



# WIFV NEWS

April 2013

## President's Message



WIFV's 31 Days / 31 Women Spotlight campaign is in the can. The campaign highlighted accomplished media makers and raised funds to support WIFV's ever expanding offering of programs and services. I hope you are inspired by the success of your peers in WIFV. Thank you for your feedback on the campaign and for your generous contributions in honor of the featured women.

WIFV's 31 Days / 31 Women Spotlight campaign showcased just 33 of WIFV's 1,000 members. Many other members create award-winning, innovative, provocative, educational and entertaining media on the full range of platforms and we love spotlighting their work all year.

WIFV provides our members an instant network of talented media makers and several ways to engage with them. The listserv has proven to be a powerful tool for many members. WIFV's social media outlets - [Twitter](#), [Facebook](#), [LinkedIn](#) - provide a place to share wide range of info on your projects. Our high tech world offers many convenient ways to connect but nothing replaces meeting face to face!

I invite those of you looking for a deeper connection to the community to grab a friend and attend at least one event per quarter. [The calendar provides a quick overview of upcoming events](#). If you do not see a program that strikes your fancy then suggest a topic or better yet, offer to arrange a program on a subject of interest to you. In our community, we can find untapped reserves of strength, resource, and inspiration!

The upcoming Advisory Committee Dinners on May 3 are a fantastic opportunity to get to know other WIFV members in the homes of the Advisory Committee members. [These intimate events sell out quickly so stay tuned for more](#)

## In This Issue

[Weds Ones WOW](#)

[Run for the WIFV Board Orientation - 4/22](#)

[Martini Madness - 4/15](#)

[Fiscal Sponsorship Applications DUE 4/29](#)

[Doc Roundtable - What You Need to Know BEFORE Starting Your Film - 4/8](#)

[Conscious Media Roundtable Screens "I AM" - 4/16](#)

[Writing & Pitching Workshop with Laurie Scheer - 4/26](#)

[Book Review - ...Discover 30 Years of Music Production & Audio Engineering Secrets...](#)

[New and Renewing Members](#)

## Weds Ones WOW this Spring!

Food Network, WomIn Media, and IMG Executives present **Pitching Reality: Focus on Food, April 3** featuring Jennifer Quainton, VP of Programming at Scripps Network Interactive, Michelle May and Kristina Krawchuk, founders of WomIn Media, and Joel Westbrook, Interface Media Group.

**Pitching Reality: Focus on Food** will talk about what development executives are looking for and how producers can make the pitch. Attendees need not limit their considerations to TV. The speakers are well rounded in multi-platform programming. Given the expertise of the speakers, you don't even need to limit your consideration to food programming.

**Wednesday, April 3, 2013**

6:30 pm networking; 7:00 pm panel

Interface Media Group, 1233 20th Street, NW (Dupont Circle South Metro)

\$15 WIFV Members / \$30 public

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

**Connect Your Career between LA and DC** on May 1 features Oscar-winning sound mixer Russell Williams; award-winning producer Catherine Wyler, and Wilma Davis, former development executive for Lawrence Kasdan (writer/director of *Body Heat* and *The Big Chill*).

info



Thank you to the many members and friends of WIFV who donated this campaign. Your support will enable WIFV to continue to evolve in support of our members and our mission. **If making a tax deductible donation is still on your to-do list, click [here](#) to complete the task.** If you prefer to contribute your time and talents in support of WIFV, contact the office. Volunteering is a great way to showcase your expertise and develop your professional network.

See you soon,  
**Mary May**

### **Contributors to the 2013 31 Days / 31 Women Campaign include:**

Elizabeth Andrade, Renee Arrington, Jax Baires Diener, Jane Barbara, Susan Barocas, Susan Bodiker, Arla Bowers, Sandy Cannon-Brown, Randi Cohen, Jennifer Cortner, Kathy Dismukes, Erin Essenmacher, Erica Ginsberg, Ricki Green, Frances Hardin, Melissa Houghton, Anna Jhirad, Amy Johanson, Cathy Kades, Lois Lipman, Mary May, Jill Merrick, Faith Nelson, Flora Nicholas, Catie O'Keefe, Roberta Pieczenik, Rosemary Reed, Royal Kennedy Rogers, Dicey Scroggins, Nneka Scroggins, Robin Smith, Daphne Strahan, Sheri Ratick Stroud, Vicki Warren, Sydnye White, Karen Whitehead

### **WIFV Media Job Fair - April 6**

90% of the 2012 exhibitors hired someone they met at the WIFV Media Job Fair. All the exhibitors this year are actively looking for producers, editors, talent, software trainers, on-air hosts, salespeople, writers, animators - they are looking for you!

