



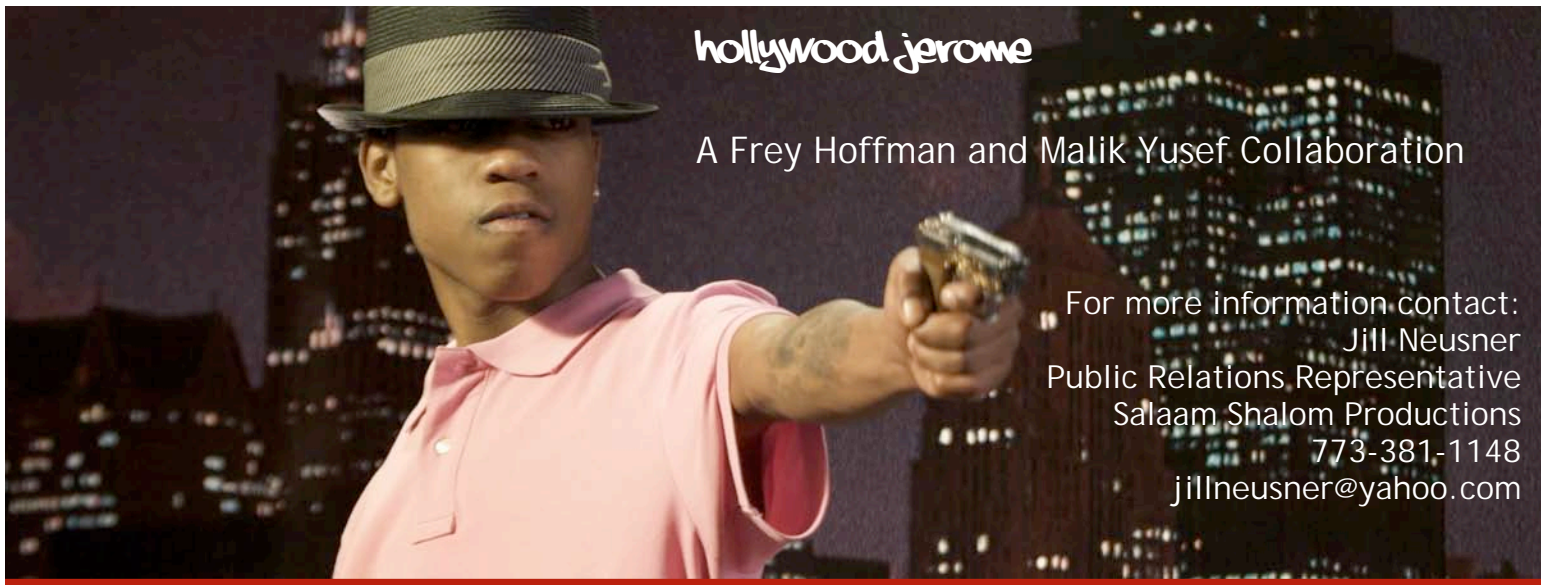
HOLLYWOOD
JEROME

He's on his way....

Media kit

More Information available at
www.hollywoodjerome.com

a film by
frey hoffman
and
malik yusef



hollywood jerome

A Frey Hoffman and Malik Yusef Collaboration

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synopsis:

Built on a poem by Malik Yusef and told in lyrical multi-textured fashion, Hollywood Jerome tells the tale of young Chicago gang member who idolizes classic gangsters. The film follows Jerome as his fantasy leads him into a confrontation with police where he must choose between fiction and reality.



Poet Malik Yusef and director Frey Hoffman.

artist background: frey hoffman

Frey Hoffman is a director, cinematographer, and producer living in Chicago, Illinois. Hoffman began making a name for himself in the public eye by filming the music video for the Grammy Award Winning song "Jesus Walks" by Kanye West.

He's also worked on music videos like "Wouldn't You Like to Ride" by Malik Yusef for the "Coach Carter" soundtrack, Laurieann Gibson's "Addictive" and Sa-Ra's "Feel the Bass" featuring Talib Kweli. Hoffman also prides himself on working with musical artists Cruna and Erykah Badu.

