

#### **March 2015**

## **President's Message**



Dear WIFV,
Happy March! This month
(besides willing spring to
hurry up and get here) we
continue to mark our 35<sup>th</sup>
anniversary year with
several exciting
opportunities to celebrate,
network, get recognized
and even shake your
groove thang. If you haven't

already gotten your ticket for the anniversary dance party at Policy on March 12, there's still time. In addition to birthday cake, a DJ spinning 70's music and photo booth antics, all attendees will get a free drink on us and a ticket for a chance to win one of several great door prizes (see related article).

March also marks Women's History Month and a time to reflect on the awesome (and I mean that literally) contributions that women have made across industries and throughout society. We take it as an opportunity to highlight the breadth and depth of talent here in our own community. The idea was simple: to every day highlight a woman from the WIFV membership who has made her own invaluable contribution to the media industry. We have used the campaign to honor independent filmmakers, screenwriters, sound designers, company owners, animators, directors of photography, editors, make-up artists, and many other creative and technical experts.

To honor that spirit of community and sisterhood, we ask you, our members, to give a dollar for every day in the month - a \$31 tax deductible contribution - to help support all WIFV does to advance the careers of women in media. This year, we're taking it up a notch - \$35 for 35 years. An anonymous donor has agreed to match all contributions up to a total of \$1,000. Make your donation here. The campaign is more than a fundraising effort; it's a metaphor for WIFV itself. When we stand alone our resources are limited, but together we can move mountains.

Imagine what \$35,000 over three years could mean to locally-produced documentaries! Together, we

#### In This Issue

35 Women in 31 Days!

What Could We Do with a Blank Slate?

Executive Breakfast / Member Coffee - Mar 24

20 Something Happy Hour - Mar 16

Party like it's 1979 - Mar 12

Roundtable Round-Up

**Navigating Public TV Summary** 

Deconstructing Storytelling - March 18

Personal Finance Series Continues - Mar 11

WIFTI Shorts-case! - Mar 8

Media Job Fair - Mar 28

**Environmental Film Festival** 

Key Take-Aways: Packaging your Series for TV

Dinner & Movie Program - Mar 27

Supporter Spotlight - arvold

WIFV Fiscal Sponsorship Spring Deadline

Grow a Film - Make a Donation

Call for Articles / Awards Info - Members in the News

New and Renewing Members



We look forward to celebrating with you! Thursday, March 12, 2015; 6:30 to 9:30 pm

are powerful.

I hope that you will consider supporting this campaign - it's more than just a financial contribution, it's a way of showing your support for this vibrant community - 35 years strong and counting.

Best,

#### Erin

## 35 Women in 31 Days

The theme for 2015's Women's History Month is *Weaving the Stories of Women's Lives*. It is an "opportunity to weave women's stories - individually and collectively - into the essential fabric of our nation's history." (National Women's History Project) What a perfect theme for WIFV! You are all storytellers.



We further celebrate our storytellers by saluting one of our members every day in March. This year, to celebrate our 35th Anniversary, we will feature 35 women! We'll post the bios of the selected women here.

How can you celebrate

Women's History Month? Join us at the WIFTI Shorts-case on March 8; contribute to the \$35 for 31 Women Campaign; watch women-made films; make progress on your own projects!



BLANK SLATE (Blank Space Oscars 2015 Commentary)

Each year, Women and Hollywood brings you produces a video that illuminates their feelings about the Oscar season. This year, three generations of the Athena Film Festival team took on that task to bring you, with a ton of smartness and creativity, their version of Taylor Swift's "Blank Slate."

Policy Restaurant, 1904 14th Street, NW, DC \$35; \$50 after March 10. Registrations required

Thanks to our sponsors Carlyn Davis Casting, Interface Media Group, Monica Lee Bellais, Erin Essenmacher, Patrick TelePictures, Inc., S & S Productions (as of February 28).

Door prizes provided by Randi Cohen/NYR, Gaylord National Hotel, IKAM Productions, Nail Saloon, Camille Parris, Stylish Fit, Take3Nights, Yoga Warrior Renew and include overnight stays, airline voucher, gift baskets, events, gift cards, clothing, and services.



