all our movies. Love the enthusiasm!

14:37:25 From Janice Villarosa (she/her) : I agree!!

14:37:39 From Judith Ehrlich : Yes

14:47:37 From George King (he, him) : Secondly, how long with the information from Supercharge your Distribution remain accessible to us (Zoom recordings, the database of participants, slides, etc.)?

14:47:46 From Michael Esposito (he/him) : https://www.discmakers.com/ for DVD/blu-rays

14:49:01 From Rick Garside : QUESTION: When it comes to virtual events, if you have an older audience - over 60, for ex., is there a way to reach them when a lot of older people are not tech savvy at all. Also - it seems that Keith’s film would appeal to older athletes, even if they are not the ones who paid for it. Keith - do you think you could hit that audience virtually? It seems older athletes would actually LIKE a movie about them.

14:49:02 From Patrick Norman (he/his/him) : great dvd experience with https://theadsgroup.com

14:49:11 From Jacob Smith (he/him) : I've used Chromavision (US), Screamervision (US), and Unstable Ground (in Canada) for DVDs and Blu-ray and been happy with the results with all of them. I’m happy to share contact info.

14:52:25 From Victoria Marie she/her : @Peter Broderick plz share WHY educational comes before consumer distribution

14:53:45 From Heather Spore (her she) : If you do a free virtual screening and then try to sell your DVDs instead, does this impact your Educational?

14:54:52 From sandrine Cassidy (She/Her) : What’s the difference between conferences and screening/Rentals ?

14:54:53 From Joanne Butcher, she/hers : This was the fulfillment company I was trying to find for my breakout group: https://www.kunaki.com/?fbclid=IwAR3hH8TUFeeBeCpvUVNeWto0Th-KrIDV4JVGUrFEL4Z3456n1EwF8zaIxXg

14:55:25 From Victoria Marie she/her : @Joanne have you used Kunaki? I'm looking into them now

14:55:50 From Joanne Butcher, she/hers : No. But one of my clients recommended them highly and I was very encouraged.

14:56:05 From Victoria Marie she/her : Git it. TY:)

14:56:13 From Sarah Gorsline\_(she/her) : Example of Digital Streaming License fee for 1 year? 5 years?

14:56:47 From Naomi Mizoguchi : Do we now call it BluRay instead of DVD? Or DVD consumers still exist?

14:57:10 From Victoria Marie she/her : Naomi I'm selling DVD's direct to my followers every day

14:57:17 From Sam Cox he/him : A university can’t just purchase the consumer version and use it for their classes right? Or can they?

14:57:44 From Marcia Jarmel : Canyon talk about Kanopy and Alexander St Press

14:57:44 From Abby Ginzberg : No they cannot—they have to buy a license from you or a distributor

14:57:46 From Steve Ladd (he/him) : Those New World targets have always been a target for many educational distributors.

14:58:06 From Naomi Mizoguchi : @Victoria, which one is majority? DVD vs BluRay?

14:58:42 From Victoria Marie she/her : Naomi, I'm not selling BR's. on;y DVD's

14:58:58 From Naomi Mizoguchi : @Victoria, thank you for your information. :)

14:59:01 From Sam Cox he/him : Followup Q: How does consumer sales undercut educational sales when libraries/universities/organizations can’t legally purchase the consumer version?

14:59:04 From Victoria Marie she/her : Of course")

14:59:22 From sandrine Cassidy (She/Her) : Kanopy is asking for 5 years and usually likes films with a pedigree already so what is the strategy in this case ?

14:59:27 From Cynthia Salzman Mondell, she, her : Please give us the rental costs.

15:00:28 From Victoria Marie she/her : @Peter Broderick wondering if selling to consumers BEFOE educational...is the only problem with this is that the educational market will simply purchase as a consumer and use it for their educational needs or is there more to it?

15:01:50 From Olivia Ahnemann (she/her) : With rental windows and sales window are you selling to the same buyer?

15:02:05 From Victoria Marie she/her : @Sam great question and one I have as well. Hope Peter can answer

15:02:26 From Pamela Yates she/her : Peter, now with streaming ruling in the edu market, the VA could just buy one stream for all 350 hospitals, so how can we maximize sales in the digital era?