For the past five years he has enjoyed an association with the Community Television Network that has brought him into schools across the city of Chicago working with high school students as a mentor and documentarian.

artist background: malik yusef

Malik Yusef is an actor, writer, and one of the country's premiere spoken word artists. Winner of Grammy, Emmy, and Peabody awards, Yusef has been seen on WGN, ABC, BET, CBS, and on HBO's "Def Poetry Jam."

He is also featured on several artists' albums including Carl Thomas, Common, Channel Live, and saxophonist Mike Phillips. Recently, Yusef had the honor of working with Kanye West on his Grammy Award winning album, "Late Registration," and performed on his international "Touch the Sky Tour."

Malik's inspiration for Hollywood Jerome came from real life experiences growing up on the south side of Chicago. Yusef brings these experiences into his work as an artist and more recently as a youth advocate.

"The collaboration between Hoffman and Yusef has won national acclaim...it trounced 500 other short films in receiving the prestigious IFP Production Award...they are now developing an educational outreach component for the film...they want it to be a resource for kids facing difficult, possibly life-threatening situations."

-Fox News



the big picture

Hollywood Jerome is more than a movie. It is the inspiration for an upcoming documentary film and education program, both focused on addressing and raising awareness for the issues facing high-risk youth. Through continued work in schools, communities, and the media Frey and Malik are committed to being a part of the solution to the spreading crisis of youth violence.

awards

- IFP Production Fund
- \$100,000.00 In-Kind Grant
-
- Director's Choice
- 2008 Show Off Your Short
- Hollywood, CA
-
- Best Short
- 2008 Arizona
- Black Film Festival
-
- Best Short
- Narrative Fiction Film
- Commfest 2008
-
- Accolade Award 2008
-
- 2nd Place Humanitarian Category
- 2008 ION Festival
- Los Angeles
-
- 3rd Place
- Twin Rivers Media Festival

s e l e c t i o n s * s c r e e n i n g s

- Arizona Black Film Festival
- Best Life Vail Film Festival
- Bronzeville Film Festival
- Cannes Film Festival
- Short Film Corner
- Charleston International Film Festival
- D.C. Shorts
- Fallbrook Film Festival
- Gen Art Film Festival
- Harold Washington Cultural Center
- Hermosa Shorts
- ICE Theaters - Truth Be Told: A Celebration of Black Heritage
- Indie Memphis
- ION Film Festival, Los Angeles
- Jackson State Conference On New Media
- Kent Film Festival
- Long Island Film Festival
- Mill Valley Film Festival
- San Diego Black Film Festival
- San Francisco Black Film Festival
- Santa Fe International Film Festival
- Seattle True Independent Film Festival
- Show Off Your Short, Hollywood
- SoCal Film Festival
- Split This Rock Poetry & Film Festival, Washington DC
- Urbanworld



cast list

Behind the Scenes:

Author of original work: Malik Yusef
Screenwriters: Frey Hoffman and Malik Yusef

Director of Photography: Frey Hoffman

Set Designer: David "Big" Krause

Film Editor: Frey Hoffman

Executive Producers: Pamela Blackman,
Ronae Bunn, Frey, and Malik

Producers: Ayana Haarun and Rob Hess

Actors:

Jerome: Shorty K

Narrator: Malik Yusef

Police Officer: Ronald L. Conner

Tiffany: Zanny Laird

Jeremy: The Pope



"This poem, the story that was being told was extremely compelling. It was a character that I knew from real life and from a lot of other depictions but never to that level of expression, that level of emotional tenderness."

-Director Frey Hoffman

press

Television:

CAN TV: Behind The Scenes of Hollywood
Jerome

Fox News Chicago: The Making of Hollywood
Jerome

Radio:

Spike Spillberg Live From The Director's
Chair, North Carolina

WBBM News Radio 780: Special Report with
Regine Schlesinger

The Roland Martin Show

WVON - The Talk of Chicago

The McClendon Report

WVON - The Talk of Chicago

Print:

CS Magazine: "The Radar People-Poetic
Justice

Screen Magazine: "Two Heads Are Better
Than One"

American Cinematographer Magazine: "Short
Takes"

Rolling Out: Frey Hoffman Profile

Chicago Magazine: Top Flick Picks

Charleston Post & Courier: Film Review