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# MARK ERDER

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## PROFILE

Mark studied film and cinematography at MIT in Boston and has been working in documentary film and video since 1975.

In 1984, he won the Grand Prix at Cinema du Reel in Paris for his documentary '*Silver Valley*'.

Over 30 years ago, Mark came Hong Kong to direct and produce for a local Hong Kong film company.

Seeing a gap in the video services market (international-style news and feature stories tailored and packaged for individual broadcasters) he and a partner set up APV as a boutique agency.

As Producer for APV, Mark conceived and produced '*Of All The Gin Joints*' for the BBC series Correspondent. He also oversaw production on APV's independent film '*Frederic Brenner: HK and China*.' For five years he filmed and coordinated the crews for the BBC series 'The Last Governor' a study of Chris Patten and the end of colonial rule in HK.

Other producing highlights include crewing coordination for over 20 broadcasters for The Hong Kong Handover and management of the official production teams for the HK Handover "Press Broadcast Center". With the success of that project, Mark coordinated the live broadcast in multi-locations of the Macau Handover for Portuguese Television.

Over the past two decades, Mark has steered APV's expansion into TV programming, corporate video and media consultation.

Independently, he is producing, directing and filming '*In An Instant*', a feature length documentary about the ramifications of expatriate excesses and domestic violence. Based on a high profile murder case, it is due for release next year.

## COACHING AND PRESENTATION EXPERIENCE

Following is a select listing of my Visual Media, Teaching, Presentation and Workshop experience.

Since starting my company, APV, in 1991, I have employed an estimated 60 + staff and innumerable freelancers.

I am proud to say that the typical employee stays with APV for a minimum of 7 years.

In the early years of the company, I trained many of the staff in the basics of camera, lighting, editing, producing, production and storytelling.

Over those years, I lead APV's negotiations with broadcasters (we were the Asia Bureau for Channel Nine, Australia for 14 years), governments (see Hong Kong Handover below) and corporations (our first long term contracts were with the HK Police doing their Media Training and with Hong Kong's KCRC doing a five year documentary on a new rail line. )

As the company evolved from news agency to corporate video producer to brand communications agency, my greatest accomplishment has been handing over the reigns to worthy, skilled individuals.

## RELATED EXPERIENCE

<b>Hong Kong University Graduate School Of Journalism</b>	2015
Initiated and funded Video Journalism Scholarship	
<b>UNICEF, Asia Pacific Child Rights Awards</b>	2013
Juror	
<b>APV Internship and Mentorship Program</b>	2007
After a career-week presentation at a local Hong Kong high school, this program was created.	
<b>Beijing Olympics</b>	2008
Negotiated a co-production contract with Shanghai TV to produce a documentary series about Chinese athletes preparing for the Olympics.	
<b>Asian Television Awards</b>	2004-2007

Juror

**International Emmy Awards** 2004-2007

Juror

**HarbourFest, Hong Kong** 2003

Wrote the proposal, negotiated the terms of work, produced a series of VNRs (Video News Releases) and created a distribution plan for the Hong Kong Government's message to the world that Hong Kong was SARS-free.

**Documentaries on SARS, Hong Kong** 2003

Produced documentaries for Discovery Channel and ITN. Coordinated news crews for 15 international broadcasters. Negotiated all contracts.

**Macau Handover** 1999

Coordinated live broadcasts for Portuguese TV. Handled negotiations between the Macau Government and Portuguese TV.

**Hong Kong Handover** 1997

Wrote the tender document and negotiated with the Hong Kong Government to run the Press Broadcast Centre (PBC) for all international journalists covering the historic Handover. Produced and coordinated a staff of 160 journalists working for over 20 individual broadcasters within the PBC. Production managed and coordinated crews for the BBC documentary, *The Last Governor*.

**Media Training, Hong Kong Police and Hong Kong Government** 1995-2001

Devised extensive media training for various Hong Kong Government departments.

**News World, Singapore** 1993-1005

Produced and presented news workshops

**Coach, APV** 1992-1996

Taught next generation camera operators and editors as incoming staff for APV

**Broadcast News Consultant, Hong Kong** 1992-1996

Through APV, helped with the Asian bureau launch of CNN, CNBC, Fox News, Asia Business News, The Asian Wall Street Journal TV.

**Fringe Festival, Hong Kong** 1983-1984

Created a documentary film festival.

**Media Consultant, Sing Tao Group** 1982-1983

Advised on the purchase and use of Western Cartoon Series (Hanna Barbera etc.) for the global Cantonese guidance for Sally Aw Sian, Sing Tao Group

**Teacher and Producer, Documentary Educational Resources, Cambridge, MA** 1976-1978

Produced and taught anthropological film through Documentary Educational Resources

**Researcher/Writer, Harvard Graduate School Of Education** 1973-1976

Researcher/writer in Non-Verbal Communication.

**Program Coordinator, National Academy of Sciences, Washington DC** 1975

Created and ran a summer workshop for Academics, Journalists, and Filmmakers on issue such as psychology, family and aging.

**Creator, Program of Visual Sociology** 1973-1975

Created a Visual Sociology program while preparing for a Doctorate in Sociology at Brandeis University with Film Production at MIT and Film Theory at Harvard.

**Teaching Assistant, SUNY, Buffalo, New York** 1972

Teaching Assistant in History, Master of Arts Program at the State University of New York

Newsreel, Buffalo, New York 1971-1972

Ran workshops in schools and workplaces using film to teach about the War In Vietnam

**Substitute Teacher, Public High Schools, New York** 1970-1971

Substitute teaching in History, English and Art

SELECT SPEAKING ENGAGEMENTS

<b>Foreign Correspondents' Club, Hong Kong</b>	2014
Documentary Presentation	
<b>World Congress Of Science and Factual Producers, Hong Kong</b>	2014
Innovative Financing for Broadcast Programming	
<b>Formats Asia, Hong Kong</b>	
Production Companies, Broadcasters and Business Strategies	
<b>Real Screen, Washington DC</b>	2010
Discussion of APV's National Geographic Channel documentary, <i>Inside: Super Car</i>	
<b>Norfolk CT Library, Connecticut</b>	2008-2011
Organized and led discussions on documentary film	
<b>CASBAA, Hong Kong</b>	2003
Entrepreneurship: the small production company and global broadcasters	
<b>News World, Singapore</b>	1993
The Place Of The Boutique Agency	