Writer/producer Monica Lee Bellais and entertainment lawyer Paige Gold will lead a panel discussion explaining the do's and don'ts of how the L.A. industry works and topics such as transitioning and navigating your career from one city to the other.

June 5 brings **Building a Budget**. We've assembled a range of experts on how you put together the numbers for potential supporters and colleagues. They'll also share how you manage a budget to match your resources. Speakers include Claudia Myers (feature), Karen Thomas (documentary) and Sharon Sobel (freelance).

Register online for any of them via the [WIFV calendar](#).

### **WIFV Needs YOU on the Board**

WIFV is able to partner with organizations across the region, serve as a voice for media producers and provide more than 70 events per year because of the expertise of its Board of Directors. NOW is the time to bring your expertise and ideas to the service of your colleagues. Not sure how to start? Current Board Members will be available for your questions on Monday, April 22 at Interface Media Group, 1233 20th Street, NW. RSVP to [director@wifv.org](mailto:director@wifv.org)

Professional and Executive Members are eligible to serve on the WIFV Board and will vote for the candidates. The WIFV Board of Directors is responsible for developing programs, governing the organization, ensuring financial stability, and forming partnerships to benefit the membership. Help determine how WIFV will continue to remain the "go to" organization for media professionals in the Mid-Atlantic region by putting your name into consideration.



To enable WIFV members to make an informed decision when casting their votes in May, candidates must submit a statement, biography (maximum of 400 words combined) and jpg photo to the WIFV Office by May 6, 2013 at 4:00 pm. Guidelines and a sample statement will be distributed at the meeting on April 22.

#### WIFV 2013 MEDIA JOB FAIR EXHIBITORS



Pre-registration has closed. Walk-in's welcome starting at NOON on Saturday, April 6 at the University of California-Washington Center, 1608 Rhode Island Avenue, NW, right at Scott Circle. [More info here.](#)

Thanks to the [Office of Motion Picture and Television Development](#) for providing a discount for the first 50 DC Residents who registered for the Job Fair. Their support of media professionals is appreciated.

## Martini Madness at McGinty's

You've filed your taxes or that extension! The weather is warming up! Celebrate with WIFV colleagues at McGinty's Public House at 911 Ellsworth Avenue in Silver Spring. We'll be upstairs. They'll be offering Happy Hour Specials. Join us!

## Fiscal Sponsorship Apps DUE 4/29

The WIFV Board of Directors is pleased to offer a fiscal sponsorship program to support the film and media projects of its members.

[Guidelines and FAQs](#)

## What You Need to Know BEFORE Starting Your Film - April 8

Making a documentary film means shaping hours of footage into a compelling story. You need to select, based on a set of criteria you have determined, those discreet pieces of footage that, when you arrange them just so, will engage the viewer in an immersive experience. The footage most likely will be coming from many sources, including archival and stock footage, in a variety of formats. Out of this confusion, how best to arrange a clear story?

Editor, producer, and writer Claude LaVallée will share with us what you need to know before you start your film in order to have the best chance to create a quality film that emotionally connects with your audience. The WIFV Documentary Roundtable is proud to team with Docs in Progress to present this program.

**Monday, April 8, 2013, 6:30 pm networking; 7:00 pm presentation**  
Interface Media Group, 1233 20th Street, NW, DC (Dupont Circle South Metro)  
RSVP to [matthewradcliff@mac.com](mailto:matthewradcliff@mac.com)



## WIFV Conscious Media Roundtable Screens / AM - April 16

*I AM* is an utterly engaging and entertaining non-fiction film that poses two practical and provocative questions: what's wrong with our world, and what can we do to make it better? The filmmaker behind the inquiry is Tom Shadyac, one of Hollywood's leading comedy practitioners and the creative force behind such blockbusters as *Ace Ventura*, *Liar Liar*, *The Nutty Professor*, and *Bruce Almighty*.

