



# WIFV NEWS

## March 2019 Members in the News

Interface Media Group, Dinners Across Region, Tatiana Breslin, Penny Lee, Lisa Mao, Cheryle Franceschi, Jacquie Greff, Mya Montgomery, Tracy Baumgardner, Bonnie Erbe, Bridget Bell McMahon, Michael D. Nephew, DC Arts Advocates, Brainwave Inc., Flora Nicholas, OAS Federal Credit Union, Call for Articles

### IMG Sizzle - Scooter Safety

IMG Animation rocked an entertaining, merit-based PSA regarding [Scooter Safety](#). The American College of Emergency Physicians and August, Lang & Husak teamed with IMG to create a lasting impactful message. Featured at the February Animators Roundtable, click the image below to see what they saw.



### Breslin's Stowe Story Labs Blog

by Tatiana R. Breslin (Zaharchenko)

The Least We Can Do: Reflections about A PRIVATE WAR, a feature film about Marie Colvin and my script "To Tell the Truth" inspired by Anna Politkovskaya

Since I am writing a feature script inspired by Anna Politkovskaya, a Russian journalist and crusader for truth who exposed war crimes in Chechnya, it was no surprise that I rushed to a WIFV arranged preview of A PRIVATE WAR (Directed by Matthew Heineman. Screenplay by Arash Amel, based on Marie Brenner's article "Marie Colvin's Private War" in *Vanity Fair* magazine). This film is about another outstanding war reporter, Marie Colvin. Several books and a documentary about her appeared last year, and this feature film takes a prominent place for anybody interested in her work or in an intense film about a female war reporter. [Full article here](#).



### CONSERVATION KIDS Premiere

More than ever before, kids across the U.S. are learning

### Networking Dinners - March 22

[Register here](#)



In 1979 nearly a dozen women hungry for change gathered at Ginny Durrin's house for the first, informal meetings of what would become Women in Film & Video DC. The WIFV Advisory Committee and Board look forward to welcoming you to dinners across the region on March 22, 2019 as we celebrate those first

gatherings, the community that exists to this day, Women's History Month, and the upcoming 40th WIFV Anniversary! Dinners will be hosted at four homes on March 22 with the following hosts: **Robin Noonan-Price** (Alexandria, VA), **Catherine Wyler** (NW, DC), **Rebecca Bustamante** (Herndon, VA), and **Melissa Houghton** (NE, DC). You may list your preference of neighborhood when you register, but we do not guarantee any locations.

Please note that registration will close on Monday, March 18th at 5 pm. After registration closes we will reach out to you with your host's address.

\$40 for WIFV Members / \$50 for Non-Members

[Register by March 18](#)

There will be dinner, conversation, and fun!

### Lee & Mao at Bethesda Film Festival

THROUGH CHINATOWN'S EYES: APRIL 1968 will be screened at the Bethesda Film Fest, April 5 (7 pm) and 6 (6 and 8 pm) all three screenings are followed by Q&A featuring **Penny Lee** (producer/director/ editor) and **Lisa Mao** (producer/writer). In a highly- competitive process, this film is one of five that will be screened at the Festival! [More info here](#). Tickets are on sale for \$10 and will be available for pick up the night of the screening, tickets will not be mailed.



Supported by Leslie & Bruce Lane

A TALE OF THREE CHINATOWNS produced by Penny Lee

about STEM (Science, Technology, Engineering, and Mathematics) inside classrooms, both public and private. What has been overlooked as STEM by most educational systems is that natural resource conservation can be found right outside everyone's doorstep. In CONSERVATION KIDS - A Green STEM Documentary, real-world events using STEM principles are used to explain the connection between Mother Nature and her agricultural lands, waters, parks, soils and wildlife habitats.



From New York to Maryland, the waters of the Susquehanna make up the longest river on the East Coast.

In February, the film premiered at the MAEOE Conference, which is the largest statewide environmental conference in the nation. In celebration of

Maryland Day, an AG Ed excerpt was broadcast on FFA TODAY on RFD-TV. The all female crew of includes writer/producer/director/videographer **Cheryle Franceschi**, editor/videographer **Jacquie Greff**, segment producer Eloisa King and **Mya Montgomery**, videographer. CONSERVATION KIDS was fully sponsored by **Cheryle Franceschi, Por Eco Productions**/One Idea Dos Languages LLC.

The current release schedule included a screening by The Maryland Agricultural Education Foundation Board of Directors. "They were very impressed with the CONSERVATION KIDS program, and particularly liked linking student experiences with agriculture and the environment," said George Mayo, Executive Director of MAEF. Talks are in the work for using excerpts from the film on the "Amazing! Maryland Agriculture Showcase" mobile science lab. #GreenSTEMConservation

## TO THE CONTRARY Season 28!

PBS Veteran journalist **Bonnie Erbé** launches the 28th season of TO THE CONTRARY, a news analysis forum, discussing pertinent, hard-hitting issues from unique and diverse female perspectives. Each week a panel of prominent women debate social issues, cultural trends, politics, and events that impact viewers' lives.



