



# WIFV NEWS

December 2013



## President's Message

Dear WIFV community, Happy December! I can hardly believe it, but here we are on the threshold of another year. They always seem to go so fast, don't they? I'm not complaining though, because it does afford us an excellent

opportunity to both look back on the year that WIFV has had, and to look ahead to all the exciting things in store for 2014.

2013 saw an action-packed calendar honoring local heroes like Vicki Warren, Margaret Parsons and Chris Weber and national treasures like directing legend Penny Marshall and Oscar-nominated producer/director/writer Agnieszka Holland. The Kids World Film Fest helped nearly 200 local students learn media literacy skills and our intrepid Image Makers team helped area high school students create a PSA for Class Act Arts. We celebrated the women of baseball, provided mentoring and fiscal sponsorship for 17 independent film projects, produced another successful ScriptDC, had the first WIFV team in the 48 Hour Film Festival, tackled the infamous intern debate head-on and oversaw a mentoring program to shoot a WIFV-Member created, woman-directed pilot for a potential web series. A presentation with Melissa Silverstein on December 4 about how women behind the camera are changing the status quo rounds out the year.

Whew...I'm exhausted just typing all of that! Given all these accomplishments, we would be justified in resting on our laurels for a bit, but you know that's not what we do in this community. The team here at WIFV is already thinking ahead to 2014 and gearing up for an amazing year of programming, professional support, special guests and yes, even more networking opportunities.

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## Women and Hollywood founder Melissa Silverstein - Weds One



Join **Melissa Silverstein** of Women and Hollywood and author of *In Her Voice: Women Directors Talk Directing* and Artistic Director of The Athena Film Festival as she facilitates a discussion on the importance of women behind the camera in decision-making

roles to change the status quo and opening avenues for stories representing a wide diversity of experiences and perspectives. *In Her Voice* will be available for purchase and gift giving!

Wednesday, December 4, 2013

6:30 networking; 7:00 pm presentation

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

\$15 WIFV Members / \$30 Public

[RSVP here](#)

On January 8, award-winning filmmaker Jennifer Steinman will visit from San Francisco to talk about new funding models for documentary. On January 15, we will host our annual Holiday Party at the 1776 tech incubator space. As in years past this year's party will feature food, fun, friends old and new and the chance to win some great prizes. I hope to see you there!

In September -- the month WIFV was incorporated - we will officially kick off our 35th anniversary year - stay tuned for more details on the events that will mark that auspicious occasion. You'll get a preview of 35th anniversary celebrations in March, as we mark the first gathering of the founding mothers of WIFV. While September 1979 marks the "official start" of WIFV, the organization actually began with an idea and a small group of energized women filmmakers meeting at Ginny Durrin's house to share soup, salad and a common drive to support each other's careers. We plan to celebrate that sense of community and vision with similar events this March. More details to come! As always we'll bring you Wednesday Ones, special programming, community news, funding support and mentorship programs to help you hone your skills, spark your creativity, build your network, further your projects and share your expertise.

As long as we're marking accomplishments, I'd also like to take this opportunity to give a big shout out to my board colleagues. I have the honor and privilege of working with one smart, fun, dedicated and hard working group of women. The work they do on behalf of the organization and on behalf of all of us is inspiring and part of why WIFV is able to continually reach new heights as an organization. Thanks to our esteemed Advisory Committee for sharing their wisdom and insights on how to make WIFV the best it can be. Thanks to our amazing Membership Coordinator Angelica Hill who was hired in the spring and immediately impressed with her work ethic, smarts and creativity. Special thanks to our fearless leader Melissa Houghton, who leads by example with diplomacy, dedication and a drive to elevate the talent of everyone in the WIFV community.

And finally thanks to you all of you for continued membership ~ Happy holidays to you and yours!

