



January 2015



President's Message

Happy New Year WIFV-land!

I hope everyone had a sparkly and joyous holiday and is ready to tackle 2015 with a renewed sense of creativity and excitement.

I love this time of year - fresh resolutions and a clean slate. Aside from the annual New Year's Eve burn ceremony where I get together with friends, write down all the habits and things that no longer serve me on little pieces of paper...and set them on fire. It's quite empowering and cathartic, especially when accompanied by the phrase "thanks for everything you've taught me, now scram!" While I typically do this on December 31, it's quite effective at any time of year.

My other favorite New Year ritual? The vision board. If you are not yet acquainted with concept, a vision board is a collection of images, words and notes that create a visual representation of all the things that you want to do, be, and have in your life. Mine usually involves cutting up magazines and using glue sticks, so it's also a great way to engage my inner first grader, which is always fun. Martha Beck wrote a great piece on [how to craft a great vision board](#), but if you search "vision board" you will find dozens of articles to get you started.

Now that you're set for the next 12 months, let's focus on what's coming up in the next two...

As many of you know, several years ago we moved our annual WIFV holiday party to January several years ago so as not to force you to choose between your favorite professional development organization and all of those glittering party invitations that abound in December. For this year's soiree, we partner with our friends at TIVA for a joint celebration. Please

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Roundtable Round-Up

WIFV/Docs in Progress **Doc** Roundtable -

Trailer and Networking Evening

January 12, 2015, 6:30 to 8:30 pm

Doc House, 8700 First Avenue, Silver Spring

[RSVP here](#)

Screenwriters Roundtable

January 20, 2015, 6:30 to 8:30 pm

Interface Media Group, 1233 20th St, NW, DC

[RSVP here](#)

Editors Roundtable - Organization Meeting

January 21, 2015, 7:00 to 8:30 pm

Brookland Pint, 716 Monroe Street, NE, DC

[RSVP here](#)

Talent Roundtable - Strategies for Finding

Acting Work (While Staying Sane)

January 22, 2015, 6:30 to 8:30 pm

Interface Media Group, 1233 20th St, NW, DC

[RSVP here](#)

join us January 26th at the Harman Center for food, drinks and a chance to make new connections.

March 12th we will mark our year-long celebration of WIFV's 35th anniversary with a good, old fashioned dance party. In homage to the decade of our inception, we'll groove to 70's themed tunes, enjoy some classic cocktails and birthday treats and a souvenir photo with your besties, (complete with 70's props, of course.) Advance purchase tickets are \$35 (\$1 for every year we've been on the scene), \$50 at the door and include a drink ticket, delicious goodies, access to the birthday photo booth and a chance to win one of several awesome door prizes including travel, gift cards and more. I will be there with bell (bottoms) on and hope to see you there!

Finally I am excited to report that I'll be at both Sundance and SXSW this year. If you plan to be there too, drop me a line - I'd love to meet up!

Until then, happy vision boarding, media making and barrier breaking,

Best,
Erin

Guidelines for Internships and Call for Task Force Members



The WIFV Board of Directors has approved [guidelines for unpaid internships](#) to assist WIFV members who are considering offering or accepting such situations.

WIFV took this action in response to repeated and ongoing discussion of this topic on the listserv and recent high-profile class-action lawsuits. WIFV's interest is for those of our membership seeking internships to have internships to find, and for those of our members who provide internships to offer them with confidence that their internships meet the Department of Labor's and other governing bodies' requirements.

The Board calls upon the WIFV community for volunteers on an internship task force, to staff an internship drop-in clinic, and to develop learning materials, member resources and other strategies to support those grappling with this important labor issue.

For more information on how to get involved, contact board member and membership chair Judy Meschel via membership@WIFV.org.

WIFV/TIVA Holiday Party



Shake off the winter doldrums with good food and great company! Registration includes food, drink, and a door prize ticket!

