



# WIFV NEWS

March 2012

## President's Message



Most of us in film and video are in the job market many times during our careers.

Unemployment, or the fear of it, is rampant. If you're a freelancer or independent contractor, you're always vying for the next gig. If you own or work for a small business, you're constantly wooing prospective clients. Recent graduates want that first job. Many older workers want off their well-worn career paths and onto more exciting roads.

Whatever the reason, it's likely you, too, are looking for new opportunities and could use some help landing them.

On March 10, WIFV is hosting a **Career Boot Camp** to help media professionals launch, revamp, or energize careers in a slow economy. This day-long event is a must for job-seekers. It's also a fantastic opportunity for people with jobs to help themselves and their employers thrive in a highly competitive industry.

Among other things, you can learn interviewing techniques, acquire contract negotiation skills, analyze successful demo reels, have your resume critiqued, and even get a headshot taken by a professional photographer. There are multiple sessions each hour, so you can choose the sessions most relevant to your career goals.

WIFV's Career Boot Camp raises the bar for professional development programs to a new height. Credit goes to WIFV's Vice President for Programming, Claude LaVallee, for conceiving this event and assembling an unmatched team to make it happen.

The Career Boot Camp precedes, by design, WIFV's signature **Job Fair on March 24**. The lessons learned during Boot Camp increase the chances that you will impress prospective employers at the Job Fair and land a job. Employers at the Job Fair include Future Media Concepts, Google, Inc., Henninger Media Services, Interface Media Group, Maslow Media, Ott House Audio, PBS, Sapling Pictures, Team People, Word Wizards and many others.

For more information, or to register for either event, please go to [www.wifv.org](http://www.wifv.org). Or call the WIFV office at 202-429-9438.

## In This Issue

[Run for WIFV Board / 31 in 31 / WIFTI Shorts Showcase](#)

[Tax Tips / SWAN Day / MD-IAA Awards / Environmental Film Festival / Conscious Media Roundtable / Reel Change](#)

## The WIFV Board Needs YOU!

WIFV is able to partner with organizations across the region, serve as a voice for mediamakers 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. Professional and Executive Members are eligible to serve on the WIFV Board. 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 April 16, 2012 at 4:00 pm. Guidelines and a sample statement are available here.

Not sure how to start? Current Board Members will be available to answer your questions on March 20 at Interface Media Group, 1233 20th Street, NW, starting at 6:30 pm. Take advantage of them and determine if WIFV Board service is right for you. Questions? Contact Melissa Houghton at 202-429-9438 or [director@wifv.org](mailto:director@wifv.org)

## 31 in 31 Days

By Randi Cohen Coblenz

As you know, 2012 is a leap year, and as we leave the 29 days of February we are getting ready to spring into our 31 in 31 initiative. Every day in March we will be sharing information about an amazing WIFV Member (it will be a surprise, even to them) and encouraging you to support WIFV with a \$31 tax deductible donation.

Can you think of 31 things WIFV has done for you? Have you gotten a job from the listserve? Learned something new at our programs? Made friends through your association with WIFV? Aren't the Connections, Resources and Advocacy you get through WIFV worth a dollar a day in March?

See you there!  
Sandy Cannon-Brown  
2011-12 WIFV President

## Boot Camp - Building a Successful Career in a Slow Economy

WIFV is offering a whole day of seminars and workshops to help you launch and nurture a successful career in media. In addition to getting feedback on your resume at our very popular **Resume Swap**, you'll be able to learn how to take advantage of the **Hidden Job Market**, get tips on **Business Etiquette**, learn **Interview Do's & Don'ts**, acquire **Contract Negotiation** skills, adapt a **Networking** approach that suits your personality, get to know your **Personal Brand**, see **Demo Reels** that work, get one-on-one career advice, have a professional headshot taken for your LinkedIn profile picture, and more!

