



SOUTH BY SOUTHWEST ANNOUNCES KEYNOTE JESSICA SHORTALL AND MORE FEATURED SPEAKERS

Austin, Texas – February 7, 2017 – South by Southwest® (SXSW®) Conference and Festivals (March 10-19, 2017) has announced Keynote speaker **Jessica Shortall** and new Featured Speakers. Shortall is the Managing Director of Texas Competes, which is a coalition of more than 1,200 Texas companies making the data-driven case for Texas to be welcoming to LGBTQ people. She joins previously announced SXSW Keynotes **Lee Daniels, Jennifer Doudna, Gareth Edwards, Adam Grant, Zane Lowe, Cory Richards, Nile Rodgers** and **Jill Soloway**.

“Jessica is a staunch advocate of equality, fairness and decency. Her relentless pursuit and approach of these values is both influential and inspirational,” said Hugh Forrest, Chief Programming Officer. “At a time when human rights are front and center in the U.S. we think this message of inclusion will resonate not just through her keynote but throughout much of our conference programming, where it has emerged as a major theme.”

Featured Speakers announced today include Apollo 11 astronaut **Buzz Aldrin**, **Senator Cory Booker**, *Veep* actress **Julia-Louis Dreyfus**, GLAAD President **Sarah Kate Ellis**, Fleetwood Mac namesake **Mick Fleetwood**, pop singer and songwriter **Kesha**, actor **Bob Odenkirk** (*Better Call Saul, Breaking Bad*), Tinder founder and chairman **Sean Rad**, Planned Parenthood president **Cecile Richards**, actor and producer **Seth Rogen** (*Preacher, Sausage Party*), investor **Chris Sacca** (*Shark Tank*), and more.

Once again showcasing the creative cross-collaboration SXSW is known for, these speakers are leaders in the tech, film, music, television, business, literature, government and journalism fields.

SXSW’s next registration deadline is February 10, 2017, at 11:59pm PT. Early registrants will save \$100 on the walk-up rate, and select from better hotel options. New for 2017, the Interactive, Film, and Music badges will now include expanded access to more of the SXSW Conference & Festivals experience. Attendees will still receive primary access to programming associated with their badge type but now also enjoy secondary entry to most other SXSW events.

In addition to last week’s Feature Film release, the SXSW Film Festival announced separately their Midnighters, Shorts, and VR program completing the line up of 128 features and 128 shorts. Feature highlights include: *The Disaster Artist* directed by James Franco starring Seth Rogen and Josh Hutcherson; *David Lynch - The Art Life* directed by Jon Nguyen; *68 Kill* directed by Trent Haaga; *Game of Death* directed by Laurence “Baz” Morais and Sebastien Landry; *Mayhem* directed by Joe Lynch; *Meatball Machine Kodoku* directed by Yoshihiro

Nishimura; *PIG: The Final Screenings* directed by Adam Mason; *Tragedy Girls* directed by Tyler MacIntyre; *Two Pigeons* directed by Dominic Bridges; *Paris Can Wait* directed by Eleanor Coppola; *Porto* directed by Gabe Klinger; *Song of Granite* directed by Pat Collins.

SXSW Conference programming is organized into 24 Tracks divided between Interactive, Film, Music, and Convergence, presented in a variety of session formats.

Keynote

Jessica Shortall (Social Impact) - Jessica is the Managing Director of Texas Competes, a coalition of more than 1,200 Texas companies making the data-driven case for Texas to be welcoming to LGBTQ people. This business-oriented voice has become a national model.

Featured Speakers

Buzz Aldrin with **Jeff Kluger** (Entertainment Influencers) - Buzz Aldrin is an American engineer and former astronaut known for his historic Apollo 11 moonwalk with colleague Neil Armstrong. Since retiring from NASA and the U.S. Air Force, Aldrin has remained a tireless advocate for human space exploration. Jeffrey Kluger is the Editor at Large for Time magazine and Time.com, principally covering science and social issues.

Sen. Cory Booker (Government) - New Jersey Senator and former Newark Mayor Cory Booker has established himself as an innovative and bipartisan problem-solver committed to developing collaborative solutions that address some of our most complex challenges. Booker will be the opening speaker at SXSW 2017.

John Cena (Sports) - John Cena is a WWE Superstar, 16-time World Champion, actor and television host. Cena devotes much of his time working on behalf of numerous charitable causes. He is Make-A-Wish's most requested wish granter of all time and the only celebrity to grant 500 wishes.

Julia Louis-Dreyfus, Anna Chlumsky, Tony Hale, Matt Walsh, Timothy Simons, Reid Scott, Gary Cole, Sam Richardson, and David Mandel (Entertainment Influencers) - Join Julia Louis-Dreyfus and the cast of *Veep* for an intimate and behind the scenes look at the award winning show. *Veep* will return to HBO for a sixth season.