### **Roundtable Round-Up**

WIFV/Docs in Progress **Doc** Roundtable -Trailers and Networking March 9, 2015, 6:30 to 8:30 pm Doc House, 8700 First Ave, Silver Spring, MD

#### **RSVP** here

Editors Roundtable March 24, 2015, 6:30 to 8:30 pm Interface Media Group, 1233 20th St, NW

**Talent** Roundtable March 26, 2015, 6:30 to 8:30 pm Interface Media Group, 1233 20th St, NW

Screenwriters Roundtable March 30, 2015, 6:30 to 8:30 pm Interface Media Group, 1233 20th St, NW

# Navigating Public TV: Doc Roundtable Summary

By Matt Radcliff

Kathryn Washington, Robyn DeShields, and Ramona Diaz give their perspectives and advice on Navigating Public Television.
Kathryn Washington, from the Corporation of Public Broadcasting (CPB), started the evening by describing the public television system as a confederacy. There are many gatekeepers, but that also means there are multiple ways to get a documentary on air.
Read full article here.

Indie in DC - Deconstructing



# March 24

WIFV will again feature some of the women-made work being screened at the Environmental Film Festival in the Nation's Capital, March 17-29. We are delighted to be returning to

Restaurant Nora for this special event.

The panel will include Cosima Dannoritzer, director of E-WASTE TRAGEDY; Kaylanee Mam, director FIGHT FOR ARENG VALLEY; and **Dvanna Taylor**. director of DOROTHEA LANGE: GRAB A HUNK OF LIGHTENING.

The panel will feature clips of the films and will be moderated by Environmental Film Festival Founder and WIFV Member, Flo Stone.

Registration fee includes continental breakfast at one of this country's first organic restaurants! \$15 WIFV Executive and Corporate Members \$25 WIFV Professional, Dual, and Student Members \$35 Public

Tuesday, **March 24, 2015**, 8:30 to 10:00 am Restaurant Nora's, 2132 Florida Avenue, NW (Dupont Circle North) **RSVP** here

## 20 Something Happy Hour

Monday, March 16, 2015, 5:30 to 8:00 pm Mission, 1606 20th Street, NW (Dupont North) **RSVP** here

WIFV has begun a new initiative to connect with the younger members of the film community in the DC area. This is the sixth of many events to spread awareness about WIFV and build a strong under-30 network.



## **Executive Breakfast - Storytelling with Arla Bowers**

Celebrate Women's History Month with us as we join forces with WIFV to present Indie in DC: Deconstructing Storytelling. We will use visuals from a cult classic film to illustrate how "screen magic" happens when filmmakers combine effective screenplay components with their own unique vision. From the page to the screen, you will learn what makes a narrative screenplay its own unique art form. You'll see how a great script cements audience enjoyment for generations? Join us as we explore format, structure, character development, dialogue, and theme, as well as the literary, dramatic, and cinematic aspects of film.



Your indie instructor, Arla Bowers is an award winning producer and scriptwriter. She has received recognition for projects such as Facing the First and Twenty Questions. She also produced Mary Pickford's

Gift to a New Generation which aired on cable. She has developed a three year moving image curriculum, "Lights, Camera, Literacy!"

March 18, 2015, 7:00-9:00 pm DCTV, 901 Newton Street NE, DC (Brookland/CUA Metro red line) Light refreshments will be provided RSVP here

### **Personal Finance Series**

History of Socially Responsible Investing--What is Sustainable Investing?

This workshop will be presented by Ms. Tacy Roby, Regional Vice President, Mid-Atlantic Region, Calvert Investments

Wednesday, March 11, 2015, 8:00-9:30 am Ameriprise Financial Services, Inc. 7500 Old Georgetown Road, Bethesda **RSVP** here

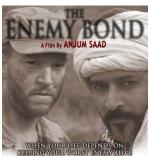


## WIFV Presents 10th Annual WIFTI Shorts-case

**Sunday March 8, 2015**, 11:30 am to 1:30 pm (doors open at 11:00 am) West End Cinema, 2301 M Street, NW (Foggy Bottom Metro) Purchase tickets here Voted "DC's Best Independent Cinema" by the *City Paper*, the West End Cinema will screen the 10th Anniversary WIFTI Shorts-case Festival on Sunday March 8, 2015 at 11:30 am. Tickets are available at westendcinema.com for matinee price of \$9.00. In the space where "all stories are told" enjoy the

best of the short films from around the globe directed, produced or written in the female point of view.

