

# NBC sponsors 'Comedy Short Cuts'

## Diversity Film Festival runs Sept. 6

By WILLA ROBERTSON

NBC Universal's TV, film and production units will sponsor the second annual Comedy Short Cuts Diversity Film Fest on Sept. 6 as part of the New York Television Festival.

Semifinalists were selected from those who answered a call for applicants on the NBC website. The Sept. 6 screening of their shorts will be hosted by the cast of Peacock sitcom "30 Rock."

"This innovative program will encourage creativity and promote diversity for promising filmmakers who might not otherwise have a chance to screen their work at a top-flight festival," said Ben Silverman, co-chairman of NBC Entertainment and Universal Media Studios. "We also want to provide an outlet for their work to be viewed by influential executives."

Creative execs from this year's exec selection committee represent NBC, Universal Media Studios, Sci Fi Channel, Bravo, USA, Focus Features, Rogue Pictures and the Sundance Channel.

This year's fest has also added a component called NBC You: Diversity Promo Festival, in which viewers can create promos for some of NBC's most diverse shows.

The finalists' films will be screened at an industry event on Oct. 3 in L.A., and select pics from last year's inaugural fest will air on the Sundance Channel in early October, while this year's finalists will run on the channel next year.