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Disney Studios Motion Picture Group President Mark Zoradi To Join Biola Media Conference

Workshops and Additional Speakers Announced for April 25th Event Held at CBS Studios

President of Walt Disney Studios Motion Pictures Group, Mark Zoradi, will kick off the 14th Annual Biola Media Conference on April 25th at the CBS Studio Center in Studio City, CA. Zoradi oversees the worldwide distribution and marketing of all Walt Disney Studios film properties including Walt Disney Animation Studios, Pixar Animation Studios, Walt Disney Pictures, and Touchstone Pictures.

"Mark Zoradi, one of the most successful movie distribution executives in the world, is the perfect voice to open the conference. Mark understands more than most people how to really connect with an audience, which is critical to a project's success," said Phil Cooke, host of the 2009 Biola Media Conference.

Prior to assuming his current role in July 2006, Zoradi led Walt Disney Studios' international distribution and marketing arm, formerly known as Buena Vista International, as president for 14 years. At Buena Vista International, Zoradi made a global impact and shattered industry records by earning more than \$1 billion at the international box office for 12 consecutive years, generating \$16.8 billion from 1995-2006. No other company has come close to this achievement.

The Biola Media Conference continues its 14 year tradition of gathering leading experts to help attendees navigate the challenging world of film, TV and digital media around this year's theme of "Closing the Deal".

"With today's economy, there is no more relevant topic to examine than our best opportunities for 'closing the deal' on current projects", said Arthur Anderson, co-producer on films such as *Mission Impossible 3*, *Windtalkers* and *Paycheck*. "We come together to network ideas in a highly creative environment."

This year's workshops will tackle diverse aspects of how attendees can land themselves and their projects past the finish line, such as: Innovative Film Financing, Ambition vs. Ethics, Legal Aspects Of Deal-Making, How To Package and Sell To Hollywood, and Webisodes: Springboard To The Big Screen.

- **INNOVATIVE FILM FINANCING** will feature creative and unorthodox ways to finance your film/tv/new media project, led by Rolfe Auerbach, President of Brand-In Entertainment.

- AMBITION VS. ETHICS will examine the core of successful business practices led by veteran producers Ralph Winter (*X-MEN, Fantastic Four, Wolverine*) and 1019 Productions partner, Terry Botwick.
- LEGAL ASPECTS OF DEALMAKING will explore the legal infrastructure that will make your deal a reality, from the creative legal minds of Travis Mann with Inferno Entertainment, Todd Burns, COO of Mpower Pictures, and Christa Zofkin, Head of Business Affairs for United Artists.
- HOW TO PACKAGE AND SELL TO HOLLYWOOD will include the packaging and pitching of your project, yourself and your message led by Doug TenNapel, graphic novelist, video game designer and writer of the animated Nicktoon series *Catscratch*, and guest TBA.
- WEBISODES: SPRINGBOARD TO THE BIG SCREEN explores how low cost webisodes can garner an audience and grab the attention of film or TV execs looking for new talent or fresh ideas. Hosted by Dan Ruppel, Seriously Funny Entertainment and panel TBA.

The Biola Media Conference will close out the day with a very rare public appearance and Q & A Keynote Session with Joe Eszterhas, acclaimed writer of *Basic Instinct, Jagged Edge, Footloose* and *Showgirls* about his craft and on how his new-found-faith has affected his outlook and career.

"The Biola Media Conference at CBS Studios is the largest event in the country for people of faith working in the entertainment industry. It's become a catalyst for connecting people and projects. Redemptive films like *The Chronicles of Narnia* have been birthed out of relationships made at this conference," said Kathleen Cooke, co-director of the Biola Media Conference.

The Biola Media Conference is sponsored by Biola University's acclaimed Cinema and Media Arts Department. For more information, to register online, and for sponsorship information, visit www.biolamedia.com, call 1-866-334-2266 or e-mail bmc@biola.edu.

About Biola Media Conference

In its 14th year, the Biola Media Conference exists to educate, inspire, and network people of faith working in the media while providing creative inspiration into the spiritual nature of any career in the media industry. Recognized as the premier event for Christians in the entertainment field, BMC attracts participants who will benefit from direct interaction with acclaimed industry pros who are at the top of their craft. From CEOs to the next generation of industry leaders, attendees secure valuable information, insight, and contacts that strengthen their character and their careers.

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