



WIFV NEWS

June 2012 Members in the News Edited by Flo Dwek

Mueller Shopping Sitcom



Erik Mueller has unveiled the pilot episode of his *Wall Geek* TV sitcom at www.wallgeek.com. Mueller based the half-hour single-camera comedy series on his experiences as a Wall Street trader. Mueller plays Daniel, a dorky quantitative analyst confounded by the

antics of his eccentric colleagues and scheming wife. The show also stars Tara Garwood as Daniel's zany New Age coworker and Michael Gabel as his slick boss. The web series version of *Wall Geek* won two awards at the Los Angeles Web Series Festival in April. Mueller is currently shopping the series to networks.

Cox Launches Mini-Dox!

Betsy Cox has been producing everything from advocacy videos, event presentations & training films to feature-length documentaries for twenty years. With the explosion of social media and DSLR shooting, the idea for 'mini-dox' was born: two minute affordable and versatile films.



"We created mini-dox with non-profits in mind, but the possibilities are really wide open," Betsy says. "It can be a dynamic one-off to capture your mission, an ongoing series to keep any company's website fresh, an affordable event opener, even a fun personal profile on linkedin." To learn more about Betsy Cox Productions, visit

Flores Family Produces Tribute Video

Not certain if you remember the story of Brian Betts, the D.C. Principal who was murdered. He was also the Assistant Principal and Magnet Coordinator for Rockzana & Sabrina's school before he went to D.C., so his loss was also a great loss to her school as well.



Rockzana's class was the last class to have him as a grade level administrator. After his murder, the principal renamed an annual award in his honor. When she did that it got our family to thinking, what would happen in a few years when all of the students who knew him left the school? So our family created a video about Mr. Betts for the school. It was why we needed that NPR contact and thanks to WiFV listserv, we got the release!! An added bonus, Curt Smith (yes, from Tears for Fears, that Curt Smith) donated the music for the song. He even posted about it on his FaceBook Page and Twitter Account!

The video let students say how much they really do miss him and tells people from THEIR point of view why he was such a special man and what it is that they really need from educators. As one student told me after watching the video, "Teachers just don't get it. They don't care about us, so why should we care about their class? I wish all of my teachers could see this video and understand."

The video was debuted at the 8th grade promotion ceremony last week to many tears and a standing ovation. Here is a link to it on YouTube:
<http://youtu.be/RWECp-v5gDQ>

www.betsycoxproductions.com as well as their new micro-site www.mini-dox.com

Thank You 2011-2012 WIFV Board!



Back Row: Catie O'Keefe, Sandy Cannon-Brown, Melissa Houghton, Mary May, Hilarey Kirsner
Middle Row: Mimi Machado-Luces, Judith Snyderman, Claude LaVallee, Susan England, Jane Barbara, Rebecca Busamante, Yolanda Arrington, Faith Nelson
Front Row: Randi Cohen Coblenz, Paige Gold
Not pictured: Catherine Wyler, Andrea Palombella, Sand Northrop, Kimberly Skyrme, Matt Alheim, Caroline Carr Greco

Welcome 2012-2013 WIFV Board!



Back Row: Sandy Cannon-Brown, Melissa Houghton, Mary May, Faith Nelson
Middle Row: Kathy Dismukes, Karen Long, Amy Johanson, Judith Snyderman, Mimi Machado-Luces, Randi Cohen, Jane Barbara, Rebecca Bustamante, Paige Gold, Yolanda Arrington, Erin Essenmacher
Not pictured: Catherine Wyler, Andrea Palombella, Sandy Northrop

Good News! WIFV's Job Fair Delivers

By Faith Nelson

The Annual Media Job Fair continues to deliver on its promise to support DC's niche media jobs market. Since March, 22 freelancers, from producers to tape loggers have been hired. Job Fair 2012 exhibitors, including those among our ranks, are very pleased with the results.

Even the old standby internship is back in vogue. Creative candidates whether new graduates, people looking for better jobs or those switching to a career in media are not deterred by the lack of money. A happy WHUT reports that ten job fair candidates are now volunteering in various capacities at the station. In fact, station managers are so pleased with the caliber of the volunteers that they would hire should they have an increase in funding.



