DEAR FRIENDS OF HEARTLAND,

As we conclude another year and approach a new decade, this is the perfect moment to reflect on how far we have come over the past 10 years. During this time, we have seen many changes in our culture, especially in the quality of films being produced. When our organization was founded in 1991, we saw a need to honor films that bring out the best of the human spirit, and also to encourage the creation of more of these types of films.

Throughout the decade, our message has spread beyond the independent film community and into major studios with increasing recognition of the value of our mission. These results are defined by the success of our Truly Moving Picture Award which is given to theatrical released studio films. In 2009, we awarded 22 films with this honorable distinction, which is the highest number of films awarded in a given year since the award’s inception. This increase in the number of films receiving the Truly Moving Picture Award demonstrates our efforts are paying off and our voice is being heard.

A prime example of the film culture embracing our mission is the successful release of an amazing well-told story in the film, The Blind Side. Heartland saw the value in this film and awarded it with our Truly Moving Picture Award in November. The critics and the film industry alike were amazed by the success of the movie; but we knew this film would resonate with moviegoers and hold steady at the top of the box office sales for 10 weeks. While our journey is far from being over, we recognize the strides we have made so far and will continue to challenge the film community to create more inspiring and engaging films.

Heartland’s other programs experienced many achievements and growth as well.

* Six new curricula for parents, mentors and educators were developed for the F.I.L.M. Project. Engaging youth to read and watch quality content, the F.I.L.M. Project inspires youth to participate in theme-based activities and service projects.

* 2009 was a record year for filmmaker participation in the annual Heartland Film Festival. In addition, Festival screening attendance increased by 11 percent with a record number of 87 films in this year’s Festival lineup.

* Four educational seminars were offered to more than 400 budding filmmakers through the Heartland Film Institute. The dynamic programming offered skill-building lectures and networking opportunities to launch a new generation of filmmakers capable of producing powerful, inspiring stories.

In a year which has been challenging given the recent financial climate, we are thankful for the generous support of sponsors, donors, foundations, among others. It is through your involvement that we are able to provide unique opportunities and programs that fulfill our mission,

* to recognize and honor filmmakers whose work explores the human journey by artistically expressing hope and respect for the positive values of life.

Thank you to everyone who supports Heartland Truly Moving Pictures. We are excited for the upcoming year and what it holds for us. We look forward to recognizing more individuals who create moving imagery, powerful storytelling and making a difference through film.
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For the first time since this awards program was established, Heartland recognized its top 10 Truly Moving Pictures of the year. This program will continue to run annually, highlighting the films that have received the Truly Moving Picture Award and best align with Heartland’s mission. The top 10 Truly Moving Pictures of 2009 include, in order: The Blind Side, Invictus, The Horse Boy, Up, The Cove, Herbie & Dorothy, The Soloist, The Boys Are Back, My Sister’s Keeper and Amreeka.

Another first for Heartland was recognizing and featuring a few Truly Moving Picture Award recipients at the 2009 Heartland Film Festival. Special advance screenings included Bright Star, Precious and Waking Sleeping Beauty (a 2010 Truly Moving Picture Award recipient). This allowed the Festival audience to become more familiar with the Truly Moving Picture Award program while providing a “sneak peak” at future theatrical releases. This program proved a great success and Heartland plans to continue this with future Festivals.

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Comments from advance screenings of The Blind Side

“It was wonderful. It makes you think when you leave the theater, ‘what can I do to make a difference in someone’s life?’”
Joan Massey, Charlotte, North Carolina

“This was a feel good kind of movie. It inspires you to want to help people that are not so fortunate in the world. But it also makes you realize that if you have a goal you can achieve it, even if you have to overcome many obstacles.”
Leah Sabyn, Charlotte, North Carolina

“What a wonderful story about human compassion and commitment and how it can really make a tremendous difference in someone’s life.”
Nora Wu, Seattle, Washington

