



AT&T Hello Sunshine Filmmaker Lab a program produced by Fresh Films

The **AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films** is an immersive filmmaking program in Los Angeles where 20 teen girls will spend 8 days learning how to produce a 10-15-minute film under the guidance of mentors and industry professionals, including from AT&T, Hello Sunshine and Fresh Films.

Purpose

Women represent just 17% of creators in Hollywood. In order to bring more gender balance, and thus more women's stories to the forefront, we are building a program that can inspire and prepare young women to enter the entertainment business.

Applicants do not need to have previous experience in filmmaking. Students can apply to participate in the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films by completing the online application at ATT.com/FilmmakerLab which includes:

1. Student contact information
2. Create a video (90 seconds or less) that answers the question "Why do you want to be part of this program and learn how to better tell stories through filmmaking?"
3. And in 500 words or less:
 - Tell us about a woman in the entertainment industry who you would like to interview and learn from, and why you chose them. This can be a woman in any role across the industry.
 - Share five interview questions you would ask them if you were going to interview them on film or for a documentary about women in entertainment.

This program is funded by AT&T's contribution to Dreaming Tree Foundation and managed by the Dreaming Tree Foundation dba Fresh Films ("Fresh Films").

Program Participants (20). 20 young women will be chosen to participate in the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films. Half of the girls selected will be local to Southern California. The other half can be from anywhere in the United States, and will be provided with travel and accommodations for themselves and a parent/guardian. Lunch will be served daily for the teen participants and the program is expected to be headquartered at AT&T offices in El Segundo, CA. In addition to mentors from AT&T and Hello Sunshine, Fresh Films' professional filmmakers and college interns will coach the students and teach through hands-on learning. The students will work across all aspects of the production and gain technical knowledge as well as valuable life skills, including time management, teamwork, leadership and problem solving.

2019 AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films Section I - General Rules

- An applicant must submit the online application form that includes name, home address, email address, cell phone number, age, grade, school where currently enrolled, video response and written response to the questions above (a maximum of 500 words).



- Application forms must be written solely by the student. Co-authors will not be considered.
- Fresh Films, AT&T, and Hello Sunshine will have the right to edit, publish or otherwise duplicate any submissions entered into the application process without payment or notification to the entrant.
- By submitting responses to the application, entrants agree to the following
 - “I am submitting an original entry for the AT&T Hello Sunshine Filmmaker Lab, a program produced by Fresh Films. I certify that my entry is my own work and that I have abided by all guidelines and requirements of the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films. I understand that my entry, personal statements, and/or personal statement score, will not be returned to me and will become the property of Fresh Films to use at its discretion in activities related to publicizing the program and/or other activities. I further understand that judges’ decisions are final and that if I am selected as a student for the program, I will be expected to be part of the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films located in the greater Los Angeles area. If I am unable to participate in the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films, I understand that my place will be awarded to the next highest scoring applicant.”
- Applications are due by 11:59 p.m. CST June 2, 2019 and selected participants must acknowledge and agree to their participation by June 19, 2019. Confirmation details will be enclosed in winner’s information packet to be provided following confirmation of participation.
- If the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films is cancelled before or during the event, or if a selected participant is unable to attend or participate for any reason, the portion of the prizes involving attending the film production, along with transportation, meals and spending money, if any, will be forfeited.

Section II - Qualifications for Entrants

- Applicants must submit an application for the program online at ATT.com/FilmmakerLab from May 14, 2019 to June 2, 2019. Applications must be received by 11:59 p.m. CST on June 2, 2019 to be considered.
- Fresh Films has the right to collect additional information from finalists or winners to verify eligibility.
- Eligible students must:
 - Be available for all production dates as outlined by the program, along with their parent/guardian
 - Be ages 16-19 by June 1, 2019
 - Completely and accurately fill out all required fields on the online submission form.
- If an entrant cannot meet all requirements, she will forfeit her film crew position, and the next alternate will be considered according to the same guidelines. Ultimately, 20 girls will be selected to work under professional mentors to create content. After selection, the specific duties of each film crew member will be outlined by Fresh Films, in consultation with the entrants. All film crew members are subject to the eligibility requirements outlined in these official rules, and subject to approval by Fresh Films.

