



Salt Lake Film Society Launches Media Accelerator Studio with Goal of Keeping Top Artists in Utah

MAST to offer fellowship program, labs, contests, and mentoring for post-graduate animators, game designers, and content creators

WHAT IS MAST?

MAST is a forward-thinking content development program for post-graduate animators, game designers, and content creators that will harness the power of tech-enabled and animation storytelling.

IS MAST A NEW PROGRAM?

MAST will significantly grow the SLFS Film Fostering & Education Initiative, which has fostered 150 screenwriters, 4 digital directors, and produced cultural film tours.

While the format of the MAST program is new, and new staff and advisors will be added to SLFS to carry it forward, it builds on SLFS's existing mission, expanding on SLFS's long-standing education initiatives.

HOW IS MAST FUNDED?

The program is made possible by an endowment from the Robin M. Woods Legacy Fund for Future Initiatives.

IS SLFS ACCEPTING DONATIONS FOR MAST?

Absolutely. As a 501 C-3, SLFS and MAST rely upon donations to complement its public funding and private endowments. MAST aims to be a driving force in democratizing entertainment and content creation, and in building Utah as a leader in the arts.

WHO WILL LEAD THE PROGRAM?

MAST is founded by Tori A. Baker (CEO of SLFS) and Miles Romney. Mr. Romney will lead the program under Ms. Baker's direction.

A native of Utah, **Tori A. Baker** is a nonprofit arts innovator, the current President/CEO of Salt Lake Film Society (501 C-3). Tori co-formed Art House Convergence, is Founder and Producer for National Art House PSA Project, is a Founder of 10KSB Alumni (506), is a Fellow of the Goldman Sachs 10,000 Small Businesses project, and is a University of Utah College of Fine Arts Distinguished Alumna. Tori has been instrumental in Salt Lake Film Society's creation of community programs, venue remodels, and fund development success. Her public service includes board service with Tanner Lecture Series at the University of Utah, serving graduates of GS10KSB Entrepreneurial Leaders, plus volunteer work with Girl Scouts.

Miles Romney co-invented DigiClay Animation and led the first team to digitally animate Gumby. He co-founded Radiate Media in Salt Lake City which managed the digital properties for nearly two thousand newspapers, radio and TV stations, and grew to purchase a division of Nokia. He founded and led the film distributor Yekra as CEO where he promoted the work of hundreds of indie filmmakers, brokered distribution deals with everyone from Warner Bros. to Magnolia, and set the record for highest-grossing web-released feature film. He has led tech efforts for Electronic Arts, Blizzard, ESPN, and many others. And he's a Tony-winning Broadway fundraiser and co-producer.

WHAT WILL THE LABS COVER, AND WILL THEY BE PUBLICLY AVAILABLE?

In keeping with MAST's forward-thinking mission, our labs will cover topics ranging from novel uses of free-to-use and open-source software for keeping production costs low, to production tactics for indie content creators, to business and brand-building essentials for artist entrepreneurs. Instructors will be subject matter experts, and wherever possible, prominent influencers and advocates for the technologies and methodologies they teach.

Labs are designed as an essential element of the MAST Fellowship, but are open to the public for a fee, both in-person or online.

Labs will begin in April 2019, and will be announced in February.

WHAT IS THE MAST FELLOWSHIP?

The MAST Fellowship is a curated program of labs, mentorships, pitch and networking events, production subsidizing, facility and equipment offerings, and sponsor matching.

Between 5 and 10 MAST Fellows will be selected by invitation, and from among the winners of the 2019 MAST contests, *People of Earth*, *Micro-docs*, and *Voices Seen*.

ARE THE LABS AND FELLOWSHIP ONLY FOR POST-GRADS?

While there is no hard requirement of a degree in the arts, the MAST programs are being designed with an expectation of skill levels consistent with arts college graduation, or concurrent enrollment. There are certainly those who have developed these skills outside the academy, and MAST will welcome them.

