



AUSTIN, TX MARCH 11-19, 2011
SXSW
SOUTH BY SOUTHWEST
FILM

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SXSW FILM ANNOUNCES FIRST ROUND OF 2011 PANELS *Diverse Selection Culled from SXSW PanelPicker™ Proposals*

Austin, Texas – October 4, 2010 – The South by Southwest (SXSW) Film Conference and Festival is pleased to announce the first 20 confirmed sessions for the 2011 Conference. These panels, selected from proposals submitted via the SXSW PanelPicker™ interface, offer fresh perspectives on the topics facing today's filmmakers and industry. The South by Southwest Film Conference and Festival will take place March 11 – 19, 2011 in Austin, Texas.

"We are delighted with the caliber and creativity of this year's PanelPicker proposals and the level of our community's involvement," said SXSW Film Conference and Festival Producer Janet Pierson, "this selection is just a taste of the innovative and topical programming we have in the works for 2011."

The first 20 confirmed sessions for the 2011 SXSW Film Conference are:

- **Beyond 3D: How Interactive Screenings Will Save Cinema**
(Organized by Henri Mazza / Alamo Drafthouse Cinema)
- **The Blogger Centipede: How Content is Eroding Credibility**
(Organized by William Goss / Cinematical)
- **Can P2P Save Filmmaking?**
(Organized by Jamie King / VODO and BitTorrent Inc.)
- **"Did You Kill Anyone?" Reality in War Movies**
(Organized by Paul Rieckhoff / Iraq and Afghanistan Veterans of America)
- **Documentary Deities: Dispelling The Director Myth**
(Organized by Eddie Schmidt / IDA)
- **The Female Funny: Is It Different For Girls?**
(Organized by Rachel Sklar / Mediaite.com)
- **Funny Fits: Alt Comedy on Alt Platforms**
(Organized by Jennifer Caserta / IFC)

- **Heard But Not Seen: Capturing Music History Cinematically**
(Organized by Warren Cohen / VH1)
- **Hollywood Lessons: What Film School Didn't Teach Me**
(Organized by John Lang / Rough & Tumble Films)
- **I Thought We Were Friends! Business In Film**
(Organized by Alicia Van Covering / Freelance Producer)
- **Indie Success: What is it? Who's Got It?**
(Organized by Mike Ryan / Greystack Films)
- **Makers of Geek Documentaries: A Nerd's life**
(Organized by Rachel Lovinger / Razorfish)
- **Marketing Your Movie: Making a Great Trailer**
(Organized by Monica Brady / Trailer Central/The Golden Trailer Awards)
- **New Tools for Filmmakers: Virtually Augmented 3.0 Reality**
(Organized by Wendy Levy / BAVC)
- **Pen to Paper - Creating Conceptual Marketing Campaigns**
(Organized by David Frost / All City Media)
- **Reel Murder: From Crime Scene to Big Screen**
(Organized by Corey Mitchell / In Cold Blog)
- **Selecting Films for Festivals: Science or Serendipity?**
(Organized by Nick Roddick / Split Screen/London Film School)
- **Sex it Up!**
(Organized by Lisa Vandever / CineKink)
- **You Are Not a Publicist: Criticism vs. Advertising**
(Organized by Daniel Carlson / Pajiba.com)
- **Your Baby Is Ugly: Evaluating Your Film Honestly**
(Organized by Nic Baisley / FilmSnobbery)

The SXSW PanelPicker™ is an innovative online tool that allows the SXSW community to have a significant voice in programming Music, Film, and Interactive conference activities (panels, presentations, discussions, etc.) through an open proposal and voting process. SXSW Film accepted proposals from June 14 - July 11, and the community was invited to browse and vote on the ideas from August 9 – August 29. Votes from the community, along with feedback from SXSW Advisory Boards and the SXSW staff, help determine programming for the 2011 event. For more information on the SXSW PanelPicker™, visit <http://panelpicker.sxsw.com>.

In addition to nine full days of film screenings, SXSW Film will ultimately feature over 80 sessions of panels and workshops, the complete list of which will be announced closer to the event. For unparalleled access to these panels and more, be sure to register soon, and gain access to the most conveniently located hotels. Register by November 12 and save up to 40% off the walk-up rate. Get your badge at www.sxsw.com/attend.

Currently, SXSW Film is still accepting film and title sequence submissions for the 2011 Film Festival. Apply by November 4 for the lowest submission price at www.sxsw.com/film/submit. The final deadline to submit is December 9, 2010.

South by Southwest Film Conference & Festival

The SXSW Film Conference and Festival is a uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers invaluable networking opportunities and immersion into the art and business of the rapidly evolving world of independent film.

The Film Conference buzzes as world-class speakers, creative minds, and notable mentors tackle the latest filmmaking trends amidst the unmatched social atmosphere of the SXSW experience. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, featuring a truly diverse program that includes provocative documentaries, subversive comedies, DIY narratives, genre standouts and more. For more information, visit www.sxsw.com/film.

2011 Festival Sponsors

The SXSW Film Conference and Festival is sponsored by Miller Lite, Chevrolet, AOL and The Austin Chronicle.

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Press Credentials

We are now accepting applications for 2011 SXSW Press Credentials. Apply by Wednesday, February 9, 2011 at www.sxsw.com/press/credentials. Walk-up requests will not be granted.

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