“I just recently saw the screening of ‘The Blind Side, and I have to say it was one of the best and inspiring movies I have seen in a long time… What a wonderful story and movie and I highly recommend this movie to my family and friends.”
Lisa Petersen, Henderson, Nevada

Comments from advance screenings of The Soloist

“Thoroughly enjoyed this movie… The story was compelling, engaging, and had a human quality that was very moving. I would highly recommend others to see it. I hope this comes out on DVD because it is a must for my library.”
Lisa Williams, Indianapolis, Indiana

“A wonderful intelligent and engaging movie. It truly brings to focus the connection about mental health and the homeless. I felt the movie was a reminder to always consider that every person has worth.”
Barbara Epelboin, Chicago, Illinois

“The Soloist was a very good film. It made me look at the homeless with a very different vision… I am more than 100% sure this film will move people who watch it.”
Neal Nabors, Belmont, Massachusetts

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The Samuel Goldwyn Company
Amreeka
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Bandslam
Summit Entertainment
Battle for Terra
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F.I.L.M. PROJECT

In 2009, the F.I.L.M. (Finding Inspiration in Literature & Movies) Project introduced an exciting new curriculum, Teaching with Movies: A Guide for Parents and Educators. Today’s youth experience a media-saturated world and this guide was developed to help adults and youth navigate amidst the over-abundance of media messages.

Teaching with Movies takes the impact of movies to a whole new level by offering the know-how to select movies with redeeming messages, and develop meaningful lessons and discussions to use with youth. With this guide, the concept of F.I.L.M. is applied to a greater breadth of movies, providing the tools to make every movie matter more.

F.I.L.M. has afforded my students the opportunity to look at movies from an entirely different perspective. Not only are they looking at movies differently, they are learning how to utilize the formulas of filmmaking in a new way. The sessions that we have are more intense due to Teaching with Movies, and the F.I.L.M. guides help the students to see and think about themes they would have normally missed just by watching the movie. I really appreciate the F.I.L.M. guides because they have helped my students become better writers.

Kevin McGill  Residence Manager  Yonkers Family YMCA

Along with the Teaching with Movies guide, F.I.L.M. developed other exciting new curricula. In 2009 F.I.L.M. introduced youth to inspiring role model athletes in Bright Star; the Ernie Davis Story and The Blind Side; strong female figures and a remarkable history lesson in The Secret Life of Bees; a brief glimpse of Romantic poet John Keats’ life in Bright Star; and an exploration of the unique dynamics of relationships with family and friends in My Sister’s Keeper and Where the Wild Things Are. The expansion of F.I.L.M. curricula allows Heartland to continue reaching out to youth educators to get youth reading and watching quality content, provoke thought and exploration of pertinent themes and issues, and inspire participation in theme-based activities and service projects.

HEARTLAND FILM INSTITUTE

The Heartland Film Institute continues to offer year round programming to educate aspiring filmmakers in the art and craft of creating films that celebrate the best of the human spirit. During 2009, Heartland hosted four seminars at the IUPUI Campus Center on a wide variety of topics, including the key ingredients to making short films, the business side of the film industry, showing emotion through animated filmmaking and the principles needed for directing and producing. The seminars featured industry experts from around the world and were offered to the public for free or at a very low cost. The 2009 Heartland Film Institute was supported by Duke Energy, Eli Lilly and Company Foundation, Inc., Film Indiana, IUPUI Campus Center and WebStream Productions. The 2010 seminar schedule has been set and the Film Institute looks forward to providing another year of dynamic programming for young and aspiring filmmakers.

HEARTLAND HIGH SCHOOL FILM COMPETITION

During the 2009 Heartland Film Festival Crystal Heart Awards Gala, Heartland announced that it would be fulfilling a long-time goal by establishing the Heartland High School Film Competition. This new program begins in 2010 and is open to national and international high school students who have not yet graduated. This new initiative is to reach tomorrow’s potential filmmakers and encourage them to create films that align with Heartland’s mission.