With Gratitude,  
Erin Essenmacher

## Doc Funding Models Kick off Weds Ones in 2014

Join award-winning filmmaker **Jennifer Steinman** for an in-depth case study on successfully funding your documentary. Jennifer will talk through the lessons she learned making her first film, *Motherland*, and how she applied those insights in the making of *Desert Runners*, which has since won awards at the Hamptons International Film Festival, Edinburgh Film Festival and the Vancouver Film Festival. This discussion will be moderated by Erin Essenmacher.



Wednesday, January 8, 2014  
6:30 networking; 7:00 pm presentation  
Interface Media Group, 1233 20th Street, NW  
(Dupont South Metro)  
\$15 WIFV Members / \$30 Public  
[RSVP here](#)

## WIFV Holiday Party

Join your friends and colleagues to welcome the New Year! We will also present the recipients of the Randy Goldman Career Development Fund, Carolyn's First Decade Fund, the WIFV President's Award and the WIFV Liesel Flashenberg Award for Community Service! Great way to celebrate amazing WIFV Members and plan for the future.

Wednesday, January 15, 2014  
6:30 to 8:30 pm  
1776 Tech Incubator  
1133 15th St. NW, 12th Floor, DC  
(Farragut North or West)  
\$25 WIFV Members/ \$40 Public  
[RSVP here](#)



# WIFV Brings it to the Classroom

By Amy Johanson



In the weeks before the October 29 Kids World Film Festival, WIFV members visited participating schools to engage students in media literacy lessons. Volunteers brought their expertise into the classroom to help the students hone their critical viewing skills, within the framework of a media literacy curriculum developed by former WIFV board member and KWFF founder Deborah Redmond.

**Kiley Kraskouskas** and **Monica Schorn** met with 6th graders at Greenbriar East Elementary in Fairfax. Kraskouskas used her documentary *The Last Song Before the War* - about the Festival au Desert in Mali - as the basis for the discussion. "We had a wonderful conversation about the intent and purpose of different types of media. For example, we compared the style of our trailer to the style of our film, looking into techniques we used in the trailer to help market the film." Kraskouskas followed her first grade son's advice to "talk normal, not in the weird voice you sometimes use," and found the students highly focused and engaged, even though much of her film is spoken in a foreign language. "These students asked very interesting questions," she said.

Greenbriar Assistant Principal Della Kidd reported "Kiley and Monica were wonderful with our students! Their discussion was so informative and a wonderful connection to the Social Studies unit about Ghana, Mali and Songhai which began the following week." She noted that one teacher built on the media literacy discussion of media purpose - to persuade, inform or entertain - in a lesson the following week about Author's Purpose.



At DC's Oyster-Adams Bilingual School, Pixeldust Studios VP **Elizabeth Andrade** and colleague **Brett Mogavero** revealed some amazing secrets of animation to 55 sixth graders. Using snippets from their work for a range of clients, Andrade explained the animation process from concept to finish. "It was very cool," reported Librarian Brian Muldoon. "The students were completely wowed by her presentation." The students were still abuzz the following week at the film festival, providing a vivid description of Pixeldust's animation work for NASA that recreated Curiosity's Mars landing.



"This presentation awakened my students' minds to the power and possibilities of animation," said Muldoon. He added, "I think it is very important for our girls to see women working in a range of fields. Elizabeth Andrade's visit to Oyster Adams proved that video animation and CGI development is not a field exclusive to boys and men."

**Nakeesha Seneb** and **Lyndsay Davis** worked with students at the Howard University Middle School in DC. Seneb is a Howard alum and she found herself in the same classroom where she studied Psychology 101. Now a writer/producer, and instructor at the Art Institute of Washington, DC, her lesson plan engaged students in a number of creative exercises. She was intrigued by the way students approached the challenge to tell their brief life stories in three shots,

noting that "many of them had very clear dreams and goals about their futures. Some were practical while others were Hollywood glitzy."

Seneb says she took the time to volunteer because "I love teaching. I like teaching kids (and parents) how to view responsibly and how to get knowledge out of entertainment television. My kids and I watch Once Upon a Time every Sunday night and we have the greatest talks about morals and honesty and loyalty and what "evil" and "goodness" truly mean. It's not the hours of watching that matter, it's the quality of engagement with those around you."

