

## Released: 10 November 2008

... Shooting People is **ten years old** on 22 November ... a **month of online activity** celebrating a peerless, global contribution to getting independent films made and seen... **daily birthday presents** given to Members ...

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On the 22 November 2008, Shooting People, the institution that director Morgan Spurlock describes as "a necessity for anyone who works, lives and breathes independent film", celebrates **its tenth birthday**.

Filmmakers Cath Le Couteur and Jess Search set up Shooting People in **1998 as a bedroom project**, after making their first short film. Shooting People launched with a single e-mailed bulletin to 60 of Le Couteur's and Search's London filmmaker friends. Via reputation, word of mouth and marketing drives, Shooting People now sends out over half a million of these Bulletins, to over **37,000 Members** across the UK, in New York, and California.

Shooting People Patron **Mike Figgis** (dir: 'Timecode', 'Leaving Las Vegas') said: "Congratulations to Shooting People! Shooting People continue to be at the forefront of filmmaking and technology. I believe their next ten years will be even more transformational and I want to be along for the ride. Viva independent film!"

Initially a free service, paid Membership was introduced in 2002 (£30 pa) to help Shooting People grow as an independent and sustainable organisation. In 2006, the organisation opened in the USA (\$40 pa) to extend the possibilities for global filmmaker collaboration between filmmakers more widely. **200 films are cast and crewed each week** using Shooting People.

Commenting on the Birthday, Shooting People **co-founders Le Couteur and Search said**: "We are proud and we want to do more. The possibilities and opportunities for filmmaking and independent distribution are thrilling, challenging and continue to be driven by thousands of passionate individuals."

**Ingrid Kopp, Head of Shooting People US**, continued: "A vibrant, independent filmmaking community relies on collaboration and innovation, and these elements have always been at the heart of what Shooting People does. Since we launched in the US, we have revolutionised the potential for independent filmmaking on this side of the Atlantic. As well as connecting thousands of US filmmakers, Shooting People is increasingly providing an indispensable bridge for those who wish to reach out to the UK and vice versa."

Shooting People's **Membership** comprises directors, producers, actors, editors, and crew, and organisations right across the independent film sector, all of whom passionately believe in collaboration, innovation and getting independent film made and seen.

In the past decade, Shooting People has **diversified** into publishing textbooks, DVDs of Award-winning short films, and worked as an independent film distributor. Shooting People regularly organises educational events at Festivals, and in 2009 across the UK, Shooting People and partner BAFTA will roll out their joint 'Short Sighted' events, day-long intensive training sessions which teach filmmakers how to harness the internet in marketing and distributing their short films.

In 2006 **Robbie Williams'** management company IE Music approached Shooting People to run a competition inviting filmmakers to produce a short film for tracks from his No. 1 album Rudebox. The response was overwhelming and the submissions of a very high standard.

Amongst the many **features** that Shooting People has added in the last ten years are: a Member Search, to enhance collaboration; free downloadable resources, including contracts and best practice documents; a podcast hosting area, with interviews with leading practitioners; three independent film expert-curated blogs; an Independent Film Calendar; a Member profile service, to assist Members casting and crewing each other; and the Watch Film Facility, where Members upload their own work for flash video streaming, exhibiting themselves to their peers, the industry and the world.

All independent **filmmakers get a present** from Shooting People between 10 November and 10 December: anyone who joins will receive a bonus ten weeks Membership – 62 weeks for the price of 52. One member a day will receive a birthday present from Shooting People, which range from a £1000 AVID training package and a £350 Short Film Training weekend from Met Film School, to film magazine subscriptions, and DVDs of independent feature films.

Shooting People is hosting a special **interactive web birthday space** for the occasion: Members upload photos of their workspaces with ten word captions, and / or ten word testimonials. <http://shootingpeople.org/birthday>.

In time for their birthday, Shooting People proudly announces a **new key strategic partnership** to broaden its reach and involvement in the independent film sector.

**Skillset** is sponsoring Shooting People, utilising our Bulletins, Calendar and website better to inform our Members of all the opportunities the Sector Skills Council for Creative Media offers to boost independent film careers.