Andrew Coy and **Sonya M. Pryor-Jones** (Tech Industry) - Andrew Coy served in President Obama's White House in the Office of Science and Technology Policy as Senior Advisor for Making. Sonya M. Pryor-Jones is the Chief Implementation Officer for The Fab Foundation and manages signature projects with Chevron, DARPA and GE.

Nick Denton and **Jeff Goodby** (Journalism) - Nick Denton is the founder and former proprietor of the Gawker Media Group, one of the most freewheeling and provocative sites on the web that

was shuttered after a legal campaign funded by one of the tech billionaires it covered — and provoked. Jeff Goodby is a writer, artist, director and the co-founder of award-winning advertising agency Goodby, Silverstein & Partners.

Sarah Kate Ellis, Sean Rad, Nick Adams, and Zackary Drucker (Social Impact) - Sarah Kate Ellis is the president and CEO of GLAAD, the world's leading LGBTQ media advocacy organization. Sean Rad is the founder and chairman of Tinder. Nick Adams is the director of GLAAD's Transgender Media Program. Zackary Drucker is an independent artist, activist, and producer of the TV series *Transparent*.

Amy Farley (Food) - Senior editor Amy Farley oversees Fast Company's front-of-book Next section, covering innovation and creativity in business. Before joining Fast Company, she was the news editor and columnist at Travel + Leisure. Farley will interview The Kitchen founder Kimbal Musk.

Tim Ferriss and Cheryl Strayed (Journalism) - Tim Ferriss is an early-stage technology investor/advisor and the author of four #1 New York Times and Wall Street Journal bestsellers. Cheryl Strayed is the author of the #1 New York Times bestselling memoir *Wild* and the New York Times bestsellers *Tiny Beautiful Things* and *Brave Enough*.

Mick Fleetwood (Music Influencers) - Mick Fleetwood is a founding member and the drummer for Fleetwood Mac, one of the most successful and enduring bands of the last fifty years. Formed in 1967, their debut hit at #4 in the UK charts bringing overnight success. Fleetwood's latest endeavor is his forthcoming book *Love That Burns - A Chronicle of Fleetwood Mac* (Genesis Publications).

Sammy Hagar (Music Influencers) - For the last four decades, Sammy Hagar has been one of rock music's most dynamic and prolific artists. From breaking into the industry with the seminal hard rock band Montrose, to a multiplatinum solo career. Hagar has also become a dedicated philanthropist, a two-time New York Times bestselling author and auspicious entrepreneur.

Brad Jakeman (Workplace) - Brad Jakeman is president of PepsiCo Global Beverage Group. Jakeman leads global category strategy, brand building, design, advertising, marketing, innovation and branded content for PepsiCo's global portfolio of beverages. He will be joining the Elephant on Madison Avenue featured session.

Bryan Johnson, Adam Cheyer, Reshma Shetty, and Chris Shipley (Intelligent Future) - American entrepreneur and venture capitalist Bryan Johnson is founder and CEO of Kernel and OS Fund. Adam Cheyer is co-Founder and VP Engineering at Viv Labs and was co-founder and vice president of engineering of Siri Inc. Reshma Shetty co-founded synthetic biology Ginkgo Bioworks Inc. Chris Shipley is a writer, analyst, commentator, and co-founder & CEO of Guidewire Group.

Kesha and Amy Emmerich (Social Impact) - Kesha has taken the world by storm since the release of her debut album *Animal* in 2010. Kesha has had eight consecutive Top 10 hits, including four #1 singles. Kesha has branched out into TV, philanthropy, film, and fashion becoming a global cultural icon. Amy Emmerich is the chief content officer at Refinery29, the leading digital lifestyle media company for women.

Brian Knappenberger, Julie Bush, Michael Farrell, and Walter Parkes (Entertainment Influencers) - Brian Knappenberger is an award-winning filmmaker and director of *NOBODY SPEAK: Trials of the Free Press*. Julie Bush is a screenwriter and host of the podcast Threat Surface. Michael Farrell is an editor at The Christian Science Monitor. Walter F. Parkes is an American film producer, screenwriter, and former studio head.

Loic Le Meur, Lili Cheng, Eugenia Kuyda and Stan Chudnovsky (Brands & Marketing) - Loic Le Meur co-founded LeWeb, one of the largest European tech events. Lili Cheng is a Distinguished Engineer and General Manager in Microsoft Artificial Intelligence and Research. Eugenia Kuyda is co-founder and CEO at Luka. Stan Chudnovsky is Head of Product for Messaging at Facebook.

