SXSW FILM & TV FESTIVAL DIRECTOR JANET PIERSON SHIFTS TO DIRECTOR EMERITUS ROLE

CLAUDETTE GODFREY PROMOTED VP, DIRECTOR OF FILM & TV

Austin, Texas, Wednesday, October 5, 2022 – The South by Southwest® (SXSW®) Conference and Festivals announced today that Janet Pierson, revered VP, Director of the SXSW Film & TV Festival will become Director Emeritus and her long-time deputy, Claudette Godfrey, Film Festival Programming Director, will assume leadership of the SXSW Film & TV Festival.

2022 marked Pierson’s 15th year as head of SXSW Film & TV, capping a forty-five year career championing independent films and filmmakers in a variety of roles including exhibitor, producer’s rep, executive producer and segment producer and segment director of IFC-Criterion’s Split Screen. During her tenure as head of SXSW Film & TV, Pierson ensured the event was vital and wide-ranging, championing numerous careers in both the Conference and Festival, launching a dedicated section for Episodic programs years before other festivals and showcasing a renowned XR exhibition section, all while contributing to the strategy and direction of the broader event. Many of the films and careers Pierson has been privileged to be involved with are highlighted at SXSW Film at 25 and Alumni Stories. Her new role will include serving as a programmer for the 2023 event, where she will be celebrated for her exceptional contributions to SXSW and the entertainment sphere.

“Leading SXSW Film (now SXSW Film & TV) starting in 2008 at the age of 50 was a wonderful, and quite unexpected, adventure. It’s been glorious to present so much great work at our unique event, yielding so many transformative experiences for creators and audience alike,” said Pierson. “I’m intensely proud of the work our small and very mighty team has accomplished. Now, 15 years and 14 events later, it feels right to hand the
reins to the new Director, Film & TV, Claudette Godfrey. Claudette and I began working together in 2008 and she has been a significant collaborator and leader every step of the way. I’m excited to remain on the programming team to continue to support and elevate creators in this new capacity as Director Emeritus. It’s been a true privilege and I’m filled with gratitude.”

“Janet is an incredible leader and mentor, and I am deeply grateful for the opportunity to watch and learn from her example. Our bold community of filmmakers, our enthusiastic audiences, and our gifted team that makes it all happen perpetually inspire me,” said Godfrey. “I’m a hype woman at heart, and it’s a great joy in my life to discover and elevate new talent by curating and evolving an event that celebrates film, TV, and creativity. I started from the bottom and the journey has been exceptional — it’s an immense honor to continue to build on the legacy of SXSW Film & TV and take it into the future.”

Register now for the 2023 event to get the best hotel rates and options. SXSW Film & TV and XR submissions are open through October 18, 2022.

Addendum - Pierson’s Fifteen Years of SXSW Film and TV Programming Highlights

2009: Lena Dunham Debuts At SXSW Film With Creative Nonfiction & Meets Future Collaborators For 2010’s Award Winning Tiny Furniture | Joe Swanberg’s Alexander The Last Has First Ever, Day-And-Date Release At Festival & On VOD. Notable Speakers: Jan Harlan, Todd Haynes, Richard Linklater, Col Needham, Robert Rodriguez, Henry Selick, Jeffrey Tambor’s Acting Workshop, Mark Woollen. World Premiere Film Festival Highlights: 45365 (Ross Brothers), Beetle Queen Conquers Tokyo (Jessica Oreck), Best Worst Movie (Michael Paul Stephenson), Breaking Upwards (Daryl Wein), Brock Enright: Good Times Will Never Be the Same (Jody Lee Lipes), I Love You, Man (John Hamburg), It was great but I was ready to come home (Kris Swanberg), Trust Us: This Is All Made Up (Alex Karpovsky), True Adolescents (Craig Johnson), Winnebago Man (Ben Steinbauer). Memorable Screenings: Hurt Locker (Kathryn Bigelow). Notable Talent: Jennifer Coolidge, Joseph Gordon-Levitt, Amber Heard, George Kuchar, Spike Lee, Zoe Lister-Jones, Danny McBride, Sam Rockwell, Seth Rogen, Paul Rudd, Jason Segel

