

TOGETHER AGAIN

PRODUCED BY CONFERENCE 2022, JUNE 11–12, FOX STUDIO LOT

After two years of remote confabbing due to the COVID pandemic, the 13th annual Produced By Conference once again brought together a wide spectrum of industry pros of all stripes, this time on the Fox Studio lot. More than 1,000 invitees attended over the course of a sunny weekend, with topics that ranged from freewheeling (“Creative Producers From A to Z,” “Pitch Perfect”) to the highly technical (“Virtual Production for Independent Filmmakers,” “Artificial Intelligence Dymystified”); and panelists both famous (Viola Davis, Eva Longoria, Seth MacFarlane) and revered among their peers (Redwagon partner and PGA president Lucy Fisher, Rideback CEO Dan Lin, Netflix head of scripted series Peter Friedlander, Amazon Studios head of development Marc Resteghini).

There was also much discussion about diversity across several panels. *The Hollywood Reporter*’s Rebecca Sun posed a conventional wisdom-vs.-myth question to Longoria, the founder of UnbeliEVAble Entertainment, about the assumption that there are either not enough qualified members of underrepresented groups when it comes to recruiting for key positions, or “they’re not hiring white people anymore.” “The second one is not true,” asserted the actor-producer. “You see it in the statistics.” But she also said that producers have to do the work by giving novices a chance to gain valuable experience, citing her hiring of a Latino DP, Federico Cantini, on her theatrical feature directorial debut, *Flamin’ Hot*. “They kept saying, ‘He’s never done a movie of this size.’ I said: ‘I’ve never done a movie of this size!’ You haven’t done it until you’ve done it.”

PHOTOGRAPHED BY JORDAN STRAUSS/INVISION



Susie Casero, Valerie Johnson-Redrow, Xavier Bernasconi, Christina Lee Storm, Steve Jelley, Philipp Wolf



Rebecca Sun, Charles D. King, Eva Longoria



K.J. Matthews, Betsy Beers, Jordana Mollick, Dante Di Loreto



Viola Davis



Kesila Childers, Erica Fishman, Elle Roth-Brunet, Rabia Sultana, Ashley N. Flores, Sabrina Ehlert



Mark Kimsey, Susan Sprung, Alison Brower, Melody Hildebrandt, Diana Williams, Stephen Feder



Julius Tennon



Jason Sterman



Michelle Byrd, Julius Tennon, Viola Davis, Yvette Nicole Brown, Susan Sprung

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Marc Resteghini, DanTram Nguyen, Brooke Bowman, Peter Friedlander, Scott Huver



Susan Sprung and Cynthia Littleton



Stephanie Allain



Barry Jossen, Jason Richman



Dan Lin, Chris Miller



Liz Hannah



Jesse Collins, Mike Farah



Nikola Todorovic, Joel Sloss, Lori H. Schwartz



Mike Farah, Jesse Collins, Susan Sprung, Mike Larocca, Lucy Fisher



Mark Gill, Liz Elkington



Rick Champagne



Amanda Beggs, Brent Findley,
Michael Minkler, Curt Sobel,
John Sylva



Steven Cohen



Mo Rhim



Tonya Williams, Jennifer Kawaja, Annmarie Morais, Catherine Tait, Devin Griffin, Aml Ameen,
Arnold Pinnock



Michael Yarbro