



THE ANDREW J. KUEHN JR.
F o u n d a t i o n

NEWSLETTER



Dear Friends of the Andrew J. Kuehn Jr. Foundation,

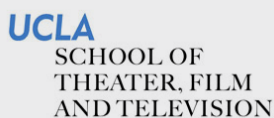
As we approach the 8th anniversary of Andy's death, it gives us great pleasure to report the many tangible ways that his life and legacy continue to influence future generations.

In accord with his wishes, the Andrew J. Kuehn Jr. Foundation has established enduring relationships with distinguished educational and arts institutions in Southern California, using its resources to support learning, career development, preservation and cultural programming that enrich the communities of greater Los Angeles, Andy's adopted home.

Six years into its mission, the Foundation continues to provide substantial yearly grants to five irreplaceable Southland organizations. We are especially delighted to report that the Foundation's most significant beneficiary – the world-renowned UCLA Department of Theater, Film & TV – has inaugurated a year-long series of marketing courses named in Andy's honor.

Our other grant recipients - Outfest, The UCLA Film and Television Archive, The LA Leadership Academy and The Orange County High School of the Arts – are nationally and internationally recognized educational and cultural institutions firmly rooted in Southern California. Whether through preserving and disseminating essential films and film history or by inspiring creativity and expanding opportunity, the active, inventive work of these organization expresses Andy's humane values and honors his commitment to the arts and education.

Below, you will find information about the beneficiaries of AJK Jr., Foundation grants and details of how they translate its resources into essential programs and life-changing opportunities. We applaud their achievements and support their vision.





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EDUCATING THE NEXT GENERATION

LOS ANGELES LEADERSHIP ACADEMY

“The Los Angeles Leadership Academy prepares urban secondary students to succeed in college or on chosen career paths, to live fulfilling, self-directed lives, and to be effective in creating a just and humane world....”

An ethnically diverse, neighborhood school, The Los Angeles Leadership Academy aims to inspire a love of learning in students with an academic program emphasizing critical thought applied to real-world contexts and cooperative learning to maximize individual achievement.

The Los Angeles Leadership Academy opened in September 2002 with 120 students in grades six and seven. Currently, in its ninth year of operation, the Academy serves over 400 students in grades 6-12.”

The Los Angeles Leadership Academy began receiving grants in 2008 to build and equip the now completed Andrew J. Kuehn Film & Media Center, a hub for new and traditional course offerings in media studies. From bricks and mortar to digital, analog and print holdings, Foundation support has built this state-of-the-art facility for the study of motion picture entertainment, enabling student creativity and pre-professional development.

Today, beneath a plaque acknowledging the generosity of the Foundation, students write and edit projects developed as part of their course of study within LA Leadership Academy’s Film Studies curriculum.

The space is handsomely decorated with posters from Andy’s industry-transforming career. An enlargement of a Los Angeles Times feature about his life and work hangs alongside a souvenir poster from the Cannes Film Festival which in 1994 bestowed its lifetime achievement award on Andy for excellence in movie marketing.

In addition to digital resources, the center includes a library of printed reference works about the world of film. Books about filmmaking, filmmakers, the industry and the many crafts and craft-persons who work within it-- including several from Andy’s personal collection-- line the shelves.



Top: Andy’s legacy in action at LA Leadership Academy.

Inset: LA Leadership Academy’s Film and Media Center is named for Andy.





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ORANGE COUNTY HIGH SCHOOL OF THE ARTS

“Established in 1987, the Orange County High School of the Arts (OCHSA) is a creative, challenging and nurturing environment for bright and talented students seeking an unparalleled preparation for higher education and a profession in the arts.”

This premier public charter school currently serves more than 1,550 students in grades 7-12 from more than 100 cities throughout Southern California. Both the academic and arts program have earned regular inclusion in US News and World Report’s ranking of the “Best High Schools” in America.”

Since 2007, the Orange County High School of the Arts Film & Television Conservatory has received yearly grants from the AJK Jr., Foundation, support which has purchased professional quality camcorders, iMac computers, a full array of editing and graphic design software, user licenses and upgrades, as well as essential production and broadcast equipment.

In the Fall of 2011, the Foundation renewed its support, pledging to continue

its major-donor relationship until 2014. In recognition, OCHSA named two of its Film and TV Conservatory Editing Bays after Andy, with a plaque acknowledging his commitment to the educational and cultural programs of this distinguished arts-magnet secondary school.

In 2011, Foundation money purchased Spider dolly kits, portable Arri light kits, Zoom flash sound recorders and Canon DSLR cameras. The DVD library was enlarged to include classic and foreign films, and framed movie posters went up in the editing rooms. But while Foundation support can be quantified in terms of facilities, equipment and software, we are especially proud of the high-quality learning experiences and creative opportunities that Andy’s legacy has provided.