However, in *I AM*, Shadyac steps in front of the camera to recount what happened to him after a cycling accident left him incapacitated, possibly for good. Though he ultimately recovered, he emerged with a new sense of purpose, determined to share his own awakening to his prior life of excess and greed, and to investigate how he as an individual, and we as a race, could improve the way we live and walk in the world.

Tuesday, April 16, 2013

6:30 pm networking; 7:00 pm Screening & Discussion

Interface Media Group, 1233 20th Street, NW, DC (Dupont Circle South Metro)

RSVP/Info: [SisterSatyani@gmail.com](mailto:SisterSatyani@gmail.com)

## Writing & Pitching Workshop with Laurie Scheer - April 26

Unsure of the Direction of Your Writing? Got Writer's Block?

Don't Know If Your Screenplay/Manuscript is Done?

Have You Been Rejected Over and Over Again?

THEN YOU NEED TO KNOW ABOUT THE META LINK - - The link between sellers and buyers that will improve your writing threefold.

The Meta Link will show you how to identify your genre, do the research to back your storyline and ultimately help you with your writing and your pitch. The Meta Link is the link between your idea and the selling of your idea. Don't waste time on projects that won't sell - get The Meta Link now and get your work out into the world.

Laurie will share this ultimate insider's guide and reveal the secrets of development departments and publishing editors that none of them dare to tell you. Told by an industry veteran who's proven that you can sell your work if you know The Meta Link.



Laurie Scheer is a former vice president of programming for WE: Women's Entertainment. She has worked as an assistant, d-girl, and producer for ABC, Viacom, Showtime, and AMC-Cablevision. Having years of development experience within the hallowed halls of networks, studios, and production companies, Laurie knows how to analyze manuscripts and scripts as they enter the competitive media marketplace. She has also been involved in producing series for the web, films for video games, and other digital based forms of entertainment. Laurie has been an instructor at numerous universities across the US from Yale to UCLA. As a professional speaker, she has appeared at annual

conventions for NAB, NATPE, Realscreen, WIFV, FTX West, the Willamette Writers Conference. She is an Associate Faculty Associate with UW Madison's Division of Continuing Studies. Her current interest is in exploring ways to preserve good storytelling within the 21st century multi-platform marketplace.

\$25 WIFV Members / \$35 Public

Seating is limited. [Register online](#)

Questions? Contact Melissa Houghton at [director@wifv.org](mailto:director@wifv.org) by April 22, 2013

## 30 Years in 30 Days: Discover 30 Years of Music Production & Audio Engineering Secrets in Just 30 Days by Gary Gray

Review by Barbara Buchanan, Composer/Arranger, [www.Barbara-Music.com](http://www.Barbara-Music.com)

Filmmakers know that great sound quality of their final production is crucial to its success. Yet if it is a low budget production, directors often find they must be their own sound/audio engineers.

A new book by long time Hollywood musician and audio recording artist Gary Gray covers both the science and art of music mixing and audio engineering. It is aimed at teaching musicians, audio engineers, and music producers working from home studios to mix and master music tracks like a professional.

But this easy-read book also offers great insights which any sound technician, director, or editor should pay attention to in order to achieve professional sound quality in their films.

Gray provides simple tried and true techniques for ensuring that your music video or music track sounds as if "everything was recorded in the same space or room." This is obviously a goal for filmmakers as well, which is why it is well worth any director spending a little time with this compact manual.

The author has teamed up with songwriter Aaron Davison to coach composers, musicians and audio engineers looking to expand their careers to TV, games or film. "30 Years in 30 Days," Gray's first book, is in fact a companion to his colleagues's online course, "[How to Produce Music That Will Get Licensed and Make You Money.](#)"

Readers will find in "30 Years" invaluable and detailed instruction on how to keep low end muddiness out of their mixes; why even high sounds like cymbals, sirens or strings need to have the low-end filtered out; and how to use signal chains with De-Essers, EQ, Compressors, Reverb and Delay to achieve truly Hollywood Studio music sound quality.

