

FOR IMMEDIATE RELEASE
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BERKS ARTS COUNCIL'S GREATER READING FILM FESTIVAL ANNOUNCES
EDUCATIONAL SEMINARS

Reading, PA – The Berks Arts Council, Greater Reading's premier arts organization, is pleased to announce four educational seminars to coincide with the **7th Annual Greater Reading Film Festival: *An International Film Festival with a Local Vibe***. These seminars are open to the public and feature film professionals from around the country.

All seminars will be held on October 27, 2012 at RC Movies 11 and IMAX Theater at 30 N. 2nd Street in Reading.

10:00 AM Screenwriting: The Art of Adaptation Alan Hines

Most movies start out as short stories, novels, or plays, and in this workshop screenwriter Alan Hines will explore the process of adapting material for a cinematic medium. Through several case studies, Alan will demonstrate the steps he took in turning a novel and a nonfiction book into films.

Alan Hines wrote the screenplay adaptation of his novel, *Square Dance*, which starred Jane Alexander, Jason Robards, Rob Lowe, and Winona Ryder. Other feature film credits include *O'Keefe and Stieglitz*, and *Save Me* which premiered at the Sundance Film Festival. Hines has written many movies for television, and received a Peabody Award in 2003. Hines teaches screenwriting at Kutztown University.

10:00 AM Documentary Filmmaking Mark Dworkin and Melissa Young

Festival Featured Selection filmmakers, Dworkin and Young, will describe their approach to documentary filmmaking and provide seminar attendees with an inside look at the challenges they faced in producing their two Festival films, *We Are Not Ghosts*, and *Shift Change*.

Seasoned documentary producers Mark Dworkin and Melissa Young have produced a broad range of films on social and environmental issues. Their films have won prestigious awards from CINE, Houston, Media That Matters, Chicago, NW Film and Video, Women in Film/Seattle, Prix Leonardo, International Wildlife Festivals and many others, have been broadcast on PBS.

11:30 AM Storytelling in the Age of Digital Film Kevin Hackenberg

As digital filmmaking becomes more accessible to the masses, so too does the demand for video to tell stories. Beyond traditional television and feature films, filmmakers are expanding their audiences to other formats. This seminar will look at short films, teasers and webisodes, and the opportunities for filmmakers to tell their stories to audiences in new ways.

Kevin Hackenberg has been immersed in entertainment and motion pictures for more than a decade, jump-starting his career on films like *The Sixth Sense* and *Unbreakable*. Recent work includes crafting shots for the film *Happy Tears* and TV shows like *Dinner: Impossible*. Hack (as he's known in some

circles) started Get-Kinetic, an independent production company based in Philadelphia, circa 2003. He is Director or Director of Photography for many of the company's spots and branded content.

11:30 AM

An Actor's Workshop: Auditioning for Film

Ann Gillette

What are the qualities that separate the actor who books the job over the one who doesn't? This workshop focuses on the 'Ten Biggest Mistakes' actors make at television and film auditions. It will also cover 'Ten Tricks of Top Bookers', providing insider knowledge to help the aspiring film actor navigate the unpredictable world of the television and film casting process.

Ann Gillette, is considered one of the top film and television acting coaches on the East Coast. She has worked on hundreds of commercials, industrials, and feature films. A 'first call' for top managers and agents when they need a client to prepare for major television, film and commercial auditions in NY and LA, her students have become some of the top bookers in our market. Her celebrity clientele, as well as her beginning actors rave about her ability to push them to the next level.

Prices for all seminars are \$10 for Adults, \$5 for Students with valid student ID. Our Educational Seminars are made possible through the generous support of Hair on the Avenue

The Greater Reading Film Festival, an International Film Festival with a Local Vibe!

The mission of the Berks Arts Council is to cultivate, promote, and support the arts in our community through collaboration, education, and presentation.

The Berks Arts Council presents the Berks Jazz Fest, the Bandshell Concert Series, Greater Reading Film Festival, the Pagoda Awards, the Pennsylvania Partners in the Arts Re-Granting Program, and provides art exhibition and marketing opportunities for member artists. Visit them at www.berksarts.org.

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Photos and event logo available. Contact Karen@berksarts.org with request and specs