



# WIFV NEWS

February 2012



## President's Message

Sandy Cannon-Brown will be sending updates from the Realscreen Summit via Twitter and the WIFV Listserv this week! Are you following WIFV\_DC on Twitter yet?

## Boot Camp - Building a Successful Career in a Slow Economy

By Claude LaVallee

This year, for the first time, WIFV is offering a whole day of seminars and workshops to help you launch and nurture a successful career in media. In addition to getting feedback on your resume at our very popular Resume Swap, you'll be able to learn how to take advantage of the Hidden Job Market, get tips on Business Etiquette, learn Interview Do's & Don'ts, acquire Contract Negotiation skills, adapt a Networking approach that suits your personality, get to know your Personal Brand, see Demo Reels that work, get one-on-one career advice, have a professional headshot taken for your LinkedIn profile picture, and more! Presenters being confirmed and will be updated at the WIFV website and listserv. Saturday, March 10, 2012, 8:30 am to 4:00 pm (two weeks before WIFV Media Job Fair!) Discovery HQ, One Discovery Place, Silver Spring

### Early Bird Pricing to February 24

Members \$50/ Public \$60  
Optional sessions \$10

After February 24 - Members \$60/ Public \$70 Optional sessions \$15

Lunch on March 10 & registration to the Media Job Fair on March 24 included with registration fee. RSVP via WIFV calendar or calling the Office at 202-429-9438 or emailing membership@wifv.org

## Media Job Fair

Media professionals from the Mid-Atlantic region get to meet prospective employers and get their resumes in the hands of people making hiring decisions. Every year people are hired within days of the WIFV Media Job Fair!

Saturday, March 24, 2012, Noon to 4:00 pm  
Luke C. Moore Academy, 1001 Monroe Street, NE  
Brookland/CUA Metro & on street parking  
\$10 WIFV Members/\$20 Public

## In This Issue

[Career Boot Camp/ Media Job Fair/ Weds One with SpeakEasyDC/ Breakfast with Reality TV Leaders/ Media That Matters](#)

[Producing the Indie/ Talent Roundtable/ Celluloid Ceiling 2011/ GoodSearch Benefits WIFV](#)

[Best of INPUT Continues to Feb 4](#)

[Summary of Working with HHS & Veterans Affairs - Notes from GVExpo](#)

## Women in Non-Fiction Media

WIFV is delighted to announce a CAPACITY CROWD for the annual Women in Non-Fiction Media reception held in conjunction with the Realscreen Summit in late January. NO WALK-INS PERMITTED. Thanks to our sponsors - Gibson Guitar, Interface Media Group, Pixeldust Studios, TeamPeople and Video Takes, Inc. - for making this event that brings Realscreen attendees together with WIFV Members possible.

## Can You Tell Your Story?

All of us have stories to tell, but the art of telling a good story is a talent that takes crafting. Being comfortable with your stories will lift you above the crowd when you want to make an impression. SpeakEasyDC teaches structure, arc and character development by turning every day experiences into entertainment. Join Amy Saidman (SpeakEasyDC Executive Director), Amy Wilson (media consultant/storyteller) and Mike Kane (Discovery EP/storyteller) for a fun journey into the art of telling your story.

Wednesday, February 1, 2012

6:30 pm to 8:30 pm

Interface Media Group, 1233 20th Street, NW, DC

\$15 WIFV Members/\$30 Public

[RSVP via WIFV calendar](#) or by emailing membership@wifv.org

More information on SpeakeasyDC here

## Wake Up to Reality TV -

### Executive Breakfast February 23

Join us for a stimulating discussion with industry leaders about the state of the art and future of reality TV. Scheduled panelists include Amy Winter, general manager, **TLC Networks**. TLC's All American Muslim series led to off-screen controversy over sponsors who called it quits. Meanwhile, on-screen dramas generated by many other reality series are raising questions about an evolving genre. In addition to

[Register here](#)

[Prospective Employers may register here.](#) Exhibiting Companies will be updated on the WIFV website and to the listserv.

The DC Office of Motion Picture and Television Development is providing a **\$5.00 discount to the first 100 DC Residents who register for the Job Fair.** Use Code DCR to access this discount. Your address will be verified. Prefer to register with a check? Attendee Registration form is here.

This event is announced first to WIFV Members and registration will be capped, so respond early to increase your chances for a new job in 2012.