15:02:31 From Eris Qian : But if you’re selling virtual screenings, there won’t be “copies”, right? Then how do you charge them?

15:02:34 From Cat McGrath (she/her) : Screenagers - selling to high schools

15:03:17 From Tim Metzger : +1 Pamela Yates’ question

15:03:41 From Patrick Norman (he/his/him) : ditto tim and pamela

15:03:48 From Victoria Marie she/her : @Peter Briderick is a 73min film still too long for educational purposes?

15:03:53 From barbara Berney she hers : what goes in tool kit?

15:03:58 From Heather Spore (her she) : A post course list of price ranges for these things would be SO helpful. Hospitals, high schools, digital licenses, etc. Just as an FYI for us to think about…

15:04:12 From Lyn Goldfarb she/her : What about Kanopy?

15:04:26 From Sam Cox he/him : There’s a university that wants to acquire a DSL of my film—can I simply offer this myself from my website and just set my own terms etc? Is there a standard contract format etc? Thanks!

15:05:01 From Victoria Marie she/her : @Heather...I agree. Hope it's made avail

15:05:18 From Alejandro Enríquez (he/him) : Probable a timeline of windows with prices would help?

15:05:42 From Heather Spore (her she) : @Alejandro…good idea!

15:06:09 From David (he/him) : What is IMPACT? A virtual screening platform?

15:07:08 From Pamela Yates she/her : New Day is a member owned cooperative.

15:07:10 From Claire Panke : @PeterBroderick if you have a “private” virtual screening and viewers want to purchase a DVD or VOD option, are you saying you can’t offer that to them until after your educational distribution is done? Won’t that lose a major opportunity for sales?

15:07:10 From Olivia Ahnemann (she/her) : @David When talking about impact, it’s about the social impact a film can make. Moving the needle on an issue

15:07:29 From Pamela Yates she/her : New Day, solely for the educational market

15:10:05 From Terry O'Neill he/him : lots of cops shows…

15:10:59 From sandrine Cassidy (She/Her) : Seed & Spark does this with the Forward program

15:11:02 From Joanne Butcher, she/hers : So does the military. They have a global network, they remove all the commercials and make their own PSAs for the military.

15:11:41 From Cynthia Salzman Mondell, she, her : is there a list for institutions that have VOD for their employees?

15:11:46 From Carrie McCarthy (she/her) : @Joanne, Do you know what that platform is called, for the military?

15:11:48 From Steve Ladd (he/him) : Peter - colleges and even public libraries are now buying very few DVDs, mostly streaming on Kanopy, Docuseek and a few other platforms. This makes self-distribution to these institutions much more difficult because these platforms usually don’t take titles from individuals filmmakers, only distributors. And colleges/libraries won’t subscribe to an individual film on a separate platform filmmakers may use. Also costly to try reaching thousands of colleges/ schools/ and libraries for an individual film. Thoughts? Other experiences?

15:12:37 From Lucie Faulknor : Libraries ask for DVDs for their patrons. \

15:12:44 From Baldwin Chiu & Larissa Lam : If they purchase a download, how do you protect it from being shared and copied? DVD is harder to do

15:14:00 From barbara Berney she hers : please discuss underwriting

15:14:00 From Naomi Mizoguchi : @Baldwin, yes I have same concern. If there is a way somehow to prevent copying, that would be great.

15:14:09 From Vicky Funari (she/her) : I can second what Steve Ladd says. I teach at a college, and it is getting harder and harder to get anything but mainstream films, because the librarians have committed to certain streaming providers. It is very frustrating both as a filmmaker and as a teacher.

15:14:18 From barbara Berney she hers : what do you mean a secret page?

15:15:12 From Count Eldridge : this is done through what? Did he say Square Space? What is the platform?

15:15:12 From Lisa Madison : Secret page just means it’s not accessible on the main navigation, only through a specific link, and has a password to access the page. On Squarespace you can create passwords for specific pages.

15:15:44 From Lara Stolman - she, her : For Beebe secret URL, what streaming platform was used?

