



**Date: July 28, 2017**

To whom it may concern:

My name is Paul Cohen and I am the director of Florida State University College of Motion Pictures Arts'

<http://www.film.fsu.edu>) Torchlight Program. (You can find more information at: <http://film.fsu.edu/Programs/Torchlight-Program>). This is an innovative program that, as one of its goals, aims to educate students in current and emerging business practices of the motion picture industry. One of its missions is to assist in placing students in practical real world internship experiences. It is through this program that I meet many of the University's best and brightest students interested in the entertainment business. I have been and continue to be an independent motion picture distributor, in addition to my Torchlight activities at the University. (Further information about my work, including a brief CV, can be found at: <http://film.fsu.edu/People/Faculty/Paul-Cohen>).

Christopher Ortiz is a young man who, through the Torchlight Program, interned for me at my Florida formed independent motion picture marketing and consulting company, The Red Hills Motion Picture Releasing Company, LLC. My years of independent distribution allow me the opportunity to attract films to market through this company without advertising it or promoting it other than through word of mouth industry relationships. In May of 2017, I had the opportunity to offer him an internship with the company. During his time from 05/17 to 08/17, as an intern, Christopher's commitment along with his enthusiasm allowed him to gain my interest which created an accelerated opportunity for him to begin to learn the business of distribution, as he was eager and willing to learn new skills and his to achieve successful results. Christopher was not only self-motivated but was able to communicate the goal of each new assignment effectively and reach those goals on a consistent basis with poise and efficiency. Christopher participated in social media marketing campaigns communicating information to the target audience appropriately identified for the films Red Hills was engaged to promote. Throughout this internship, from time to time, he communicated with the directors and executives in charge of film projects via scheduled telephonic marketing

The Red Hills Motion Picture Releasing Company, LLC  
1400 Village Square Blvd. Suite #3-246  
Tallahassee, Florida 32312-1231



meetings. His verbal and writing skills were solid and reliable.

At Red Hills, everyone working within the company must be able to meet deadlines daily. Christopher met this challenge by exhibiting organizational and time management skill sets that allowed for his team to meet their deadlines. During his internship with Red Hills, he worked on a number of nationally acclaimed feature independent motion pictures including:

*Urban Hymn*; Directed by Michael Caton-Jones. Starring Shirley Henderson (*Bridget Jones' Diary*) and Isabella Laughland (*Harry Potter*). *Urban Hymn* is a soulful drama about an inner-city teen in England who, with the help of new social worker, finds a passionate life in music. The film won multiple distinctions at a number of film festivals, having been an Official Selection at the Toronto and Busan International Film Festivals and Most Promising Newcomer at the British Independent Film Nominee.

*Imperfections*; Directed by David Singer. Starring Virginia Kull (*Boardwalk Empire*, *Big Little Lies*) and Zach McGowan (*Agents of S.H.I.E.L.D.*, *Shameless*). *Imperfections* is a charming cross between a heist film and a romantic comedy, taking place centrally within the moral gray areas of the diamond import industry. Critics are glowing over this one, and it was an Official Selection at the Santa Fe and Austin Film Festivals, alongside a 10-Can't Miss Movies accolade at the Chicago International Film Festival.

*Good Fortune*; Directed by Joshua and Rebecca Tickell. Starring Dan Aykroyd (*Ghostbusters*). *Good Fortune* is a sparkling documentary detailing the rags-to-riches story of John Paul DeJoria, CEO and co-founder of Paul Mitchell and Patrón Tequila. *Good Fortune* stands as a testament to excellence in documentary filmmaking, providing a great sense of history to DeJoria's story and gradual rise towards conscious capitalism. Unsurprisingly, *Good Fortune* has won Best Feature Documentary as well as Best of Fest from the Sedona International Film Festival.

The Red Hills Motion Picture Releasing Company, LLC  
1400 Village Square Blvd. Suite #3-246  
Tallahassee, Florida 32312-1231



On top of those listed above, Christopher marketed an additional four films, including zombie comedy *Granny of the Dead*, war documentary *Danger Close*, golf documentary *The Founders* and a comedy thirty years in the making, *Chief Zabú*. Most of these films have won notable awards and have innovated in their respective genres. Despite a considerable load, Christopher handled all of these projects deftly, and his contributions to our marketing strategies were paramount both individually as well as for his team.

Sincerely,

Paul Cohen

President

The Red Hills Motion Picture Releasing Company, LLC

(646) 244- 5598

[paulcohenfilm@gmail.com](mailto:paulcohenfilm@gmail.com)

Additional Information:

Executive Director of The Torchlight Program

<http://film.fsu.edu/Programs/Torchlight-Program>

<http://film.fsu.edu/People/Faculty/Paul-Cohen>

<http://film.fsu.edu/>

The Red Hills Motion Picture Releasing Company, LLC  
1400 Village Square Blvd. Suite #3-246  
Tallahassee, Florida 32312-1231