Taking courses in Advanced Cinematography, Directing, Screenwriting, Documentary Filmmaking and Editing--using resources provided by Andy’s bequest-- OCHSA students are accepted at leading film schools around the country and the globe, including USC, NYU, Stanford, Chapman and the

New Zealand Film and Television School in Wellington.

Recently, OCSHA students filmed a concert with Broadway actress Lindsay Mendez for the Arts School Network, while TV Production students produced a new web series “In Session.” As they train for careers as visual story tellers, developing their talent and obtaining real-world skills and professional experience, OCHSA students celebrate Andy’s life and art.



Top: OCHSA Film and TV Conservatory students.

Bottom: One of two edit bays at OCHSA named after Andy.

Inset: Detail of the dedicated plaque.





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PRESERVING OUR HERITAGE

OUTFEST LEGACY PROJECT

“Outfest is the leading organization showcasing, nurturing and preserving lesbian, gay, bisexual and transgender film images and artistry. For 29 years, Outfest has led the charge, spotlighting emerging talent, creating community between filmmakers and audiences and offering a world-class forum for stories that reflect and often transform LGBT lives.”

The Outfest Legacy Project for LGBT Film Preservation, a collaboration with the UCLA Film & Television Archive, is the only program in the world devoted to saving and preserving lesbian, gay, bisexual and transgender moving images.”

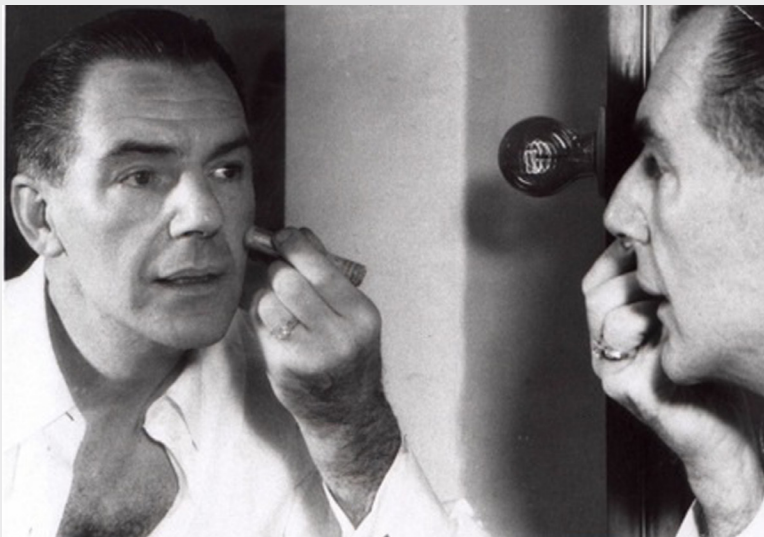
Since the Foundation began its philanthropy, the Legacy Project has been a recipient of support. As in previous years, the 2011 grant underwrote the invaluable work of restoring and preserving LGBT film while expanding public access to it.

The restoration of Richard Oswald’s 1919 German language film, DIFFERENT FROM THE OTHERS, nears completion. This seminal work of education, advocacy and representation is “arguable the first feature made explicitly about a gay person.”

With Foundation support, films from the Legacy Collection were promoted and presented at Outfest’s 29th annual Los Angeles Gay and Lesbian Film Festival, including THE MAN WHO DROVE WITH MANDELA, THREE BEWILDERED PEOPLE IN THE NIGHT and QUEER THROUGH THE YEARS, a selection of films from the *One* collection at USC that are as affecting as they are informative and entertaining.



Above: Charles Pierce in a publicity still from the “Queer Through the Years” film series.



Above: South African theater director Cecil Williams, *The Man Who Drove With Mandela*.





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THE UCLA FILM AND TELEVISION ARCHIVE

“The UCLA Film and Television Archive is renowned for its pioneering efforts to preserve and showcase classic, current and innovative film and television. It is committed to the exploration and enjoyment of the moving image for generations to come.”

A unique resource for study, the Archive represents the second largest collection of media materials in the United States, after the Library of Congress in Washington, D.C. - and the largest of any university in the world. The Archive holds more than 300,000 motion picture and television titles and 27 million feet of newsreel footage. The combined collections constitute a comprehensive audio-visual documentation of the 20th century.”

THE OUTFEST LEGACY SCREENING PROJECT AT THE UCLA ARCHIVE:

With its 2011 grant to the Outfest Legacy Project Screening Series at the UCLA Archive, the AJK Foundation renewed its commitment to bringing LGBT films before the public. Foundation support allows the UCLA Archive and Outfest to develop audiences, broaden outreach and strengthen the brand identity of this adventurous screening program.