15:15:45 From Baldwin Chiu & Larissa Lam : if someone buys a film digitally on amazon, they have access through amazon always, but can't really DL is. But if we do it ourselves, how do we sell digital DL of our film? We dn't really want to let people DL an HD 6GB .mov file do we?

15:16:12 From Lisa Madison : you can use a Vimeo link that’s only viewable on the domain of your website, so it doesn’t show up anywhere else.

15:16:37 From Lara Stolman - she, her : I’ve used Vimeo in this way but just wondering if that’s the best.

15:16:40 From Baldwin Chiu & Larissa Lam : thanks @lisa

15:17:21 From Lisa Madison : I’d look into VHX, which Vimeo owns, and allows purchases/downloads but keeps the film on the VHX platform, doesn’t allow for a true download to one’s computer.

15:18:29 From Robbie Leppzer, he/him : VHX is the same thing as Vimeo OTT, and you as the filmmaker can designate whether your film is rental (streaming only) or buy (download file or unlimited access to streaming).

15:18:31 From Joanne Butcher, she/hers : I’d love to ask Peter more about having the educational sales come before the commercial sales.

15:18:43 From Joanne Butcher, she/hers : How does the marketing flow work with that?

15:18:44 From Sarah Gorsline\_(she/her) : Peter and Keith: can you please give an idea of the range for educational streaming prices that should be charged per-year for larger or smaller institutions?

15:18:45 From Victoria Marie she/her : Questions on what we just leaanred??

15:18:51 From Robert Rooy he/him : with the fact that Kanopy only wants to deal with distributors, where does that leave films who don’t have conventional distributors?

15:19:24 From Victoria Marie she/her : @Joanne I have the same questions

15:35:31 From Terry O'Neill he/him : I am a loudmouth!

15:35:36 From Beth Lane : we tried to take a picture but got pulled out of the room too fast!

15:35:51 From Robin Grey : Lydia Pilcher, I am interested in you completing your sentence. “Raise a little P&A and then hire….”

15:36:25 From TECH - Lex Ryan (they/them) : If you would like to speak please use the raise hand feature by click ingon “Participants” at the bottom of your Zoom screen and then clicking “Raise Hand” under the list of participants.

15:36:34 From Wendy Anson : These break out sessions are great - one of my favorite parts. I also like having 2 breakouts per session instead of one.

15:37:09 From Victoria Marie she/her : @Joanne https://bento.cdn.pbs.org/hostedbento-prod/filer\_public/Producing%20for%20PBS/Handbook%20Drafts/PBS%20Producer%27s%20Handbook%20(December%202019).pdf

15:37:13 From TECH - Lex Ryan (they/them) : Thanks for letting us know, Wendy!

15:38:14 From Trudi Angell. she/her : Arthur, Cool. I live in Loreto most of the year…and in Napa valley right now. Love to communicate later about Baja and distribution in Mexico ???

15:38:44 From Jim Becket Ojai, CA he/him : Question: I’m negotiating licenses for archives and often there’s one fee for festival more up to world. Where do conferences and educational stand on licensing archives?

15:38:56 From Alejandro Enríquez (he/him) : Hay alguien más de España?

15:39:05 From James Byrne (he/him) : Does anyone have suggestions for feedback / data collection for virtual screenings? If you have an impact film with (say) behaviour change goals, you will need some data on viewer response for your final impact report.

15:39:25 From Victoria Marie she/her : Mine is a Wix website also

15:39:28 From Lydia B. Smith (she/her) : @Alejandro - casi… vivia en Barcelona durante 6 años.

15:39:33 From Victoria Marie she/her : And I built ti myself

15:39:44 From Joanne Butcher, she/hers : Yo soy de Inglaterra pero vivía en Espana un ano.

15:39:51 From Emre Korkmaz (he/him) : How can we (or can we) use the exclusive "secret website" type of streaming for the educational market for libraries?

15:40:00 From Victoria Marie she/her : I pay $28 a month

15:40:29 From Joanne Butcher, she/hers : De donde eres en Espana, Alejandro?

15:40:35 From Victoria Marie she/her : I found Squarespace very difficult and went oVER TO wIX

15:41:07 From Molly Castelloe : How do you sell directly to educational outlets?