Saturday, March 10, 2012, 8:30 am to 4:00 pm  
(two weeks before WIFV Media Job Fair!)  
Discovery HQ, One Discovery Place, Silver Spring  
Members \$75 / Public \$90  
Optional session fees \$25 Members / \$45 Public  
Lunch on March 10 & registration to the Media Job Fair on March 24 included with full registration fee.  
RSVP via WIFV calendar  
Thank you to Discovery Creative for venue support.

## Media Job Fair

Media professionals from the Mid-Atlantic region get to meet prospective employers and get their resumes in the hands of people making hiring decisions. **Every year people are hired within days of the WIFV Media Job Fair!**

Saturday, March 24, 2012, Noon to 4:00 pm  
Luke C. Moore Academy, 1001 Monroe Street, NE  
Brookland/CUA Metro & on street parking  
\$10 WIFV Members/\$20 Public  
[Register here](#)

[Prospective Employers may register here.](#) Confirmed Exhibitors here. Companies will be updated on the WIFV website and to the listserv.

The DC Office of Motion Picture and Television Development is providing a **\$5.00 discount to the first 100 DC Residents who register for the Job Fair**. Use Code DCR to access this discount. Your address will be verified.

## Tax Tips for Freelancers - February 29

Six weeks before the April 15 tax deadline you can learn how to make filing your tax return less stressful and give yourself plenty of time to set up systems for your 2012 taxes. Terry L. Jones, CPA returns, by popular demand, for this very informative, and timely, workshop.

Wednesday, February 29, 2012, 6:30 to 8:30 pm  
Henninger Media Services, 2601-A Wilson Boulevard, Arlington, VA  
\$15 WIFV Members/\$30 Public

**Click here to make your contribution.** Your involvement will make for a more sustainable organization and allow WIFV to move more boldly into new initiatives for your benefit.

*Imagine what 100% Member participation would make possible.*

## WIFTI Shorts Showcase on International Women's Day

Join a Global Screening! On International Women's Day (March 8), WIFV DC will partner with Women and Film and Television International (WIFTI) to host the WIFTI Short Film Showcase. In its 7th anniversary year, the Showcase will feature films from the US, Canada, Great Britain, New Zealand, India and beyond. Access film synopses [here](#).

A "mix and mingle" reception will kick off the Showcase and a brief conversation with DC filmmaker Sheila Curran Dennin -- whose comedy, *Red Flag*, is featured in this year's Showcase -- will follow the screening.

Thursday, March 8, 2012, 6:30 to 8:30 pm  
The Hill Center at the Old Naval Hospital  
921 Pennsylvania Avenue, SE  
Eastern Market Metro  
\$5 for WIFV Members/\$10 for public.  
Admission includes complimentary glass of wine.  
Register here by March 5, 2012



These sponsors made the 2012 WIFTI Shorts Showcase possible:  
Media Central sponsored the WIFTI trailer.  
HDNM Entertainment created the WIFTI trailer.  
Lightningwood Pictures compiled the Showcase.  
Legacy Filmworks provided FedEx delivery.  
Film New Zealand provided general support.

## Weds One: Women Filmmakers at the Environmental Film Festival

In the 2012 Environmental Film Festival, 83 films out of 182 selected films are directed and/or produced by women. WIFV is delighted to welcome several of these filmmakers to a preview and discussion of their work - presented by Flo Stone. Confirmed filmmakers include: Sheila Kinkade (*Cafeteria Man*), Grace Guggenheim (*A Place in the Land*), Ellen Tripler (*Dying Green*), Cid Collins Walker (*ARC OF LIGHT: A Portrait of Anna Campbell Bliss*) and Diana El-Osta (*The Capital Buzz*). Previews may also include the work of Lucy Walker, Deborah Koons Garcia, Lisa Merton and Holly Fisher. A full list of women-made films at the Environmental Film Festival is here. Thank you VideoTakes, Inc. for sponsoring the March Weds One.