Labs, especially, are open to all. Many will treat subjects that won't have been covered at all in an academic environment, so most comers will be starting from a similar place.

WHAT IS THE WEBSITE?

MAST will be available online at www.MastStudio.org. This property will begin as an information portal on MAST and its programs, but will evolve to publish original content from its contest submitters and its fellows. MAST is very interested in collaborating with other like-minded programs and content creators on original content that carries forward its objectives in education and social conscience.

WHAT KINDS OF PROJECTS ARE MOST INTERESTING TO MAST?

MAST has parallel interests in art and social conscience.

We're looking to push the envelope in storytelling and visual and media arts, and are looking for artists with distinctive voices and visual styles.

And we're looking to make the world a better place through entertainment and media, to diversify the stories that get told and the cultures behind them, and to extend opportunities to emerging storytellers whose backgrounds may be under-represented.

Our contests are designed to encourage both these aims, and help us discover artists who meet one, either, or both of them.

IS MAST FUNDING PROJECTS?

MAST is an artist fostering studio, not an incubator. We will be facilitating the success of projects that work in the tech-enabled storytelling and animation spaces. The MAST Fellowship will include some production subsidy for completing tightly-scoped project milestones over the course of the program, will present opportunities for networking with venture capital, industry mentorship, and start-up funding processes, and provide tools for fellows to be more successful in their outreach for funding. MAST contests will have cash prizes and/or production subsidies.

WILL MAST OWN THE CONTENT THAT IS PRODUCED?

Artists will retain their ownership. MAST will have a give-back program following completion of a fellowship and will retain licensing benefits.

IS PARTICIPATION LIMITED TO UTAH?

MAST is accepting contest submissions globally, and its labs will be available online.

The MAST Fellowship will be run in Salt Lake City, with an eye to enabling Utah artists entrepreneurs to create their art where they are and remain in Utah, and building Utah as an exporter of *art* rather than *artists*. We hope this program generates local economic development, and draws artists *to Utah*.

DOES MAST HAVE DEDICATED PHYSICAL FACILITIES, AND HOW WILL MAST WORK WITH OTHER LOCAL PROGRAMS, UNIVERSITIES, AND BUSINESSES?

By design, no. Utah and Salt Lake City already have phenomenal facilities for production and collaboration, many of them underutilized. A MAST community benefit is building the traffic and utilization to these facilities, and an important MAST strategy is establishing partnerships with a wide variety of local schools and businesses. These partnerships currently include the University of Utah, Salt Lake Community College, Brigham Young University, Broadway Media Group, and others, and will grow to encompass many, many more.

No program can do everything. MAST has been in planning for over four years, and has been thoughtfully designed to be powerfully additive to other existing programs and curricula.

DOES IT COST?

The cost of MAST Fellowship is underwritten in full by SLFS.

The cost of MAST contest submissions, their evaluation and processing, is underwritten in full by SLFS.

There will be a fee associated with lab enrollment, both in-person and online.

WHAT IS THE “PEOPLE OF EARTH” CONTEST?

Salt Lake Film Society’s MAST announces its 2019 writing and photography contest, *People of Earth*.

Entrants are encouraged to collaborate in pairs, and should submit an original photograph depicting one person, or multiple people, accompanied by an engaging character profile describing the person or people in the photograph.

Submissions

Photograph: The photograph may be color or black-and-white, and should be at least 4k resolution. It must depict one person, or multiple people, and must be accompanied by signed releases (to be available on the MAST website) from the photographed subjects.

Character profile: Character profiles in prose must be between 2,500 words and 10,000 words in length. Profiles in poetry may be any length. There is no required format, style, content rating, or audience.

All submissions must include both a photograph and a character profile. The photographer and writer need not be the same person—collaboration is encouraged. Award money will be split equally amongst all collaborators on all winning entries.

