



- WHAT:** 24th Annual BHERC African American Film Marketplace & S.E. Manly Short Film Showcase
- WHERE:** Opening Celebration: Nate Holden Performing Arts Center | 4708 W Washington Blvd, LA, CA 90016
AAFM Festival: Raleigh Studios | 5300 Melrose Avenue, Hollywood, California 90038
- WHEN:** Friday thru Sunday, April 27-29, 2018
- 4/27 A Great Day In Black Hollywood Awards” Opening Celebration 7PM
 - 4/28 Youth Diversity Film Festival 9AM
 - 4/28-29 AAFM (Sat/Sunday) Noon to 10PM
 - 4/28-29 Seminars/Panels (Sat/Sunday) 10AM and 8PM

ADMISSION: Advance Ticket Reservation Suggested. Respond by April 6, 2018
Online at: www.bherc.org

24th Annual African-American Film Marketplace and S.E. Manly Short Film Showcase

Friday, April 27, 2018

- Opening Night “A Great Day In Black Hollywood” \$55.00

Saturday, April 28, 2018

- Youth Film Festival – Free (limited seating)
- Panels - \$20 each
- Film Festival (Per Film Block) - \$20 (general) | \$15 (Students and Seniors w/ID)
- All Day Pass - \$50
- Weekend Pass - \$150 (Includes Opening Night Admission, All Day Film Pass, Panels, Closing Night Reception, BHERC Commemorative T-Shirt & Bag)

Sunday, April 29, 2018

- Film Festival (Per Film Block) - \$20 (general) | \$15 (Students and Seniors w/ID)
- Panels - \$20 each
- All Day Pass - \$50
- Weekend Pass - \$150 (Includes Opening Night Admission, All Day Film Pass, Panels, Closing Night Reception, BHERC Commemorative T-Shirt & Bag)
- Closing Night Soul Food & Film Reception- \$25

FESTIVAL AT-A-GLANCE: By the Numbers...

- Years in continuous Operations: 24
- Approximate attendees who are filmmakers, film lovers, celebrities, community and civic leaders of diverse backgrounds (based on 2017 attendance): 700+
- Film Entries: 1000
- Number of Films selected to be Screened: 71 (2018)
- Youth Films Entered & Screened: 23 (from 2017)
- Countries Submitting Films: 77
- Email Marketing Reach: (*LA Weekly*; *LA Sentinel*; BlackNLA; Save-The-Date)
- Social Media Marketing Reach: 500,000
- Influencers Email Reach: 400,000
- Radio: KJLH 102.3; KDAY 93.2
- Print Impressions: 350,000 (*LA Sentinel*, *LA Focus*, *LA Weekly*)
- Street Team Outreach: 10,000 Fliers
- Editorial (*LA Sentinel*)

SPONSORSHIP: A full Sponsor deck is available for review and download online at www.bherc.org with opportunities that fit every level from Major Sponsor to Ad space in the event programs to booth space in the marketplace and include visibility on screen as well as traditional signage to hosting a festival panel. Sign up today to maximize your investment at Sponsor my Event at <https://www.sponsormyevent.com//e/UXRv4bwn>

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Promotional Partner: **LA Metro – Message GO METRO Go Metro:** Take the Metro Local Line 10/48 to Melrose Ave. & Van Ness. Raleigh Studios is right across the bus stop on Melrose Avenue. Plan your trip on metro.net or call 323.GO.METRO (323.466.3876).

Metro Discount: Show your valid TAP card, Metro employee ID, or LA County employee ID (at check-in) and *(Save 10% on any Ticket or for the best buy Save 20% on Your Weekend Pass).

Metro.net | metro.net/discounts | Twitter: @metrolosangeles

WHO: Presented by the Black Hollywood Education and Resource Center (BHERC). Founded in 1996 by Sandra Evers-Manly, BHERC is a nonprofit, public benefit organization designed to advocate, educate, research, develop, and preserve the history and future of Blacks in film and television. Celebrate the artistry by supporting our filmmakers, with diverse topics, stories, techniques and broad themes multi-layered with humor, drama and reality.

