



SLEEP LIKE A BICOASTAL BABY.

INTRODUCING FLAT BEDS ON SELECTED FLIGHTS TO JFK.

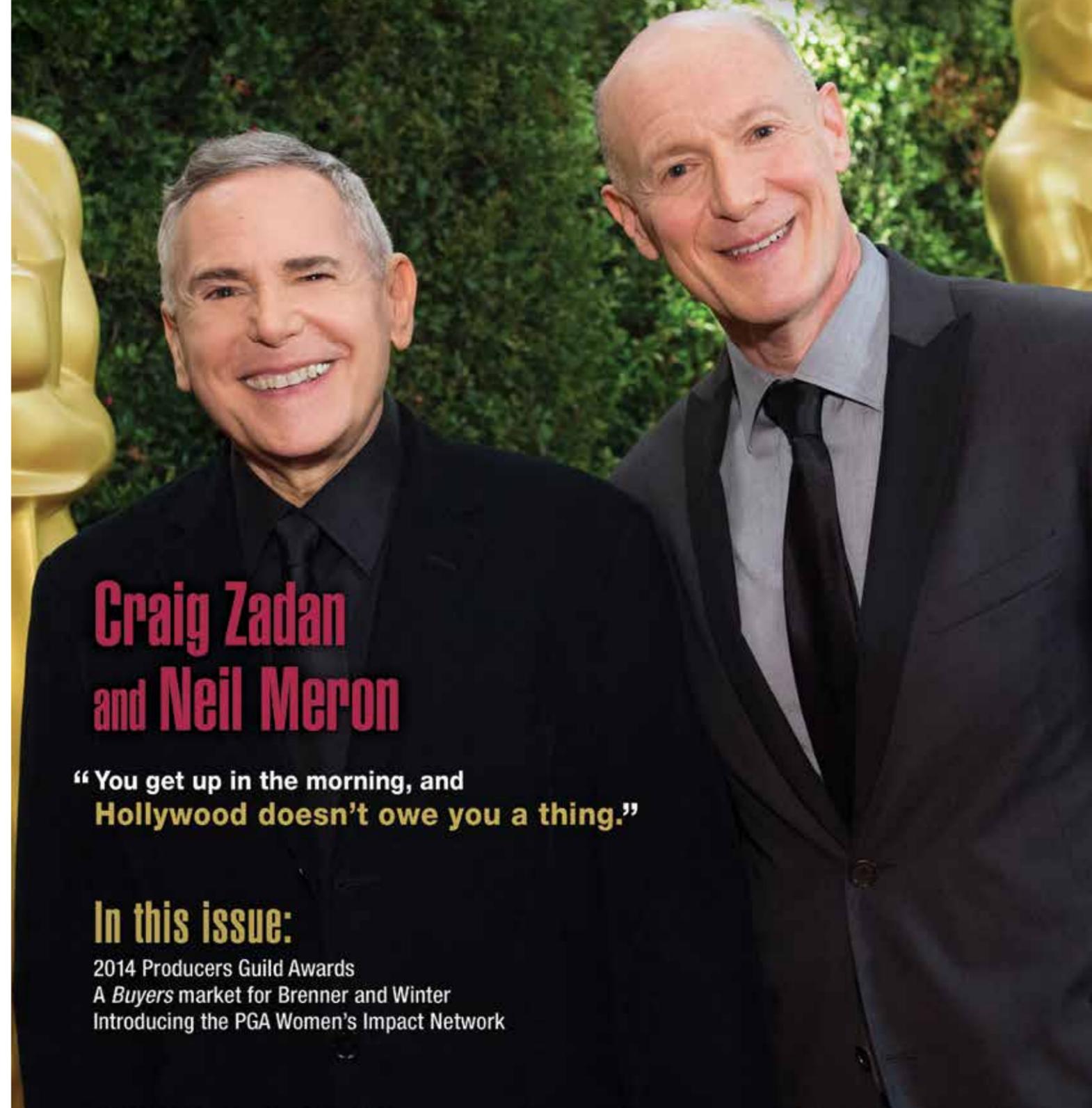


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SPECIAL AWARDS EDITION

The Official Magazine of the Producers Guild of America / January – February 2014



Craig Zadan and Neil Meron

“You get up in the morning, and Hollywood doesn’t owe you a thing.”