15:41:11 From Lauren she/her : Are any of these web platforms like square or wix - are they robust enough to support 1000’s of viewers clicking on and being directed to Vimeo?

15:41:15 From Victoria Marie she/her : @Emre I have a secreyt page currently on my website

15:41:47 From Heather Spore (her she) : For anyone using Squarespace, what template works best for FILMS selling licenses and merchandise/DVDs?

15:41:51 From Molly Castelloe : How does the filmmaker sell directly to educational outlets??

15:42:06 From Donna Musil (she/her) : What are the best platforms to offer a virtual screening?

15:42:23 From Lydia B. Smith (she/her) : Re virtual screenings - would be great in the course material if you guys could list some of the different companies that host virtual screenings

15:42:29 From Alejandro Enríquez (he/him) : Galicia. lo pregunto porque creo que te sistema funciona en USA, tengo que estudiarlo en España. No nos asociamos tanto. De hecho par ami proyecto me ha sido más sencillo el mercado americano que el español.

15:42:45 From Christopher Dawes : For downloadable films, does anybody think watermarking the film is worth doing for anti-piracy or not?

15:42:58 From Pierre Heistein : I did this on SquareSpace and I have ZERO design or tech skills! I’ve never used Wix but I thought Square Space was amazing. https://www.talkingtoiran.com

15:43:23 From Molly Castelloe : It requires getting different licenses doesn’t it — in order for the filmmaker to sell to educational outlets? What is this process?

15:43:32 From Lydia B. Smith (she/her) : @Alejandro - esto ha sido mi experiencia también (hizo un documental sobre el Camino). Es tan diferente aquí creo

15:44:14 From Vivian Kleiman (she/her) : indee.tv allows you to place either on screen, or invisible watermark. free for 20 links per month. fee for more.

15:44:19 From Wendy Anson : Do you recommend making your doc into an “electronic book” that you sell as another product? Will it help sell the video format???

15:44:42 From Baldwin Chiu & Larissa Lam : Fiverr.com is a website where you might be able to find someone to help set up your website or even wix/squarespace affordably. I havn't used them but know others who have. they are freelancers from around the world but due diligence as always w/ each person

15:44:50 From Rennie Soga : We recently built our film website on Wix and it was pretty easy to create. We’re currently creating a private partner page that is gated with a login/password for additional film materials + content. www.inherentgood.com

15:45:25 From Judith Ehrlich : What was the title of the plastic bag banning film?

15:45:39 From Keith Ochwat (he/him) : Bag It!

15:45:42 From Joanne Butcher, she/hers : Tengo una relación con un distribuidor de películas en español. Contactame si quieres. joanne@filmmakersuccess.com. No se si ellos están interesados in documentales pero....

15:46:01 From Patrick Norman (he/his/him) : here’s the group we referenced in our breakout room: https://www.makingchangemedia.com

15:46:21 From Emre Korkmaz (he/him) : @Victoria I am curious if libraries would buy content that way since they already use large educational streaming platforms.

15:46:28 From Victoria Marie she/her : $6 a month??

15:46:35 From Alejandro Enríquez (he/him) : Gracias Joanne!!

15:46:43 From Robbie Leppzer, he/him : I’m working with a graphic designer who designed two beautiful film sites for me on Wix, which I can easily update myself: www.turningtide.com and www.powerstrugglemovie.com

15:48:03 From john alan simon (he/him) : Robbie - are you able to share the name of the designer or his company?

15:49:20 From Victoria Marie she/her : How did she get on Netflix?

15:49:23 From LeeAnn Dance/she/her : California Newser?

15:49:36 From Faye Lederman, she/her : My husband is a graphic designer who’s done lots of work for independent filmmakers in New Day Films (I’m a member). He loves creating websites, designing logos and ancillary materials for doc and narrative filmmakers. www.nachtdesign.com

15:49:38 From barbara Berney she hers : CALIFORNIA NEWSREEL

15:49:42 From Paul Steinbroner : Newsreel

15:50:22 From Molly Castelloe : Yes, who are some of the good educational distributors these days?? What are their differences?

15:52:20 From Naomi Mizoguchi : I already made a website using WordPress. Is it possible to integrate it with SquareSpace or WIX just for distribution?

