



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 teenage girls of diverse backgrounds will spend 8 days learning how to produce a ½ hour film under the guidance of mentors and industry professionals, including some from Fresh Films, Hello Sunshine and AT&T.

Purpose

This program is funded by AT&T's donation to Dreaming Tree Foundation, operated in collaboration with Hello Sunshine, and managed by the Dreaming Tree Foundation dba Fresh Films ("Fresh Films"). Like with many jobs in the tech industry, the media business is primarily driven by men. For instance, 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 www.fresh-films.com/ATTHelloSunshine which includes:

- Student contact information
- Upload of video to YouTube (90 seconds or less) that answers the question: Why do you want to be part of this program and learn how to tell stories through filmmaking?
- Two personal statements (up to 300 words each) describing:
 - Tell us about a moment in your life that helped shape the person you have become.
 - Describe someone you look up to and share with us why this person is someone you admire.

Program Participants (20). 20 teenage filmmakers will be chosen to participate in the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films. 13 of the 20 girls will be local to Southern California. The other seven can be from anywhere in the United States, and will be provided with travel and accommodations for them and a parent/guardian. Lunch will be served daily for the teen participants and the program is expected to be headquartered out of AT&T offices in El Segundo, CA. Fresh Films' professional filmmakers and college interns (former FF filmmakers) will coach the students and teach through hands-on learning. The teens are responsible for all aspects of the production and will gain technical knowledge as well as valuable life skills, including time management, teamwork, leadership and problem solving.

2018 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 two written responses to the questions above (a maximum of 300 words each).
- 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 a program 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 teen filmmaker for the program, I will be expected to be part of the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films located in El Segundo, CA. If I am unable to participate in the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films, I understand that my film crew position will be awarded to the next highest scoring applicant.”
 - Applications are due June 10, 2018 and selected participants must acknowledge and agree to their selection to a film crew position by July 8, 2018. Confirmation details will be enclosed in winner’s information packet after notification.
 - If the AT&T Hello Sunshine Filmmaker Lab produced by Fresh Films is cancelled, 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 cash reward, if any, will be forfeited.

Section II - Qualifications for Entrants

- Applicants must submit an application for the program online at www.fresh-films.com/ATTHelloSunshine from May 8, 2018 to June 10, 2018. Applications must be received by 11:59 p.m. CST on June 10, 2018 to be considered.
- Fresh Films has the right to collect additional information from finalists or winners to verify eligibility.
- Eligible students must:
 - Be a resident of the United States
 - Be available for all production dates as outlined by the program
 - Be ages 13-18 at the time of the submission
 - 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 a film with the main message of empowering women. 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
- E-mail address
- Age
- Grade in School
- HS Graduation Year
- School where currently enrolled;
- Video of applicant talking about why they want to be apart of this program and learn how to tell stories through filmmaking?
- Two responses to the following statements (300 word max for each):
 - We believe that everyone has a story to tell. Tell us about a moment in your life that helped shape the person you have become.
 - Describe someone you look up to and share with us why this person is someone you admire.

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 is 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 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 winning will depend on number of entries received.)

Section V – Submission Instructions

- All submissions must be submitted online at www.fresh-films.com/ATHelloSunshine . Entries must be received by 11:59 p.m. CST on June 10, 2018 to be considered.

Section VI – Judging and Selection

- Finalists will be contacted directly by email and by phone from June 19, 2018 to July 8, 2018
- 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. Fresh Films reserves right to substitute a prize of equal or greater value.



Section VII Scoring of Submissions

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

1. Passion and Interest for the Program as shown in the video essay (30 Points)
2. Personal learning and growth opportunity you would receive from the Program as shown in the video essay and/or in other essays (30 points)
3. Your personal story about a moment in your life (20 points)
4. Inspiration you get from other women, as shown in your written essay (20 points)

The entrants who submitted the 20 highest scoring Teen Filmmaker Submissions will be Teen Filmmaker Finalists (13 from Southern California and 7 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 19, 2018 and July 8, 2018 to determine if the finalist is available during the production timeframe. If entrant is available, they will be determined to be a participant in the program. If the entrant is not available for the production timeframe, he or 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. 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.