2018 Honorees:

- **Bobbi Banks**, Sound Editor, M.P.S.E., *Ivan Dixon Award of Achievement*. Past President of the Motion Picture Sound Editors (M.P.S.E.) (2006-2013). She was the first African American President, only fourth female in its 65-year history. Some of her credits include *Fate of the Furious*, *Straight Outta Compton*, *August Osage County*, *Ghost Rider* and *Selma* among many others. Bobbi also currently serves as Chair of the A2020 Diversity & Inclusion Initiative for the Academy of Motion Picture and Sciences (AMPAS).
- **Max Julien**, Actor/Writer/Producer, Lifetime Achievement Award - A classically trained actor, Max began his career in New York's Off-Broadway circuit including Joseph Papp's Shakespeare-In-The-Park. Moving westward he landed co-starring roles with Jack Nicholson in *Psych-Out* and Candace Bergen in Columbia's box-office hit *Getting Straight*. In *Uptight*, *N.Y. Times*' Judith Crist considered him a standout in a standout cast. *Santa Monica Evening Outlook*'s Raoul Gripenwaldt prophesied Max Julien's portrayal of Johnny Wells in Paramount's *Uptight* could very well result in an Academy Award. *The Hollywood Reporter* chimed in "Max Julien creates a memorable piece of reality." As a reward, he was invited to Europe to discuss film possibilities. In Rome he wrote and directed a documentary called *Trestevre* then wrote the screenplay and subsequently co-produced Warner Brothers' box-office bonanza *Cleopatra Jones*. The sequel, *Cleopatra Jones and the Casino of Gold*, was credited with based on characters created by Max Julien.
- **Kokayi Ampah**, Producer/ Director/Location Manager, *Lifetime Achievement Award*. He is the first African American Union Location manager. He managed such television shows as *Fall Guy*, *Knightrider*, *Cagney & Lacy* and *The A Team*. In 1984 he managed his first feature film *The Color Purple*. From 1985 to 2011 he managed over 30 feature films including *White Men Can't Jump*, *Mars Attacks*, *Shawshank Redemption* and *Million Dollar Baby*. In 1995 he became the first recipient of the California On Location Award (COLA) for Feature Film Location Manager of the year.
- **Charisse Bremond Weaver and George Weaver, Humanitarians**, The Los Angeles Brotherhood Crusade, *The President's Award*. Charisse Bremond and George Weaver have a plan to defy the odds, one young person at a time. Their organization, The Brotherhood Crusade, was founded by CEO Charisse Bremond Weaver's father in 1968 (Walter Bremond). Brotherhood Crusade is one of the most respected community-based organizations in South Los Angeles. For 50 years, the organization has championed the cause of the disenfranchised and under-represented on both a local and national basis. Brotherhood effectively provides critical services through a variety of social programs focused on education, health, economic growth, and institution building.

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- **Tim McNeal**, VP Creative Talent Development, Disney-ABC The President's Community Service Award . A veteran of television programming development, Tim McNeal transitioned into talent development when he joined Disney | ABC Television Group (DATG) as Vice President, Talent Development & Diversity in 2006. With the 2013 restructuring of the team, he was promoted to head of Creative Talent Development & Inclusion. In his role, McNeal oversees DATG's Creative Talent Development programs, including the Disney | ABC Writing Program, Disney | ABC Directing Program, and National Latino Media Council (NLMC)/National Hispanic Media Coalition's (NHMC) Latino Television Writers Program, among others. He is also responsible for further expanding the scope of these programs across DATG to include ABC Family and Disney Channel.

