

STEVEN LAWRENCE Producer/Director

Steven Lawrence is an independent producer/director with an extensive background in film and video documentaries, and live/interactive TV programs.

Lawrence is series producer/director for VIS à VIS, the one-hour documentary format which brings together two people from different parts of the world, via digital video conferencing, to explore a common crisis or issue in their lives. He developed, co-produced and co-directed *BEYOND THE VEIL* and *BLUE & BLACK.*, which aired previously on PBS. In '92-93, he served as North American line producer for four of the original VIS à VIS programs produced for European networks.

In '93-'94 he was senior producer for WHAT IF, an ongoing series, produced in Moscow, designed to help Russians learn how to obtain their rights under the new constitution. The programs, which combined dramatic vignettes and studio discussions, were hosted by Vladimir Pozner and were broadcast in prime-time on Russia's largest network (Channel One) where they regularly received ratings in the top ten.

During 1990-91, Lawrence developed and produced AGE 7 IN THE USSR (based on Michael Apted's 35 UP film series), a one-hour documentary about Soviet seven year-olds, filmed all over the USSR for England's Granada Television. It was broadcast on PBS in December of '91 as a prime-time special, and has received acclaim worldwide. AGE 14 IN THE FORMER USSR (titled BORN IN THE USSR) is now in post-production.

In 1989 he produced THE LONG WAY HOME, a 90-minute feature documentary about Boris Grebenshikov, the first Soviet rock musician to record and live in the West. It was directed by Michael Apted and financed by Granada Television and CBS Music Video Enterprises. Following its telecast in Britain, the film had its U.S. premiere at the 1990 Sundance Film Festival. The film was recently selected by the International Documentary Association as one of the top documentaries of the last 50 years.

In the 90's Lawrence has also developed and produced several live educational TV events. In 1992 he produced FACING THE FUTURE, a 60-minute spacebridge between American and Japanese teenagers for Whittle Communications' CHANNEL ONE. Hosted by Tom Brokaw, the program was broadcast to over 7 million teenagers in the U.S. In '91 he produced Whittle's inaugural long-form program, SHARING FREEDOM, a one-hour spacebridge dialogue between Russian and American kids, also hosted by Brokaw. The latter show focused on the attempted '91 coup and its aftermath. Most recently he produced a mini-VIS a VIS program, in which college students in New York and Teheran traded opinions as they watched the World Cup match between their countries.

In 1996, he served as the start-up producer/director in May of '96 of a nightly live two-hour report on the work of the War Crimes Tribunal for the former Yugoslavia (in The Hague), broadcast on Eutelsat throughout the former Yugoslavia and Europe.

As senior producer/director for MTV from 1983-87, Lawrence produced and directed TELL TCHAIKOVSKY THE NEWS: ROCK IN RUSSIA, the first in-depth film about the Soviet rock scene, and co-produced and directed ARTISTS UNITED AGAINST APARTHEID: THE MAKING OF SUN CITY (winner of the 1986 International Documentary Association's Achievement Award). He also produced and directed the award-winning LINER NOTES series, which he used as a vehicle to introduce MTV viewers to the music of RUN-DMC and other rappers, and to world music artists such as Fela and Ruben Blades. At MTV he also produced and directed specials on David Bowie, Sting and Paul McCartney. For the home video version of Billy Joel's A MATTER OF TRUST documentary, he was chosen by Sony Music Video to produce and direct a special 10-minute introduction to Joel's experiences in the Soviet Union. For the Rock & Roll Hall Of Fame, he produced a tribute to Bob Dylan.

Prior to joining MTV, Lawrence was a free-lance associate producer on music and public affairs programs for Bravo, Poly tel and PBS. From 1978-80 he was director of programming and development at the Center for Non-Broadcast Television in New York, where he pioneered the use of ad-hoc satellite networks by independent producers, and created new video art programs under a grant from the National Endowment for the Arts. As director of production services for Manhattan Cable TV, he was responsible for developing the public, municipal and leased access channels.