



What is Fresh Films?

Fresh Films is a Hollywood film set where teens & college students replace the pros. Teams of youth work together, rotating through all film positions – from camera and sound, to editing and effects - gaining technical and life skills. The resulting EMMY quality feature films, TV episodes or commercials are released in theatres, at schools, on DVD, online, on TV, at major retailers and internationally with funds from distribution reinvested to support more youth programming.

What is the AT&T Hello Sunshine Filmmaker Lab, a Fresh Films production?

The AT&T Hello Sunshine Summer Filmmaker Lab is a program for girls ages 13-18. Girls will work collaboratively over an 8-day period to create, produce, and shoot a half hour film. The short film they produce may be shown on Hello Sunshine and/or other AT&T entertainment platforms. Participating girls will also interact with staff from Hello Sunshine, Reese Witherspoon's media company dedicated to changing the narrative for women. This program is FREE to all participants, thanks to AT&T!

What happens during the program?

Day 1-4: Girls will be introduced to the program beginning with a script read-through and training on camera, sound, lighting, editing, and pre-production. Everything from location scouting to props to costumes to special effects etc. Open casting calls will take place as needed.

Day 4-8: Filming begins and participants rotate through a variety of crew positions, including, but not limited to: camera operator, producer, assistant director, assistant camera, lighting, art department, make-up, editor, and sound recording.

Throughout the week, participants will meet a variety of speakers in the industry and will take tours of various production facilities. Fresh Films will also engage female mentors throughout the production process.

The final day (8) will conclude with a wrap party event to showcase some of the behind the scenes moments and celebrate the accomplishments of the week. Family and friends may be invited to attend this event.

After the Filmmaker Lab concludes, footage is brought back to Fresh Films offices for editing, scoring, and distribution. Teen editors recruited by Fresh Films will work on this phase through our 1-day Fall editing workshops.

Do I need to be available for all sessions to participate in the project?

Yes, you must be available all days to participate.

Where does the project take place?

The AT&T Hello Sunshine Filmmaker Lab, produced by Fresh Films will be based out of the AT&T Headquarters in El Segundo, CA. There will also be some filming on location (locations TBA). Lunch will be provided for all program days.

Who can participate in the program?

The program is open to teenage girls, transgender or gender non-conforming youth, ages 13-18 at the time of the submission. No previous experience is required.



Do you have to live in California to participate?

No! You do not have to be a resident of CA. As long as you can get to the film set every day - you are welcome to apply to participate. Some girls and their parent/guardian from outside of the state of California will be provide with travel and lodging to come to the program.

Do you need previous film experience? Or a certain GPA?

There is absolutely no experience necessary to be on a Fresh Films crew, and we don't look at your GPA. But we will help you build your resume and technical skills. All you need is a passion to learn, some creativity and a team player attitude.

What kind of film are we creating?

The girls in our AT&T Hello Sunshine Filmmaker Lab will create a 30-minute, professional quality film! The concept will be teen-friendly and will follow the Hello Sunshine philosophy of bringing female storytelling to the forefront.

How do you apply for the program?

To be part of the Fresh Films production, just go to www.fresh-films.com/ATTHelloSunshine and fill out the online application.

Who leads the production?

Professional filmmakers work hand- in-hand with college-age interns from previous Fresh Films programs to guide our participants and teach them what they need to know to take part in an intensive crash course on production.

What happens after you're selected for the film crew?

Once you're selected, you'll need to confirm your participation by sending in your filmmaker's release form. This release form confirms your participation on the crew. We'll discuss all program details with you and your parent or guardian. Also, we will need parental consent and a few other pieces of information, but that's it!

Do you HAVE to answer the essay questions and upload a video on the application?

Yes! It's how we determine your passion for filmmaking and choose our filmmaking crews.

Is this a camp?

Not exactly. There's no horseback riding or arts and crafts here. Just hands on film production and education.

Will I be paid to participate?

Sorry, no film grants. But we will teach you the producing, directing and editing skills you will need to create your own short film.

How much is this program going to cost?

The program is completely FREE to participate thanks to support from AT&T. Selected teens and their chaperones from regions outside of California will be provided transportation and accommodation during the program.

What do you have to buy?

Nothing! There is no purchase necessary to apply to be a filmmaker with Fresh Films!



What if we already have a crew including actors. Can we make our own film?

Sounds like you're well on your way – congratulations! Fresh Films, however, is a team-oriented experience, from start to finish. Our program isn't designed to produce any one filmmaker's vision, but we certainly hope you go on to make your own short films!