We are grateful for these fabulous volunteers and look forward to more opportunities for WIFV members to share their work and insights with students throughout the region.

The Media Literacy Curriculum was funded by The Humanities Council of Washington, DC and Women in Film & Video.

## GV Expo - December 3-5 - WIFV Booth 746

For the second year, Government Video Expo 2013 is co-locating with GovComm13 to create the largest pro video, AV/IT expo in the East! Get hands-on with the latest video gear in an expanded exhibit hall featuring more than 175 exhibitors; attend free special events, Video Edge Live!, keynotes, and networking opportunities to further your knowledge, career and agency mission. Also available are paid conference programs - the [DC Post | Production Conference](#), [Pro Media Conference](#) and IABM Broadcast Technology Workflows - The Fundamentals

### Keynote Speakers Include:

Rodney Grubbs, Program Manager, NASA Marshall Space Flight Center - "NASA & 4K Cameras: Current and Future Applications";

Peter C. Kiefer, Civil Court Administrator, Superior Court of Arizona - "Future of the Courts: Courts in the Year 2025"

Use code WIFV13 for a free exhibit hall pass and save on conference program rates.

Visit [www.gvexpo.com](http://www.gvexpo.com) for more details.

WIFV looks forward to anchoring the DC Film Community Neighborhood at Booth 746. Stop by to meet members of the WIFV Board and staff.



## Supporter Spotlight - Humanities Council of Washington DC



Joy Haynes and Ellie Walton receiving a grant from Humanities Council Director Joy Ford Austin to support their documentary, *Voices from Within*, a fiscal sponsored program of WIFV

The Supporter Spotlight recognizes the work and contributions to the industry of WIFV's supporters. As a 501(c)3 charitable organization, WIFV relies on financial support from companies, individuals, foundations, and government entities. This month the Spotlight shines on the Humanities Council of Washington, DC, a grantor to WIFV. To find out how your organization can support WIFV, please contact Melissa Houghton at 202-429-9438.

### Gratitude List: DC Humanities Council

By Kathy Dismukes\*

The Humanities Council of Washington, DC (HCWDC) was founded in 1980 as an affiliate of the National Endowment for the Humanities and is one of 56 similar institutions located in each U.S. state and territory. The Council provides grant support for community projects that enrich the lives of DC residents through the humanities discipline (defined as the study of language, literature, history, jurisprudence, philosophy, comparative religion, ethics, as well as art history, theory, and criticism).

In addition, HCWDC produces programs such as the DC Community Heritage Project and Live to Read. This month, they provided a low-cost (\$50) grant-writing clinic to demystify the grant-seeking process, provide tips from the grant-maker's perspective, and discuss and how to build relationships with funders. Rachel Dutcher, HCWDC's Director of Development and the driving force behind the creation of this great resource, was our instructor. Participants submitted proposals in advance of the workshop and received valuable critiques from both Dutcher and our peers.

Key takeaways from the session included:

- Make sure your proposal is speaking for you and clearly articulates the connections between mission, need, narrative, and budget.
- Make sure you can define outputs (hard data like how many people saw your film) vs. outcomes (what kind of impact is your project having). Another way to think of this is to back up your statistics with stories.
- Be able to say in one sentence how exactly your project fits the grant criteria and how you will be able to advance the grantor's mission.

Watch the [Humanities Council's website](#) for the next offering of this workshop, grant opportunities, and cool free programs. Thank you, HCWDC!

\*Some of the text of this article is adapted from the DC Humanities Council website.

## WIFV Members Recognized with TIVA Peer Awards

By Judith Snyderman

At the 17th annual DC Television, Internet and Video association annual awards ceremony- better known as the TIVA Peer Awards - WIFV member Erica Ginsberg, co-founder of the non-profit organization Docs in Progress, accepted a Distinguished Achievement Award for creativity, leadership and dedication to the DC area production community.

