

Monthly Newsletter

February 2024

A Tapestry of Cultural Sensitivity and Rainbow Nation Perspectives

by Ferdinand W Gernandt
Producer/Actor/Screenwriter

Storytellers now have unprecedented worldwide chances thanks to the art of screenwriting, which has crossed national boundaries in the ever-evolving world of film. I discovered two different points of view as I investigated the subtleties of navigating the global landscape: one that concentrates on the larger issues of global screenwriting, while the other examines the particular viewpoint of South African screenwriters.



This issue:

A Tapestry of Cultural Sensitivity and Rainbow Nation Perspectives

BY FERDINAND W GERNANDT

Featured Speaker
JEREMY KAUFMAN

UPCOMING EVENTS INFO

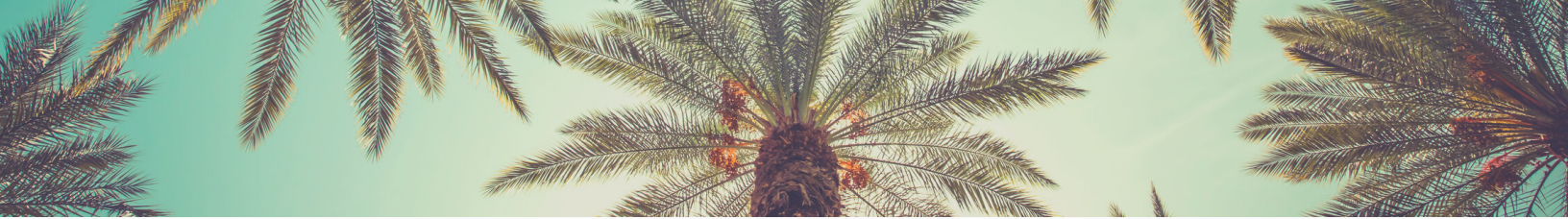
HOLLYWOOD NEWS ROUNDUP

FOMO?

Go to our website to sign up for the newsletter, learn about what we do and our 2024 events.



hanesaga.com



A Tapestry....contd.

Cultural Sensitivity and Universality: [Perspective 1] highlights that a key component of international screenwriting is striking a fine balance between cultural sensitivity and universal ideas. Screenwriters are able to craft stories that have a universal appeal when they have a thorough understanding of the different cultural fabric of our globe. However, [Perspective 2] emphasizes the diverse cultural fabric of South Africa, highlighting how valuing my nation's uniqueness serves as a foundation for telling tales that have an international impact. Like me, other South African screenwriters find inspiration in their multicultural reality, which contributes a distinct flavor to the global story.

Language as a Barrier and Bridge: Both viewpoints recognize the significance of language in international screenwriting. [Perspective 1] views language as both a barrier and a bridge, acknowledging both the opportunity and the problem it presents. Writing in a variety of languages improves a screenwriter's flexibility. The benefit of having eleven official languages for South African screenwriters is highlighted in [Perspective 2]. With dubbing and subtitles, multilingual storytelling becomes an effective instrument that not only captures the reality of the local community but also opens doors to a global audience.

Adapting to Different Markets: Understanding the demands of various film markets remains a key theme in both perspectives. [Perspective 1] underscores the importance of adapting scripts to align with market-specific elements, catering to the preferences of Hollywood, Bollywood, Nollywood, and more. Meanwhile, [Perspective 2] delves into the unique dynamics of the South African film industry, where screenwriters blend global storytelling techniques with narratives rooted in the country's cultural identity. Both perspectives emphasize the necessity of understanding and adapting to different market contexts.

Collaboration Across Borders: Collaboration is another theme that echoes in both perspectives. [Perspective 1] highlights the necessity for screenwriters to work with diverse teams, including directors, producers, and actors from different cultural backgrounds. Effective communication and a willingness to embrace diverse perspectives contribute to creating globally appealing stories.

In contrast, [Perspective 2] explores the collaborative spirit ingrained in South African culture, extending to the film industry. South Africa, often referred to as the "Rainbow Nation," draws its strength from its diverse communities, languages, and traditions. The collaborative ethos aligns with global trends, emphasizing the strength found in diversity. As a South African, I understand that the amalgamation of various cultural influences can lead to narratives that resonate with a broader audience, both locally and globally. This commitment to diversity not only mirrors the nation's demographics but also enhances the authenticity of on-screen portrayals. Actors bring their unique perspectives and experiences to the characters, contributing to a richer and more nuanced storytelling experience.





A Tapestry....contd.

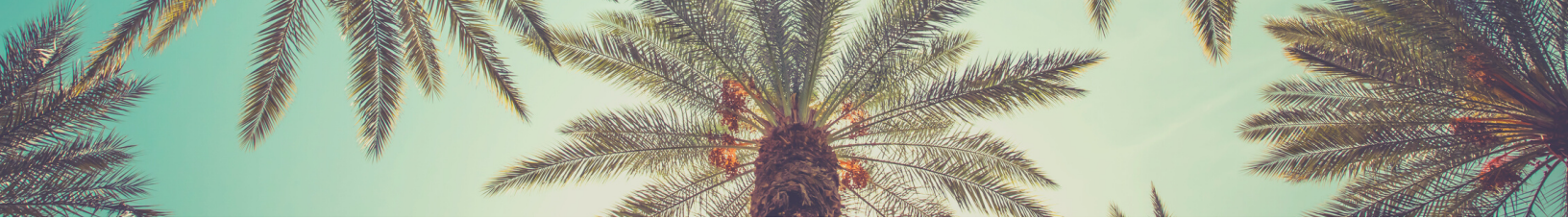
Genre Variations and Diverse Genre Exploration: Acknowledging the unique genre preferences across different regions is a shared perspective in both perspectives. [Perspective 1] suggests adapting screenwriting styles to cater to the preferred genres of specific markets, while [Perspective 2] highlights how South African cinema spans a spectrum of genres, from dramas exploring apartheid legacies to comedies celebrating everyday life. Both perspectives recognize the importance of genre diversity in capturing global audiences.