Wednesday, March 7, 2012, 6:30 to 8:30 pm

Interface Media Group, 1233 20th Street NW, DC

\$15 WIFV Members/\$30 Public

Register here



As the first film festival devoted to the full range of environmental topics, the Environmental Film Festival was a novel idea when Flo Stone founded it in 1993. While 1,200 people attended the inaugural Festival, today the Festival has expanded to become the nation's largest showcase of environmental film, attracting an audience of over 30,000. Beyond Washington, DC, the Festival has launched a movement, serving as a model for environmental film festivals across the country and around the world. This year's Festival runs March 13-25, with several pre-Festival events.

The 20th anniversary Festival, the largest and most ambitious yet, presents 180 engaging and thought-provoking films, including 93 Washington, DC, United States and World premieres, from 42 countries. A centerpiece of the 20th anniversary year is a retrospective of the work of Academy Award-nominated director Lucy Walker, who will screen her latest film, *The Tsunami and the Cherry Blossom*, and receive the Festival's Polly Krakora Award for artistry in film. Eighty-three out of 182 selected films at the 2012 Environmental Film Festival are directed and/or produced by women! **Congratulations to WIFV Members** Sheila Kinkade, Grace Guggenheim, Cid Collins Walker, Erin Finicane and Ellen Tripler who are among that number. A full list of the women filmmakers represented in the Festival is here. Full schedule for the festival is at

[www.dcenvironmentalfilmfest.org](http://www.dcenvironmentalfilmfest.org)

## SWAN Day - March 31



Support Women Artists Now (SWAN) events are a terrific way to wrap up your Women's History Month celebrations! WIFV is joining with other women's-arts organizations on Saturday, March 31 at various venues across the City. SWAN Day will feature panels, play readings and performances, films, poetry readings and live art opportunities for the entire family! WIFV will be screening the WIFTI Shorts Showcase at Stone Soup Films, 1701 Thomas Jefferson Street, NW from Noon until 4:00 pm. Info on films here.

## Conscious Media Roundtable Screens *With One Voice*, April 11

*With One Voice* brings together mystics from fourteen different spiritual traditions to share their perspectives on the unifying truth that transcends all religions. In this documentary, awakened teachers address profound questions about life and love, the path to spiritual awakening, and the way to true peace in the world. The film's beautiful cinematography and editing compliment the compelling words and presence of modern day mystics who ask us to look within our own hearts, listening deeply, hearing not only their united voice, moreover the One Voice within us all. Producers/Writers Matthew and Carol Flickstein will be present to answer your questions. Their bios are available here

Wednesday, April 11, 2012, 6:30 - 8:30 pm

Interface Media, 1233 20th Street, NW (between M & N Streets)

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

**With One Voice** - awaken to the reality that unites us all <http://withonevoicedocumentary.org/>  
The Conscious Media Roundtable discusses media that inspires, celebrates humanity and raises consciousness. Your input is valuable! Contact [SisterSatyani@gmail.com](mailto:SisterSatyani@gmail.com) with suggestions for programs.

## Reel Change: Managing Social Issue Film Campaigns

April 28 - 30, 2012

Working Films and The Fledgling Fund have just announced Reel Change 2012, the third in their annual series of workshops for audience and community engagement coordinators. This time it will be held in Washington DC in collaboration with the Center for Social Media at American University.

The focus of the training is on designing and running successful media engagement campaigns - from honing the purpose and vision of the campaign, to approaching and solidifying relationships with non-profit organizational allies and brands; effective website and social media strategies to fundraising, tracking and evaluation.

Working Films' Deputy Director, Molly Murphy will lead the training with The Fledgling Fund's Director of Programs and Communications, Emily Verellen. They will be joined by Angelica Das, Associate Director of the Center for Social Media and representatives of national organizations who have used media to advance their efforts. Gain an insider's perspective on building and maintaining effective partnerships. [Apply here.](#)

**Deadline for application to Reel Change is March 9, 2012.**



### 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

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### Send Stories to:

[director@wifv.org](mailto:director@wifv.org)



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