The competition calls for the students to submit a short film created by international high school students who have not yet graduated. The students will be judged on criteria similar to that of the Heartland Film Festival, including artistic excellence, technical merit and representation of Heartland’s organizational values. Four finalists and one Grand Prize winner will be selected and receive a cash prize, tickets to attend the 2010 Heartland Film Festival, recognition and have their films screened during the 2010 Festival. Heartland’s goal with this new initiative is to reach tomorrow’s potential filmmakers and encourage them to create films that align with Heartland’s mission.

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TOP ROW: Many students and aspiring filmmakers attended the seminars to hear from various industry experts on the world of independent filmmaking. Photo courtesy of Walter Winter

BOTTOM ROW: Left Panel: Executive Director Don Hahn shares his insights into the film industry and his filmmaking experiences with seminar attendees. Photo courtesy of Walter Winter

BOTTOM ROW: Right: A panel of Crystal Heart Award-winning filmmakers spoke to attendees about their experiences in filmmaking during the fall seminar. Photo courtesy of Walter Winter
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2009 HEARTLAND FILM FESTIVAL

The 10th annual Heartland Film Festival experienced many highlights this year including the addition of a second weekend to the Festival schedule, an increase in screening attendance by 11 percent and screening a record number of 87 films.

The Festival also continued to provide dynamic programming to appeal to a wide variety of audiences and showcased 15 foreign films offering an international flair.

The 10-day Festival kicked off with a special screening of Hachi: A Dog’s Tale at The Murat Centre. Producer Vicki Shigekuni Wong was in attendance to participate in a question-and-answer session and accept the Truly Moving Picture Award for the film.

The Crystal Heart Awards Gala was held at The Murat Centre which offered a new twist and experience. During the event, Heartland honored this year’s 17 award winning dramatic and documentary short and feature length films with Crystal Heart Awards and $200,000 in cash prizes. Special tribute was paid to Dr. Ed Catmull, co-founder of Pixar Animation Studios and president of Walt Disney and Pixar Animation Studios. Catmull was honored with the Pioneering Spirit Award for his creative spirit in filmmaking and Pixar’s unprecedented record with Heartland as every feature film from the studio has received a Truly Moving Picture Award. Special guests Gregory Paul (Trustee of The Stewart Foundation and President of Castle Rock Entertainment) and Don Hahn (Beauty and the Beast, The Hunchback of Notre Dame, Waking Sleeping Beauty) presented awards.

Additional Festival activities included the Filmmakers’ Brunch where film enthusiasts discovered firsthand the inspiration behind this year’s award-winning films. During the Family Movie Event families celebrated America’s favorite pastime with the screening of The Perfect Game, followed by a party and baseball activities. One of the young stars of the film, Ryan Ochoa, was in attendance to participate in a question-and-answer session and accept the Truly Moving Picture Award for the film.

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FESTIVAL HIGHLIGHTS
- Screening of Hachi: A Dog’s Tale at The Murat Centre.
- Crystal Heart Awards Gala at The Murat Centre.
- Family Movie Event with screening of The Perfect Game.
- Truly Moving Picture Award presented to Ryan Ochoa for his role in Hachi: A Dog’s Tale.
- Heartland Film Festival Schedule.

CREDITS
- Director: Jeff Sparks
- Producer: Vicki Shigekuni Wong
- Executive Producer: John Priddy
- Writer: Hilla Medalia
- Composer: John Debney
- Cinematographer: Daljit Dhaliwal
- Editor: Mark Zunino
- Cast: Ryan Ochoa, Michael Bowen, ears, McKenna Grace, and other cast members.

