

A Reel Green Workshop – Practical Eco-Solutions for the Entertainment Industry
July 11th 2009

MODERATOR



GEORGE S. KIZIS

Marketing Director – Green Print Alliance

Green Print Alliance seeks to reduce worldwide deforestation by helping clients utilize sustainable practices when we print for them. The GPA vigorously promotes the use of FSC and SFI certified papers and vegetable based inks. On behalf of clients that print with us, we donate trees to American Forests, Global ReLeaf Fund.

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SPEAKERS



LAUREN SELMAN, Key Note Speaker

Founder and President – Reel Green Media

Topic: “Goals: Creating Goals Around Environmental Sustainability”

Ms. Selman is an actor, producer and environmental consultant, who has been actively involved in the arts and the environment for more than a decade. After graduating from the University of California, Berkeley with honors in Conservation Resource Management and Theater Performance studies, Lauren founded Reel Green Media. Her company works hand in hand with several production studios, production companies, playhouses and events, helping to incorporate environmental initiatives into production practices.

Her interest in the environment sparked when she was studying the effect of petroleum development in the Ecuador Amazon Rainforest. She began to wonder, what could she do in her own industry to make an impact? The following year, while riding her bicycle 4,000 miles across the United States, for Habitat for Humanity, and filming the experience, she realized that through media she could make a difference. In both content and how entertainment and media is created. This was the start of a multi-year research project on the environmental impact of entertainment.

As a result of her commitment and dedication to shifting the paradigm of entertainment production practices, she has since shared her findings and has spoken at various conferences, film

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schools, production companies, including, the 2007 Association Film Commissioners International Conference, UCLA's The Business of Green, and Hollywood Goes Green. She will be featured as a speaker at the National Academy of Hazardous Waste Managers in San Diego in the fall. Her work has been recognized in publications including Sustainable Industries, The Hollywood Reporter, Business Week, Reuters, and Traction Magazine.

In addition to bringing environmental efficiencies to films, film schools and film offices, Selman also mentors the outstanding student team at EarthTeam's "The Green Screen," a television show produced by San Francisco East Bay Area teens while she is in Northern California, and works with homeless students at Hollywood Media Arts in Southern California.

Members of the production community call her the "Real Deal." She is a Jr. Board Member of Opportunity Green and Marketing Director for Project Tri Again. She is a frequent blogger at Serene Ambition and EcoRazzi and is working on her next book and on several upcoming productions.

She is also an avid athlete, swing dancer and writer. The San Francisco native now lives in Burbank, Ca

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JOSH MARK

Director, Sustainability – Fox Broadcasting Company

Topic: "Culture: *Fostering The Culture Of Environmental Sustainability*"

Joshua Mark is the Executive Director, Special Event Production, Creative Services and Director, Sustainability at FOX Broadcasting Company. His responsibilities include handling the technical production and logistics for FOX's corporate meetings, sports hospitality programs, premier parties and special events. He is also responsible for "Greening" special events at FOX including making the 2008 & 2009 Upfront Presentations carbon neutral and green; as well as for FOX's greening efforts at the 2007 Primetime Emmy Awards including the installation of the 13KW Solar Canopy on the Recycled Red Carpet and the Incandescent Lighting Free Media Tent. He was responsible for the FOX Hospitality Eco-Initiative program at Super Bowl XLII in Phoenix, the greening of the 2008 American Idol Finale and 2008 Teen Choice Awards – powered by B99 biodiesel.

He is also a co-creator of the FOXGreenGuide.com website and is a one of the FOX Networks Group Team leaders on the News Corp Global Energy Initiative. Prior to FOX he has worked in production on numerous TV shows including Saved

By The Bell, California Dreams and City Guys. Josh holds a bachelors degree from North Carolina School of the Arts in Stage Management and Masters Degree in Producing from the American Film Institute.

www.fox.com/greenitmeanit
www.foxgreenguide.com



SHANNON E. SHAEFER

Founder – *EcoSet Consulting, LLC*

Topic: “Implementation: *Applying Environmental Initiatives, Specifically Recycling Systems*”

Shannon E. Schaefer is the founder of EcoSet Consulting, LLC and has worked in the production industry in various capacities. She has been a Grip on feature films, Coordinated commercials and Assistant Directed small projects. While working in the production office of the Coen Brother’s film, A SERIOUS MAN (2008, Minneapolis, MN) she helped the production to divert nearly 80% of the set waste.



She is currently the Manager of Sustainable Production at NBC Universal.

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