On the **evening of the actual Birthday**, Shooting People will be appearing live at the Gala Awards Ceremony at the Encounters Film Festival, Bristol, presenting the Shooting People DepicT! Audience Award.

**Shooting People Creative Director James Mullighan**, who will be presenting the Award, said: "This is a terrifically exciting time, not just for Shooting People, but for independent filmmakers generally. The recent and rapid changes to both the production and distribution environments we are witnessing have seen an explosion in the personal power of filmmakers and creatives. Shooting People has done its part in enfranchising its membership, and promoting independent filmmaking. I believe the Company is in an excellent position to grow alongside this rapidly evolving industry. I would like to wish a Happy Birthday to the Company, and thank all our Members and our huge network of partner organisations around the world."

Shooting People is utilising its **huge international network of partnership organisations** to tell the story of its 10 years. Notifications and advertisements will appear in the newsletters and publications of organisations as diverse as the UK Regional Screen Agencies, Universities across the US and UK, Variety, Broadcast and Little White Lies magazines, and the London

# **Shooting People** *Press Release*

International, Tribeca, Slamdance and Encounters Film Festivals. The total eyeballs reached in this campaign is over 2 million.

## Notes to Editors

- Shooting People is the international networking organisation dedicated to the support and promotion of independent filmmaking.
- The organisation's 37,000 Members share tips, recommendations and news, and cast and crew their films using the nine Daily Bulletins. Members can upload their work for video streaming.
- Over 200 films are cast and crewed every week using Shooting People.
- Shooting People maintains the Independent Film Calendar, hosts interviews, podcasts and free filmmaking resources, and Members-only special offers.
- Shooting People publishes books, DVDs and distributes independent film releases, DVD collections of award-winning short films 'Best vs. Best'.
- Patrons of Shooting People include Mike Figgis, Morgan Spurlock, Richard E Grant, Sally Potter, Danny Boyle, Stephen Woolley, Christine Vachon, Nick Park, Martha Fiennes and Stuart Beattie.
- For more information: [tamsin@shootingpeople.org](mailto:tamsin@shootingpeople.org) or [james@shootingpeople.org](mailto:james@shootingpeople.org)

## Shooting People would like to thank

- Many of our close formal partner organisations have donated presents to give away to Members during the birthday campaign. Thanks to:  
Variety, Metrodome, MoMA, BAM, Broadcast, Screen, Wallflower Press, Glasgow Film Festival, Ravensbourne College of Design & Communication, movieScope, Screenwriter's Store, NFTS, Warner Bros, Second Run, DogWoof, ICON, NPA, ICA, Protein, Barbican, I Will Tell Festival, Little White Lies, VICE, Aesthetica, Clare Kitson, Sheffield Showroom, Edinburgh Filmhouse, Royal Academy of Arts.

## Links

Shooting People:	<a href="http://shootingpeople.org">http://shootingpeople.org</a>
Shooting People's Birthday:	<a href="http://shootingpeople.org/birthday/">http://shootingpeople.org/birthday/</a>
Members Films:	<a href="http://shootingpeople.org/watch">http://shootingpeople.org/watch</a>
About Shooting People:	<a href="http://shootingpeople.org/about">http://shootingpeople.org/about</a>
Shooting People Books & DVDs:	<a href="http://shootingpeople.org/shop">http://shootingpeople.org/shop</a>
Robbie Williams on Shooting People:	<a href="http://shootingpeople.org/robbiewilliams">http://shootingpeople.org/robbiewilliams</a>
Shooting People on MySpace:	<a href="http://www.myspace.com/shootingpeople">http://www.myspace.com/shootingpeople</a>
Shooting People on Facebook:	<a href="http://www.facebook.com/group.php?gid=2344678841">http://www.facebook.com/group.php?gid=2344678841</a>