WHY:

To continue to promote, spotlight and celebrate African Americans and their roles in shaping the entertainment industry. Both the professional and emerging voices as well as unseen youth accomplishments in film. To provide a public opportunity to showcase stories on the big screen that run the gamut and include topics on **Social Justice**, that look deep into issues that inspire, challenge and entertain; **Uncommon Women**, compelling women-centered narratives, with female protagonists designed to appeal to a female and male audience; **Loving**, diverse films about issues of love and relationships of all kind; **Faith-based and inspirational** films that inspire and examine faith or the lack thereof; **Documentaries** set to stories based on the plight of the real world and real people; **Comedy**, written to amuse and heal the soul through laughter and **Drama**, intrigue, suspense and complicated characters presented in stories that portray realistic characters in conflict.

MORE INFO:**ABOUT THE AAFM & S.E. MANLY SHORT FILM SHOWCASE:**

Enjoy a welcoming, entertaining, and inspiring cinematic experience. Now in its 24th year, the African American Film Marketplace and S.E. Manly Short Film Showcase was started 24 years ago by host organization the Black Hollywood Education and Resource Center* (BHERC) as a forum for African American filmmakers to showcase their films while networking with industry personnel and others.

Named for its founder Sandra Evers-Manly, the African American Film Marketplace and S.E. Manly Short Film Showcase (AAFMS) weekend begins with the red-carpet event "A Great Day in Black Hollywood." This opening night event recognizes and pays tribute to African American film industry icons, pioneers and community leaders as well as celebrating a new generation of filmmakers.

The next two days feature screenings of films and documentaries that inspire, challenge, make us think, laugh and more. In addition to films, over the years the festival has presented diverse entertainment industry speakers and workshops that have included Writers on Writing, Directors on Directing, the Pitch Tent, and the Casting Couch.

A highlight of the weekend is the addition of the annual Youth Diversity Film Festival for Middle and High School students. This youth festival provides a forum for students to display their talent and discuss some of the key challenges that students face today.

The African American Film Marketplace and S.E. Manly Short Film Showcase concludes the weekend with the fan favorite Soul Food Reception. As you can see there are many opportunities to engage in all or part of this wonderful and unique program with an outstanding history and reputation in Los Angeles.

**About BHERC - Founded in 1996 by Sandra Evers-Manly, the Black Hollywood Education and Resource Center (BHERC) is a nonprofit, public benefit organization designed to advocate, educate, research, develop, and preserve the history and future of Blacks in film and television. Through film festivals, award ceremonies, book signings, script readings, contests, scholarships, and other programs and special events, BHERC recognizes the contributions of Black men and women in front of and behind the scenes in the entertainment industry.*

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- WHO SHOULD ATTEND:** *Attend the first festival to exclusively and continuously feature short films. Calling all:*
Filmmakers (in front and behind the camera)
Entertainment and industry professionals
Aspiring filmmakers (all levels including college and youth)
Film lovers of all genres
Small business owners who service the film or tech industry
Corporations looking to reach a unique target market
Companies looking for diverse talent (in front, behind the camera and in the executive suite)
Financing and venture capital organizations
Civic and non-profit organizations looking for film content to support their programs (health, social justice, gang intervention, etc.)
Media outlets looking for content for their subscribers (bloggers, print, electronic, TV, social media, etc.)
- MARKETPLACE:** Companies that impact the entertainment industry by delivery of products and/or services are available to participate in the AAFM Marketplace. Contact www.bherc.org to sign up of for more information.
- INDUSTRY PANELS:** Industry panels with top professionals will be held each day of the festival. Directors on Directing; the Casting Couch; Film Tech the latest; Music Supervision; Web Based Series and Their Success, the Pitch; the Inclusion Rider and more.
- EVENT CONTACT:** John Forbes 310-284-3170 @ John@firstweekendclub.org
- MEDIA CONTACT:** Lynne Conner Publicity4you 818-749.9695 @ media@bherc.org

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Be active, engaged and inspired... support Black films by signing up for the First Weekenders Club at www.bherc.org.

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Facebook: <http://www.facebook.com/BlackHollywood.9> | Twitter: <http://www.twitter.com/Bhercdotorg>

Instagram: @Bhercdotorg | #BHERC | #AAF2018 | #SEManlyShortFilms | #ViewSEManlyShortFilms