



WEB EMBARGO UNTIL TUES, 2/15/11 AT 8:00AM PST / 11:00AM EST

SXSW FILM FESTIVAL ANNOUNCES 2011 CONFERENCE LINEUP TODD PHILLIPS & PAUL REUBENS AMONG KEY PANELISTS *Schedule of Screening and Panel Dates & Times Now Live*

Austin, Texas – February 15, 2011 – The South by Southwest (SXSW) Film Conference and Festival is thrilled to announce over 100 Film Conference sessions for the 2011 event, which will take place Friday, March 11 – Saturday, March 19, 2011 in Austin, Texas. These panels, largely selected from proposals submitted via the SXSW PanelPicker™ interface, offer fresh perspectives on the topics facing today's filmmakers and industry. The schedule, complete with both screening and panel dates and times, is now available at <http://www.sxsw.com/film>. Visit often for more information and updates.

The SXSW Film Conference starts on Friday, March 11 and runs through Tuesday, March 15, 2011. Major panelists added include Todd Phillips (filmmaker, *The Hangover*, *Old School*), Paul Reubens (filmmaker, *The Pee-wee Herman Show on Broadway*), Duncan Jones (filmmaker, *Source Code*, *Moon*), Jake Gyllenhaal (actor, *Source Code*, *Love & Other Drugs*), James Gunn (filmmaker, *Super*, *Slither*), Ellen Page (actor, *Super*, *Inception*) and Rainn Wilson (actor, *Super*, *The Office*), among others. Other upgrades to the 2011 Conference include more workshop sessions, more mentor sessions, and over 20 Crossover Panels (open to both Film and Interactive registrants).

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, 2010, and the community was invited to browse and vote on the ideas from August 9 – August 29, 2010. Votes from the community, along with feedback from SXSW Advisory Boards and the SXSW staff, helped determine Conference programming for the 2011 event. For more information on the SXSW PanelPicker™, visit <http://panelpicker.sxsw.com>.

"Many of my favorite moments at SXSW have included those great connections made in the halls of the Film Conference, where film professionals of every stripe gather to teach, learn, and compare notes," says Film Conference and Producer Janet Pierson. "Through Conversations, panels, workshops and one-on-one mentor sessions, tremendous access and information are available to our registrants. Not to mention a taste of all that SXSW Interactive has to offer via the Crossover panels, and the SXSW Trade Show - this year featuring original content and entertainment via the Next Stage."

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The SXSW Film Festival will open on Friday, March 11, 2011 with Duncan Jones' *Source Code*. In addition to five days of panels and workshops in the Film Conference, SXSW Film Festival offers nine full days of screenings featuring nearly 300 films. For details on the complete film lineup, visit www.sxsw.com/film/screenings.

A sampling of key panels follows below, as well as the complete panel breakdown, by date and title. These panels join over 40 previously announced sessions for the 2011 SXSW Film Conference, including Catherine Hardwicke's Directing Workshop, an Ain't It Cool News 15th Anniversary Panel, The Female Funny: Is it Different for Girls, Did You Kill Anyone? Reality in War Movies, and more. For full panel descriptions and participants, browse the schedule at <http://schedule.sxsw.com>.

- **A Conversation with Todd Phillips**

Director Todd Phillips has forever left his mark on comedy entertainment with his own brand of films exploring, in often-outrageous ways, the nature of male relationships. With films like *Old School*, *Starsky & Hutch*, *School For Scoundrels*, *Due Date* and *The Hangover*, the highest grossing R-rated comedy of all time, he has worked with some of today's most innovative and acclaimed comic actors. He is currently in post-production on *The Hangover Part II*, which moves the action to Thailand. Phillips began his career as a documentary filmmaker, inspired by humor taken from everyday reality and the belief that the truth is often stranger than fiction. Join what promises to be a fascinating discussion with Phillips as he discusses his work, his career and what makes life so funny, with Elvis Mitchell.

- **A Conversation with Paul Reubens**

Paul Reubens is best known for his character, Pee-wee Herman, which he created while a member of the famed Los Angeles improv group, The Groundlings. From its premiere in 1981, the stage production of *The Pee-wee Herman Show* quickly gained a national audience when it was broadcast by HBO. In 1985, Reubens co-wrote the hit film, *Pee-wee's Big Adventure*. He went on to create, co-write and co-direct *Pee-wee's Playhouse* on CBS. The series earned 22 Emmy Awards over its five seasons. Recently, The Pee-wee Herman Show completed an acclaimed run on Broadway and was filmed, once again, for HBO. Join us as Paul discusses his remarkable body of work and the upcoming HBO special "*The Pee-wee Herman Show on Broadway*." We can't wait, and hope you can't either!