Women in Film & Video (WIFV) is delighted to have local finalist Anjum Saad premiere her short film, THE ENEMY BOND to the Short-case audience. The screening will conclude with a Q & A with Director Anjum Saad and WIFTI Board Chair/Casting Director Kimberly Skyrme.



Synopsis: THE ENEMY BOND... When Your Life Depends on Keeping Your Worst Enemy Alive! An American soldier is running for his life in the mountains of Afghanistan. He ends up hiding in a cave where he meets with his adversary. As they walk away, only one emotion has to prevail - the newly formed bond or the deep enmity of the adversaries.

The Shorts-case will also feature some of the "Best Of" documentary, narrative and animated shorts:

BAJA'S SECRET MIRACLE by Elena Alvarez Martinez (Mexico/NYWIFT); MBETI: THE ROAD TO KISESINI by Ann Bromberg (WIFT New Mexico); A LIFE WITH ASPERGER'S by Jaime Ekkens, (NYWIFT);

MARRYING THE SEA by Sarah Walsh (WIFT Ireland);

BEFORE BABEL by Cheryl White (WIFT UK);

KELI by Ranjitha Rajeevan (WIFT India);

BY THIS RIVER by Melissa Anastasi (WIFT Australia NSW);

APRIL FOOLS by Lisa Thomson (WIFT UK);

FAIM by Mathilde Rousseau (WIFT France);

SBOCCIARE by Jaclyn Edmonson (WIFT Nashville);

KEEPING THE PROMISE by Sandy Parker & Jency Griffin Hogan (WIFT Louisiana).

# WIFV Media Job Fair, March 28



WIFV's Media Job Fair gives media professionals from the Mid-Atlantic region an opportunity to meet with prospective employers. Get your resume in the hands of company representatives. **Every year our attendees are hired within** days of this event! Register here

The DC Office of Motion Picture and Television Development will provide a \$10 discount to the first 50 DC Residents who preregister.

Only pre-registered guests will have access to the Media Job Fair exhibitors between noon and 2:00 pm. On-site registration is available beginning at 1:30 pm for access starting at 2:00 pm.

If you are a company interested in being an exhibitor, please fill out and mail, fax, or email us **this** form for registration. Exhibitor registration deadline is March 13, 2015.

#### **Confirmed 2015 Media Job Fair Exhibitors**

Atmosphere Lighting C-SPAN Interface Media Group Maslow Media Group, Inc. PBS (Public Broadcasting Service) RHED Pixel Sapling Pictures Sirius XM Radio Stonehenge Team People Word Wizards Yoh, A Day and Zimmermann Company

More exhibitors TBA!

\*\*\*Maximize your professional development! Purchase the Career Building Package, which will register you for the March Weds One: Resume Swap (March 4), the April Weds One: Successful Salary Negotiation Techniques and Mindsets, and this event. Members save \$10 and non-members save \$20.

## **Environmental Film Festival, March 17-29**

By Rana Koll-Mandel

The Environmental Film Festival in the Nation's Capital, March 17- 29, is the largest and longest-running environmental film festival in the country and the largest film festival in Washington, D.C. The 23rd annual Festival presents over 160 films selected to provide fresh perspectives on a wide variety of environmental issues facing our planet. A special focus on "Climate Connections" explores the impact of climate change on our world. The 2015 Festival features cinematic work from 31 countries and 96 Washington, DC, US and World premieres.



The 2015 Festival features 87 women filmmakers, and as of late February, nearly one-third will be attending, speaking and leading panel discussions following their screenings. Some are known locally, while others will be familiar to the WIFV-DC member community for their national and international acclaim. Some notable filmmakers coming to D.C. for the Festival include actress and environmentalist Kristin Davis, Margarete Jangard, Juliet Brown and Dechen Roder, Director of the Bhutan Film Festival.

