



# WIFV NEWS

## February 2013 Members in the News Edited by Flo Dwek

### Blood Brother Wins Big at Sundance - Local Connection!



Claude LaVallee is thrilled that *Blood Brother*, a feature documentary directed by Steve Hoover and on which she was Additional Editor, received the top two awards at Sundance's 2013 US Documentary Competition - the Audience Award and the Grand Jury Prize. On her contribution to the film,

producer Danny Yourd commented that LaVallee "played a crucial part in crafting the final cut."

*Blood Brother* documents how Rocky Braat, a disillusioned tourist, unexpectedly discovers love and meaning in an Indian orphanage - "This movie shook us [the Sundance Jury] to our very core. It is, in one way, a movie about self-sacrifice, but really, it is a delicate, delicate character study. Exuberant, heart-breaking, transcendent, and profoundly, profoundly moving." Davis Guggenheim (*An Inconvenient Truth, Waiting for Superman*) LaVallee is a freelance Film Editor. She can be reached at 301-741-0833 and [claudelavallee@me.com](mailto:claudelavallee@me.com). [www.claudelavallee.com](http://www.claudelavallee.com)

### Whirlwind Writer and Truffle Lover!

Meet Amy Green Thrasher--a writer and award-winning journalist who began her career covering government and politics in Chicago. She is



### Krueger Lights Up about ThunderShot

Amy Krueger, Vice President of ThunderShot Studios in Fairfax, VA, has a lot to crow about. This past



year, she says, was a fun mix of promo, ad and broadcast projects. Some memorable moments included shooting gorgeous Spring footage at the Tidal Basin, ablaze with cherry blossoms, to promote the National Cherry Blossom Festival centennial; helping the *Jeopardy!* team edit promo spots when their Teen Tournament came to town; and spending the hottest day of the year running around Busch Gardens with a 24-foot jib. "It was amazing," Krueger says, "to have a long arm at the ready to film these spectacular shots to promote the park and the new Verbolten rollercoaster." What's in store for 2013? This year Krueger can't wait for the launch of ThunderShot's most challenging endeavor to date: a big, new creative playground--a full-service sound stage in Fairfax, VA. For more information, contact Krueger at [amy@thundershotstudios.com](mailto:amy@thundershotstudios.com) or at 703-645-4044.

### Heldrich Producing Health IT Videos

Sally Heldrich is Senior Producer for Westat, a research company based in Rockville, MD. The company uses videos to support all stages of research projects--from recruitment to training, data collection, and



known for producing national talk show segments for *CBS News*, and for honing the art of storytelling for *America's Most Wanted* on FOX and non-profit associations--including AARP, the National Center for Missing and Exploited Children (NCMEC) and the National Association of Police Organizations (NAPO). As president of Thrasher Worldwide Communications, she specializes in taking complex subjects and giving them a fresh, new simplicity that captivates audiences across all media. Last year, Thrasher was part of a team that launched the first dramatic season of *America's Most Wanted* on Lifetime Cable. Turning from fugitives to food, she served as a story editor/writer for the *Rachael Ray Show*. Thrasher also wrapped-up a successful project with Squared-Away Productions, booking best-selling authors for the new RLTV talk show, *BOOKMARK*. "A personal thrill," she confides, "was getting to know one of my all time favorite cookbook heroes, Jacques Pepin." For more information, contact Thrasher at 703-217-2425 or [amygreenthresher@gmail.com](mailto:amygreenthresher@gmail.com)



### Jen Burton Launches SWAY

SWAY is a strategic communications and multi-media production company. SWAY delivers break-out strategy and media that

help win campaigns, build support for issues, and improve positioning and imaging of organizations and non-profits.

Prior to founding SWAY, Burton was a founding partner of Envision Communications and served as the firm's creative director overseeing the message development and advertising strategy for campaigns, ballot initiatives and independent expenditure efforts. In 2012, Burton's clients included the DCCC, NARAL, Vote Vets, several gubernatorial and Congressional campaigns as well as Idaho's No on Props 1, 2 & 3 and Oregon's Yes on 85 and No on 84 campaigns. Burton's work has been recognized frequently by the American Association of Political Consultants. In addition to her political work, Burton has also worked for a number of Washington, DC's leading foundations, organizations and non-profits, including the Meyer Foundation, DC Action for Kids, AppleTree Institute, DC Campaign to Prevent Teen Pregnancy and the Montgomery

dissemination. Heldrich and her team produce many of these video projects each year. "The Health IT field is really burgeoning now," Heldrich explains. "Programs funded by the American Recovery and Reinvestment Act of 2009 (ARRA) are supporting healthcare providers to implement and become meaningful users of electronic medical records to improve the nation's health care. And Westat is involved with several of these research projects." Recently, Heldrich worked closely with Westat's project team to complete a video for the Office of the National Coordinator for Health IT, located within the Office of the Secretary for the US Department of Health and Human Services. The video showcases work being done to assist healthcare providers in making an effective transition to electronic health records and health information exchange. "In addition to shoots in Rockville and DC," Heldrich notes, "we were on location in New York the day before Hurricane Sandy hit!" To learn more, contact Heldrich at 240-453-2628 or at [sallyheldrich@westat.com](mailto:sallyheldrich@westat.com).