But just as important are the rich insights into the psychology of audio engineering. He shares his secrets and lessons of decades as a performing musician (drumming for such greats as Chick Corea), and an audio engineer (with the likes of Quincy Jones). "30 Years" offers a synthesis of his vast experience in a way that is not only readable, but actionable: concrete advice on how to network and market yourself in the business, and how to handle critiques from well-meaning amateurs who can undermine your self-confidence even though they don't have the technical knowledge or skills that you do.

Gray repudiates the myth that a good ear is something one is born with, and offers websites to hone your listening skills. Whether you are a director, in sound design, or a musician, you can benefit from the exercises offered at [www.noiseaddicts.com](http://www.noiseaddicts.com).

Most importantly, Gary Gray reminds us that it is not top quality equipment, hardware or software that makes great sound: It's our own ears. He is not subtle when he tells us to get our heads out of the computer screen and close our eyes. The most important tool here is listening, and comparing our own sound to commercially-produced tracks.

The same advice holds true for your movie: close your eyes, and listen to your soundtrack. Is the overall quality the best that it can be? As Gray says, trust your ears.

[The book is available for download here.](#)

## New and Renewing Members

The following joined WIFV or renewed their membership between March 1 and March 31.

Rodrigo Alva  
AnushAvetisyan  
ArwaBadri  
Catherine Baum  
Paula Bellenoit  
Jennifer Berman  
Deborah Benner  
Julia Beyer  
Michael Blain  
Khaleela Brown  
Tai Burkholder  
Jasmin Carroll  
KyraCoffie  
Suzanne Conte  
Lisa Covi  
Matt DeVries  
Anne Dickerson  
Alexis Doty  
Joe Duquette  
Florence Dwek

Shilpa Jagadeesh  
Cathy Kades  
Taylor Kampia  
Karen Kasmauski  
Karen Kenton  
Michelle Kim  
Sarah Koh  
Adam Krell  
AliyaKrichevsky  
Camille Lavey  
Penny Lee  
Dave Lilling  
Lois Lipman  
Mitchell Malasky  
Kim Merritt  
Niki Mock  
Bjorn Munson  
Faith Nelson  
Sehiya Newton-Boyd  
Phuong Nguyen

Amanda Roddy  
Royal Kennedy Rogers  
Peter Roof  
Gary Schonman  
Gabriella Schulte  
Laura Sciuto  
Susan Shallcross  
Hillary Shea  
BrigetteShroyer  
Ralston Smith  
Judith Snyderman  
Charles Sovek  
Mary Stephens  
Christine Stoddard  
Mitchell Stover  
Sylvia Strobel  
Nancy Swenton  
Clarissa Tinker  
Ellen Tripler  
Catherine Tripp

Edward Engel  
Erin Essenmacher  
Allison Felix  
Peggy Fleming  
Rockzana Flores  
Jacqueline Gabela  
Jennifer UtterbackGebhardt  
Patrice Gerideau  
Jennifer Goldsmith  
David Goulding  
Jim Grapek  
Monica Gray  
Don Hagen  
Christina Helm  
Penny Hollis  
Su Hong

Rodney Norwood  
Sarah Paolantonio  
Robert Paschem  
Matt Pastic  
Andrew Parkison  
Susan Perla  
Mallory Pente  
Alexandra Petrucelli  
Julie Ann Pixler  
Jennifer Quintara  
Mana Rabiee  
Robin Reck  
Rosemary Reed  
Amy Richards  
Vanessa Richardson

Rachel Walisko  
Cid Collins Walker  
Marilyn Weiner  
Maggie West  
Karen Whitehead  
Angela Williams  
Carmen Yuhas  
Rita Zanin  
Brad Zerivitz

**Corporate Members:**  
Capital Audio Post  
Double R Productions

### 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)



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

You are receiving this email because you have expressed an interest in Women in Film & Video. Don't forget to add [director@wifv.org](mailto:director@wifv.org) to your address book so we'll be sure to land in your inbox!