

## Otessa Marie Ghadar



Through insight gained from both "Orange Juice in Bishop's Garden" (OJBG) and 20/20 Productions, Otessa Ghadar recently wrote and published the digital media industry's first textbook, *The Wild West of Film*. This DIY-guide for creative professionals teaches novices and experts alike how to create, market and manage in the digital age.

As one of the web series medium's earliest adopters, Otessa Ghadar is a true forerunner of digital media. OJBG started as her MFA thesis at Columbia University's film school and is now the longest continually running show online. With an

international audience in over 145 countries, OJBG has been recognized not only by a loyal global following, but also by industry heavy hitters. OJBG is a three-time Telly Awards Winner, a four-time LA Web Fest Winner, a two-time Webby Awards Official Honoree, among others.

Otessa is also the founder and president of DC-based digital media company 20/20 Productions. With its content, the company has become the destination for non-geoblocked, globally available programming. The company is currently planning its 2nd Annual DC Web and Digital Media Festival (DC Web Fest). This year's festival has broadened its scope to include all forms of digital storytelling and technology, from gaming, to AI, to online publishing and more. A summit, gathering thought leaders, innovators and experts to discuss the industry's future landscape, has been added, as well.

**20 / 20 PRODUCTIONS**  
**PERFECT VISION NEW MEDIA**

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