"What we're about is building a community of filmmakers, so it's great to come out and join others to celebrate technical achievements and be with each other." Ginsberg shared the recognition with Docs in Progress co-founders Adele Schmidt and Sam Hampton. Recently, Docs in Progress joined forces with WIFV's Documentary Roundtable. The goal is to give filmmakers a supportive place to share experiences and get guidance on topics from fundraising to editing.

Many more WIFV members mingled before the November 16 ceremony at the National Press Club and took home a sizable proportion of bronze, silver and gold Peer awards. In all, more than 300 people attended. The contest was divided up to recognize 22 categories of program types from documentaries to radio spots, and 42 categories of skills from acting to set design. While that adds up to a lot of awards, TIVA president Jerry Griffith said that indicates how much local talent is here. He estimated this year more than 360 entries were submitted and said, "Most entries, including many very good ones, don't win any award. The judges, he added, had a tough job."

[Check out the full list of 2013 Peer awardees.](#)



## Women In Film and Television International Summit: Pittsburgh, PA , USA - May 2014

By Faith Dickinson

Women In Film and Media Pittsburgh (WIFM) will play host to the 2014 Women In Film and Television International (WIFTI) Summit May 16-18, 2014. The Summit will draw hundreds of women from WIFTI's 40 chapters located throughout the world to discuss filmmaking issues and attend panel discussions and screenings, the Opal Awards presentation and other events. [Early Bird Registration available here.](#)

"This is a huge thrill for our chapter to be the host of this summit and show the world what Pittsburgh is capable of in the film industry. We will be drawing from our local film and television community to form our panel discussions and showcase Pittsburgh at the same time," said Faith Dickinson, President and Founder of Women In Film and Media Pittsburgh and WIFTI Board member.

The last bi-annual WIFTI Summit was held in Washington, DC in 2012 and drew participants from New Zealand, Sweden, London, Mexico and across the United States and Canada.

Women In Film and Media of Pittsburgh (WIFM) is dedicated to improving the status and portrayal of women in film, video and other screen-based media. With an emphasis on education, we serve our members and the community by providing access to opportunities in the industry and working with other non-profits dedicated to helping women and children. We are passionate about our vision to empower, promote, support and mentor the community through a network of valuable programs, contacts and events. [www.wifmpit.org](http://www.wifmpit.org)

Women In Film & Television International (WIFTI) is a global network comprised of some 40 Women In Film Chapters worldwide and over 13,000 members dedicated to advancing professional development and achievement for women working in all areas of film, video, and other screen-based media [www.wifti.net](http://www.wifti.net)

## New and Renewing Members

The following joined or renewed their WIFV membership (October 29 - November 24).

Allison Arlotta  
Jacqueline Baires-Diener

Kristin Fosdick  
Lynn-Jane Foreman

Irene Rojas  
Olga Rojer

Shane Barger  
Mira Barnum  
Virginia Bertholet  
Susan Bodiker  
Rick Burks  
Arla Bowers  
Jon Bunzey  
Heather Callahan-Stevens  
Ericka Christie  
Christine Colburn  
Ivora Cusack  
Araceli de Leon  
Aditi Desai  
John Di Giacomo  
Cheryl Dolan

Douglas Hanback  
Piper Hendricks  
Anna Reid Jhirad  
Elissa Leonard  
Patsy Lynch  
Kyle Manfredi  
Molly Mathews  
John Metherell  
Alyssa Michek  
Jessica Miller  
John Napolitano  
Anja Paul  
Dan Perkins  
Charlotte Rinderknecht

Ben Rosenfield  
Rachell Shapiro  
Adam Segal  
Jonathan Stein  
Dan Stevens  
Jeff Trussell  
Regis Vogt  
Geena Vontress  
Alan Weintraut  
Phil Wolf  
Nada Youssef

**Corporate Members:**  
Maryland Film Office - Jack  
Gerbes & Catherine Batavick

### 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  
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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!