



## Stephen Mitchell

Although born and raised in Southern California, Stephen Mitchell began his filmmaking career in Paris, France with the satirical *Montmartre*, followed shortly by *The French Chef*, which starred the Cesar-winning actor Philippe Leotard. Since returning to California, Stephen has written, produced and directed 12 movies, created and produced more than a thousand televised one-act plays and the critically-acclaimed *Confessions* web and (*Interview*) television series. He judged Best Directing in a Comedy Series for the CableACE awards during the last nine years of its existence.

In 1980, Stephen founded an entertainment industry think tank in the guise of a repertory company for film and television labeled *The New Hollywood Studio System*. In the repertory environment, Stephen authored a number of intellectual properties including the Action/ReAction technique for actors and a curriculum for writer/directors; both bearing directly on advertising and marketing concerns. “In formulating the New Hollywood Studio System, I felt it was important to take into account the present-day dynamics affecting the world of entertainment content, advertising and public relations as well as the development and management of talent.”

In 1985, Stephen pioneered a unique application of product integration in branded entertainment with his cable TV series (*Interview*). “I wanted to sell a product that nobody wanted to a public that had an aversion to buying. It was important to me that the show, which was actually a 28-minute commercial, be perceived as entertainment and not as a product pitch. Furthermore, it was imperative that, in purchasing the product, the buyer was made to feel part of a select group of cognoscenti.” The series was lauded by critics and attracted a cult following that included Oscar, Emmy, Peabody and Grammy winners. It succeeded in attracting buyers for Stephen’s ideas and garnered a first-look deal for him with TriStar Pictures. (<http://www.cineparis.net/int/int.html>)

In 2005, Stephen authored a writing curriculum for the creation of brand integrated concepts suitable for feature films, television programming and alternate media, including game content. The purpose of the course was to create a pool of talent capable of generating entertainment/advertising vehicles on demand in response to changes affecting the advertising world. “Frank Lloyd Wright said form and function should be one, joined in a spiritual union. That’s a very good description of what branded entertainment should be.”

In 2006, Stephen authored a protocol for the management and marketing of business executives, which applies the same strategies used in the entertainment business to the benefit of actors, writers and directors. “The goal is to maximize the yield from the client’s personal brand. I am acutely aware of the importance of creating yet another interface between the business world and the entertainment business.”