15:52:33 From Robbie Leppzer, he/him : I work with Glenn Ruga, Visual Communications, who I’ve worked with for 30 years. Highly recommended. www.vizcom.com If you contact him, please say that I recommended him.

15:53:03 From Wendy Anson : Do you recommend making your doc into a video-packed “electronic book” that you sell as another product? Will it help sell the video format???

15:53:06 From Donna Musil (she/her) : Would it be possible for people to share their educational lists?

15:53:34 From James Buffin He/Him : What’s the name of the resource where you can search for libraries that carry specific titles?

15:53:58 From Miriam Lewin (she) : Worldcat

15:54:02 From Julia Haslett : Worldcat

15:54:12 From James Buffin He/Him : Thanks Julia!

15:54:23 From Jim Becket Ojai, CA he/him : Have to leave for meeting with tax accountant!

15:55:16 From David (he/him) : Thank you Peter and Keith. (Oracles.). This was a great session!.

15:56:37 From ArthurKanegis@Gmail.com (World Citizen) : If anyone would like info about our World Citizen Clubs email me arthurkanegis@gmail.com . To watch our Sept. 9 podcast with Global Challenge Foundation winner Soushiant with a plan for bottom-up interactive democracy for our planet -- go to TheWorldIsMyCountry.com/club

15:57:00 From barbara Berney she hers : how did you approach and deal with state education dept?

15:57:16 From Heather Spore (her she) : Anyone willing to share an educational curriculum for those of us first timers?

15:57:23 From Michael Esposito (he/him) : If we’ve PREVIOUSLY successfully self-distributed educational rentals and licenses (mainly with physical DVD), NOW many schools are reaching out now with questions on if we offer digital licenses and how they can implement it? Any tips for empowering filmmakers to make films accessible to educators hosting virtual classes?

15:57:40 From Mark Honer(he) : thanks everybody. Great session. see you next week!

15:57:42 From James Buffin He/Him : What was the split with affiliates?

15:57:45 From Robert Rooy he/him : Is there any chance at all that we can have copies of the session chats? I’m finding the chat very helpful, but my attention is split between chat and listening you all.

15:58:19 From TECH - Lex Ryan (they/them) : If you want to save the chat, you can click the button with the three dots just above where you enter messages and click the option “save chat.”

15:58:35 From Julia Haslett : educational question: do you have views about kanopy?

15:58:37 From Victoria Marie she/her : @Robert same here. Reading the chat and listening at the same time.

15:58:40 From TECH - Lex Ryan (they/them) : If you want to save the chat, you can click the button with the three dots just above where you enter messages and click the option “save chat.”

15:58:46 From Lyn Goldfarb she/her : We did our own educational distribution for Bridging the Divide: Tom Bradley and the Politics of Race and while it worked well with educational and partners, it is really a lot of work and I was never sure if the film ever reached it’s potential.

15:58:52 From Robert Rooy he/him : Great; thanks. Any recourse for the previous sessions?

15:59:00 From Paul Steinbroner : Now the VA sales are mostly regional licensing arrangements

15:59:04 From TECH - Lex Ryan (they/them) : If you save the chat - it will give you a copy once the Zoom meeting ends.

15:59:20 From Wendy Anson : Lex, can we save chats from the past 2 seasons? I didn’t get a chance to

15:59:57 From TECH - Lex Ryan (they/them) : We are discussing as a team what to do about previous chats.

16:00:02 From TECH - Lex Ryan (they/them) : We’ll get back to y’all.

16:00:07 From Lydia B. Smith (she/her) : @Lex and Wendy - I too would love to see the chats from the other sessions

16:00:37 From Wendy Anson : Thanks Lex!

16:00:44 From Joanne Butcher, she/hers : Can you remind me who we send the break out room screen shots to?

16:00:55 From TECH - Lex Ryan (they/them) : markstolaroff@gmail.com

16:01:09 From Judith Ehrlich : Do you have a rough rule of thumb of $ per person who will see it?

16:01:32 From May she/her : Do you charge the license fee as one off or annually?

16:01:39 From Joanne Butcher, she/hers : Thank you!