In this issue:

2014 Producers Guild Awards
A Buyers market for Brenner and Winter
Introducing the PGA Women’s Impact Network

FOCUS FEATURES THANKS THE **PRODUCERS GUILD OF AMERICA** AND PROUDLY CONGRATULATES PRODUCERS **ROBBIE BRENNER** AND **RACHEL WINTER** ON THEIR NOMINATION



WINNER
NEW YORK FILM CRITICS CIRCLE
BEST SUPPORTING ACTOR
JARED LETO

WINNER
NEW YORK FILM CRITICS ONLINE
BEST SUPPORTING ACTOR
JARED LETO

WINNER
HOLLYWOOD FILM AWARDS
BEST ACTOR
MATTHEW McCONAUGHEY

WINNER
CHICAGO FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
AFRICAN-AMERICAN FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
DETROIT FILM CRITICS SOCIETY
BEST SUPPORTING ACTOR
JARED LETO

WINNER
CENTRAL OHIO FILM CRITICS ASSOCIATION
BODY OF WORK FOR 2013
MATTHEW McCONAUGHEY

WINNER
ST. LOUIS FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
SAN DIEGO FILM CRITICS SOCIETY
BODY OF WORK FOR 2013
MATTHEW McCONAUGHEY

WINNER
DALLAS-FORT WORTH FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
SOUTHEASTERN FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
PHOENIX FILM CRITICS SOCIETY
BEST ACTOR
MATTHEW McCONAUGHEY

WINNER
FLORIDA FILM CRITICS CIRCLE
BEST SUPPORTING ACTOR
JARED LETO

WINNER
LAS VEGAS FILM CRITICS SOCIETY
BEST ACTOR
MATTHEW McCONAUGHEY

WINNER
ALLIANCE OF WOMEN FILM JOURNALISTS
BEST SUPPORTING ACTOR
JARED LETO



PRODUCERS GUILD OF AMERICA
NOMINEE
BEST PICTURE

CRITICS' CHOICE AWARD NOMINEE • **BEST PICTURE**
CRITICS' CHOICE AWARD NOMINEE • **BEST ACTOR** • MATTHEW McCONAUGHEY
CRITICS' CHOICE AWARD NOMINEE • **BEST SUPPORTING ACTOR** • JARED LETO
SCREEN ACTORS GUILD AWARD NOMINEE • **BEST CAST**
SCREEN ACTORS GUILD AWARD NOMINEE • **BEST ACTOR** • MATTHEW McCONAUGHEY
SCREEN ACTORS GUILD AWARD NOMINEE • **BEST SUPPORTING ACTOR** • JARED LETO
WRITERS GUILD OF AMERICA NOMINEE • **BEST ORIGINAL SCREENPLAY**
CRAIG BORTEN & MELISA WALLACK



"IMPOSSIBLE TO FORGET. EXHILARATING."
BETSY SHARKEY
LOS ANGELES TIMES

"HUGELY ENTERTAINING AND DEEPLY AFFECTING."
JOE MORGENSTERN
THE WALL STREET JOURNAL

MATTHEW McCONAUGHEY
DALLAS BUYERS CLUB
JENNIFER GARNER AND JARED LETO

WINNER
GOTHAM AWARDS
BEST ACTOR
MATTHEW McCONAUGHEY

WINNER
LOS ANGELES FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
WASHINGTON DC AREA FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
FAME FILM FESTIVAL
BEST ACTOR
MATTHEW McCONAUGHEY

WINNER
BOSTON ONLINE FILM CRITICS ASSOCIATION
BEST SUPPORTING ACTOR
JARED LETO

WINNER
SAN DIEGO FILM CRITICS SOCIETY
BEST SUPPORTING ACTOR
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DETROIT FILM CRITICS SOCIETY
BEST ACTOR
MATTHEW McCONAUGHEY