AWARDS
- Crystal Heart Award for Best Dramatic Feature: Hachi: A Dog’s Tale
- Audience Choice Award for Best Documentary Feature: Bicycle (Jitensha)
- Audience Choice Award for Best Short Film: Bicycle (Jitensha)
- Audience Choice Award for Best Animated Short: Bicycle (Jitensha)
- Audience Choice Award for Best Narrative Feature: Bicycle (Jitensha)
- Audience Choice Award for Best Documentary Feature: Bicycle (Jitensha)
- Audience Choice Award for Best Short Film: Bicycle (Jitensha)

GRAND PRIZE AND AUDIENCE CHOICE WINNERS
- Best Drama: Hachi: A Dog’s Tale
- Best Documentary: Bicycle (Jitensha)
- Best Short: Bicycle (Jitensha)
- Audience Choice: Bicycle (Jitensha)

DOCUMENTARY FEATURES
- Bicycle (Jitensha) - Director: Hilla Medalia
- Bicycle (Jitensha) - Producer: John Priddy
- Bicycle (Jitensha) - Writer: John Priddy
- Bicycle (Jitensha) - Cinematographer: John Debney
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SHORTS
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- Bicycle (Jitensha) - Writer: John Priddy
- Bicycle (Jitensha) - Cinematographer: John Debney
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JIMMY STEWART MEMORIAL CRYSTAL HEART AWARDS
- Audience Choice Award for Best Narrative Feature: Bicycle (Jitensha)
- Audience Choice Award for Best Documentary Feature: Bicycle (Jitensha)
- Audience Choice Award for Best Short Film: Bicycle (Jitensha)

OFFICIAL SELECTIONS
- Crystal Heart Award: Bicycle (Jitensha)
- Crystal Heart Award for Best Narrative Feature: Bicycle (Jitensha)
- Crystal Heart Award for Best Documentary Feature: Bicycle (Jitensha)
- Crystal Heart Award for Best Short Film: Bicycle (Jitensha)
- Audience Choice Award: Bicycle (Jitensha)

KIDS' PICKS
- Bicycle (Jitensha) - Director: Hilla Medalia
- Bicycle (Jitensha) - Producer: John Priddy
- Bicycle (Jitensha) - Writer: John Priddy

FESTIVAL HIGHLIGHTS
- Heartland has awarded more than $2.2 million in 18 years to support filmmakers and their quest to make inspiring films.
- Screening attendance for the 2009 Festival grew by 11 percent and screening a record number of 87 films.
- 119 foreign film entries from 40 countries and a total screening attendance of 19,561.

THE CRYSTAL HEART AWARD and Jimmy Stewart Memorial Crystal Heart Award cash prizes are made possible by the generous support of Family Life of Services, The Joshua Max Simon Charitable Foundation, KeyBank, Lilly Endowment, Inc. and The Stewart Foundation.

TOP ROW: Jeff Sparks (center) with this year’s highest film honorees (from left to right): Jesse Eisenberg, Gabrielle Anwar and Frankie Fitzgerald. Bicycle (Jitensha). Photo courtesy of Banayote Photography

BOTTOM ROW: LEFT TO RIGHT: Jeff Sparks presented Producer Vicki Shigekuni Wong with the Truly Moving Picture Award for the film Hachi: A Dog’s Tale. Photo courtesy of Banayote Photography

After the Family Movie Event, families celebrated America’s favorite pastime with the screening of The Perfect Game, followed by a party and baseball activities. One of the young stars of the film, Ryan Ochoa, was in attendance to participate in a question-and-answer session and accept the Truly Moving Picture Award for this powerful documentary.
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**FESTIVAL HIGHLIGHTS**

- Heartland has awarded more than $2.2 million in 18 years to support filmmakers and their quest to make inspiring films.
- Screening attendance for the 2009 Festival grew by 11 percent from last year, resulting in 15 sold out screenings.
- 605 films were submitted for 2009 Heartland Film Festival activities including 119 foreign film entries from 40 countries and 104 student film entries.
- 67 films screened at the 2009 Heartland Film Festival; 25 more films than last year.
- 100 filmmakers and special guests attended the 2009 Festival - 85 of the attendees were filmmakers contributing to the highest filmmaker attendance in the Festival’s history.
- For the first time, two films tied for the Audience Choice Award for Best Dramatic Feature – Like Dandelion Dust and A Shime of Rainbows.