### Doubleback Productions - Busy in Feb

Adrena Ifill and Doubleback Productions are having a busy month. Her film, *Congressman Robert Smalls: A Patriot's Journey from Slavery to Capitol Hill* was the featured film in at a weekend event in Charleston, SC that served as a commemoration of the 150th anniversary of when Robert Smalls commandeered the Planter, a Confederate gunboat, and turned it over to the Union Army.

She has also been busy conducting a series of Avoice Student Workshops where high school students learn about the contributions of African-American women who have served in the US Congress. The workshops were co-hosted by the Congressional Black Congress and the Center for Legislative Archives at the National Archives.

Learn more about the [Women of the CBC](#) and download the [lesson plan](#). Adrena can be reached at

### Simply Arlie Exhibits at RAW Artists DC

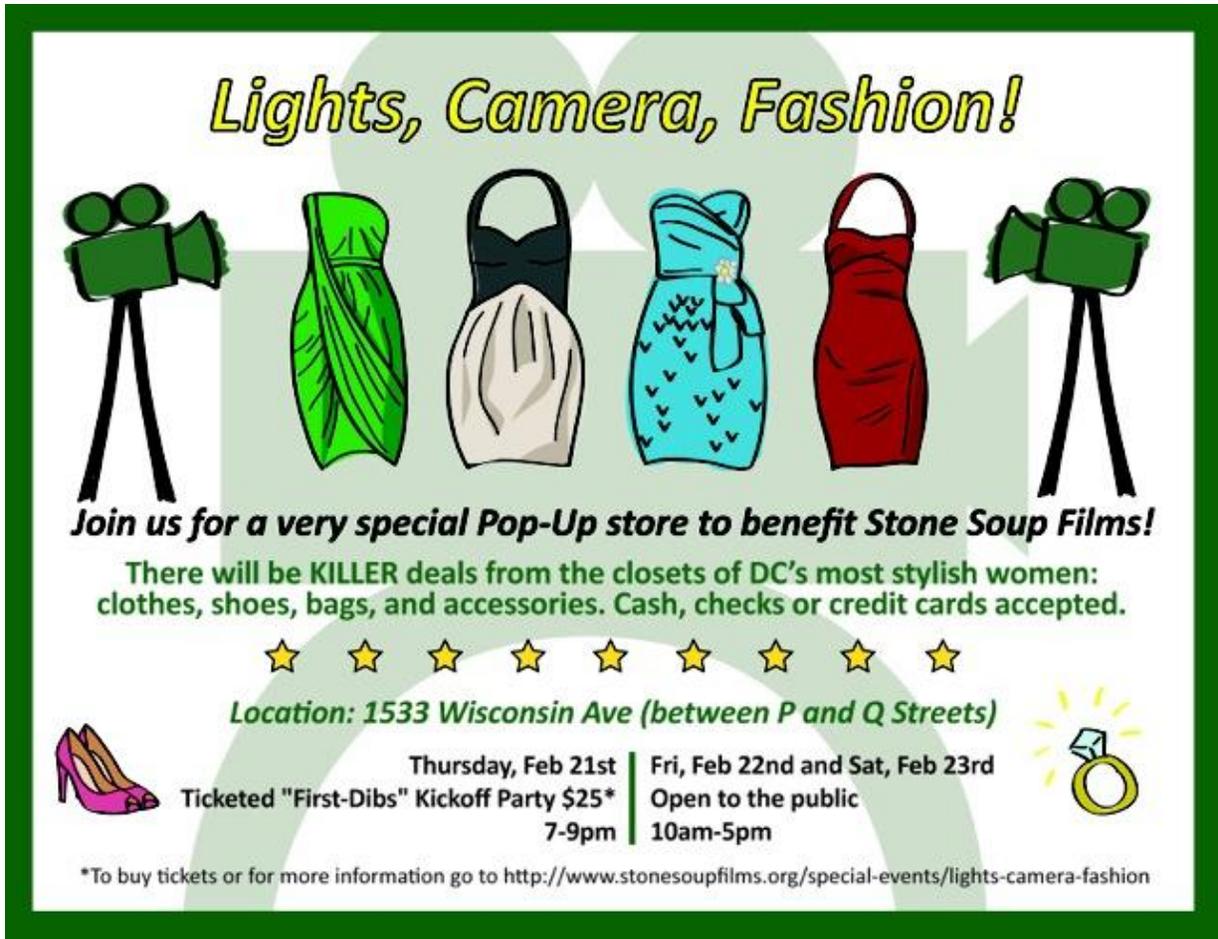
RAW Artists DC selected local artist, Simply Arlie, to exhibit on February 28 in Washington, DC. Each artist is tasked to sell 20 tickets by February 24. At this 21+ event, art will be available for sale and Simply Arlie will offer guests mini-portrait sessions. It will be a great opportunity for anyone