2010: Monsters and Marwencol and Ms. Lena Dunham’s Tiny Furniture, Three Very Different World Premieres, Wow SXSW Audiences and Then The World. Notable Speakers: Ruben Fleischer, Michel Gondry, David Gordon Green, Matt Reeves, Eli Roth, Gustavo Santaolalla, Gilbert Shelton, Jeffrey Tambor’s Acting Workshop, Ti West. World Premiere Highlights: Cold Weather (Aaron Katz), Kick-Ass (Matthew Vaughn), MacGruber (Jorma Taccone), The Myth of

2011: Bridesmaids (Work-In-Progress), Attack The Block, Undefeated, Greta Gerwig, Simon Pegg And More For SXSW Film. Notable Speakers: Sandra Adair, Vera Farmiga, Ze Frank, James Gunn, Jake Gyllenhaal, Catherine Hardwicke, Duncan Jones, Tim League, Richard Linklater, Elvis Mitchell, Ellen Page, Todd Phillips, Randall Poster, Paul Reubens, Robert Rodriguez, Rainn Wilson. World Premiere Highlights: Attack the Block (Joe Cornish), The Beaver (Jodie Foster), Bridesmaids (work-in-progress; Paul Feig), Charlie Casanova (Terry McMahon), Dragonslayer (Tristan Patterson), Green (Sophia Takal), Kill List (Ben Wheatley), Natural Selection (Robbie Pickering), Paul (Greg Mottola), The Pee-Wee Herman Show on Broadway (Paul Reubens), Turkey Bowl (Kyle Smith), Weekend (Andrew Haigh) | Notable Talent: Rosario Dawson, Mark Duplass, Elmo, Vera Farmiga, Foo Fighters, Jodie Foster, Nick Frost, Greta Gerwig, Paul Giamatti, Carla Gugino, Jake Gyllenhaal, Rachel Harris, Jake Johnson, Michelle Monaghan, Conan O’Brien, Ellen Page, Simon Pegg, Aubrey Plaza, Jason Ritter, Billy Bob Thornton, Ti West, Joss Whedon, Kristen Wiig, Rainn Wilson, Anton Yelchin and more. | Undefeated wins the Oscar for Best Documentary at the Academy Awards.

2012: World Premiere Of HBO’s Series’ Girls, 21 Jump Street, The Cabin In The Woods and More From SXSW Film. Notable Speakers: Willem Dafoe, Richard Linklater, Seth MacFarlane, Cliff Martinez, Mark Mothersbaugh, Kevin Smith, Jeffrey Tambor’s Acting Workshop, Mark Wahlberg, Joss Whedon. World Premiere Highlights: Beauty is Embarrassing (Neil Berkeley), Big Easy Express (Emmett Malloy), The Cabin in the Woods (Drew Goddard), Citadel (Ciarán Foy), Eden (Megan Griffiths), Fat Kid Rules the World (Matthew Lillard), Gayby (Jonathan Lisecki), Sequin Raze (Sarah Gertrude Shapiro), Starlet (Sean Baker), Sun Don’t Shine (Amy Seimetz), Waiting for Lightning (Jacob Rosenberg). Episodic: World Premiere of HBO’s Girls by Lena Dunham is the first episodic featured in the festival program. Notable Talent: Mike Birbiglia, Jack Black, Billy Campbell, Deepak Chopra, Kristen Connolly, Willem Dafoe, Minnie Driver, Lena Dunham, Mark Duplass, Julia Garner, Gina Gershon, Bobcat Goldthwait, Emile Hirsch, Richard Jenkins, Jake Johnson, Alex Karpovsky, Johnny Knoxville, Melissa Leo, Matthew Lillard, Ziggy Marley, Matthew McConaughey, Nick Offerman, Aubrey Plaza, Rob Riggle, Mumford & Sons, Mark Wahlberg, Danny Way, Bradley Whitford, Paul Williams.

Stephen Silha), Cheap Thrills (E.L. Katz), Downloaded (Alex Winter), Drinking Buddies (Joe Swanberg), Euphoria (Danny Madden), Evil Dead (Fede Alvarez), Good Ol’ Freda (Ryan White), Hours (Eric Heisserer), Maidentrip (Jillian Schlesinger), The Punk Singer (Sini Anderson), The Short Game (Josh Greenbaum), Short Term 12 (Destin Daniel Cretton).