- **Straight From the Source (Code)**

Join visionary director Duncan Jones and the cast of the SXSW opening night film as they navigate parallel universes, alternate realities and mind-bending explosions. Jones will be joined by cast members Jake Gyllenhaal and Michelle Monaghan as they answer all of your questions about the making of *Source Code*, his highly anticipated follow up to *Moon*.

- **SUPER-Talented: A Conversation with James Gunn, Ellen Page and Rainn Wilson**

SUPER-size the U.S. premiere of this highly-anticipated new film with an explosive conversation featuring director James Gunn (*Slither*), Rainn Wilson (*The Office*) and Ellen Page (*Inception*). Learn about how a short-order cook can take justice into his own hands with little more than a wrench and a sign from above. Don't steal, don't deal drugs, and don't miss your chance to hear all the inside stories of how this singular dark-comedy made it to the big screen.

COMPLETE PANEL LINEUP BY DAY:

(Moderators listed in parentheses)

Friday, March 11

BattleDecks 2011 (Mike Monteiro, Mule Design)
Beginner's Guide to SXSW Film (Agnes Varnum, Austin Film Society)
Filmmaker's Lounge: Press/Bloggers Meet Up
The Sexual Survival Guide For Geeks (Violet Blue, Tiny Nibbles)
How To Rawk Out At SXSW Interactive (Min Jung Kim)

Saturday, March 12

A Conversation With Todd Phillips (Elvis Mitchell, KCRW)
Artistic Collaborations via Skype: Turning Distance Into Drama (Beth Burns, Hidden Room Theatre)
Can Transmedia save the Entertainment Industry? (Daniel Lorenzetti, transmediamatrix)
Catherine Hardwicke's Directing Workshop
Cinematic Titles: From Conception to Reality (Cassandra Del Viscio, Edgeworx Studios LLC)
Discoveries vs. Advance Buzz: Getting Your Film Noticed at Festivals (Tiffany Pritchard, AllCity Media)
Filmmaker's Lounge: International Meet Up
Go Green: Save Green (Larry Engel American University)
Makers of Geek Documentaries: A Nerd's Life (Rachel Lovinger, Razorfish)
Making The Magic Happen: The Art Of Producing
Mentors - Distribution 1
Mentors - Legal
Mentors - Production 1
Mentors - Programming 1
Motion Paintings, Visual Storytelling and Deaf Film (Robyn Girard, Robyn Girard Film)
New Tools for Filmmakers: Virtually Augmented 3.0 Reality (Wendy Levy, BAVC)
Pen to Paper - Creating Conceptual Marketing Campaigns (Charlie Loft, AllCity Media)
Sound for Picture: Pre-production through Post (Andrew Garrison, Trash Dance)
Star Wars Uncut: The Force Of Crowdsourcing (Casey Pugh, Star Wars Uncut)
Straight From the Source (Code)
SUPER-Talented: A Conversation with James Gunn, Ellen Page and Rainn Wilson
The Art of Casting: Unraveling the Myth (Alexa Fogel, Beech Hill Films)
The Last Broadcast: Entertainment is Social - What's Next? (Brian Johnson, Intel)
The Plight of the Indie Animator: How To Make It As An Independent Animator (Bill Plympton)
Watching Windows: Constructing Your DIY Distribution (Michael Murphy, Gravitas Ventures)

Sunday, March 13

A Conversation with Paul Reubens
Branded Documentary: A Case Study, Concept to Cannes (David Modigliani, Flow Nonfiction)
Crafting the Footage: Editing Your Film (Kyle Henry, AOK Productions LLC)
Decision Trees: YouTube's New Breed Of Interactive Storytelling (Marc Hustvedt, Tubefilter News)
IDFA DocLab: Investigating New Documentary Narratives (Caspar Sonnen, IDFA DocLab)
Emotional-Response Cinema...Plug In And Go Deep? (Gawain Morrison, Filmtrip)
Evolving Cinematic Storytelling to Span Multiple Screens (Jason Brush, Schematic)
Filmmaker's Lounge: Funders Meet Up
From the Sausage Factory: Inside the Film Press (James Rocchi, MSN Movies)
Getting to Know the Guilds (SAGIndie, WGAW, PGA, VIE, SAG)
Hollywood Lessons: What Film School Didn't Teach Me (John Lang, Rough & Tumble Films)

Sunday, March 13 (cont'd)