County Mental Health Association. Congratulate Jen at [hello@swaydc.com](mailto:hello@swaydc.com)

in need of an updated headshot. Admission tickets are \$15 in advance or \$20 at the door.

[Click here to attend the event or support Simply Arlie](#)

To learn more about Simply Arlie's art, visit [simplyarlie.com](http://simplyarlie.com). Questions? Call 1-347-29-ARLIE or email [lightimagined@gmail.com](mailto:lightimagined@gmail.com)



**Lights, Camera, Fashion!**

Join us for a very special Pop-Up store to benefit Stone Soup Films!

There will be KILLER deals from the closets of DC's most stylish women: clothes, shoes, bags, and accessories. Cash, checks or credit cards accepted.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Location: 1533 Wisconsin Ave (between P and Q Streets)

Thursday, Feb 21st | Ticketed "First-Dibs" Kickoff Party \$25\* 7-9pm

Fri, Feb 22nd and Sat, Feb 23rd | Open to the public 10am-5pm

\*To buy tickets or for more information go to <http://www.stonesoupfilms.org/special-events/lights-camera-fashion>

### Let's Just Talk Moves to WCVX

Starting March 2, 2013 the popular talk show hosted by Kathryn Raaker *Let's Just Talk* moves from WGRI 1050 AM to 1160 WCVX. Her show will be on 1160 WCVX in Cincinnati every Saturday morning from 10:00 AM (EST) to 11:00 AM (EST).

Additionally, March 7, 2013 Raaker's show which is syndicated on W4CY.com and UEC Military Network will move from Saturdays at 11:00 AM (EST) to 12:00 PM (EST) to every Thursday from 10:00 AM (EST) for an hour. This show talks about anything and everything, if it's interesting its being discussed! Raaker also appears every Monday as a Health and Wellness Expert on Jay Young's Day Break.



Raaker is a media mogul enjoying over 20 years in the eyes of the public with a celebrated radio and television career. She is the host of the Syndicated television shows *Born B4 64*, a show that focuses on issues that impact middle aged and senior citizens and *Chef You and I* which brings you the best of today's Holistic culinary creations. Her newest creation a spinoff from *Born B4 64*, *Timeless Performer* will debut in March. For more information visit <http://kathrynraaker.com>



### Labor of Love Screening and Benefit - March 14

*Labor of Love* will be showcasing a 20-minute film about lesbian culture in the DC area, featuring lesbian bars and promoters in the area, such as Phase 1, Ladies of Lure, Where the Girls Go and more. While exploring the benefits of such spaces, the film also speculates the need for LBTQ space in DC to serve as "an alternative to the bar, and an alternative to the closet." Following the screening, there will be a Q&A with the director Kelsey Brannan and subjects from the film, a raffle, and special musical performance by Emma's Revolution.

March 14, 2013, 6:00 to 8:00 pm  
Busboys & Poets (5th & K)  
Free with \$10 Suggested Donation | [RSVP here.](#)

### Considering Sundance 2014

by Arla Bowers

As the memory of Sundance 2013 begins to fade, perhaps many of you who have yet to attend might be thinking about going next year...to Sundance 2014. My mistakes and my experiences might just provide the push you need to make your decision (one way or the other).

#### Physical preparedness

I'm going to start with the two words I myself tend to forget when traveling to the Sundance Film Festival: HIGH and DRY. Our bodies need a bit of adjustment to both the altitude and to the lack of humidity, so drink LOTS of water, slab on the skin moisturizer (around your nostrils, too), and breathe deeply when walking up Park City's Main Street incline those first few days. Be sure to wear layers of clothes and comfortable boots accessorized with removable ice grippers.