**2014:** Film Keynotes: Jason Blum, Lena Dunham, Casey Neistat & Marc Webb | Episodics Launch **Notable Speakers:** Tunde Adebimpe, Fred Armisen, Kevin Bacon, Jason Bateman, Carrie Brownstein, Adam Buxton, Nicolas Cage, Robert Duvall, Jon Favreau, David Gordon Green, Pete Horner of Skywalker Sound, Alejandro Jodorowsky, Mindy Kaling, Leonard Maltin, Jason Schwartzman, Tilda Swinton, Jeffrey Tambor’s Acting Workshop. **World Premiere Highlights:** 10,000KM (Carlos Marques-Marcet), Buzzard (Joel Potrykus), Chef (Jon Favreau), Creep (Patrick Brice), Evolution of a Criminal (Darius Clark Monroe), Harmontown (Neil Berkeley), Honeymoon (Leigh Janiak), Neighbors (Nicholas Stoller), Print the Legend (Luis Lopez & Clay Tweel), Veronica Mars (Rob Thomas). **Memorable Screenings:** Cesar Chavez (Diego Luna), Cosmos (Brannon Braga & Bill Pope), Grand Budapest Hotel (Wes Anderson).


**2015:** Amy Schumer’s Trainwreck, An Exclusive Preview Of Mad Max: Fury Road, World Premiere of Furious 7 & The 30th Anniversary Screening Of The Breakfast Club | Film Keynotes: Mark Duplass, Ava DuVernay, RZA, Christine Vachon. **Notable Speakers:** Sandra Adair, Geoff Barrow, Guillermo del Toro, Sally Field, Will Forte, Alex Garland, Ryan Gosling, Brian Grazer, Oscar Isaac, Phil Lord, Julia Louis Dreyfus, Chris Miller, Jeff Nichols, Randall Poster, Gina Prince-Bythewood, John Ridley, Henry Rollins, Amy Schumer, Michael Shannon, Morgan Spurlock, Derek Waters, Beau Willimon. **World Premiere Highlights:** A Brave Heart: The Lizzie Velasquez Story (Sara Bordo), Brand: A Second Coming (Ondi Timoner), Deep Web (Alex Winter), The Final Girls (Todd Strauss-Schulson), Fresno (Jamie Babbit), Hello, My Name is Doris (Michael Showalter), Mavis! (Jessica Edwards), Raiders! (Jeremy Coon & Tim


**2017:** Edgar Wright’s *Baby Driver,* James Franco’s *The Disaster Artist,* Charlize Theron in *Atomic Blonde & More From SXSW Film.* **Notable Speakers:** Keynotes Lee Daniels, Gareth Edwards, and Jill Soloway plus Julia Louis-Dreyfus and the cast of Veep, Showrunners David Benioff And D.B. Weiss, Bob Odenkirk and Fred Armisen, **Notable Premieres:** *Baby Driver, The Disaster Artist, Atomic Blonde, Most Beautiful Island, The Work, Gemini, Mr. Roosevelt, Small Town Crime, Infinity Baby, Two Pigeons, May It Last: A Portrait Of The Avett Brothers, Spettacolo, Lucky.* **Episodics:** Six Episodic world premieres: *American Gods, Dear White People, I Love Bekka & Lucy, I’m Dying Up Here, Nobodies,* and *The Son.* **Notable Talent:** Michael Fassbender, Rooney Mara, Nick Offerman, Jon Hamm, Ansel Elgort, Frank Oz, Jake Johnson, Josh Duhamel, Bill Pullman, John Hawkes, Octavia Spencer, Anthony Anderson, Charlize Theron, James McAvoy, Nick Thune, Noel Wells, Megan Mullally, Kevin Corrigan,