Monday, January 26, 2015, 6:30 to 9:00 pm
Harman Center for the Arts
610 F Street, NW, DC 20004

\$25 WIFV/TIVA Members / \$40 public

Prices go up on January 17 so register soon!

[RSVP here](#)

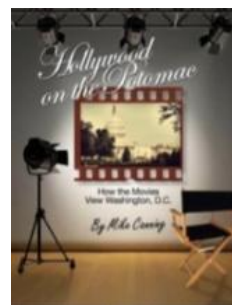
Begin 2015 with a little winter magic!

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 starting January 23 with *Hollywood on the Potomac: How the Movies View Washington, DC* by author Mike Canning.

Hollywood on the Potomac offers a comprehensive look at how Washington, DC, has been portrayed as subject, setting, or background in American films. Canning will show clips of films depicting Washington. Mike Canning began his second career, going to the

"flickers" and reviewing movies for the *Hill Rag* newspaper for more than 20 years. He has also written on film, public affairs, politics, and on the depiction of Washington politics and the U.S. Congress in American feature films.



Hollywood on the Potomac
How the Movies View Washington, DC
Friday, January 23, 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!

WIFV on WETA Council

WIFV Executive Director Melissa Houghton has become a member of the WETA Community Council! The Council exists to ensure input and



Member Coffee

Tuesday, **January 20, 2015**
8:30 to 10:00 am
La Madeleine Cafe
7607 Old Georgetown Road
Bethesda, MD 20814
[RSVP here](#)

Melissa is eager to represent your concerns and compliments. Send her an email at director@wifv.org.

Strategies for Finding Acting Work (while staying sane) - Talent Roundtable hosted by Bjorn Munson

Thursday, **January 20, 2015**, 6:30 to 8:30 pm
Interface Media Group, 1233 20th Street, NW, DC (Dupont Circle South Metro)
FREE; [RSVP here](#)

You've done the acting classes and audition workshops, but what questions should you ask yourself before you even submit to a casting notice? And after the audition, how should you follow up?

Join us for a lively talk from actor and filmmaker Bjorn Munson as he goes over:

- Tips and tricks for analyzing any casting notice
- Pitfalls to avoid when submitting your materials
- Actor follow-up tactics for the long game
- Dealing with the black hole of "no response"

Plus there will be plenty of time for individual questions and scenarios after the formal talk.

About our host:



Bjorn Munson is an award-winning local filmmaker who has been acting, producing, and directing in both theater and film for about two decades. He is the founder of Stonehenge, the one-day mass auditions and website designed to help producers cast their projects. He has served as casting director on numerous projects in the metropolitan Washington, DC area. More info on Stonehenge is available [here](#)

Packaging Your Series for TV - How to Pull It All Together

Co-hosted by WIFV and PGA, National Capital Chapter
Thursday, **January 29, 2015**, 6:30 to 8:30 pm
Interface Media Group, 1233 20th Street, NW, DC (Dupont Circle South Metro)
\$15 WIFV Members; \$30 Public [RSVP here](#)

Hear the agent's' take on the most effective ways to package and sell original television series, what pitfalls to avoid (creatively and deal wise) and how to position yourself for maximum creative involvement. This interactive workshop will give you the secrets to casting the strongest characters, producing the most compelling sizzle reels (we'll screen successful ones) and pitching strategies to assure a sale. From concept to sale, you'll learn what makes the strongest package, how to gain access to networks and what it takes to create a winning collaboration.



Jim Arnoff is a Television Packaging Agent representing production companies (reality, documentary, non-fiction) 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. He leads workshops for the PGA, National Academy of Television Arts & Sciences, WGA, HBO, TimeWarner, New York Women in Film & Television, Time, Inc., WIFV and MTV Networks. Jim is a faculty member of the School of Visual Arts, FIT and NYU.

On the Cutting Edge of Government Productions

February Weds One - February 4, 2015, 6:30 to 8:30 pm

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

\$15 WIFV Members; \$30 public [RSVP here](#)

Innovations in government production are as plentiful and diverse as the paths to public sector work. Hear from producers who are using new technology and powerful production techniques to engage and inform audiences at home and around the world. Panelists will share their creative work and reflect on the paths to staff, contract and freelance jobs with government agencies.