Filmmakers Cosima Dannoritzer, Kaylanee Mam and Dyanna Taylor will be honored as featured speakers at the **WIFV Executive Breakfast** to be held at Restaurant Nora on Tuesday, **March 24**, 8:30 a.m. to 10:00 a.m. We appreciate the support of Restaurant Nora and VideoTakes for this event. RSVP here

Other local women filmmakers whose films will be screened in this year's Festival are Harriet Getzels, Liz Norton, Kathryn Pasternak, Alice Day, Vanina Harel, and Emily Wathen. Also, returning filmmakers include Sandy Cannon-Brown, Aditi Desai, Sarah duPont, Peggy Fleming, Grace Guggenheim and Marilyn Weiner.

As the leading showcase for environmental film in the United States, the Festival is presented in collaboration with over 100 local, national and global organizations and is one of the largest cooperative cultural events in Washington, D.C. Films are screened at over 55 venues throughout the D.C area, including museums,



embassies, libraries, universities and local theaters. Over 80 percent of programs offered are free.

To view the complete schedule, visit the Festival website, and find us on Facebook, Twitter, and YouTube.

--Rana Koll-Mandel, WIFV member, is Founder and Principal of We R 1 Communications, a PR and marketing company delivering specialized communications services for film festivals, filmmakers and film-related events.

# **Key Take-Aways: Packaging your series for television**

By Liliane Mavridara

Notes from the "Packaging your series for television: how to pull it all together" with Jim Arnoff. January 29, 2015. You can see Katharine Roman's summary here.

Networking is key to this business and <u>authentic</u> name drop and titles, do catch attention. Also, if you are recognized through a pipeline and/or by development execs, i.e. 3<sup>rd</sup> party validation.

Sizzle Reels need to be less than 3 min long and ideally within 30 sec its main message must be clear. Execs know in less than a minute if there is a hook.

Always go for an in-person meeting, and do not put material in the portal because you can always change it following your meeting.

<u>Smoozing</u> is about 10 min of talk building the connection, i.e. talk about the kids, an event you went to, what you are working on.

Always know who you are pitching to, and when you decide to pitch, go full out. If you are afraid they will steal your show/idea, they will feel that you are holding back.

You need to know where you are in your career, at what stage, and discuss what will be your role with the production company. Be specific about what you bring to the collaboration.

When you are thinking of pitching, consider what is your unique hook and perspective because every idea has already been pitched. Consider also the talent, CGI, as well as what is the specific time period you are looking at.

Show your passion, value and what you can contribute, especially if you make your own sizzle. Know your demographics and audience, your brand.

Comedy/drama is the main focus of Hulu, Netflix and Amazon; high quality, edgy scripted content but you can pitch anything to them.

When you hire an agent or entertainment lawyer make sure they are in your field, i.e. theater vs TV.

Your sizzle must give all the essential information and answer all questions the exec may have. Never read nor leave anything with an exec.

If you don't know what the network is looking for, do a side pitch, i.e. "what I am working on is..." and see how they respond.

The best ways to reach a Network Executive for TV programming are, 1) to go through a production company that has recently pitched an idea similar to yours, 2) to find the show-runner (or senior producer), and 3) to hire an Agent.

Jim Arnoff is a Television Packaging Agent representing New York production companies (reality, documentary, non-fiction and animation) in developing and selling original programming to the networks and new media. He is an entertainment lawyer and Certified Life/Career Coach to the entertainment industry. Jim worked at the William Morris Agency as both an in-house lawyer and packaging agent.

# **Monthly Dinner & Movie!**



WIFV is delighted to announce a new partnership with the Woman's National Democratic Club to present a dinner/movie night once a month. In March 27 we present short films from the Environmental Film Festival.

Alice and Lincoln Day, filmmakers of the award-winning documentary, *Scarred Lands and Wounded Lives: The Environmental Footprint of War,* will host the premiere of five short films (four to seven minutes each). The program will feature a discussion with the audience and a panel of two local peace and climate-change activists, Linda Pentz Gunter, *Beyond Nuclear*, and Ted Conwell,

Climate First! Inc., and Steve Michelson, a prominent expert in the field of documentary film.

The short films - opening with *What We Have Left Behind in Iraq* and closing with *Forging a New Ethic* - represent a progression from the despair we feel about the toxic environment the Iraq war has left behind to the hope that real change is possible through creating alternatives to military force and building a new ethic of interdependence with the natural world. The audience and panel will be encouraged to comment critically on the short films as potential change makers. Alice and Lincoln will moderate the discussion.

