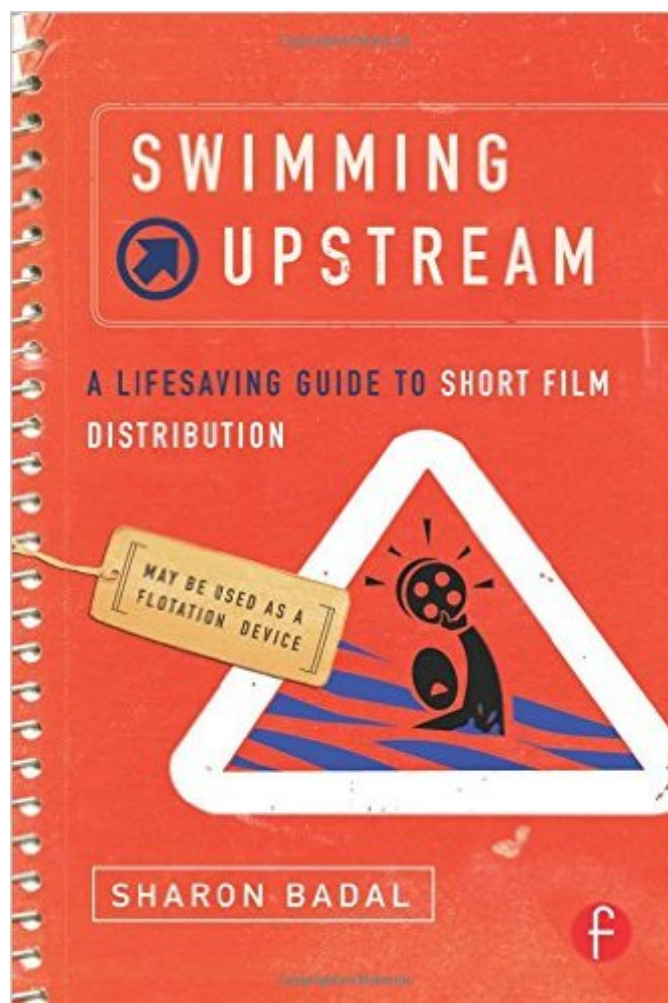# Swimming Upstream: A Lifesaving Guide To Short Film Distribution

Synopsis

Short films have come into their own, not least in part due to the incredible new ways to distribute them, including the Web, cell phones, new festivals devoted to shorts--even television and theatres. This is the ultimate guide for anyone who's made a short film and wonders what to do next. Whether your short film is meant to be a calling card, a segue to a feature film, or you just want to recoup some of the costs, this book describes the potential paths for distribution. Written by the short film programmer of the Tribeca Film Festival and featuring contributions from top film festival directors, as well as studio, marketing, and technology executives, this book shows you what's important to the decision makers and gatekeepers. This is the definitive handbook filled with insider information available nowhere else.

Book Information

Paperback: 320 pages

Publisher: Focal Press; 1 edition (December 20, 2007)

Language: English

ISBN-10: 0240809556

ISBN-13: 978-0240809557

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (22 customer reviews)

Best Sellers Rank: #358,064 in Books (See Top 100 in Books)   #149 inÂ Books > Business & Money > Industries > Performing Arts   #294 inÂ Books > Business & Money > Industries > Sports & Entertainment   #434 inÂ Books > Humor & Entertainment > Movies > Video > Direction & Production

Customer Reviews

"Sharon Badal's information gathering uniquely appreciates the difficult balance between the art and business of filmmaking. Cinema without audience might as well be a great painting locked in a trunk in someone's basement. This book both helps locate the art and gives insight into how to set it free." - Jeffrey Abramson, Vice President of Film, Gen Art"If you are a filmmaker with an interest in making short films you need to read Swimming Upstream. With refreshing candor, Sharon Badal has written a unique book that is a wealth of information and true-life inspiration." -Jane Rosenthal, Co-Founder, Tribeca Film FestivalForget everything you thought you knew about short films--this book is the real deal!Brimming over with the collective wit, wisdom, and insights of the most important players in the

world of short films, Sharon Badal's Swimming Upstream tells you everything you need to know about the making and marketing of short films, from original concept to international sales. In equal measures entertaining and essential, It should be required reading for anyone engaged in the art and business of short films. --Darryl Macdonald, Executive Director, Palm Springs International Festival of Short Films

Sharon Badal is a Short Film Programmer for the Tribeca Film Festival, screening over 1,500 submissions annually without losing her mind. She has been with the festival since its inception, and has produced special projects for various Tribeca entities since 1999, including the 2005 Sloan Film Summit for the Tribeca Film Institute. Sharon is a faculty member at New York University's renowned Tisch School of the Arts in the Kanbar Institute of Film and Television, teaching undergraduate courses in what she refers to as "the beginning and the end” of the filmmaking process - Producing Essentials and Film Distribution & Marketing. In addition, Sharon team-teaches The Business of Producing for NYU's prestigious Stern School of Business. As the self-proclaimed "empress of short film,” Sharon has served on the regional jury for the 2005 Student Academy Awards, and on the juries for the 2006 Palm Springs International Festival of Short Films and the 2007 Worldwide Short Film Festival in Toronto. For the past four years, Sharon has dedicated much of her free time to working for The Leary Firefighters Foundation, founded by actor Denis Leary. In 2007, she worked primarily on the Foundation's New Orleans Firehouse Restoration Project as well as on its annual fundraiser, The Bash for New York's Bravest. From her humble beginnings at age fourteen as an usher in her father's movie theatre, Sharon went on to hold executive positions in distribution for United Artists/MGM, Warner Brothers and Orion Pictures, and has worked on many live events, including projects for Walt Disney Feature Animation, ShowEast, Cinema Expo International, and the Independent Feature Film Market. She received her B.F.A. in film and television production and her M.A. in cinema studies and business, both from New York University. She loves Coney Island, searching for alien life, and chocolate in any form. Sharon lives in New York City, and there's no place else she'd rather be.

Swimming Upstream: A Lifesaving Guide to Short Film Distribution Upstream: Selected Essays Upstream: Oil and Gas Exploration and Production: An Overview Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution A Short Guide to Writing about Film (Short Guides Series) MAKE IT HAPPEN in Ten Minutes a Day: The Simple, Lifesaving Method for Getting Things Done Lighthouses and Lifesaving Along the Maine and New Hampshire

Coast Lighthouses and Lifesaving Stations on Cape Ann (Images of America) Music Composition for Film and Television (Music Composition: Film Scoring) History on Film/Film on History (History: Concepts,Theories and Practice) Latino Images in Film: Stereotypes, Subversion, and Resistance (Texas Film and Media Studies Series) Woody Allen Film by Film The Producer's Business Handbook: The Roadmap for the Balanced Film Producer (American Film Market Presents) Creating Animated Cartoons with Character: A Guide to Developing and Producing Your Own Series for TV, the Web, and Short Film Short Guide to Writing about Film, A (7th Edition) Short Guide to Writing about Film 8th (Eighth) Edition byCorrigan How to Build a Natural Swimming Pool Backyard Oasis: The Swimming Pool in Southern California Photography, 1945-1982 Peppa Goes Swimming (Peppa Pig) Just Keep Swimming (Step-into-Reading, Step 1)