## Guests from Belarus

WIFV Board Members will meet with documentary filmmakers from Belarus on February 9. The filmmakers are on a US State Department sponsored tour. Do you have questions you would like us to ask? Send them to [director@wifv.org](mailto:director@wifv.org).

Winter, Rebecca Toth Diefenbach, partner and executive producer, **Sirens Media**; Abby Greensfelder co-owner and executive producer, **Half Yard Productions**; and Doug DePriest, president, **Big Fish Entertainment** are slated to share insights and take questions.

February 23, 2012, 8:00 to 9:30 am

Location TBA

\$15 WIFV Executive Members/ \$25 WIFV

Professional & Student Members/ \$35 public (includes breakfast)

RSVP Required via calendar

or via email to [membership@wifv.org](mailto:membership@wifv.org)

Presenter bios

## Media That Matters - February 10-11

This year's theme, "Change for Good," features conversations about how independent social change filmmakers can execute integrated campaigns that are strategic, action-oriented, and have enduring impact. The Media that Matters conference is a joint project of The Center for Social Media and Arts Engine, Inc. WIFV is honored to be a sponsor of this important event. [Register today.](#)



## Producing the Indie Seminar - Few Seats Remain - February 3-4

Want to learn how to move up the experience ladder to producer? Have a great story that only you can get to screen? Want to better understand the process so you can do your job better? This is the seminar for you! Maureen Ryan returns by popular demand to provide an intensive seminar designed to give you the resources you need to get your project in front of audiences. Topics include:

Two-day seminar includes:

- \* Development/Fundraising
- \* Option agreements
- \* Legal documents
- \* Script Breakdown
- \* Scheduling principles
- \* Scheduling stripboard/daily schedule
- \* Budgeting
- \* Pre-Production/Production/SAG
- \* Deliverables/Marketing/Film Festivals

Friday, February 3, 2012 - 6:30 to 9:00 pm AND Saturday, February 4, 2012 - 9:00 am to 5:30 pm

International Affairs Building, The George Washington University, 1957 E Street, NW, DC

\$175 WIFV Members/\$225 Public (includes lunch on February 4)

Registration must be received by February 2. [Register here.](#)

Thanks to venue sponsor The Documentary Center at The George Washington University

MAUREEN A. RYAN is a NYC-based producer concentrating on feature films and documentaries. She is co-producer of James Marsh's *Man on Wire* (2009 Academy Award for Best Documentary and the 2009 BAFTA Award for Best British Film) and co-producer of *Project NIM* (Best Director World Cinema Documentary at the 2011 Sundance Film Festival and shortlisted for the 2012 Academy Award for Best Documentary). Ryan is a ScriptDC panelist. [Link for more biographical info](#) - and there's a lot!

## You Want to be in Pictures? Get the Resume & Headshot You Need

Ken Arnold of Studio BOH will present Your Headshot - A Picture's Worth a Thousand Words and Sean Pratt Presents will offer Your Resume - Extra, Extra, Read All About!

Sean will explain how to turn your resume into an eye catching document that will not only tell the Casting Director/Producer/Agent what you've DONE, but also what your TYPE is and where you are GOING with your career. Sound a bit far-fetched? Well, it's not! Come join Sean and let him show you how. During the second hour, actor/photographer Ken Arnold will discuss the actor's headshot and what it takes to get the right picture that will get you the audition. From knowing your type, to the quality of the photo, to knowing your market...Ken will cover it!

Tuesday, February 7, 2012, 7:00 to 10:00 pm. Doors open at 6:30  
Interface Media Group, 1233 20th Street, NW, DC  
Farragut North/West or Dupont Circle North METRO  
RSVP: This workshop is for WIFV members ONLY! Email Joanne Schmoll at [schmoll.joanne@gmail.com](mailto:schmoll.joanne@gmail.com) and please put "February 7th Picture & Resume Workshop" in the subject line.

Register for this workshop prior to February 1, 2012 to receive a \$50 discount on a headshot session with Ken Arnold @ Studio BOH!