## Ten Things You Didn't Know About Shooting People

1. The Shooting People official anagram is Pigeonhole Post.
2. It took filmmakers Cath Le Couteur and Jess Search all day to think of the name Shooting People in a messy bedroom in 1998 when they launched the network with 60 filmmaker friends signed up to help each other make films.
3. Shooting People shares its birthday with 349 of its Members on 22 November. That makes Shooting People Sagittarius. Sagittarians are sometimes distracted, but this is only because they are so forward thinking that they forget about the present.
4. Director Shane Meadows ('Room for Romeo Brass', 'This Is England') was the first guest to speak at a Shooting People event – in 1999. He had to sit on the bar with a microphone because there was no stage. Cheers, Shane.
5. Someone once posted in asking for a flea-training expert. They got one.
6. 1.3m people have watched Shooting People's Watch Film facility since its launch last December.
7. Shooting People has crewed up over 50,000 films in the last 10 years – fiction, animation, documentary, and music videos every week.
8. As far as we know NO ONE has ever got married because of Shooting People. Sorry.
9. Shooting People sends out 7,500,000 packed email bulletins to Members a year. That's a lot of envelopes to lick.
10. Shooting People is celebrating its tenth birthday this year, just like Google. Shooting People acknowledges that Google is a slightly bigger brand and wishes them all the best.

## Ten Shooter Success Stories

1. Christine Molloy and Joe Lawlor's [Members since 2003] debut feature film, 'Helen' had its world premiere at the Edinburgh International Film Festival where it was nominated for a Michael Powell award, and had its international premiere at the Sydney Film Festival. It recently screened at the Times BFI's London Film Festival, where it has been nominated for the Sutherland Trophy. Their award-winning short 'Who Killed Brown Owl?' is on Shooting People's Best v Best DVD collection.
2. Paul Andrew Williams [Member since 2004] won awards for 'London to Brighton' at the Edinburgh, Dinard and Raindance Festivals, as well as a BAFTA nomination. Paul used Shooting People to begin pre-production on 'The Cottage' before deciding to make 'London to Brighton' his debut feature.
3. Paweł Pawlikowski [Member since 1999] won BAFTAs for both 'Last Resort' and 'My Summer of Love'. In 1999 Pawlikowski posted into the Shooting People Bulletins looking for help on a "low budget feature length drama to be shot in the Margate/Ramsgate area" - this became 'Last Resort'.
4. Vito Rocco [Member since 2003] won the MySpace Movie Mash-Up, and went on to direct 'Faintheart' due for release in the UK in February 2009.
5. Mark and Nick Francis [Members since 2002] received multiple nominations for their feature 'Black Gold' including the Grand Jury Prize at Sundance and a win at the British Independent Film Awards.
6. Paul Taylor [director – Member since 2007] and Teddy Leifer [producer – Member since 2002] received a massive 12 awards for their debut documentary feature 'We Are Together', including Edinburgh International Film Festival, Tribeca Film Festival, Amsterdam International Documentary Film Festival, and International Documentary Association.
7. Arin Crumley's [Member since 2004] film, 'Four Eyed Monsters' (co-directed with Susan Buice) was the first feature length film to be uploaded to YouTube in its entirety and premiered at Slamdance in 2005. Arin and Susan then went on to pursue an innovative distribution strategy. Arin speaks regularly at conferences and festivals about collaborative and innovative filmmaking.
8. Writer and director Kara Miller's [Member since 2002] award-winning short films have aired on HBO and the BBC. They have also screened internationally, including at the Sundance, Berlin, and London Film Festivals. This year Kara won a Breakthrough Brit Award, the Hitchcock Award, the Screen Nation Best Emerging Talent Award and was shortlisted for the BBC's New Filmmaker Award.
9. Jamie King [Member since 2006], together with his "shadowy League Of Noble Peers" produced 'Steal This Film I & II' - pro-files sharing documentaries that have been downloaded 1.85m times via BitTorrent.
10. Darrin Grimwood [Member since 2006] received the opportunity to write the screenplay for 'Cornered!' after seeing it posted in the Screenwriters bulletin by US director and Shooter Daniel Maze [member since 2002]. 'Cornered!' was filmed this year starring Steve Guttenberg and James Duval.