Friday, March 27, 2015, 6:00 pm - 8:30 pm Woman's National Democratic Club 1526 New Hampshire Ave, NW (Dupont) \$25 (Light Supper & program) Cash Bar RSVP here

Dinner & Movie will happen the 4th Friday of the month and subsequent events will feature films made by regional filmmakers. So save the dates!

# Supporter Spotlight: arvold

Supporter Spotlight recognizes the work and contributions to the industry of WIFV's supporters. As a 501(c)3 community benefit organization, WIFV relies on financial support from companies, individuals, foundations, and government entities. To find out how your company can support Women in Film & Video, please contact Melissa Houghton at director@wifv.org.

**arvold.** is an award-winning organization that provides casting, production and education services to a wide spectrum of clients. Founded by producer/casting director Erica Arvold in Charlottesville, Virginia, **arvold.** collaborates on a variety of film, television and commercial projects and is dedicated to not only serving the integrity of each creative vision, but aims to simultaneously raise the bar of the Mid-Atlantic film market.



Over the past 25 years, Erica Arvold has contributed and participated in the making of over 150 films, 75 television projects and numerous short form and commercial endeavors. Casting credits include Steven Spielberg's *Lincoln*, AMC's *Turn: Washington's Spies, Ithaca, Kicked By Grace*, National Geographic and Scott-Free's *Killing Kennedy* and *Killing Lincoln*, *Big Stone Gap, Hot Air*, and *Lake Effects*. Arvold served as associate

producer and casting director on the indie films *Coming Through the Rye*, *Wish You Well*,and *Texas Rein*. She cast and produced the psychological thriller *House Hunting* and is producing the feature film *Chesapeake*.

**arvold.casting** casts film, television, theatre, regional and national commercials, industrials, and web series.

**arvold.production** creates and produces film, television and commercial content and provides production support for many local and visiting projects. Select clients include the Martin Agency, Abandon Films, UVA Health Services, Mountain High Media, and Richmond International Airport.

**arvold.education** hosts workshops, panel discussions, and master classes for film artists by integrating both the philosophical and the pragmatic aspects of sustaining a film career. **arvold.** provides informational content (videos and blogs) to further educate actors and crew.

The very core of **arvold.** is its team members, who create a collaborative, professional, positive experience in all aspects of the company and its work. The common thread in **arvold.**'s diverse endeavors--casting, production, and education alike--is the belief that those who are film artists are not only pursuing a noble profession, but that their work and vision is a profound and honorable contribution to the world.



Erica Arvold is a member of the Academy of Television Arts & Sciences, the Casting Society of America, and Women in Film & Video. **arvold.** to-do list: 1. have fun, 2. be kind, 3. collaborate, 4. smile, 5. create www.arvold.com

# WIFV Fiscal Sponsorship Application Deadline

The WIFV Board of Directors is pleased to offer a fiscal sponsorship program to support the film and media projects of its members. WIFV believes this initiative to be a tremendous member benefit and that this program furthers our mission to provide resources for women in the film, television and media industry. The WIFV Fiscal Sponsorship Program is a financial and legal system where our 501(c)(3) public charity provides limited financial and legal oversight for a project initiated independently by a filmmaker. That project must be non-commercial in nature, i.e. not produced solely for financial gain Sponsored Projects are eligible to solicit and receive grants and tax-deductible contributions.

While many fiscal sponsorship programs exist for filmmakers, WIFV presents a known and trusted entity for its members. We further differentiate our program by offering a mentoring component with accomplished WIFV members, by providing access to the WIFV Executive Director and her knowledge of funding resources, and by bringing the power of our programming events and workshops to address key education needs. We look forward to the many successful film and media projects that WIFV will help usher into creation through our fiscal sponsorship program.

There are two calls for Fiscal Sponsorship Applications per calendar year; one in the spring and one in autumn. A non-refundable Application Fee of \$50. is required at the time application.

The 2015 application deadline dates are April 27, 2015 for the spring round and October 19, 2015 for the fall round. More info and application materials here.

## Seed Fund Needs YOU!

WIFV is raising funds for a new **Seed Fund for Documentary Filmmakers! Make your donation here**. We hope to give \$10,000 in grants every year for at least the next three years, but that depends on your generosity. Your donation is tax deductible to the fullest extent of the law. Your contribution is a seed that will help a film grow!