Confirmed **Speakers** include:

Nutan Chada is an Executive Producer with the Defense Logistics Agency where she leads a team to produce documentaries, PSAs, and corporate videos, while also working a special detail as a Project Manager of Strategic Outreach and Emerging Media for the Office of the Secretary.

Emre Tufekcioglu is a Senior Producer for Navy Medicine where he has applied his vast experience in broadcast journalism and feature production to build a state of the art facility producing high end informational, documentary and narrative work.

Erin Curtis is the Studio Team Lead in the Office of Digital Platforms for the State Department's International Information Programs, where she develops and directs interactive studio-based webcasts on a variety of streaming platforms.

Moderator **Judith Snyderman** is currently a contractor for the International Information Programs bureau at the State Department and has also worked on contract and freelance assignments for DoD and Voice of America.

Making Media for Fundraising and Outreach

December Weds One featuring panelists Liz Norton, Corrinne Cannon and Mark Hecker
By Amy Johanson, WIFV Board Member & Programming Co-Chair

Our December Wednesday One was a gift of inspiration from the executive directors of three non-profits:

Liz Norton founded **Stone Soup Films** in 2008. The non-profit production company uses a small staff and a large pool of professional volunteers to produce films and other media for non-profits. Stone Soup produced 20 films in 2014. Their annual operating budget of \$200,000 leverages the creation of media valued at \$650,000. Learn more about Stone Soup Films [here](#).

Stone Soup client Corinne Cannon established **DC Diaper Bank** in 2010 to provide an adequate supply of diapers to babies, toddlers and families throughout the DC metro area. Learn more about DC Diaper Bank [here](#).

Stone Soup client Mark Hecker established **Reach**, Incorporated in 2009 as a vehicle to *develop confident, grade-level readers and capable leaders by training teens to teach reading to younger students, creating academic benefit for all involved*. Find out more about Reach, Incorporated (and see a short film by Stone Soup!) [here](#).

The speakers agreed, video is no longer a luxury, it is an essential communications tool for non-profits, yet the lean budget of a non-profit provides little capacity to pay for video services. Stone Soup Films addresses this gap. Client partners do not pay for video services from Stone Soup.

Hecker describes his work as counter-intuitive; Reach Incorporated hires and trains young tutors who are struggling with reading themselves. It's important that potential funders and supporters hear directly from the participating tutors and watch them interact with their students. While it's hard to get funders out for site visits to see this first hand, it's not that hard to get them to watch a video.

Stone Soup will take up to 8 months to document a client partner's programs. Throughout the production period, Stone Soup posts video blogs with snippets of interviews and other observational footage. The blog posts are powerful communication tools on their own, with funders and news outlets alike latching on to the short content.

Norton sees an ever expanding need for short content. Ideally, an organization will have "something small and moving on every page of their website."

How to begin to work with a non-profit client? Norton advises starting with the public perception of the organization and identifying the biggest obstacles, misconceptions and frustrations that they face; set out to address these challenges with the film. Ask the client: what are the three most important things that are going to happen in the next three months?

Be clear on the audience for the film (e.g. donors, corporations, foundations). Design your film to resound with that target audience. Always be thinking about the audience.

Select your main characters for the film from clients or beneficiaries who best represent the transformative nature of the non-profit's work. Work with a small number of characters; Norton likens this approach to attending a party and enjoying two long meaty conversations in one evening as opposed to 20 superficial chats.

Employ the basic storytelling tools - represent common humanity and universality, show the character's journey and transformation, elicit emotional responses, be faithful to the truth. Don't tell the whole story. Pique interest and use video as a gateway to learning more about the organization.

Many thanks to Liz Norton, Corinne Cannon, and Mark Hecker for sharing their time and expertise with WIFV!



Supporter Spotlight: Rock Creek Productions

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.