Submissions will be accepted through <https://contests.mastmedia.org> beginning on 1 January, 2019.

Awards

Grand prize winner: A single grand prize winner will be selected. A cash award of \$2,000 USD will be divided between the writer and photographer of the winning submission), along with complimentary enrollment (for both the writer and photographer) in all 2019 MAST labs, masterclasses, and networking events.

Honorable mentions: Multiple honorable mentions may be selected. A cash award of \$200 will be given to each (divided between writer and photographer).

Awards will be announced on 4 March.

Deadline

All submissions must be received before noon MST on 15 February, 2019.

WHAT IS THE “MICRO-DOCS” CONTEST?

Salt Lake Film Society’s MAST! announces its 2019 documentary contest, *Micro-docs*.

Entrants are encouraged to collaborate in groups, but may work alone, in producing micro-documentaries on subjects touching the history, reality, challenges, progress, and solutions to racism and inequality.

Submissions

Video: All submissions must be a video documentary between 5 and 15 minutes in length, at least 1080p in resolution (4k preferred), should be accurate, should be emotionally impactful but avoid hyperbole, should touch the history, reality, challenges, progress of, or potential solutions to, racism and inequality. Depicting emotionally difficult subject matter is in keeping with the spirit of the contest, but providing a ray of hope is highly encouraged. We’re looking to inspire people to betterment, and not inadvertently exacerbate hate.

Submissions will be accepted through <https://contests.mastmedia.org> beginning on 1 January, 2019.

Awards

Grand prize winner: A single grand prize winner will be selected. A cash award of \$2,000 USD will be divided among the group collaborators, along with complimentary enrollment (for up to 3 collaborators per winner) in all 2019 MAST! labs, masterclasses, and networking events.

Honorable mentions: Multiple honorable mentions may be selected. A cash award of \$200 will be given to each (divided among the group).

Awards will be announced on 4 March.

Deadline

All submissions must be received before noon MST on 15 February, 2019.

WHAT IS THE “VOICES SEEN” CONTEST?

Salt Lake Film Society’s MAST announces its 2019 animation contest, *Voices Seen*.

Entrants may submit alone, or in groups, a short animated piece highlighting a distinctive visual voice and style, and an aptitude for visual storytelling.

Submissions

Video: All submissions must be a video animated short piece between 1 and 30 minutes in length, and at least 1080p in resolution. It should depict a distinctive visual voice and style and an aptitude for visual storytelling, but it need not necessarily include spoken dialogue for sound effects—though at least a music soundtrack is encouraged. (Please indicate in your submission whether or not you have rights to any music used in your piece.) Submissions may have previously been published, so long as exclusive rights elsewhere no longer survive, and the piece is available for licensing to Salt Lake Film Society and MAST Either 3D or 2D are acceptable (or whatever amalgam you may have innovated). Computer animation, hand-drawn animation, and stop-motion animation are all acceptable.

Submissions will be accepted through <https://contests.mastmedia.org> beginning on 1 January, 2019.

Awards

Grand prize winners: A group of 5 to 10 grand prize winners will be selected. Each group will produce a 1- to 2-minute short animated scene with budget provided by MAST, in a short animated film produced and directed by (to-be-announced) marquee talent for submission to the festival circuit. Winners will also receive complimentary enrollment (for up to 3 collaborators per winner) in all 2019 MAST labs, masterclasses, and networking events.

Honorable mentions: Multiple honorable mentions may be selected. A cash award of \$200 will be given to each.

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Left to right: SLFS's MAST Advisory Board members Sterling Van Wagenen and Kelly Loosli, SLFS Board Chair Brian Rivette, SLFS President/CEO Tori A. Baker, Head/Founder of MAST Miles Romney, and MAST Advisory Board members Jon Beutler and John Dahlstrom. (Photo: Austen Diamond)



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Miles Romney, Head/Founder of MAST (Photo: Austen Diamond)