



# WIFV NEWS

December 2011

## President's Message



In this season of giving, I thought I'd share what WIFV has given me this year.

\* I've gained practical information, such as solid advice that will help me decide what editing system to buy as my Final Cut Pro 7 becomes obsolete.

\* I've learned valuable, first-hand information about applying for funding through WIFV's Meet the Funders series.

\* I've met such a diversity of professionals through WIFV's networking opportunities that I've narrowed my "degrees" of separation from the people who can make a difference in my career from six (or 4.74) to one or two.

\* I've learned that the quote (attributed to Lucille Ball), "If you want something done, ask a busy person to do it," is absolutely true. WIFV volunteers are busy professionals who know that "the more you do, the more you can do." Every hour I give to WIFV is worth two or three doing something else.

\* I've made friends, not just the Facebook kind but real, honest-to-goodness friends who share my interests and understand my challenges.

\* WIFV has given me new role models, such as Geena Davis, who are out there working every day for gender equity on the screen and behind the scenes. In our industry, it's called the "celluloid ceiling" and it's harder to break through than glass. In 2010, only 7% of directors of the top 250 domestic films were women; only 4% were directors of photography.

These "gifts" are available to every WIFV member: practical information, opportunities, connections, fulfillment, friendships, knowledge and mentors. I encourage everyone in film, video and related media to make it a New Year's resolution to become more active in WIFV.

I'd like to hear what you've received from WIFV this year and what you'd like to get out of it next year. Post something on the WIFV Blog or our Facebook page. Or just send me an email, [scannonbrown@gmail.com](mailto:scannonbrown@gmail.com).

Happy Holidays!  
Sandy Cannon-Brown  
2011-2012 WIFV President

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## Renew by December 31 and Save!

WIFV Executive, Professional and Basic Corporate Dues will increase by \$25 on January 1, 2012. Join or renew now and save. Even if your membership doesn't expire until 2012, you may renew before December 31 at the 2011 rates. The dues increase, the first in six years, will help WIFV sustain and grow the organization. Call the WIFV Office at 202-429-9438 for information on payment plans.

## Contract Tips for Independent Contractors (and Those Who Hire Them) - December Wednesday One

Do you earn your living working for a number of different companies? If so, you may not always be sure about what those companies have a right to demand from you.

Do you sometimes have problems getting paid? Is it legal for a temporary employer to forbid you from working for competitors? Come find the answers to these and other questions at the Dec Weds One.

### PANELIST BIOS

**Paige Gold** practices media and entertainment law in Washington, DC and Los Angeles, CA and serves as a WIFV Board Member.

**Laura Possessky** has a national practice in media, and entertainment law with the firm Gura-Possessky, P.L.L.C. She counsels artists, nonprofits, associations and small businesses in publishing, television, film, media and the internet.

Wednesday, **December 7, 2011**, 6:30 to 8:30 pm  
Interface Media Group, 1233 20th Street, NW, DC  
\$15 Members/\$30 Public  
RSVP to [membership@wifv.org](mailto:membership@wifv.org) or through the WIFV calendar at [www.wifv.org](http://www.wifv.org)

## Save the Dates! Media Career Bootcamp

Saturday, March. 10, 2012

In preparation for WIFV's Annual Media Job Fair, WIFV's very first Annual Career Bootcamp will help you create the career you want. In addition to our traditional Resume Swap, this all-day event will offer Media Career Seminars, Career Building Workshops, One-on-One Mini-mentoring Sessions and inspirational Keynote speakers. Stay-tuned for a complete list of speakers and presenters!

## Media Job Fair

Saturday, March 24, 2012

Jobseekers come out to meet with recruiters from regional media companies.  
Venues will be announced soon.

## DocU: Can Your Doc Really Change the World?

Can a documentary really change the world? If you're hoping to use the power of film to advocate for solutions to complex social issues and to urge people to take action, how can you make sure that your documentary has the greatest possible impact?

Join **Nina Seavey**, Director of the Documentary Center at George Washington University, as she moderates a discussion with **Ronit Avni**, founder and Executive Director of Just Vision, **Angelica Das**, Associate Director at the Center for Social Media, **Adam J. Segal**, founder/principal at the publicity agency The 2050 Group, and **Robert West**, co-founder and Executive Director of Working Films, on the ways and means of producing documentary films with the potential to effect real change.