In 2012, the AJK Foundation is proud to be the presenting sponsor for a bi-monthly series devoted to “New Queer Cinema.” A style of independent filmmaking that presents queer lives and points-of-view in transgressive but commercially appealing ways, New Queer Cinema includes filmmakers like Todd Haynes, Tom Kalin, Cheryl Dunye, Isaac Julien and Derek Jarman, who will be screening their films and discussing their work in relation to the impact and continuing viability of the movement.

The Billy Wilder Theater at the Hammer Museum in Westwood is home to the Outfest Legacy Screening Project at the UCLA Archive. For more information and a schedule of guest artists please visit: www.cinema.ucla.edu.





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IMPACTING THE INDUSTRY

UCLA SCHOOL OF THEATER, FILM & TELEVISION

“At UCLA the study of theater, film, television and digital media is integrated within a single professional school...”

Located in Los Angeles, the entertainment capital of the world, the UCLA School of Theater, Film and Television (TFT) draws upon industry leaders for its faculty, advisors and mentors.

TFT aims to provide the highest possible standard of professional training while also encouraging an independent spirit of innovation and creative risk-taking. The objective is not to train students to fit into pre-existing slots in the entertainment industry, but to prepare them to become pathfinders in their chosen fields, the leaders of the future.”



Above: Christopher Hanson, 2011 Producer’s Program Marketing Fellowship Recipient.

UCLA’s Department of Theatre, Film and Television is the prime beneficiary of the AJK Jr., Foundation and manages a gift in excess of \$500,000. Since 2007, Foundation giving has underwritten instructor salaries, student stipends and tuition support within the department’s Producer’s Program, a “highly individualized MFA degree program...for people pursuing careers as independent producers or network executives.”

This year, the Foundation celebrates the long-anticipated launch of the Andrew J. Kuehn Marketing Series, a full year curriculum in entertainment marketing.

In Fall 2011, “Feature Film Marketing,” taught by New Regency EVP, John Hegeman, examined the critical components of a film marketing campaign and the key tools and resources of a film marketing department.

In Winter Quarter, 2012, scholar, copywriter and trailer blogger, Dr. Frederick Greene, reprises his graduate seminar in “Creative Advertising,” examining the history, theory, contemporary practice and likely digital future of the movie preview.

In Spring, 2012, John Weller, Director of Creative Strategy for Imageworks Interactive, concludes the series with his “Online Marketing” course, examining the fierce competition for online audiences, emphasizing user perspectives in creating materials and guiding students through critical issues and options for crafting a digital campaign.

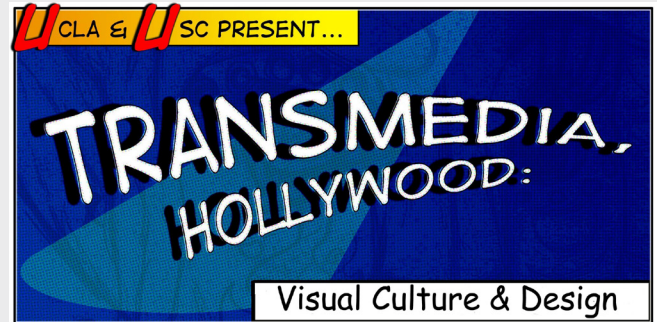
In April of 2011, the Foundation sponsored Transmedia, Hollywood 2: Visual Culture and





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Design, an annual symposium in collaboration with USC that explores the role of transmedia franchises in today's entertainment industries. The event puts media creators, producers and executives in critical dialogue with top researchers and scholars from across the spectrum of film, media and cultural studies. Full videos of the conference can be seen at: <http://vimeo.com/channels/transmediahollywood>



Above: The AJK Foundation supports Transmedia Studies

In 2012, the AJK Foundation is the Presenting Sponsor for the Transmedia event, "Creative Labor." To learn more, visit the Transmedia Facebook page at: <https://www.facebook.com/TransmediaHollywood>.

Every year since 2007, the Foundation has awarded marketing fellowships to the most outstanding and promising students in the Producer's Program. This year, the selection committee combined the two prizes and gave a \$4,000 award to Christopher Hanson, who is completing his MFA while interning with Sony Pictures Entertainment.

In 2012, the Foundation is sponsoring a competition among Producer's Program students to create online audio-visual marketing campaigns for both organizations. Winners will receive monetary prizes and the resources to produce their design.

Here, at one of the world's pre-eminent institutions for the study of film and film marketing, Andy's personal and professional achievements enable a new generation to pursue related careers in the entertainment arts.

We invite your **COMMENTS** and **QUERIES**:
wgorges1@gmail.com

The AJK Board members:
Will Gorges, Chairman
Andrevia Holterhoff
Debbie Peterson
Alan Friel

PG-13 PARENTS STRONGLY CAUTIONED 
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
MATURE THEMATIC ELEMENTS, SEXUAL CONTENT INCLUDING CRUDE REFERENCES, AND DRINKING - ALL INVOLVING TEENS