TO THE CONTRARY is nationally broadcast every weekend on PBS stations covering more than 91% of US TV markets. For more information, [visit us at our website](#). Contact us at [ttcviewers@tothecontrary.org](mailto:ttcviewers@tothecontrary.org)

## Report from Athena Film Festival!

By Bridget Bell McMahon

and Lisa Mao is in production! This feature-length documentary explores the changes Chinatowns across the United States are experiencing in the 21st century. Through experts, community leaders, and local residents, past and present, this documentary looks at three Chinatowns and how each is confronting modern day forces. We'll look at the fastest growing Chinatown in America, Chicago. Twenty blocks large, it is defying the odds and actually growing its Chinese immigrant population. A vibrant city within a city, why are new immigrants heading for this area versus the outer suburbs? Then, there's Boston's Chinatown. The third largest in the country, high rises are just beginning to encroach on this neighborhood. In the midst of a transformation, how are local residents and leaders responding? And finally, we'll examine Washington, DC's Chinatown. Reduced to a decorative gate, DC's Chinatown is in name only. A sports arena, Urban Outfitters, and Bed, Bath and Beyond take up more space than the ethnic Chinese who remain. This project is seeking production and distribution funding. [Make a tax-deductible donation here](#).

## Baumgardner Tames the Beast of Working Remotely



Deep in the urban jungle, video editor **Tracy Baumgardner** tames a new technological beast.

Since December, Tracy's been editing remotely on a zoo series for National Geographic Wild. Her new project is a collaboration between Spectrum, a production company based in Tampa, Florida, and a vast network of skilled freelancers working all across the US. "It's the first time I've worked this remotely, so I set up a new office, scaled up my rig, and dove right in." She's in close contact with her show runner who is in Los Angeles, her writers who are in Montana and New York, and the mother ship, Spectrum, in Tampa. "Our conference calls cross 3 time zones!! but somehow we make it all work."

These days, technically, Tracy's company, EditAtrix finds its brick and mortar in the atrium at Ventana Productions on L Street, but the real work happens on her computer and that could be anywhere. "Editing remotely is a great way to get new clients. It's easier to set my own hours and work more efficiently. I still get to interface with people. We have group huddles every Monday. I heavily depend on my cell service, so it's got to be good. But, at the end of the day, I'm only as good as my internet speed. I'm constantly downloading new media; I'm exporting hour-long cuts to producers, to composers, to my edit assists who are miles away. I'd be sending these files electronically anyway, so it's not that different a workflow, actually."

Taking the plunge and being part of a remote team was easier than expected. "This is the first time I'm editing without scripts. Without paper. Without text! We pass complete edit projects between ourselves. Compress a few audio media files, and the hand-off happens almost seamlessly. But, besides all the file sharing, the most important skill I've developed is communication. Because when you can't just walk down the hall and talk to someone, you have to take the initiative. You have to problem solve. You have to be quick and clear about what you need and what you think."



Wow, where do I start? The movie FAST COLOR and the filmmaking conversation with Julia Hart (writer/director) was thought provoking and rich. Saw a LOTS and LOTS of shorts (I had already seen many of the features in the theater), some resonated more than others, but the discussions afterwards with some of the writer/directors got me thinking about how I need to engage MORE in

the whole process. Opening night party was open bar with food, unexpected and great! The awards ceremony was beautiful, catered, with excellent speeches and a rallying cry for more women in all aspects of filmmaking. In particular, Nina Shaw had a tremendous acceptance speech. I think my favorite shorts were GAME (narrative short by Jeannie Donohoe), SISTER HEARTS (doc short by Mohammad Gorjestani), WAAHI (doc short by Aftab Abbasi) and MASKS (narrative short by Daniella Naassana). The master class with Ligiah Villalobos that I attended. She was amazing. I met her at the Athena Iris Lab in LA last year and I know she has been at ScriptDC! She is truly an advocate for women in film

## Nephew in Netflix's JUANITA

**Michael D. Nephew** is appearing in the Netflix film JUANITA starring Alfre Woodard and Adam Beach set for release this month.

Logline: Burdened by troubles in life and love, a mother of three grown children searches for hope and healing on an impromptu trip to Paper Moon, Montana.



Even though the logline says Montana, the film was shot in Virginia!

## Submit 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 [wifv.org](http://wifv.org) and adds to your SEO. Submit your paragraph, jpg photo, and any links to [director@wifv.org](mailto:director@wifv.org) by the 10th of the month.

## Brainwave Awards "Adscars"

By Flora Nichols, Brainwave, Inc.

Now we've had the Oscars, we thought it would be a good time to reflect on the ad industry's best commercials for 2018 and give out our own awards -- which will henceforth be known as the Adscars. So today, we, the Brainwave Academy of Motion Picture Brand Arts and Science, proudly announce the winners.

### National Geographic: Best performance by a brand in an inspirational, positioning role

This terrific spot tells the true story of a young Syrian refugee called Nujeen who suffers from cerebral palsy, yet manages to escape from her war-torn country in a wheelchair. Beautifully shot and directed by Reed Morano, the video tells Nujeen's story in her own words. And it brilliantly positions Nat Geo as a leading brand in the exploration space, and underscores its tagline of "Further" at the same time. Take a bow Nat Geo!

