

Hi guys! [Julie and Joy]

I'm sitting in the lobby of the cutest and quaintest Best Western ever... [while at the Swansea Bay Film Festival]

Thankfully I did get the package with the DVD's and books. The DVD sent to the festival didn't work in their machine, but I had a few copies, so I exchanged their copy for one of mine. There was good feedback- and overall ABNORMALLY NORMAL was well received. The audience ... all loved the concept, thought Julie was a great actress and was riveted by the trailer.... They all also commented that the direction was wonderful :) SOOOOO PROUD of both of you!!! I'm not even PMSing and I found myself really moved by the story again. I think what you can accomplish with the accessibility of your story is overwhelming.

As I poured thru the Press kits and books yesterday night, I started to think more about where else to put this in the UK and I'm going to think on it a bit more and see if I can elicit some help from some contacts.

Okay- feedback. I should preface this with the info that before we showed A.N. we had a long talk within the group about how all the films represented that day were first time film makers and that all of us had been learning so much about what worked. When A.N. finished, they were all clapping and aghast to know this was a first effort film- it was so professionally put together and so compelling a storyline. (Which a LOT of these films have lacked....) I led about a 20 minute conversation where I explained the origin of the story and the Pod casts and the book and the series idea and the different perspectives examined in the series. They were all quite impressed with the thought and the layout and how everything has unrolled for you guys so far.

Comments about things which the audience felt need to be addressed are things I think you have already stated to examine: Creating a bit of a tighter structure, upping the stakes a little bit as far as the action moving forward- basically making it run a little faster. While the music is gorgeous (especially the title song) some of it feels a bit too 'self-help-ey' which could be off putting to certain audiences.

Especially as there is soooooo much juice to the story. But that will all come with slightly bigger budgets, as well! Technical advice: the 'light' transitions are gorgeous and appropriate, but you might want to start making lists of cool transitions you see (the transition from the eye to the circle of chairs was LOVED!!!!) so as to break it up a little. And the gorgeous shots of Julie sitting and processing (even though they were fantastic 'actions' to play, Joy....) slowed the story down a little bit.

You guys have probably made lists of things that you would change in a re-shoot, anyway, but I think it's nice to know what was said about the piece here.... I think of the hours of films we watched this weekend and think that yours was the only one shot to be a series, that it was extremely far and above the level of professionalism that expected or

achieved at this particular festival, and that the people who saw it today, and the judges who voted to include it and you in this fest were justifiably blown away by your vision.

I think there are several options closer to London and I may have another idea for the States, which I will pass along in the next week or so once I talk to my friend in LA, Rick.

I wish you guys were here for the sheer fun factor and experience.... Next time, Ladies!!! I will talk to you Mon or Tues!!! Love you loads!!!

Thank you from me, and Che, for letting us represent such a fantastic project and product!!!

xx,  
Kimberly