**KEN ARNOLD** has been in the industry for the past 15 years working on camera and behind the scenes. He created Studio BOH to help actors further their careers in a fun, friendly, supportive environment. He has been a headshot photographer for eight years. <http://kenaphoto.com/index.html>

**SEAN PRATT** has been a working actor for 20+ years with national film, TV and theatre credits. He teaches classes on, shoots videos about and writes articles covering the business of the Biz. [www.seanprattpresents.com](http://www.seanprattpresents.com)

## 2011 Celluloid Ceiling Report Released

Women remained vastly underrepresented behind the camera in the movie business in 2011. Last year, women comprised 18% of directors, executive producers, writers, cinematographers and editors working on the 250 top-grossing domestic films, according to "[The Celluloid Ceiling: Behind-the-Scenes Employment of Women on the Top 250 Films of 2011](#)." The study, by Martha M. Lauzen, executive director of the Center for the Study of Women in Television and Film at San Diego State University, shows that 38% of the top 250 films employed either no women or only one as director, executive producer, producer, writer, cinematographer or editor.

That's an increase of 2% over 2010, but still a dismal number, Lauzen reported. She explained that the percentage of women in high-ranking behind-the-camera movie jobs has hovered between 16% and 19% since she started her annual study in 1997. "This impoverishes our culture," she said. "We have a huge gap between the demographic profile of the group that is creating our culture" and the culture in general. Women make up roughly 51% of the U.S. population.

Lauzen's study analyzed 2,636 people working on the 250 top-grossing films of 2011. Women were most likely to work in documentaries, dramas and comedies and least likely to work in horror, action and animated films. Lauzen said that the lack of women as directors is a problem for the industry - but it's a problem few people acknowledge. "How many people in the community view women's really dramatic underrepresentation in the film business as a problem?" she asked. "In order to fix something, you have to perceive it as broken. If those in the community do not perceive this as a problem, then it will never be addressed."

## 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.



## Best of INPUT Continues

INPUT, the International Public Television Conference, is an annual producers' screening and discussion showcase. Selections from the world's most innovative and provocative productions by public broadcasters appear at venues around Washington during Best of INPUT. All programs are free but reservations may be required for certain screenings (see individual listings) Partners: Goethe-Institut, La Maison Française, Silverdocs/American Film Institute, Embassy of Brazil, the Hill Center at the Old Naval Hospital, American University's Center for Social Media, WHUT/Howard University Television, Women in Film & Video, in cooperation with INPUT, the International Public Television Screening Conference,

**Monday, January 30, 5:30 pm**

Silverdocs/American Film Institute, 8633 Colesville Road, Silver Spring, MD

***Village Without Women / Selo bez zena***

Bosnia & Herzegovina, 83 min., documentary, director: Srdan Sarenac

### **Tuesday, January 31, 6:30 pm**

Goethe-Institut, 812 Seventh Street, NW, DC

Unusual Programming from Germany and Switzerland

**20x Brandenburg - Warriors without Enemies / Krieger ohne Feind** (One episode of twenty)

Germany, 15', television piece, director: Burhan Qurbani

**Either Broder. On Safari in Germany / Entweder Broder**

Germany, 30', television-specific episode, writer/directors: Joachim Schröder & Tobias Streck

**Low Cost (Claude Jutra)**

Switzerland, 60', fiction, director: Lionel Baier

### **Wednesday, February 1, 6:30 pm**

Goethe-Institut, 812 Seventh Street, NW, DC

Presented by the Embassy of Brazil at the Goethe-Institut Washington

**Home Key / Chave da Casa**

Brazil, 60 min., documentary, Directors: Paschoal Samora, Stela Grisotti

### **Thursday, February 2, 7:00 pm**

The Hill Center at the Old Naval Hospital, 921 Pennsylvania Avenue, SE, DC **The Most Dangerous**

**Man in America: Daniel Ellsberg and the Pentagon Papers** USA, 81 min., documentary, directors:

Judith Ehrlich & Rick Goldsmith

### **Friday, February 3, 8:00 pm**

WHUT-TV, 2222 4th Street, NW, DC

**Nora**

USA, 35 min., dance documentary, directors: Alla Kovgan & David Hinton

Choreographer: Nora Chipaumire

The next INPUT Conference will be held May 7-11, 2012 in Sydney, Australia, hosted by Australian public broadcasters, ABC-TV and SBS. More information at: [www.inputsydney.com](http://www.inputsydney.com)

## **Government Contracting Resource Information**

Presentation at GV Expo 2011 by Tanya Spann Roche of Think Speak Act, LLC

Additional notes by Claude LaVallee, [www.claudelavallee.com](http://www.claudelavallee.com)

### **Contracting opportunity resources**

- FedBizOpps - Vendor Notification Services
- PTAC, Procurement Technical Assistance Center
- DoD agencies - start at [www.dod.gov](http://www.dod.gov) and scroll down to the resources section "Business & DoD"
- <http://www.sba.gov/category/navigation-structure/contracting/contracting-opportunities>
- If you're cold-calling government agencies to find their video production units, start with their Public Affairs Office
- GSA schedule - for information about getting on GSA Schedule. You can find online training at [www.gsa.gov/centerforacquisitionexcellence](http://www.gsa.gov/centerforacquisitionexcellence)
- To get and keep a GSA schedule, a company has to be big enough and do enough business with the government, and keeping requires staying at that same high level of business every year
- If you want to do work for a specific agency, call the Public Affairs offices of your targeted agency.