Mike Luciano, Phil Matarese, and Jen Roskind (Making Film & Episodics) - Mike Luciano and Phil Matarese are the creators, and Jen Roskind is the co-executive producer, of the HBO animated show *Animals* alongside the Duplass Brothers. The inaugural two episodes premiered at the 2015 Sundance Film Festival followed by a full season debut on HBO in 2016. Season two premieres on HBO beginning March 17.

Krist Novoselic (Music Influencers) - A member of the groundbreaking rock band Nirvana, Krist Novoselic and his bandmates changed the course of music history with their much-acclaimed album *Nevermind*. Novoselic went on to become one of rock's most politically-minded musicians and an influential part of the Northwest political scene. He serves as Board chair for FairVote, a non-profit that seeks to make democracy fair.

Bob Odenkirk (Entertainment Influencers) - Bob Odenkirk is an Emmy® Award-winning comedy writer, producer, actor and New York Times bestselling author. In 2015, Odenkirk reprised the character he originated on the hit drama *Breaking Bad*, playing the title role in AMC's *Better Call Saul*, which has earned him two Critics' Choice TV Awards and nominations for an Emmy, Golden Globe and SAG Award.

Frank Oz and Leonard Maltin (Entertainment Influencers) - Oz is a four-time Emmy winner and he's performed with *The Muppets* and on the *Star Wars* films. He's also directed over a dozen films including *Little Shop of Horrors*, and *The Score*. Leonard Maltin is one of the world's most respected film critics and historians. He is best known for his widely-used reference work *Leonard Maltin's Movie Guide* and its companion volume *Leonard Maltin's Classic Movie Guide*.

Cecile Richards and David Karp (Social Impact) - Cecile Richards is president of the Planned Parenthood Federation of America and Planned Parenthood Action Fund. David Karp is the founder and CEO of Tumblr, a platform home to more than 300 million creators, and also a board member of the Planned Parenthood Federation of America.

Seth Rogen, Evan Goldberg, Sam Catlin, and Garth Ennis (Film & TV Industry) - Seth Rogen is an actor, writer, producer and director known for his work on *Sausage Party* and *Preacher*. Evan Goldberg is a Canadian director, screenwriter and executive producer on *Preacher*. Sam Catlin is the showrunner, executive producer and writer of *Preacher*. Garth Ennis has been writing comics for 25 years and is the co-executive producer for *Preacher*.

Kerry Rupp (Startup Village) - Kerry Rupp is a General Partner at True Wealth Ventures, a new early-stage venture capital fund investing in women-led businesses in the sustainable consumer and consumer health sectors. Rupp will join Professor Bob Metcalfe and University of Texas at Austin President Greg Fenves in a discussion about evolving startups at the university level.

Chris Sacca (Startup Village) - Chris Sacca is the founder and chairman of Lowercase Capital, reported to be one of the most successful venture funds in history. These days, you can catch him as a Shark on *Shark Tank* doing everything he can to make Mark Cuban and Kevin O'Leary miserable.

Bruce Sterling (Tech Industry) - Bruce Sterling is an author, journalist, editor and critic who is best known for 10 science fiction novels, in addition to his short stories, book reviews, design criticism, opinion columns and book introductions. His most recent publication is a collection of Italian fantascienza stories, *Utopia Pirata: I Racconti Di Bruno Argento* (2016).

Jake Tapper (Government) - CNN anchor and chief Washington correspondent Jake Tapper joined the network in 2013. He is the host of *The Lead with Jake Tapper* and the network's Sunday morning show, *State of the Union*. Jake Tapper will interview General Paul J. Selva who is the Vice Chairman of the Joint Chiefs of Staff.

Elliot Tebele, Jessica Tebele, James Ohliger, and Mick Purzycki (Tech Industry) - Elliot Tebele (@fuckjerry), Jessica Tebele (@beigecardigan), James Ohliger (@krispyshorts), and Mick Purzycki (@jerrynews) are heading to SXSW to lead a moderated discussion on the business of social, the future of how we'll consume media, and what they've learned along the way. Move over cash, content is the new king.

Cindy Wilson (Music Influencers) - Cindy Wilson is a singer, and is one of the lead vocalists, songwriter and a founding member of new wave rock band The B-52s. Her new solo project is as far from The B-52s as one can possibly imagine. Wilson swoons and whispers over swirls of subtle psychedelia, Quincy Jones- era strings, and pulsing synths.

Explore the full list of previously announced [Keynotes](#) and [Featured Speakers](#), as well as the full list of Conference programming on the [online schedule](#).

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2017 will take place March 10-19, 2017.

SXSW 2017 is sponsored by Esurance, Mazda, Monster Energy, Bud Light, Capital One, McDonald's, The Austin Chronicle, Sonicbids and Pandora.

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