And as with any edit project, until the very last frame is uploaded for approval, fine tuning continues. With so many voices, spread out over different geographic areas, it's important to be on the same page. "The emotion and conservation messages are all still the same, we're just stretching our talents as far as technology can take them." SECRETS OF THE ZOO will begin airing its second season in May.

## DC Arts Advocacy in Action!

DC arts and arts education leaders meeting with Congresswoman Norton's staff as part of 2019 Arts Advocacy Day March 5, 2019.



### Arts Advocacy

Day follows a full-day training for arts administrators at the American for the Arts Advocacy Conference, including the Nancy Hanks Lecture (this year presented by Rita Moreno!).

**WIFV is a national grassroots partner of these programs.** Advocates from a variety of DC-based arts organizations met with Brad Truding, senior staff to Congresswoman Eleanor Holmes Norton, to brief them on upcoming legislation that will influence America's cultural landscape. After their meeting on March 5, Congresswoman Norton became a co-sponsor of the Artist-Museum Partnership Act, the Charitable Giving Tax Deduction Act (H.R. 651), and is joining Rep. Chellie Pingree (D-ME), one of the co-chairs of the Congressional Arts Caucus, in asking House Interior Appropriations Subcommittee Chair Betty McCollum (D-MN) and Ranking Member David Joyce (R-OH) to fund the NEA at \$167.5 million for FY 2020 in the Interior Appropriations bill.



**Apple: Best performance by a product in a demonstration role** (spot currently unavailable on YouTube)  
Accolades galore go to Apple's creative folks for this wonderfully conceived and gloriously filmed spot. We follow a teenage girl as she wonders through her school unlocking lockers, closets, desks, cupboards and more, just by looking at them. At the end of the commercial, the "unlocking" theme is tied right back into the product itself as we see that the young girl can unlock her iPhone X with one look simply because of Apple's Face ID technology. Awesome!

#### Australia: Best performance by a continent in a transformational role

We really prized this commercial for Australia. It starts off pretending to be a movie and offers up a cliched, Crocodile Dundee version of Australia -- and then transitions to a stunning commercial for the beaches, restaurants, vineyards and sophisticated culture that defines the country today. Great strategy, execution and use of Aussie celebrities like Chris Hemsworth. Kudos!

In terms of actual ad industry awards, the folks at Brainwave, Inc. have won plenty of them - including Clios, Effies and Addys - while applying our creative skills for the benefit of corporations, non-profits, ad, PR and digital agencies alike. So if you want some of the nation's best creatives to work on your marketing campaigns, commercials and videos, [check out our work and let's connect](#). We'll deliver the "Best Performance by Creative People in the US... With No Drama."



## Meet OAS FCU - Update to WIFV Member Benefit



One of the benefits for Women in Film and Video's members is that you are entitled to membership at OAS FCU, a credit union serving members around the globe and a non-profit financial institution where you are a member-owner. OAS FCU was established in 1962 as a cooperative effort by people from the Americas who sought financial services and products that North American banks were unable to provide. Since then, the credit union has grown into a \$250

million technologically advanced and full service-oriented financial institution that serves members in fifty-two countries. But we are more than that.

We partner with our members and organizations belonging to OAS FCU and work with you wherever you live or bank. We constantly develop new, innovative and competitive products and services that, along with our staff expertise, work to help our members achieve financial wellbeing and prosper.

Here's what you can expect if you join OAS FCU:

- Competitive loan interest rates
- No or lower fees
- Friendly, professional, multicultural and multilingual service from our staff
- Innovative and convenient tools to help you access, manage and have total control of your finances from anywhere
- Proven financial solutions for members living and/or working abroad
- High quality personalized services
- A broad range of loans, deposits and electronic banking services, including higher maximum loan limits, credit cards and mortgages
- Access to North America's largest ATM network of surcharge-free ATMs and over 5,000 shared branches where you can transact business

We offer every financial service and product that you can think of while caring for each member:

- Accounts: Savings, Rewards Checking, Share Certificates and Savings Clubs.
- Loans: Vehicle, Personal and much more, all at competitive rates.
- Home Loans: Mortgages, Home Equity and Home Equity Lines of Credit.
- Credit Cards: Visa Classic and Platinum Rewards cards.
- Electronic Tools: Online and Mobile Banking, Bill Payment System, P2P payments, CardNav Debit Card Management app, and an online platform for new accounts and loans.
- Payment Systems: Transfers (Domestic and International Wires and Domestic ACHs), Visa Debit Cards, and Mobile Wallets (Samsung, Apple & Google) for debit and credit cards.

For more information or to open an account, visit us at [www.oasfcu.org](http://www.oasfcu.org).



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Just a reminder that you're receiving this email because you have expressed an interest in Women in Film & Video. Don't forget to add director@wifv.org to your address book so we'll be sure to land in your inbox!

## 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.



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