Embracing Technology and Streaming Platforms: Both [Perspective 1] and [Perspective 2] acknowledge the transformative impact of streaming platforms on the global distribution landscape. Screenwriters can leverage these platforms to reach audiences beyond traditional cinema markets. The rise of streaming services becomes a common thread, offering opportunities for storytellers to share narratives globally and showcase unique perspectives.

Conclusion: These perspectives from [Perspective 1] and [Perspective 2] agree that a nuanced understanding of cultural sensitivity, linguistic adaptability, and the various markets that shape our interconnected film industry are necessary for success in global screenwriting in a world where storytelling functions as a global language. Screenwriters weave stories that enthrall audiences all across the world, whether they are negotiating the complexities of Hollywood or incorporating the rich cultural tapestry of my Rainbow Nation into their works.





FEATURED SPEAKER - Jeremy Kaufman

Our next featured speaker is a veteran in the Entertainment Industry and was one of the speakers at the 2021 Hanè Saga in Kanab.

Jeremy Kaufman is a veteran IP attorney and consultant in the entertainment field and teaches Art Law at Claremont University's Peter Drucker School of Management.

Previously, he worked at Netflix, Disney and 20th Century Fox. Some of the shows he has worked on include High School Musical, The Muppets, Avatar, Modern Family, The Simpsons, X-Men, Squid Games, Glee, Stranger Things, The Witcher, Tiger King, and Bridgerton.

While at Netflix, Jeremy founded and led its IP legal team, which helps create Netflix's global content. That content includes original films, series, documentaries, unscripted shows, stand-up comedy that are produced around all the world to satisfy Netflix's global membership.

The IP team is based in Los Angeles, but has teammates in 11 other offices around the world, who navigate local variations in making great entertainment. The team's core mission is to manage the legal risks arising from the storytelling itself, such as copyright or defamation, and to manage Netflix's valuable trademark portfolio. The team is also deeply involved in IP policy, litigation, and supporting Netflix's marketing, video game, and consumer products endeavors.

Jeremy has been recognized as an IP Star by Managing IP, as a top 300 in-house IP professional by World Trademark Review, and while he was leading it, the Netflix IP team was repeatedly nominated as one of the best in-house teams in its industry, region, and the world.

In his free time, Jeremy enjoys skiing, cooking pizza, and contemporary art.

At our retreat in October 2024, Jeremy will talk about the common legal issues creators face - and will go into myth vs facts.



UPCOMING EVENTS 2024

Hanè Saga will be back with a virtual workshop and a retreat in 2024, changing our format slightly. Our virtual workshop will be held in early June, date TBD where we have industry leaders with panels and workshops. At our retreat in St. George/Zion, Utah - which will be in early October, date TBD, we will have in-person workshops and panels, creative and inspiring activities, and a scenic backcountry tour of Zion.

We will have the dates confirmed in the next week, and will open up for ticket sales in a week or two - our next newsletter in February will have the option to get your ticket to your event. Note that for our retreat, space is limited.

HOLLYWOOD

Hollywood News Roundup

The latest rumble is how Hollywood tycoon Tyler Perry has indefinitely halted his \$800 million Atlanta studio expansion due to revolutionary advancements in artificial intelligence, notably OpenAI's Sora text-to-video model.

Perry's decision, following Sora's Feb. 15 debut, comes ahead of his recent Netflix film release, "Mea Culpa."

Sora, as explained by OpenAI, can craft one-minute videos while maintaining visual integrity and adhering to user instructions. Based in San Francisco, the AI company aims to develop models simulating real-world interactions to aid problem-solving.

Initially planned four years ago, Perry's expansion project aimed to add 12 soundstages to his 330-acre property, according to The Hollywood Reporter.

Expressing amazement at Sora's capabilities during a Feb. 22 interview, Perry highlighted its potential to replace location shoots and set construction in his productions.

While Perry recognizes AI's benefits, he also raises concerns about its impact on the film industry, urging consideration of industry-wide unionization to safeguard jobs. Despite his current AI use, Perry feels no obligation to continue, citing his studio's success. However, he stresses the necessity of discussing AI's implications in film for industry readiness. Echoing Perry, Oscar-winning actor Tom Hanks expresses worries about AI's potential to indefinitely alter performances, underscoring the importance of awareness and dialogue on its consequences. You can read the full article [HERE](#).

And as a side note – we will have a panel on June 8th and at our retreat about AI in Hollywood.



Utah's allure to Hollywood is further exemplified by Kevin Costner's enduring connection to the state.

With his involvement in projects like Yellowstone and his latest venture, Horizon; An American Saga, Costner has become a frequent visitor to Utah for productions.

Notably, he is spearheading the establishment of a new soundstage in St. George, UT, with a lineup of projects already in the pipeline. For further insights, the full article can be accessed [HERE](#).

Ready for the Oscars?

Chris Roger, a member of the Hanè Saga team, has curated a comprehensive FYC Screener Grid featuring all the Oscar-nominated movies. For cinephiles aiming to catch up on these acclaimed films before the awards ceremony on March 10th, the grid is available [HERE](#).



hanesaga.com