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PHOENIX FILM CRITICS SOCIETY
BEST SUPPORTING ACTOR
JARED LETO

WINNER
HOUSTON FILM CRITICS SOCIETY
BEST SUPPORTING ACTOR
JARED LETO

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OKLAHOMA FILM CRITICS CIRCLE
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TORONTO FILM CRITICS ASSOCIATION
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ALLIANCE OF WOMEN FILM JOURNALISTS
BEST ACTOR
MATTHEW McCONAUGHEY

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Naked

Story to Revenue

Using the

Direct-to-Consumer Video

(Part 3 in a series)

by W. Vito Montone



Welcome back to “Naked: Story to Revenue Using the Direct-to-Consumer Video.” Here we are at the halfway mark, but there will be no halftime break for us. **“No rest for the creative!”**

In the last installment, we covered the developmental and cultural differences of traditional versus digital media spaces, the identification of our subject Kim Castle’s core message, the list of topics that will be explored on the channel and the opening of the virtual doors to revenue using a “making of” private membership video series site called “naked kim.”

Since speaking last, it has been a whirlwind... I can’t even cover it all in this episode. So let me get straight to it.

I sat down and had a great discussion with Malik Ducard, Content Partnerships Director of YouTube. The YouTube Partner Program has gone through a number of iterations, in harmony with the true essence of Google development — forever Beta. Members of the Partner Program, or Partners, are

those that share in ad revenue throughout the Google universe including, of course, YouTube. There is personal support, such as Malik’s, for channels that gain recognition via subscribers, views and total engagement, or that are leveraging significant existing market presence. Malik helps them find organic ways to expand a channel’s worldwide reach, pointing them toward new formats, new content, and even new platform technology (more on that later).

Malik shared with me how Ellen DeGeneres and Jimmy Kimmel have reached new heights in online engagement by integrating their online “conversation” into their television programming. He also noted an independent filmmaker that has made his mark on YouTube, Freddie “W” Wong. So as expected, both studios and independents are making good use of the digital platform for revenue generation and promotion. For Malik, YouTube should not result in cannibalization of the traditional platforms. Done well, it provides both creative and business benefits. I will sit down with some independent standouts, including Freddie “W,” before our next installment.

Content Creation & Production Methodology

I have been diving deep into the YouTube world, and have discovered a wide range of support beyond the premium care from Malik and his team. Use your browser to search for YouTube’s Creator Hub; its centerpiece is an ever-evolving online document called the *YouTube’s Creator Playbook*, which focuses on education and support. It is filled with crucial information to increase a creator’s (or a producer’s) skills and optimize the use of the YouTube platform. Of course, the subjects, the talent and the storytelling are left to you.

YouTube Space

Plus, if you are in a select handful of cities worldwide, there is a growing network of YouTube Spaces available — multi-million dollar, state-of-the-art studios and broadcast facilities available for free to channels with a sufficient num-



ber of subscribers. Of course, Los Angeles is the flagship of the YouTube Space program, flush with classes and events, including frequent Friday Happy Hours with tours, demonstrations and time to meet and network with those in this burgeoning world. To experience it, all you need is a channel and to request attendance.

Armed with platform-building knowledge and amazing tools and resources, I’ve been producing one show per week (I missed only one show so far, but it was for a great reason, keep reading...) covering a variety of subjects, in a variety of running times. Each episode fit into the subjects previously discussed here — Born Again Foodie, Escaping Karma, What’s Up with Women?, Aging Ungracefully and Better Homes and Gardens Syndrome. Kim is finding her rhythm in defining content that is true to her own viewpoint and crafting her YouTube “voice.”

Every episode includes a pre-production discussion with a show rundown, production and post, and a process post-mortem reviewing our experiences to improve the process. Some shows are simple, Vlog-style with post-production comedic enhancements. Others are elaborate three-camera cooking segments. Each week, we tweak the production techniques, post-production enhancements and show promotion with improved titling, tagging and annotations (e.g., clickable calls to action layered over the video).