I Thought We Were Friends! Business In Film (Alicia Van Couvering, Champion Films)
Indie Success: What is it? Who's Got It? (Mike Ryan, HammerToNail.com)
Inside Sony's F3: Affordable 35mm PL Mount Camcorder (Mike DesRoches, Sony Electronics Inc)
Live Digital Streaming: The Split Screen Experience (Ariel Elazar, Dick Clark Productions)
Mentors - Distribution 2
Mentors - Filmmakers 1
Mentors - Press/Bloggers
Mentors - Publicity
Of Fanboys & Fidelity - Adapting Comics For Broad Audiences (Howard Gertler, Howard Gertler)
Putting It Together: The Film Financing Equation (Aaron Kaufman, Troublemaker Studios)
Sound Decisions: A Reality Check on Using Music in Film (Doreen Ringer-Ross, BMI)
The Making of IT'S ABOUT YOU, A Super 8 Documentary (Rhonda Vigeant, Pro8mm)
Transmedia Storytelling: Constructing Compelling Characters and Narrative Threads (Barbara Vance, UT Dallas)
Your Baby Is Ugly: Evaluating Your Film Honestly (Nicholas Baisley, FilmSnobbery)

Monday, March 14

Ain't it Cool News' 15th Anniversary Panel (Harry Knowles, AICN)
Can P2P Save Filmmaking? (Michael Masnick, Floor64 Inc)
"Did You Kill Anyone?" Reality in War Movies (Paul Rieckhoff, IAVA)
DIY Production Contracts: 7 Agreements Every Filmmaker Needs (Deena Kalai, Deena Kalai PLLC)
Documentary Deities: Dispelling The Director Myth (Eddie Schmidt, IDA)
Filmmaker's Lounge: Agents Meet Up
Fundraising in a Box: Crowdsourcing Microgrants (Dianne Debicella, Fractured Atlas)
Let's Blow Something Up!!! Live Action Special Effects (Steve Wolf, Special FX International)
Love, Music, & APIs (Dave Haynes, Soundcloud)
Marketing Your Movie: Making A Great Trailer (Monica Brady, Golden Trailer Awards)
Mentors - Distribution 3
Mentors - Managers & Agents
Mentors - Production 2
Mentors - Programming 2
Music & Metadata: Do Songs Remain The Same? (Jess Hemerly, UC Berkeley School of Information)
No Reservations: A Highly Spirited Film Panel (Owen Egerton, Comedian)
Neither Moguls nor Pirates: Grey Area Music Distribution (Heitor Alvelos, UPTeC)
Pimp My Movie: Online Marketing Makeovers (Chris Shellen, Open Face)
Selecting Films for Festivals: Science or Serendipity? (Nick Roddick, London Film School)
Sex It Up! (Lisa Vandever, CineKink)
The Blogger Centipede: How Content is Eroding Credibility (Moises Chiullan, Badass Digest)
The Female Funny: Is It Different For Girls? (Rachel Sklar, Change The Ratio)
The Nitty Gritty on 3D (Keefe Boerner, UT Austin)
The State of 3D in Cinema and Home
You Are Not a Publicist: Criticism vs. Advertising (Neil Miller Film, School Rejects)

Tuesday, March 15

A Conversation with Randall Poster & Richard Linklater
Alternative Financing For Independent Film (Dan Satorius, Satorius Law Firm PLLC)
Beyond 3D: How Interactive Screenings Will Save Cinema (Henri Mazza, Alamo Drafthouse Cinema)

Tuesday, March 15 (cont'd)

Data Customization and Privacy - Can They Coexist? (David Ring, Universal Music Group)

DSLR Workshop (Lan Bui, The Bui Brothers)

Filmmaker's Lounge: Composer Meet Up

Heard But Not Seen: Capturing Music History Cinematically (Warren Cohen, VH1)

How Digital Music Drives International Collaboration in Music (Troy Campbell, House Of Songs)

Mentors - Filmmakers 2

Mentors - Open Call

Mentors - Sales & Acquisition

Mentors - Writers

Metadata: The Backbone Of Digital Music Commerce (Bill Wilson, NARM)

Practically Funny: How Alternative Comedy Kings Have Learned To Reach the Masses (Baratunde Thurston, The Onion)

Preparing the Next Generation of Diverse Filmmakers (Vicente Williams, Signal 40 Films)

Production For Emerging Platforms (Michael Donaldson, Donaldson & Callif LLP)

Reel Murder: From Crime Scene to Big Screen (Corey Mitchell, Reel Crime)

The Convergence of Traditional and Internet TV (Michael Petricone, Consumer Electronics Association)

The Epic Fail of Bittorrent Indie Film Lawsuits (Eva Galperin, Electric Frontier Foundation)

The Ultimate Backup - Keeping Media Alive (Edwin Outwater III, Iron Mountain)

Where's The Money? Finding The Right Funding (Bryan Poyser, Lovers of Hate)

About 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, IFC, Brisk, PepsiMax, Freecreditscore.com, Monster Energy and The Austin Chronicle.

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