Monday, **December 5, 2011**, 6:30 to 8:30 pm  
West End Cinema, 2301 M Street NW, DC 20037  
Tickets for Women in Film & Video members are available at the IDA member discount rate.  
[Click here to purchase using discount code DOCUWIFV](#)

In association with the International Documentary Association, Center for Social Media, The Documentary Center at George Washington University, Women in Film & Video  
DOC U ON THE ROAD  
is made possible by a grant from the Academy of Motion Picture Arts and Sciences

## Aviva Kempner Recognized by WJFF with 2011 Visionary Award

The Washington Jewish Film Festival (WJFF) is honored to present the 2011 WJFF Visionary Award to DC filmmaker Aviva Kempner in a special ceremony on Saturday, December 10 at 6:15 pm. The event includes the 25th anniversary screening of the landmark documentary Kempner co-wrote and co-produced, *Partisans of Vilna*, a post-film discussion with Sharon Pucker Rivo, co-founder and executive director of The National Center for Jewish Film, and reception.

The Visionary Award recognizes and pays tribute to courage, creativity and insight in presenting the diversity of the Jewish experience through the moving image. As a writer, director and producer, Aviva Kempner brings contemporary Jewish heroes to screen. In 1990, Kempner founded the WJFF, one of the first Jewish film festivals in the nation. She was the recipient of the 2009 San Francisco Jewish Film Festival's Freedom of Expression Award, a Guggenheim Fellowship, DC Mayor's Art Award, WIFV Women of Vision award and Media Arts Award from the National Foundation for Jewish Culture. She is a voting rights advocate for the District of Columbia.

**The 22nd Washington Jewish Film Festival presents a special focus on "Jewish Film - Women Filmmakers" from December 1-11 at 9 venues in the DC area.** Festival director Susan Barocas notes that there are more films directed by women in this year's WJFF than ever before - 16 women directed 19 of the 47 films. The women below are directors with features, documentaries or shorts in the upcoming WJFF. Those indicated by \*an asterisk before their name will be present at their screenings. We look forward to seeing their work and to insightful, revealing and meaningful discussions with these accomplished women.

\* Liora Amir Barmatz, *Who Shot My Father? The Story of Joe Alon*;

Gabriella Bier, *Love During Wartime*;

\* Ruth Fertig, *Yizkor*;

Lisa Geduldig, *Esther and Me*;

Taly Goldenberg, *Lia*;

\* Melissa Hacker, *Letters Home*;

\* Julia Haslett, *An Encounter with Simone Weil*;

Marilyn Johnston, *My Mother Was a Coast Guard SPAR*;



- \* Anna Justice, *Remembrance* (closing night);
- \* Deborah Kaufman, *Between Two Worlds*;
- \* Evi Kurz, *The Kissinger Saga: Walter and Henry, Two Brothers from Fuerth*;
- \* Aviva Kempner, *Partisans of Vilna, Yoo-Hoo Mrs. Goldberg, The Life and Times of Hank Greenberg, The Rosenwald Schools* (DC);
- Elisabeth Scharang, *In Another Lifetime*;
- \* Nina Shapiro-Perl,
- Through the Eye of the Needle-The Art of Esther Nisenthal Krinitz* (DC)
- \* Beverly Siegel, *Women Unchained*;
- \* Britta Wauer, *In Heaven Underground*.

Please consult the Festival website [www.wiff.org](http://www.wiff.org) for complete information and tickets for the films.

## Texture is the Key



By John Rowles, [www.john4music.com](http://www.john4music.com)

To understand the effort it takes to score any type of media project, a composer must first understand the conceptual vision of the director. The visual of the work along with the concept put forward leads to the texture of the music. Texture in the broad sense is how a musical piece sounds to the audience; abrasive for an action scene, romantic for a love scene, and positive for a family travel scene. I have had the luck of working with directors that have been able to convey what sound they want even if they can't put it in musical terms. Texture is tantamount to how a visual piece is enhanced with the type of musical emotion necessary for an audience to take the memory of the entire project

with them.

At some point during the creative process, a composer must gain a firm grasp of what the feel of the piece will become. A variety of arrangements to the director is a good way for the composer to narrow down the choices or combine the offerings into one piece. It is the initial reaction from the director that should be considered first. She may accept or reject what she hears because of the initial texture of the music. Only she knows how the project should sound in the beginning; the composer must use due diligence to meet and exceed the director's requirements, enhancing the project not override it with the wrong feel or style.

The audience probably wouldn't expect power punk music for a funeral scene nor would they expect to hear a vignette for employees sitting in cubicles unless the director vehemently wanted it. I have had to learn on the fly how to bring scenes to life and the difficulty encountered is not having experience of how to write for a project. Listening to the backgrounds of movies, commercials, PSAs and other forms of media has been my best teacher. Noticing how the music provides an emotion through the appropriate texture is one way to learn how to provide a lasting memory.

## Name It. Change It. Points out Sexist Media Coverage - You Can Help

In just the last month, *Name It. Change It.*, a project of the Women's Media Center, has called out a men's magazine for their list of the "50 Hottest Women in Politics", a newspaper that speculated whether Nancy Pelosi had plastic surgery, and online media that claimed Elizabeth Warren was "playing up her femininity" because she mentioned her grandson. And we'd be remiss if we didn't mention the countless examples of media coverage devoted to female politicians' clothing and hair.