16:01:47 From TECH - Sarah Kaplan (she/her) : Joanne please send the breakout room photos to Peter@peterbroderick.com

16:02:06 From Robert Rooy he/him : Save the chat? Where will it land?

16:02:49 From Robert Rooy he/him : Gotta go; thunderstorm just pre-empted me anyway. Thanks, Peter and Keith for a valuable session.

16:02:59 From Heather Spore (her she) : can we get a screening request form template?

16:03:08 From Victoria Marie she/her : @Peter and Ketih, IF the consumer distribution is out already would you skip the educational market altogether?

16:03:25 From James Buffin He/Him : Heather Spore’s questions +1

16:03:29 From TECH - Lex Ryan (they/them) : I believe if you save the chat Zoom will create a txt file and send it to your downloads folder (or whatever your default downloads folder is)

16:03:58 From Donna Musil (she/her) : How do you save the chat?

16:04:35 From Tim Metzger : Can you tell us again the questions you’d want to put on a Screening Request form?

16:04:40 From Cynthia Salzman Mondell, she, her : Don’t forget the money from sponsors for screenings.

16:05:00 From Ray Whitehouse (he/him) : Qs for a screening Request: How many screenings?

How many people?

Is it a fundraiser?

Are you charging admission?

16:05:26 From Faye Lederman, she/her : In terms of calculating a cost/person fee for a screening say in a campus setting, should we be thinking of a streaming fee per person in terms of what it costs to watch it online through iTunes. etc. like $3/person? Peter mentioned $1/person as an example which seems very low to me.

16:05:28 From Janice Villarosa (she/her) : Ditto James+Heather question

16:05:37 From Tanya Lapointe (he/she) : Do you build relationships with schools, or teachers to customize the format of a movie? Doing cut downs to fit specific needs (ie. class duration)?

16:06:05 From Cris Saur : What’s the best way to reach out to schools and organizations over email? Do you write a e-blast or individual email?

16:06:27 From Molly Castelloe : @Peter and Keith, what are the good educational distributors and what’s the difference between them? How do u negotiate the deal with them?

16:09:17 From Joanne Jackson she/her : Gotta run now, thanks for good info about educational and virtual screenings.

16:09:18 From Claire Panke : Pricing for virtual screenings feels slippery. Can you share - now or later - basic rates to start with, adjusting for audience size and organization specifics…

16:10:23 From George King (he, him) : You can sector the film into 3 x 30 minute modules—giving time codes and a discussion guide.

16:10:35 From sherry stern she/her : about length of film - aren’t classes normally 50 minted? so make the film shorter so it can b shown in a class

16:10:53 From ArthurKanegis@Gmail.com (World Citizen) : "The World is My Country" would be of special interest to Peace Studies courses. How can we go direct to the educators who are motivated rather than the big organization which might have more resistance.

16:11:18 From Alejandro Enríquez (he/him) : George, I always like your questions/comments

16:11:24 From Jonathan White : Yes, the 50 minute max is mostly based on length of a class, but smart to break it Into 3 Chapters if possible so teacher can break it up if needed.

16:11:24 From Sarah Gorsline\_(she/her) : I’ve found that festivals choosing between a 30-minute and a 10-minute version of a film, they almost always choose the shorter version, because it fits in time slots between longer films.

16:11:41 From Paul Steinbroner : If there are septs that teach peace studies go directly to the teacher.

16:11:54 From Victoria Marie she/her : @Jonathan great suggestions

16:11:56 From Julia Haslett : Screeningroom.org is a good one

16:12:12 From Victoria Marie she/her : 3 chatpetrs are easier than recutting it

16:12:14 From Diana Briggs (she/her) : @Keith our screening with UT using the OBS platform and the YouTube plug-in was NOT good. Thankfully I had the backup Vimeo link and password ready for the 200+ viewers to fall back on during the event.

16:12:58 From Jonathan White : and have some kind of simple curriculum or discussion guide for each chapter to send to the teacher.

16:12:59 From Cat McGrath (she/her) : Here is a list of platforms we found online: https://docs.google.com/spreadsheets/d/1v5JmBqylU\_e6Zq63n-kf6Zuy6K\_DC5k76aZyrt9DKO0/edit#gid=0

16:13:06 From Joe Lovett : thank you. always helpful.