**OFFICIAL SELECTIONS**

- In addition to the Crystal Heart Award honorees, Heartland screened 116 Official Selection films during the Festival.

**DRAMATIC FEATURES**

- Another Heavenly Moon
- Barking Water
- Broken Hill
- Exposed
- Emotional
- Like Dandelion Dust
- Mr. muddy and the Secret Tunnel
- The Mighty Macs
- My Name is Jerry
- Pan![![Photo courtesy of Banayote Photography](Image 386x674 to 514x802)](Image 386x674 to 514x802)
- A Shime of Rainbows
- Spanner
- Storm
- That Sweeping Sun

**DOCUMENTARY FEATURES**

- American Being Back
- O’Toar
- Forgotten Soul
- Holy Land
- Jerusalem’s Jaguars

**SHORTS**

- 12 Strokes
- The Archers
- Beauty
- The Best Part of My Day
- The Big Table
- Birthday
- Bread Alone
- Breaking the Chain
- Charlie’s Thistle
- Chicken Conkey
- Facing Entertainers
- Christians in Iraq
- Fifty Cent
- Four Walls
- Gazebo the Great
- The Flying Ace
- Gone Fishing
- Grand Dragon
- Half Man
- Half Woman

**GRAND PRIZE AND AUDIENCE CHOICE WINNERS**

- Welcome to the Gomorra: A True Story
- P-Star Rising
- Bicycle (jimbo)
- Like Dandelion Dust
- For My Father
- Some Minutes in Harmony
- Welcome to the Gomorra
- Bicycle (jimbo)
- P-Star Rising
- Big John
- Rough Raging
- Sergio
- Small Collection
- After the Storm
- The Final inch
- Martine with Thorns
- Side by Side
- JIMMY STEWART MEMORIAL CRYSTAL HEART AWARDS

- Johnny Stewart Memorial Crystal Heart Award cash prizes are made possible by the generous support of Family of Services, The Joshua Max Simon Foundation, KeyBank, Lily Bolenstein, Inc., and the Stewart Foundation.

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QUOTES FROM THE FILMMAKERS

DR. ED CATMULL, CO-FOUNDER OF PIXAR ANIMATION STUDIOS AND PRESIDENT OF WALT DISNEY AND PIXAR ANIMATION STUDIOS
PIONEERING SPIRIT AWARD

“It really is a fantastic honor to receive the Pioneering Spirit Award and thanks to the founding board for this and for everybody associated with it. When I was a child, I was really affected by films. It profoundly changed my life. And as I came in this direction and tried to move into this area, I wanted to make the kind of films that affected me as a child… We [Pixar] have a culture that’s built on the shared desire to make a positive contribution to world culture. We believe this is really done through telling stories based upon character and upon emotion. And all of our filmmaking and all of our technologies are in service of this goal…I’m thrilled to accept this award…and I accept it on behalf of the wonderful people I work with.”

TINA PENNE, PRODUCER
A SHRINE OF RAINBOWS AUDIENCE CHOICE AWARD FOR BEST DRAMATIC FEATURE

“Winning the audience award at Heartland was not only a huge honor but has opened so many doors for the film including the opportunity to screen for the Truly Moving Pictures jury, which resulted in winning that prestigious award. That has in turn given us extensive national word of mouth support as well as catching the eye of a major American distributor with whom we have been able to secure a deal.”

GABRIEL NOBLE, DIRECTOR
P-STAR RISING $25,000 AWARD FOR BEST DOCUMENTARY FEATURE

“Heartland is not your average film festival… it is a true celebration of independent film. The festival allows you to feel like a big shot in the little world of indie filmmaking. And I thank them for that. It means a lot and keeps me going.”

DEAN YAMADA, DIRECTOR
BICYCLE (JITENSHA) $10,000 VISION AWARD FOR BEST SHORT FILM

“The people of Indianapolis, the staff of the Heartland Film Festival, and my fellow filmmakers all made this a truly moving experience that I will keep with me forever… We make films because we want to share them. Heartland was the perfect place to be able to do that because their audiences were hungry for good stories. It is encouraging to have your life’s work be embraced; by the end of the weekend, I felt so incredibly affirmed as an artist and a person.”