2020: Following the City of Austin’s cancellation of the 2020 event due to the COVID-19 pandemic, the SXSW Film Festival partnered with Amazon Prime Video to present the SXSW 2020 Film Festival Collection with 39 projects from the 2020 lineup available to audiences online. The Festival also presented nearly all of the Shorts Program online in association with Oscilloscope and Mailchimp. Since many Special Awards had already been in place, once filmmakers opted in, all juried competitions were held. *Shithouse* directed by Cooper Raiff won the 2020 Narrative Competition Grand Jury Award and *An Elephant in the Room* directed by Katrine Philp won the 2020 Documentary Grand Jury Award. **Additional Award Winners:** *Topside, Really Love, The Donut King* and *Finding Yingying*. **Episodics:** 12 Episodic world premieres were programmed: *Central Park, Chad, Cursed Films, Hightown, Home, Motherland: Fort Salem, Outcry, Snowpiercer, Solar Opposites, Tales from the Loop, Upload*, and *We’re Here*. 14 Episodic Pilot Competition titles were programmed: *Alisa, Beached, Bored, Embrace, Everyone Together, Heart To Heart, This Isn’t Me, Bananas, Chemo Brain, Cooper’s Bar, The Dream, Homecoming: The Journey of Cardboard, Lusty Crest*, and *Racist Trees*.

2021: **Demi Lovato: Dancing With The Devil, Alone Together & More From SXSW Film**


2022: **Notable Speakers:** Lizzo, Celine Tricart, Renee Elise Goldsberry, Busy Philipps, Sara Bareilles, Karl Urban, Jessie T. Usher, Jensen Ackles, Laz Alonso, Chase Crawford, Karen Fukuhara, Donna Langley, Frank Pallotta, Ethan Hawke, Kelly Garner, Brittany Jones-Cooper

titles: Awayy, Brownsville Bred, Hidden Kingdom, My Year of Dicks, Something Undone, and We’re Doing Good. Notable Talent: Daniel Radcliffe, Sandra Bullock, Jared Leto, Jenny Slate, Pedro Pascal, Nicolas Cage, Zazie Beetz, Anne Hathaway, Elle Fanning, Dakota Johnson, Ethan Hawk, Michelle Yeoh, Stephanie Hsu, Andrea Riseborough, Ron Howard, Stephen Root, Jamie Lee Curtis, Ke Huy Quan (virtually), Chloe Sevigny, Keith David, Debby Ryan, Donald Glover, Meredith Salinger, Odeya Rush, Glen Powell, Harry Shum Jr., Richard Linklater, O-T Fagbenle, Zach Woods, Kate Flannery, Owen Teague, Ayden Mayeri, Jacob Scipio, Ramona Young, Tim Heidecker, Raul Castillo, Alessandra Mastronardi, Daniel Kwan, Rick Famuyiwa, Colton Ryan, Daniel Scheinert, Cooper Raiff, Jeff Baena, Kyle Marvin, Frank Marshall, Tom Gormica, Lily Sheen, Aaron Nee, Dean Fleischer-Camp, Adam Nee, Tony Hawk, Glenn Ficarra, Sheryl Crow, Magic Johnson, Michael Morris, John Requa, Casey Neistat, Sarah Jones, Sam Jones, Rose Byrne, Bobby Cannavale, Jim Gaffigan, Patton Oswalt, Jon Kimmel, Connor Kalopsis, Maureen Bharoocha, Julie Cohen, Amy Scott, Vanessa Burghardt, Evan Assante, Brené Brown, Sam Green, Bradley Jackson, Betsy West, Michael Rosenberg, Nolan Ryan, Gabby Giffords, Senator Mark Kelly, Andy Morreale, and more!


Iconic Film & TV Activations: Each year features dozens of inventive, immersive, award-winning installations promoting work in the Festival and Conference, as well as other projects that appeal to the unique SXSW audiences. These include HBO's groundbreaking recreation of Westworld, and subsequent Bleed for the Throne; Amazon's Good Omens Garden of Earthly Delights, A&E's Bates Motel; USA Networks' recreation of Coney Island for Mr. Robot; AMC's Preacher and Starz' American Gods Installations, plus many others. 2022 featured Amazon's Superheroes & Superstars Experience featuring The Boys and Lizzo's Watch Out for the Big Grrrls, FX's Atlanta Season 3 Amsterdam style cafe pop up fittingly called The Trip, Disney+'s Outdoor Screening complete with larger than life characters and all day outdoor screenings, the WarnerMedia House, the Peacock Playground and many others.
About SXSW
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 tech, film & TV, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2023 will take place March 10 - 19, 2023. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

SXSW 2023 is sponsored by White Claw, Porsche and The Austin Chronicle.

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