As the 2012 election season begins to heat up, *Name It. Change It.* will not stand by as pundits, radio hosts, bloggers, and journalists damage women's political futures with misogynistic remarks. [Help us send the message that a sexist attack against one woman is an attack against all women.](#)

## These Amazing Shadows Broadcast December 29

On Thursday, December 29 at 10:00 pm (check local listings), the PBS series *Independent Lens* is proud to present *These Amazing Shadows*. A documentary rich with imagery, *These Amazing Shadows* interweaves clips from America's most-beloved films (and many rarer treasures) with moving personal tales of how specific films have reflected our culture and changed lives. The documentary focuses on films deemed "culturally, historically or aesthetically significant" by the Library of Congress and listed in the National Film Registry. Interviews with the Librarian of Congress' Dr. James Billington, directors, producers, archivists, admired actors, and members of the National Film Preservation Board show us how American cinema is truly our "family album." WIFV comes up in the closing credits - watch the film and see why!

## Search and Online Shopping Tools Benefit WIFV

GoodSearch (a search engine powered by Yahoo) donates 50% of its sponsored search revenues to non-profit organizations designated by its users. Women in Film and Video (WIFV) is one of these non-profit organizations.

### WHAT TO DO:

Go to [GoodSearch](#) and click on the GoodShop link. In the "Enter your favorite charity or school" box, choose "WIFV." It's that simple.

### ADDITIONAL WAYS TO HELP:

- \* Ask two friends to change their search engine preferences for a day. It can make a difference!
- \* Make GoodSearch your Internet browser's homepage.
- \* Make GoodShop your central shopping site.



## Image Makers Applications DUE December 2

Image Makers teaches local high school students how to make a public service announcements (PSA) for a non-profit organizations. With guidance from WIFV volunteers, students meet with their non-profit clients, establish a vision for the PSA, execute that vision and edit the final product.

If you're interested in helping out with this program as a workshop volunteer, we can certainly use you. You don't need to have field production experience to apply. We're looking for people who are eager to work with the students and have the time to dedicate to the 8-week program, which meets on Saturdays beginning in February. [The application is available here.](#)

If you know of any high school students who may be interested in participating or non-profits looking to have a PSA made, please encourage them to apply as well. [Student application is available here](#)

[There's more information on the WIFV website under the Programs tab](#), and please check out the great work of our past Image Makers students on the [WIFV YouTube page](#).

If you have any questions about the program, please email Yolanda Arrington at [yrarring@gmail.com](mailto:yrarring@gmail.com).



## GV Expo & Conference- November 29/December 1

WIFV members, register now to attend the East Coast's largest pro video and broadcast expo. Learn about cutting-edge video technologies and techniques in a comprehensive conference program; get hands on the latest video gear in an exhibit featuring more than 120 suppliers, dealers and distributors; and attend FREE special events and networking opportunities to further your knowledge, career and agency mission. [Register now with code WIFV11 for a free exhibit hall pass or \\$25 off the conference program.](#)

WIFV will be at **Booth 234** exhibiting as part of the DC Film Community Center. See you there!

Walter E. Washington Convention Center, DC  
Conference: November 29 - December 1, 2011  
Exhibit Hall: November 30 - December 1, 2011

## Special WIFV-VPA-TIVA Martini Madness on November 30 at 6:00 pm

Old Dominion Brewhouse, 1219 9th Street, NW (within Covention Center Complex)  
Happy Hour Specials!

## WIFV Members Receive Discount for *Billy Elliot the Musical*

*Billy Elliot the Musical* has heart, humor, and passion and has been called "the most inspiring show I've seen in years" by the New York Times. The show was honored with ten 2009 Tony Awards including Best Musical.



Set in a small English town, the story follows Billy as he stumbles out of the boxing ring and into a ballet class, discovering a surprising talent for dance that inspires his family and his whole community, and changes his life forever. Based on the internationally acclaimed film, *Billy Elliot the Musical* is brought to life by a phenomenal cast of 45 performers and the Tony Award-winning creative team--director Stephen Daldry, choreographer Peter Darling and writer Lee Hall--along with music legend Elton John, whose score is called "show-stopping and electric" by the *New York Times*.

Click [HERE](#) to access a \$65 orchestra discount for December 13th-15th performances of *Billy Elliot!* Or, mention offer number 134509 when ordering by phone or at the box office.

### About WIFV

WIFV supports women in the industry by promoting equal opportunities, encouraging professional development, serving as an information network, and educating the public about women's creative and technical achievements.

### Contact Us

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### Send Stories to:

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WIFV is grateful for the annual support of these [companies](#) and our [corporate members](#).