The 10th edition of the AFI-Discovery Channel Silverdocs Documentary Festival will open on June 18 with Ramona Diaz's *Don't Stop Believin': Everyman's Journey* (2011). Diaz is a Director-Producer-Writer whose many credits include *Spirits Rising* (1996), *Imelda* (2003), and *The Learning* (2011). Her recently finished *Don't Stop Believin': Everyman's Journey* follows Filipino singer Arnel Pineda's inspiring rags-to-riches story as he is plucked from obscurity via Youtube to become the new lead singer of the iconic American pop band Journey. The Washington, DC premiere of *Don't Stop Believin'* will open the 2012 Silverdocs Festival.

The festival will also showcase many other films by women filmmakers...

Katie Dellamaggiore - *Brooklyn Castle*

Katherine Fairfax Wright and Malika Zouhali-Worrall - *Call Me Kuchu*

Rachel Grady and Heidi Ewing - *Detropia*

Traci Holder and Karen Thorsen - *Joe Papp in Five Acts*

Lisa Immordino Vreeland - *Diana Vreeland: The Eye Has to Travel*

Kikka Karkkainen and J-P Passi - *The Punk Syndrome*

Alexa Karolinski - *Oma & Bella*

Alison Klayman - *Ai Weiwei: Never Sorry*

Maya Stark and Adi Lavy- *Sun Kissed*

Helena Trestikova - *Private Universe*

Mirjam von Arx - *Virgin Tales*

Jodi Wille and Maria Demopoulos - *The Source*

Full slate of films and conference information now online

Closing Night: Saturday, June 23, 2012

Big Easy Express is a jubilant celebration of music when filmmaker Emmett Malloy follows bands Mumford & Sons, Edward Sharpe & The Magnetic Zeros and Old Crow Medicine Show as they travel from California by train and embark on a six-stop tour that takes them ultimately to New Orleans. Whether playing before adoring crowds or jamming spontaneously against the scenic backdrop of rural American landscapes, these three bands showcase their remarkable talents, which are sumptuously captured with celebratory fervor.

CONFERENCE June 19-23, 2012

The 2012 Silverdocs Conference will run concurrent to the Festival, continuing its tradition of inspiring and connecting the creative thinkers, visionaries and catalysts of documentary filmmaking. The Conference provides an interactive forum that connects filmmakers with others in the industry- educators, broadcasters, business leaders, distributors, private and public media, and funders from both established and emerging media markets.

Sessions dealing with Fundraising, Broadcasting, and Distribution include:

HOW TO MAKE A NOISE IN THE DIGITAL FOREST;

COMING TO A THEATER NEAR YOU: DOCUMENTARIES AND THEATRICAL DISTRIBUTION;

YOU'VE FINISHED YOUR FILM... NOW WHAT? THE ROLE OF SALES AGENTS AND PUBLICISTS;

MEET THE BROADCASTERS: THE DISH ON DOCS FOR TV;

ALTERNATIVE FUNDRAISING.

Secure your connection with a Conference pass today! WIFV Members can receive a \$100 discount on Industry, Sterling and Platinum All-Access passes. Contact membership@wifv.org to get the necessary forms! Passes for non-WIFV Members can be purchased here.

WIFV Programs at Silverdocs

Happy Hour June 19, 5:30 to 7:00 pm

McGinty's Public House, 911 Ellsworth Drive, 2nd floor, Silver Spring

Join your colleagues from Women in Film & Video, DC Web Women, Women's Information Network, Producers Guild of America (National Capital) and TIVA-DC. Happy Hour specials!

"Immerse Yourself" Filmmakers Breakfast June 21, 8:30 to 9:30 am

Eggspectations, 923 Ellsworth Drive, Silver Spring

Documentary filmmaking can be all-consuming. This program will feature Kris Samuelson and John Haptas who immersed themselves in the Japanese culture to produce *Tokyo Waka*. Other panelist to be announced soon.

The program will be moderated by Neda Ulaby, NPR Reporter, Arts Desk.

\$15 WIFV Members; \$25 public includes breakfast.

RSVP REQUIRED by June 19 to membership@wifv.org

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.

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