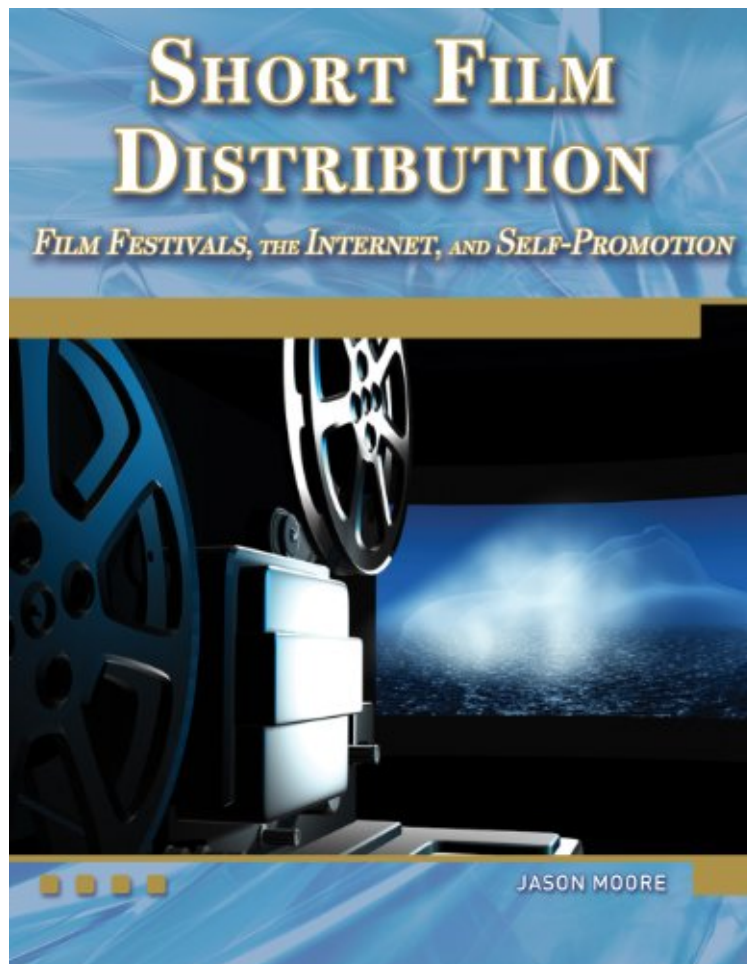


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## Short Film Distribution: Film Festivals, the Internet, and Self-Promotion (Digital Filmmaker Series)

Jason Moore

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**Jason Moore : Short Film Distribution: Film Festivals, the Internet, and Self-Promotion (Digital Filmmaker Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Short Film Distribution: Film Festivals, the Internet, and Self-Promotion (Digital Filmmaker Series):

0 of 1 people found the following review helpful. Very informative, easy to follow By Stephen Smith Strongly recommended for anyone looking to enter film festivals. Filmmaker and teacher Jason Moore has taken the guess work out of the mysterious film festival world. In "Short Film Distribution: Film Festivals, the Internet, and Self Promotion," Mr. Moore lays out what to expect and how to prepare for it. Layed out are clear step-by-step gameplans for new and traditional self-promotion, assembling your deliverables, building a press kit, submission strategies and much more. The DVD with sample contracts alone is worth the price of an already info-packed book. By far the best

book I've read on short film distribution and a valuable guide I keep nearby for frequent reference. 0 of 1 people found the following review helpful. A book with answers By Lawrence Graniela So often I wondered what it takes to make a popular movie that everyone will see, and I've recently noticed that some of the best movies I've seen lately are relatively unknown. No matter how great a movie is, it means nothing if nobody sees it... with so many books out there that teach you how to make a good film it's rarely if ever discussed what to do once you have that film made... How do you get it out there for people to see??? How do you successfully promote your movie to create a buzz and draw the attention of the masses??? How do you get people to notice you as a filmmaker and get them interested in other work you have done or might do??? How do you approach the distribution of your movie in the most profitable way??? How do you negotiate your way around a film festival in order to maximize your networking capabilities??? Jason Moore's book answers all these questions and more; and he does it in a way that any level of filmmaker can apply; be they beginners, intermediate, or advanced... These practical tips and tricks are helpful tools for all filmmakers interested in getting their movie distributed and promoting themselves in the film industry. I've read a lot of books about filmmaking in the past, and they all talk in theoretical, abstract terms... With Jason Moore's book it clearly outlines practical real world techniques that every successful filmmaker uses to promote their work. When you think about it making a movie is fun and exciting but trying to promote a movie and get it distributed can be down right horrifying if you don't know what you're doing... Jason Moore's book takes you step by step through the process, and he does it in a way that is not frightening or overwhelming at all. In fact as I was reading the book I found myself getting excited about the whole idea of distribution and promotion!!! By the time I finished the book I felt I had a solid foundation of knowledge to build on. For anyone who is serious about making a name for themselves in the film industry understanding how the promotional process works is a must... This book gives you an in-depth look at how to get people talking about your film!!!! one of the best written and necessary books I've read about film promotion and distribution!!!! 0 of 1 people found the following review helpful. A Filmmakers Must Have Tool!!!! By Cash2121 I took this class in college, and the author of the book Jason Moore did a great job at teaching the class. Before reading this book I never put much thought into film distribution, however after receiving MOST of the tools in this book that's needed to get started with distribution I got really excited. Short Film Distribution gives you a lot of different tools from Distribution Goals, Plans, and Models to the benefits of promoting your film on the Internet vs The Real World. It helps you prepare for film festivals, gives you instruction on how to prepare your press packets, and also how to properly prepare your deliverables. The list goes on and on. It's definitely worth an investment in your craft! It's a must have tool for EVERY FILMMAKER!!!! Well Done Mr. Jason Moore!!!! -Cashawanna

Designed for aspiring filmmakers or for a course in short film distribution, this book teaches the fundamentals of promoting and distributing short films and videos. Chapters cover the elements of utilizing social networking to self-promote, entering film festivals, negotiating with broadcast distributors, understanding the various outlets, and distributing alternative work such as Webisodes, demo reels, music videos, and commercials. Readers will follow a five-step distribution plan to maximize the potential of their projects and advance their careers as directors, cinematographers, or editors. The book includes a companion DVD with important contracts, forms, memos, top festivals, and short film buyers. Solutions to exercises and PowerPoint slides are available to instructors.

About the Author Jason Moore is an award-winning director of short films, television, and theater with over a decade of experience teaching film production and distribution. With an MFA in film production from the University of California, Los Angeles, Moore's short films have appeared at film festivals and have been distributed to outlets both domestically and internationally. His television directing credits include work for the Discovery Channel and his commercial directing credits include brands such as McDonalds and Toyota.