Rock Creek Productions launches Rock Creek Studios!

Rock Creek's been on the move a lot in the last three months shooting in Tennessee, Indiana, Alaska, Texas (everything's bigger in Texas ... except Alaska), and California and Pennsylvania which we visited twice, for clients including the Transportation Security Agency, the Department of Veterans Affairs, the Defense Logistics Agency, the Environmental Protection Agency ... and more travel is expected in 2015!

But our BIG NEWS is that we're moving permanently into a large and flexible studio space! Rock Creek Studios offers almost 5,000 sq. ft. of offices, editorial suites, and adaptable studio space. Our

main studio is 45'x30' with 16' high ceilings - that's 1350 square feet of open space large enough for nearly any application. In addition, there are spaces adjoining the main studio that effectively make it even larger and more versatile. And we're fully outfitted with make-up and green rooms, a kitchen, and a workshop for making props and set pieces. And when our build-out is complete, we'll have a large 20' wide cyc for limbo or green screen shoots.

We invite you to check us out online or in person. Just drop us a line for a tour or to discuss a project. Our address is 1145 Herndon Parkway, Suite 500, Herndon, VA 20170; you can reach us at 703-481-6590, online at www.rock-creek.com or via email at info@rock-creek.com.

Seed Fund Continues to Sprout!

WIFV is raising funds for a new **Seed Fund for Documentary Filmmakers!** Your contribution is a seed that will help a film grow! [Make your donation here](#). Applications for the \$2,500 grants will be available in the Spring (of course). **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.



Contributors as of December 31 include: Ben Abdul-Haqq, Nikki Webber Allen, Nancy Breslin, Via Buksbazen, Rebecca Bustamante, Denene Crabbs, Kathy Dismukes, Erin Essenmacher, Joe Fab, Mary Frost, Erica Ginsberg, Heather Godwin, Melissa Houghton, Carletta S. Hurt, Cynthia Iris, Judy Kimel, Lance Kramer, Mary H. Leahy, Hilary Linder, Scott Lunt, Debbi Mack, Mary May, Pippa McBride, Regina Meeks, Beth Mendelson, Judy Meschel, Robin Noonan-Price, Matthew Radcliff, 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 www.wifv.org and adds to your SEO.

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

New and Renewing Members

The following joined or renewed their WIFV membership (December 1 - December 31).

Karen Akerson
Donna Andrade
Antonia Azios
Barbara Ballow
Thomas Beach
Jasmine Bell
Xavier Bias
Stephen Bier
Ahmed Bouazzaoui
Connie Bransilver
Juanisha Brooks
Melissa Bruno
Cintia Cabib
Heather Callahan-Stevens
Caitlin Carroll
Nutan Chada
Bruce Cohen
Christine Colburn

Hillary DePuy
Faith DeVeaux
Jason Diebler
Kristin Dyak
Gail Ellis
Alex Federman
Renee Fischer
Jon Gann
Gabriella Garcia-Pardo
Tara Garwood
Anna Gomez
Ingrid Grant
Donard Grays
Nicole Haddock
Gwen Hale
Frances Hardin
Katy Horner
Jane Ingalls

Laurie Miller
Fay Mitchell
Michael Moser
Bill Neveker
Laura Possessky
Virginia Quesada
Osiris Rebollo
Melissa Regan
Kiyoka Rhodes
Tanya Roche
Carol Rosen
Shoshana Rosenbaum
Jonathan Stein
Alejandro Suarez
Mary Theresa Tierney
Jeff Trussell
Emre Tufekcioglu

Betsy Cox
Justin Carges
Ivora Cusack
Noelle Cwiklinkski-Serper

Lisa Laden
Augusta Lehman
Brigid Maher
Kimoy Mais
Mikael Manoukian
Jim Miller

Heather Ukryn
Julia Vickers
Geena Vontress
Beverly Westergren
Sherelle Williams
Bart Woodward

About WIFV

WIFV supports professionals in the media 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

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