16:14:04 From James Byrne (he/him) : @Cat McGrath, wow, amazing list, thanks.

16:14:05 From Michael Esposito (he/him) : Upvoting @George’s question on modular versions of content. We’ve also been asked about cutting versions of upcoming content into ~10min episodes for educational partners.

16:14:47 From Cat McGrath (she/her) : Any other successful interactive platform besides zoom?

16:15:18 From Emre Korkmaz (he/him) : @Cat thanks a lot!

16:15:20 From David (he/him) : Thanks Cat! love your research.

16:15:23 From Donna Musil (she/her) : Thank you, @Cat.

16:15:58 From Tim Metzger : @Cat McGrath - I’ve heard of Bluescape as an interactive platform that allows you to show video - but have no experience with it. I think it’s designed for meetings

16:16:00 From Cat McGrath (she/her) : We did not create excel :-) found online

16:16:01 From Alejandro Enríquez (he/him) : Great Cat!!

16:16:02 From Victoria Marie she/her : Cat....thank yoou!

16:16:26 From Janice Villarosa (she/her) : Thanks Cat!

16:16:36 From Vicky Funari (she/her) : Thank you, Cat, what an amazing resource!

16:17:09 From Paul Steinbroner : They don’t sell all that great in my experience.. if it is required reading then it would be of more value

16:17:27 From Lauren she/her : KEITH isnt the financial component important in choosing platform? The pay wall, the fees, tax considerations

16:17:31 From Donna Musil (she/her) : I wondered about that audio book option.

16:19:08 From Joanne Butcher, she/hers : What might be the length of the educational window before moving to consumer?

16:19:27 From Marcia Jarmel : Curious if anyone has ideas about how to create the kind of group energy that happens in a theater in a virtual event ? To motivate, excite, etc.

16:20:35 From Tim Metzger : I thought I heard Picture Motion developed an all-in-one platform for screening + interactive Q&A. Has anyone seen it or used it?

16:20:46 From Pierre Heistein : @Marcia - keep an eye on what the NBA and WWE are doing. They’re leading technologies to create live audience feel at virtual events - there may be something could learn, or even accesible tech that could come out of that.

16:21:14 From Tim Metzger : +1 Marcia Jarmel’s question

16:21:24 From Count Eldridge : So Show and Tell has the zoom Q&A directly in the same page?

16:21:48 From Heather Spore (her she) : @Pierre National Basketball Association?

16:21:53 From Pierre Heistein : Yes

16:22:01 From Gerri McHugh, she/her : @Marcia - for our screenings we create a foyer experience - we do a lot of meet and greet, conversation in the chat box pre-screening, we get the director and others to come to the foyer to say hi etc

16:22:02 From Heather Spore (her she) : interesting

16:22:36 From Keith Ochwat (he/him) : Keith’s email: ko@showandtell.film

16:24:22 From James Buffin He/Him : Who are the top edu distribs in mental health?

16:24:37 From Judith Ehrlich : I’ve had good luck with Bullfrog with peace related film. They care about that issue- although environment is their main focus

16:25:43 From Donna Musil (she/her) : What about selling a doc film as an audio only version?

16:27:30 From Vicky Funari (she/her) : Thank you, All! Very informative!

16:28:15 From Sarah Gorsline\_(she/her) : Marcia Jarmel, what about asking audience t participate, write ideas for film’s campaign, etc? Also bringing a panel of experts into the virtual event, to further deepen knowledge of the film’s subject.

16:28:22 From Faye Lederman, she/her : A few key educational distributors: Women Make Movies, CA Newsreel, Bullfrog Films, DER, New Day Films

16:29:14 From Trudi Angell. she/her : Great, thanks.

16:29:15 From James Buffin He/Him : Thanks for the info Faye

16:29:20 From Pierre Heistein : That’s a great idea

16:29:24 From Victoria Marie she/her : @Faye ty:)

16:29:25 From Terry O'Neill he/him : Sounds good!

16:29:25 From Michael Esposito (he/him) : Thanks!

16:29:26 From Alejandro Enríquez (he/him) : Thanks!!

16:29:30 From Olivia Ahnemann (she/her) : Great idea!