Audience Development

There is still no audience development campaign just yet... only organic discovery and sharing. The channel grew quickly from zero to a few hundred subscribers and a few thousand views without creating anything particularly shocking or wild designed to go viral. I wanted the production and content honed so that the audience push, when it comes, will provide at least 20 or more videos to discover. Nothing

would be worse than having viewers visiting the channel and finding scant offerings, or being forced to wait for new material. The real audience push will come when we are ready to release multiple shows per week, with a recognizable content pattern.

True to the platform, the conversation with the small but loyal audience has begun and we can easily gauge which subjects most resonate with them. This provides an editorial direction that could help break the channel through. And based on audience engagement, we have discovered which of

Kim’s subjects was the stickiest. This engagement even resonated beyond YouTube to Kim’s blog, Facebook, LinkedIn and Twitter. With some trend and Web search analysis, we recognized that one subject was heating up for us. That subject is aging. So content based on “Aging Ungracefully” could be our lightning rod to expedited audience growth.

“Aging Ungracefully”

A preliminary multi-show arc was developed for “Aging Ungracefully” exploring women’s health and vitality, understanding hormones and stress on the body, beauty, health,

*Born Again Foodie, Escaping Karma, What’s Up with Women?, Aging Ungracefully, Better Homes and Gardens Syndrome, Naked Kim and kimTV are trademarks of Castle Montone, Limited.

aging, sex and exercise, while also including product reviews. The “Aging Ungracefully” through-line will serve as the framework to follow the real-life journey of Kim as a 40+ “everywoman.” Family and friend support and real-life treatment will be included in the show as she learns what can be done to reverse aging and address the conditions that she has already shared online. She and her YouTube audience will be “in it” together. To that end, I approached a leading functional doctor and medical center as a product and service placement sponsorship. They accepted.

Creative Lab Broadband Accelerator



Thanks to Michael Andres Palmieri, a past New Media Council Chair I served with on the Council’s Board of Delegates, we also learned of the Creative Lab’s Broadband Accelerator program.

The Creative Lab’s Broadband Accelerator provides creative entrepreneurs with an opportunity to deepen their relationship with their craft, providing them with on-the-ground, real-life coaching in the business of creating, producing, marketing and monetizing content on the Internet, helping to create a plan for their next professional steps.

Based in Honolulu, the Creative Lab is an initiative championed by Georja Skinner, Chief Officer for the state of Hawaii’s Creative Industries/DBEDT division. It is also supported by Film Honolulu’s Commissioner Walea Constantinau and local organizations such as the Hawaii International Film Festival. Michael has been charged with expanding the initiative and growing it into Hawaii’s version of SXSW.

Michael created a three-day immersive program, with 12 months of follow-up coaching, for Web-based writers, directors, producers and performers. As mentors, Michael brought in Bernie Su, the creator, writer and producer of the award-winning *Lizzie Bennet Diaries*; Laura Allen, head of 3rd Party Productions at Yahoo! (and an NMC Board member); and Wendy Jo Carlton, creator, writer and director of the successful *Easy Abby* Web series.

While it felt odd to leave LA for a week in Honolulu to work on the project when we had so much to do here, we realized it would provide an immersive creative environment that could do exactly what we desired for this project — accelerate

our progress. We applied to the program, and I’m pleased to report that kimTV was selected to take part. Our one missed Saturday show was the result of our time in Honolulu partici-



Vito Montone and Kim Castle at the Creative Lab Broadband Accelerator program in Honolulu.



Kim Castle with mentor and PGA member Laura Allen.

pating in the Creative Lab Broadband Accelerator program.

While all the mentors were very supportive, kimTV was paired with Laura Allen, a PGA member and perfect match. It was a wonderful experience.

We learned how successful Web projects had unfolded, both creatively and commercially. While I reported previously that there is a range of digital outlet opportunities, we now explored who does what and what fit may exist for us. This focus, coupled with Malik’s advice, added a new layer of strategy to the project.