Section III – Online Submission Form

- Each online submission form must include the following information:
 - Entrant’s full name
 - Home address



- Cell Phone number
- Alternate Phone Number / Parent/guardian's cell phone number
- E-mail address
- Age on June 1, 2019
- Date of Birth
- Grade in School
- HS Graduation Year
- School where currently enrolled
- Video of applicant talking about why they want to be part of this program and learn how to tell stories through filmmaking (90 seconds or less)
- The response to the following statement (500 word max for):
 - Tell us about a woman in the entertainment industry who you would like to interview and learn from, and why you chose them. This can be a woman in any role across the industry.
 - Share ten interview questions you would ask them if you were going to interview them on film or for a documentary about women in entertainment.

Section IV – Entry Form Rules

The entry must:

- Be written in English;
- Not disparage AT&T or Fresh Films or any other person or party affiliated with the Promotion and administration of the Promotion;
- Be original and must only contain material created by entrant;
- Not contain text, video, visual or images that are inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
- Not contain text, video, visual or images that promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Participants / legal guardians are responsible for complying with all program rules.
- The decision of the judges is final, and no higher appeals will be recognized.
- All state laws apply to this contest, and parental permission for further contact and actual prize award may be required. (The approximate odds of being selected will depend on number of entries received.)

Section V – Submission Instructions

- All submissions must be submitted online at ATT.com/FilmmakerLab. Entries must be received by 11:59 p.m. CST on June 2, 2019 to be considered.

Section VI – Judging and Selection

- Finalists will be contacted directly by email and by phone from June 13, 2019 to June 16, 2019
- Finalists will be required to complete, sign and return an affidavit of eligibility and liability and publicity release and photo shoot rights within three days of date printed on notification, or an alternate winner will be declared. If winners and/or members of the crew are minors, parent or legal guardian must execute and sign affidavits and all releases on minor's behalf including a release approving the minor's participation and/or appearance in the short film and any additional documentary films surrounding the productions.



- Fresh Films reserves the right to revise procedures mentioned in these rules at any time. Prize is not transferable or redeemable for cash.

Section VII Scoring of Submissions

Finalists: A panel of qualified judges, selected by Fresh Films at its sole discretion, will judge the Submissions. Each Submission can earn up to 100 Points and will be judged based on the following two criteria:

1. Passion and Interest for the Program as shown in the video (50 Points)
2. Thoughtfulness and creativity shown in responding to the written part of the application (50 points)

The entrants who submitted the 20 highest scoring Teen Filmmaker Submissions will be Teen Filmmaker Finalists (half from Southern California and half from other areas). In the event of a tie, the entrant whose submission received the higher score for judging criteria #1 shown above will be deemed a Teen Filmmaker Finalist. Fresh Films will contact each Teen Filmmaker Finalist between June 13, 2019 and June 16, 2019 to determine if the finalist is available during the production time-frame. If entrant is available, they will be determined to be a participant in the program. If the entrant is not available for the production time-frame, she will forfeit the Finalist position, and the entrant with the next highest score will be contacted. If Fresh Films does not reach the Finalist on the first attempt to contact her, Fresh Films will leave a message with the Teen Filmmaker Finalist and make one subsequent attempt by both email and phone, after which the selected Teen Filmmaker Finalist will be disqualified and forfeit his or her Finalist position, and Fresh Films may, in its sole discretion, select an alternate Teen Filmmaker Finalist, based on the criteria discussed above. Fresh Films will make best efforts to ensure that 20 Teen Filmmakers Finalists are selected. Fresh Films reserves the right to select fewer than the stated number of Teen Filmmaker Finalists, in its sole discretion, if it does not receive a sufficient number of eligible entrants.