

Hello Lab's Mentorship Program

AT&T Hello Lab, a collection of original entertainment created by, for and with Millennial and Gen Z audiences, has launched its Mentorship Program. It's a new initiative that brings together entertainment industry leaders with aspiring filmmakers from diverse backgrounds as they create their signature work. The five filmmakers will debut their short films on DIRECTV NOW in the fourth quarter of 2017.



[See video here](#)

The 2017 AT&T Hello Lab mentors include:

- Academy Award® Winner Octavia Spencer (Best Supporting Actress, *The Help*, 2012)
- Academy Award® Winner Common (Best Original Song, *Selma*, 2014)
- Rick Famuyiwa (director, *Dope*, *Confirmation*)
- Desiree Akhavan (director/actress, *Appropriate Behavior*)
- Nina Yang Bongiovi (producer, *Fruitvale Station*)

“There are a lot of film programs out there designed to empower young filmmakers. But the word ‘empower’ is a sort of a catch-all, isn’t it? What I love about this program is that it’s tactical. It’s enabling young filmmakers to make actual, physical work. It’s giving them the first crucial part of their reel.”

Octavia Spencer, Mentor

“Nurturing the next generation of creative minds is crucial for the entertainment industry.”

Valerie Vargas, Senior Vice President, Advertising and Creator Lab, AT&T

Each filmmaker will be supported by a community of industry advisors, including studio and production company executives, agents and attorneys. Each of these mentors have overcome barriers to make important projects that touch on an impressive range of issues and narratives as people of color, LGBTQ community members and women.

**AT&T
HELLO LAB**

AT&T Hello Lab will help each filmmaker create a high production quality signature film and provide support as they break into the entertainment industry. Advisers and mentors will counsel the filmmakers on pitching their work, managing budgets, and directing character-driven narratives. The shorts will all celebrate young adults and all tell a unique “coming of age” tale.

DIRECTV NOW gives you your favorite premium TV and made-for-digital video content with no annual contracts, set-top boxes or installation.

Learn more about [Hello Labs](#).