JEREMIAH CROWELL, PRODUCER/DIRECTOR/WRITER
SMALL COLLECTION CRYSTAL HEART AWARD

“My Heartland experience was one of hospitality from beginning to end. I felt honored, respected, and celebrated the whole time I was there. This gives me energy and inspiration to do more good work in this industry.”

SUPPORTERS PLAY A STARRING ROLE

SPONSORS

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Each year Heartland honors a sponsor who stands out for exceptional support of the mission with the Persistence of Vision Award. In 2009, Katz, Sapper & Miller, LLP was awarded for their many years of continued support. Katz, Sapper & Miller, LLP has committed talent and resources to providing the best extensive services to the not-for-profit sector of the community. They truly understand that non-profit organizations face the same challenges as any business which includes making the best use of available resources, growing to support new programs, remaining financially viable and providing accountability. Heartland has been fortunate to be a recipient of the support from Katz, Sapper & Miller, LLP for more than 10 years. They have provided Heartland with financial support, introductions to community leaders, staff volunteers and have also been an ardent promoter of Heartland’s mission and events throughout the year.

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VOLUNTEER LEADERS

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Heartland honored three of its key volunteers for their contributions to the organization during its Festival Celebration Dinner. The President’s Volunteer Award was given to Jan Taylor and Stephanie Cheesman, for their dedicated service to the Festival filmmakers and attendees, they are all an integral part of Heartland’s success. Heartland’s volunteer core is comprised of approximately 460 individuals who contributed about 7,450 hours this year, averaging a little more than 16 hours per volunteer.

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QUOTES FROM THE FILMMAKERS

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**DON HAHN, PRODUCER/DIRECTOR, HEARTLAND FILM INSTITUTE KEYNOTE SPEAKER AND TRULY MOVING PICTURE AWARD**

"Thank you for what you all do and for holding this festival. You do very important work and you influence all of us. And on a very personal note, you influence me and encourage me and the many amazing artists I work with to keep doing our work and for that I thank you."

**DEAN YAMADA, DIRECTOR, WINNER, $10,000 AWARD FOR BEST SHORT FILM**

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Heartland honored three of its key volunteers for their contributions to the organization during its Festival Collaboration Celebration Dinner. The President’s Volunteer Award was given to Jim Bough for her outstanding leadership and enthusiastic commitment to Heartland over the years. Rev. Martin Bornhoeft earned the Paul and Marie Sparks Volunteer Hours Award by logging more than 170 volunteer hours this year. The Spirit Award was given to the Filmmaker Gift Bag committee, chaired by Jan Taylor and Stephanie Cheesman, for their dedicated persistence in pursuing quality items to present to the Festival filmmakers. In addition to Heartland’s committee and event volunteers, 37 individuals also dedicated their talent and time to serve on Heartland’s Board of Governors.
Heartland Truly Moving Pictures Sponsors:

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careering
- MIP: Directing
careering
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- Allison Lauds, Operations Intern
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NEAF
Oliver Winery
Onyx Swiss Hotel
OneAmerica Financial Partners, Inc.
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Each donor is a valued partner of Heartland! Truly Moving Pictures and every effort has been made to ensure accuracy of this recognition list. If you feel your contribution has not been recognized accurately, please contact the Director of Advancement at 317.468.9490 ext. 14.

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HEARTLAND BOARD OF GOVERNORS (TOP)


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Kellie Howard, Film Intern
Adrian Howard, Operations Assistant
Alison Lauds, Operations Intern
Dana Mattia, Film Intern
Michele Polkow, Film and Research Intern
Jasmine Valles, Marketing Assistant

*Denotes Executive Board Member
Heartland Truly Moving Pictures recognizes and honors filmmakers whose work explores the human journey by artistically expressing hope and respect for the positive values of life. Heartland is a non-profit organization.