We’ve come to embrace that the goal of creating a variety/talk show for Kim did not necessary mean we had to produce a variety/talk show and release it only on YouTube. Yes, the content enabling that possibility had to be built around Kim, but by using different formats, we can see Kim’s content reside in a variety of venues. There can be a Web strip on

YouTube, a series offered on digital platforms such as Yahoo!, AOL or Hulu; specials or documentaries on Netflix and Amazon and a variety/talk strip show on traditional network or cable. As Malik counseled, the platforms should not cannibalize each other, but should provide synergy. (Wow, there’s a flashback to my tenure at Mouse House in the late ‘90s, when “synergy” was all the rage.)

So the smart game as a producer in the direct digital age is to see early on that each outlet will want something unique and to “draft” the other outlets. (Drafting is what race car drivers do to reduce their car’s drag and engine load and increase their speed using the car in front of them. It doesn’t really sound that profound...) Each audience touch point supports the others... Facebook leads to Twitter, which leads to YouTube, to Yahoo!, to cable, to your own Web presence, but the key is dividing up the content with that in mind from the start. It is not necessary to create a successful channel or show, then convert to other venues. The venues can be used to create an audience that you own which will follow your content from venue to venue. Just make sure you do “own” your audience... our next episode will take that on.

As a result of the Creative Lab Broadband Accelerator program, I’m lifting the multi-show through-line of “Aging Ungracefully” off YouTube and developing it as a stand-alone series that can work on any digital or cable venue that serves 40+ women. The subject of aging will still be a presence on kimTV to keep the audience engaged as the series is developed and placed. The series shooting is underway and its sizzle is in development.

Creative Lab Broadband Accelerator program participants also got to sit down with Bing Chen, the YouTube Global Creator Development & Management Lead at Google. He is responsible for generating and aligning the strategic vision for initiatives that identify, develop and distribute the next generation of premier channels and creators. We learned of some inside directions for Google and about additional resources such as www.google.com/trends and www.youtube.com/treandsdashboard to help refine content opportunity for our channels.

Business Development Updates

If you remember from the first episode, Kim has a modest following driven by her previous passion, brand communications.

The last installment ended with the launching of “naked kim,” a private, paid (monthly or annual) subscription video series.

Kim’s existing audience was invited via a series of emails to explore www.nakedkim.com. If you want to learn how the “making of” kimTV was positioned to leverage the audience of small business owners and entrepreneurs, please take a look. About 3–5 videos per week are released in a private

website for “naked kim” members, covering her personal diary, behind-the-screens footage of all aspects of the show and recorded expert advice calls, as well as a private forum to converse directly with Kim.

We are just concluding the introductory offer, which got revenue flowing as expected. The team is now moving into final pricing, spilt testing and promotional copy testing for Facebook advertising and video SEO campaigns. Teasers will be cut from the “naked kim” video and used for the video SEO to drive more memberships.

As the kimTV audience develops, “naked kim” will support “super fans” that want a more intimate fan relationship with Kim. Long-term “naked kim” plans are to cut the footage into a multi-part hour-long “making of” series for direct streaming and DVD sales and into a long-form documentary.



Next up is setting monetization of kimTV into motion. This will involve:

- YouTube Partner Program with Google Adwords
- Preparing for the channel sponsorship
- Evaluating multi-channel networks (MCNs) that can help raise ad rates and leverage sponsorships
- Developing sizzle and pitch for the Aging Ungracefully series
- Developing branded entertainment that fits with kimTV

The MCNs identified for meetings so far are Maker Studios, Full Screen, Big Frame and Kin. I also want to explore how The Collective fits into the mix.

In the last episode, I included a screenshot of the original kimTV channel art and homepage in YouTube. It may sound silly, but I want you to see both the original and our new channel art because in the next installment, I will share why it changed... a great lesson!

The next installment of “Naked: Story to Revenue Using the Direct-to-Consumer Video,” will tackle monetization, MSNs and audience development, with excerpts from interviews with Freddie “W” and other digital industry players.

If you have questions or suggestions of what you think I should do or research for all our benefit, please let me know. Email me at vito.montone@whycom.com.

See you next time... 📺