#### Mental preparedness

Sundance can be a bit overwhelming if you show up without advanced preparation. The festival is in a number of locations, including Ogden, Salt Lake City, and Park City. In Park City alone, there are twelve different theaters. The festival theater bus loop offers free transportation from the downtown Park City bus terminal. Study the movie schedule to make sure there is enough time to get to your chosen venue. If you value your time, stay in town. I stayed in Silver Lake and the city bus ride to the bus terminal took an extra half-hour each way.

#### Movie Tickets

Selecting your top choices from the vast number of Sundance films is best done online ahead of time. To purchase individual tickets, a fall season registration process is required and involves 1) your request to purchase 2) being assigned a date and time to purchase 3) trying to purchase within your assigned 20-minute window. Your choices can often be sold out before your assigned time, which leaves you with at least a few other options: Craig's List, the "two-hour prior to the film" waiting line, or flagging folks who get out of taxis on site to see if they have extra tickets. All three of these have

worked in the past, but this year....call me crazy.... I opted for the Adrenalin Pass. The Adrenalin Pass guarantees entry to any movie starting before 11:00 a.m. or after 10:00 p.m. as long as you show up a half-hour before the start time. The movies I chose started pretty early, so each morning two hours before my films' screening times, I waited at the top of the mountain in the dark (brrrr) for the city bus. Sounds dreary, but when fate is on your side, these experiences could be some of your best times! On one bus ride I chatted with the only other rider...the director of *THE WORLD ACCORDING TO DICK CHENEY*. On another day, as I waited for the bus, a van stopped and offered a ride to town. There was only one person already in the van....Jane Campion's co-director of her mini-series *TOP OF THE LAKE*.

### **Parties**

There are lots of parties and a unique Sundance class system for these parties. Some are held in secret places for which you need a secret meeting location and passwords. Others are in plain view and as you walk up and down Main Street, you see folks holding clipboards or iPads with their lists of guest names for the various venues. Some parties are a bit more welcoming, but beware...It might be that they are peddling their filmmaking wares and wooing potential customers.

### **Panel Discussions**

There are numerous panel discussions. My favorite is the panel at the Women in Film luncheon. Female filmmakers discuss their Sundance films. I highly recommend attending this one!

### **Music**

There is LOTS of good music at Sundance. ASCAP has a lounge at the base of Main Street where they provide a rotation of performers all day long. The hotels and resorts have terrific folks playing in their lounges. And celeb musicians show up and perform where you least expect. I just missed seeing Cyndi Lauper who performed a stone's throw from the Silver Lake condo!

### **Gifting**

The Swag at Sundance is outrageous. Those who need it the least get the most. The best of the gifts at the exclusive gift suites included leather bomber jackets and top of the line boots. There are booths where you can have your hair styled and your nails manicured. There are sample foods and sample tech products. If free stuff is your thing and you have a way into these gifting events, bring an extra suitcase or ship a box or two back home.

### **Q & A's**

After watching a film, stay in your seat for the wonderful Q & A's. Directors and actors are most gracious and candid. They often reveal behind-the-scenes information you would not learn elsewhere. And if you are bold, you might manage a one-on-one with some of these filmmakers after the Q & A. This year I was able to speak with the amazing director of *NO*. In past years, I was able to speak briefly to Jim Carrey, Ewan McGregor, and Adrian Grenier.

### **The Films**

I highly recommend three of the films that I saw at Sundance:

- 1) *NO*, nominated for the best foreign film Oscar. An incredible retelling of Pinochet's loss of power in Chile in 1988 due to a brilliant advertising campaign.
- 2) *DON JON'S ADDICTION*, a skillfully designed comedy about a young man who learns the true meaning of love. Interesting spin (for sure!) on the genre.
- 3) *KILL YOUR DARLINGS*, an intriguing drama about Allen Ginsberg and Jack Kerouac at Columbia University and the start of the Beat Generation.

I also saw a pretty good film at Slamdance, the "alternative film festival" housed in an old hotel at the top of the Main Street hill. *BETWEEN US* stars Julia Styles and Taye Diggs. Julia Styles skyped in afterward from her kitchen!

## The Stars on the Street



Credit: heavy.com

There wasn't much swarming by the paparazzi this year. My first year at Sundance I was most fortunate to have a private exchange on Main Street with Robert Redford himself. This year the most unexpected event was a guy riding a camel on Main Street . It seems he was protesting his film not being included in the festival. The police quickly shut him down as he forgot to get a camel permit!

Bringing this article to a close, I realize that something else unexpected has happened right here and now...I have succeeded in influencing my own decision about attending Sundance 2014... See ya there! :-)



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

### 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)