Who is the director, the cinematographer?

You are! Each filmmaker will serve in many crew positions throughout the production week. No one participant will hold a specific role for the entirety of the program. As a Fresh Films Filmmaker, you will rotate through positions, including camera, sound, assistant director, etc., all while working alongside the professional film crew. This is a true collaborative experience.

What equipment will we use?

This is where it gets exciting! We use all professional quality equipment like Blackmagic Design and Canon HD cameras and Dell Precision Laptops outfitted with Adobe Premiere. We also have professional sound and lighting packages. It's a real Hollywood set – although we have a lot more snacks and less sushi.

How do actors get involved?

This program may need on-camera or voice-over actors, and if so, we will post audition information on our website and will share available roles with local talent agents. All actors (union, non-union or enthusiastic newcomers) are encouraged to try out for a paid role in the film.

How do you intern with Fresh Films?

Interns are chosen from our Fresh Films alumni. Once you've participated in the Fresh Films program, you will receive information on how to apply to be an intern for the following year.

Tell me more about your partnership with Augustana College.

Fresh Films is now located on the campus of Augustana College in Rock Island, IL. Together, Fresh Films and Augustana have launched a new Entertainment Media program (started Fall 2017). Students at Augustana get to intern and work with Fresh Films all-year long in production, editing, marketing, business and accounting. Our goal is to create leaders in the entertainment industry who have a well-rounded background of all elements of production and distribution. We encourage you to check it out as you get closer to making your college decision!

What else has Fresh Films produced?

Here are some of the Film and TV projects that our participants have created as part of Fresh Films! Check them out – rent, download, stream or buy them all in support your fellow teenage filmmakers!

+ "Alternate Universe: A Rescue Mission" is a science adventure film starring 80's superstar Steve Guttenberg that had nearly 200 teenagers from Colorado to New Jersey working on-set or in the editing bay. The film launched at a White House Educational event, and just released at Redbox, Family Video, iTunes, Amazon, Target and on all major cable systems.
www.alternateuniverserescue.com

+ "The Stream" starring Rainn Wilson and Mario Lopez released in theatres and then on iTunes, Amazon and at Walmart. The film was created by over 160 teens from Los Angeles, Boston, Chicago, Philadelphia, New York and other cities. The program was made possible thanks to AT&T, Taco Bell Foundation and Century 21. You can see it here: www.thestreammovie.com



+ Emmy-nominated show "Detectives Club" has kid-detectives seeking the scientific truth in every episode – like do belugas really sing? Or do people interact with dinosaurs? Premiered on PBS WTTW Chicago, the show is re-launching in late 2018 with even more episodes and kid-detectives. View a trailer here <https://vimeo.com/127275089>

+ In the summer of 2017, teens in Chicago and Los Angeles worked on new TV Pilots! New shows "Miskits" presented by Subway and "Gwen's World of Weird", presented by AT&T and released to Hollywood heavyweights from AT&T, Disney, Warner Brothers, Amazon, National Geographic, Fullscreen Media and even to a producer at Star Trek! "Gwen's" has been taken on by the Wolper Organization, a WB producer who is currently pitching it to networks right now! You can view the TV Pilots at www.fresh-films.com/pilots

+ This spring, we highlighted individuals and organizations making a difference in their communities through week-long Spring Break programs taking place in our hometown of the Quad Cities and in our old hometown of Chicago through the Believe Chicago presented by AT&T program! Stay tuned for information on how to watch the documentaries and PSAs teen filmmakers produced on the beacons of their community!

Who is Fresh Films?

Fresh Films / Dreaming Tree Films has been around since 2002 and have made it our mission to ignite youth through creativity. Our authentic film platforms give teens hands-on experiences, real-life skills and a heightened responsibility to succeed. Teens have called it "the best time of their lives" and over 250 media outlets have showcased their work.

For nearly a decade, our Fresh Films (www.fresh-films.com) program has been the largest national platform for youth creativity. Hollywood Celebrities including Mario Lopez, Rainn Wilson, Usher, Jonathan Lithgow, Dominic Monaghan, Natasha Bedingfield, Alexa Vega, JoAnna Garcia Swisher, Sean Astin & many others have acted or participated in the teen-created films. You can learn more or make a donation towards the program by visiting www.dreamingtreefoundation.org.

Have a question you're sure we didn't answer? email us at marketingteam@dreamingtreefilms.com