### **Subcontracting opportunity resources**

- DoD's Office of Small Business Programs
- SUB-Net is a government website used by prime contractors to post live solicitations for subcontracting services and products

### **Kinds of government procurements and requirements**

- Micro-purchases under \$3000, no competition or posting necessary - purchasing completed by micro-purchase cardholders
- Purchases over \$3000, require competition and small business set aside - purchasing completed by contracting officers
- Purchases over \$25,000, require posting on fedbizopps ([www.fbo.gov](http://www.fbo.gov))

### **Additional comments from the panelists**

**Ken Ryland**, represents Department of Health & Human Services and noted that despite the National Institute of Health's 27 institutes and centers organizing 14,000 events/yr, 2000 of which include video, their budget for next year is \$300,000 less than last year. Their typical budget range is \$8000 to \$90,000. They use a lot of videographers, actors, sound technicians, make-up artists... most of whom they hire through a contractor (American Independent Media & Team People).

Mr. Ryland recommended obtaining classification as a women-owned or type of business that receives special consideration (i.e., veteran-owned or disabled person-owned business).

Security clearances - people have to be sponsored by a federal agency to get one; you can't just apply for one.

The Department of Health and Human Services offers classes in Federal Business Basics (contact their Press Offices and Communications departments), or go to [www.hhs.gov/about/smallbusiness/](http://www.hhs.gov/about/smallbusiness/) where a slide presentation with instructions could be found. He mentioned getting pointers on RFPs at [www.ccr.gov](http://www.ccr.gov) and noted that the lowest cost bid doesn't always win; they look for the best value. He also said that, if an RFP has a suspiciously short turn-around time, the requester has probably already decided who they intend to award the project to, and 1) it's not worth your time to apply, and 2) they should be reported, because this is against the rules.

**Jim Kerkhoff**, represents Department of Veteran Affairs, is the largest government agency after the Department of Defense, and includes the VHA (Veterans Health Administration), the VBA (Veterans Benefits Administration), and Arlington Cemetery. They have lots of online content for outreach to vets.

They also have an Employee Education System, located in St. Louis, Missouri.

Videoconferencing is up because travel budgets are down. There are cutbacks in general, not on the number of projects as much as per-project budgets being down (by 3-4% in the next three years), so people are expected to do more with less, and some services are also being brought in-house. They're also using more VTC-HD cameras (robotic cameras that are operated remotely by a technical director i/o a crew of camera operators). Most of his projects are still being done in SD because they can't afford to upgrade to HD.

The DVA doesn't generally go out for bids; they mostly work through Maslow Media. He recommended sending them a resume, followed by brief reminder emails (about once a quarter) to stay fresh in their mind, something like your latest news, for example: "I just finished x project..." and including a frame &/or link to a clip. He mentioned a Blanket Purchase Agreement, and that having one makes it easier for the DVA to work with you.

**Tanya Spann Roche** is an award-winning producer, writer and non-linear editor (Avid and FCP) with 20+ years of experience in film and video production. After working for employers such as Nickelodeon Studios Florida and the US Department of Justice, she created Think Speak Act, LLC, a "green" video production company, with her husband Mike, in order to better serve the constantly evolving communication needs of businesses, organizations and government agencies. For the last several years, Ms. Roche has moderated the TIVA-DC "Meet the Government Producers" panel at the Government Video Expo, drawing on her own experience as a federal video producer, manager and Contracting Officer's Technical Representative (COTR). You can reach Tanya at [tanya@thinkspeakact.com](mailto:tanya@thinkspeakact.com)

### 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

Women in Film & Video  
3628 12th Street, NE  
Washington, DC 20017  
202-429-9438  
[director@wifv.org](mailto:director@wifv.org)  
[www.wifv.org](http://www.wifv.org)

### Send Stories to:

[director@wifv.org](mailto:director@wifv.org)



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