Contributors as of February 28 include: 20-somethings, Ben Abdul-Haqq, Nikki Webber Allen, Nancy Breslin, Via Buksbazen, Rebecca Bustamante, Denene Crabbs, Frank Cervarich, Kathy Dismukes, Erin Essenmacher, Joe Fab, Mary Frost, Erica Ginsberg, Carmella Gioio, Heather Godwin, Judith Dwan Hallet, Melissa Houghton, Carletta S. Hurt, Cynthia Iris, Judy Kimel, Lance Kramer, Jennifer Lawson, Mary H. Leahy, Hilary Linder, Scott Lunt, Debbi Mack, Mary May, Pippa McBride, Regina Meeks, Beth Mendelson, Judy Meschel, Martha Newman, Robin Noonan-Price, Matthew Radcliff, Llnda Robbins, Carol Savoie, Hillary Shea, Flo Stone, Sheri Ratick Stroud, Carsten and Ellen Tripler, Bart Woodward, and Catherine Wyler.

You can add your name to this list and support the work of this community with your contribution.

## Call for WIFV Members in the News Articles

What's the best way to brag about your accomplishments? With a Members in the News article, of course. Not only can you include a photo and your website, it is archived at <a href="https://www.wifv.org">www.wifv.org</a> and adds to your SEO.

Submit your paragraph, jpg photo, and any links to director@wifv.org by the 5th of the month.

## Call for Award Info

If you have won an award, screened at a film festival, or received a major grant, please let me know so we can share your success. Send the info to director@wifv.org

# **New and Renewing Members**

The following joined or renewed their WIFV membership (February 1 - February 28).

Lynnette Jackson

Tracey Jewell

Jean Isani

Nasreen Alkhateeb **Dan Bailes** Tracy Baumgardner Kate Brekke Sandra Brennan Sheila Brooks Melanie Byas Karen Cantor Michal Carr Lvnda Clarke Randi Cohen Coblenz Dylan Comstock Julia Cowell Jodi Dawson Robyn DeShields Anne Marie DiNardo Maxine Downs Arianna Drumond Michelle Dumas Partick L. Dunne Ariel Edem Sara Evans Yiqi Fan Angela Forest Christa Forman Desiree French Heather Geiger Pip Gilmour Alicia Hatcher

Bonji Jones Sheila A. Kennan Susan Kehoe Clara Kelly Vanessa Kinzey Thomas M. Kirlin Margaret Kivlen Natasha Klauss Stephen Kolb Lance Kramer Amy Leinart Hilarey Kirsner Leonard Karen Lillard Fabienne Lips-Dumas Scott Lunt Yael Luttwak Rhonda McDaniel Edie Meyers Abby Moser Michael Nephew Rick Newman Robin Noonan-Price Liz Norton Lauryn Nwankpa Andrea Palombella Anna Parker Cataline Parks Ryan Patch Patricia Perry-Burgess

Ryan Pratzel Jami Ramberan Erica Rowe Karen Ruckman Patrick Sammon Kathy Sanders Shahrzad Sari K.C. Schillhahn Raisa Scriabine Lisa Senyk Lindsey Sitz Kimberly Skyrme Robin Smith Joan Smyth Marc Stoecker Flo Stone Carol Swain Teighe Thorsen Diego Torres Susana Travieso Tess Wald **Emily Wathen** Rob Whitt Catherine Wyler

#### **Corporate Members:**

Creative Liquid Productions
Hillmann & Carr Inc
SRB Communications, Inc.
Tess Wald Productions, Inc.
Video/Action Inc.

#### **About WIFV**

Chad Horn

Lynn Hoverman

WIFV supports professionals in the media industry by promoting equal opportunities, encouraging professional development, serving as an information

#### **Contact Us**

Jessica Piscitelli

Women in Film & Video 4000 Albemarle Street, NW Suite 305 Washington, DC 20016 Send Stories to:

director@wifv.org

network, and educating the public about women's creative and technical achievements.

202-429-9438 director@wifv.org www.wifv.org













WIFV is grateful for the annual support of these companies and our corporate members.