



## May 2015

### President's Message



Dear WIFV Sisters and Brothers,

May is upon us and not a moment too soon. I, for one, am ready for DC in the summer time - stand-up paddle boarding on the Anacostia and the Potomac, cocktails on the Georgetown

waterfront and the roof of Perry's and (finally) hiking Old Rag. For more great ideas on how to enjoy the DC sunshine check out the *Washingtonian's* [Great Washington, DC Bucket List](#). As part of turning 40 this year, I made my own bucket list and it was fun to compare notes. I will say that they do not have trapeze school on there, which I highly recommend. Check.

One item that didn't make the *Washingtonian's* list - but should have - is the [AFI Docs film festival](#) (formerly Silverdocs) which takes place next month from June 17-21. Advance passes are on sale now and the official slate will be announced May 20th. I had the pleasure and honor of serving on this year's programming committee and can tell you that there will be a great crop of films in the mix. You'll hear more from us as the formal line-up is announced and we celebrate women filmmakers with special AFI programming, so stay tuned for that.

The festival circuit is both a great way to celebrate and support independent film and I hope to see you all there. As a filmmaker, festivals can also be a great way to get your work out to a broader audience, but as with almost everything, technology has radically altered the landscape and the playbook. I recently read a great article by legendary distribution consultant [Peter Broderick](#) discussing great tips for distribution success using the film *Age of Champions* as a case study. You can subscribe to his free newsletter via [You can subscribe to his newsletter here](#).

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### Personal Finance Series

#### Why Aren't We There Yet? The Power Women Have to Move the Glass Ceiling

This workshop will be presented by **Tacy Roby**, Regional Vice President, Mid-Atlantic Region, Calvert Investments.

Wednesday, **May 13, 2015**, 8:30 - 9:30 am  
Ameriprise Financial Services, Inc.  
7500 Old Georgetown Road, Bethesda

[RSVP here](#)



### Roundtable Round-Up

#### Documingle/Documentary Roundtable

**May 11, 2015**, 6:30 to 8:30 pm

Doc House, 8700 First St, Silver Spring

[RSVP here](#)

#### Education and Children's Media Roundtable 2U: How We Design and Deliver Online Degree Programs

**May 14, 2015**, 6:30 to 8:30 pm

2U, 1521 N. Danville St., Arlington, VA 22207

[RSVP here](#)

#### Screenwriters Roundtable

First Five Pages

Speaking of tricks of the trade, your WIFV programming committee is hard at work developing panels, workshops and other learning events to help you hone your skills and advance your career. Next month's Wednesday One is all about making media for the world of museums. On June 16<sup>th</sup> we'll offer the next in our Producing Master Class Series, an insider's look at the make-or-break moments in the careers of successful media producers, and for the writers out there, please check out Monica Bellais' monthly series of Spotlight on Screenwriters workshops. If you have suggestions or requests for programming topics, please don't hesitate to let us know. As always, you can reach me directly via email at [wifvpresident@gmail.com](mailto:wifvpresident@gmail.com)

Finally, I'd like to give a shout out to WIFV's 48 Hour Film Festival team and to all of our members who took part in this year's festivities. The process is such a good example of the breadth and depth of talent here in DC, what everyone on the production team brings to the process and what a dedicated crew of talented professionals can do through dedication, creative vision and lots of caffeine. As always, I am in awe of you.

Best,  
Erin

**May 18, 2015, 7:00 to 8:30 pm**  
Interface Media Group, 1233 20th Street NW  
[RSVP here](#)

**Editors Roundtable**  
Creative Liquid Productions  
**May 19, 2015, 6:30 to 8:30 pm**  
Creative Liquid, 30 S. Quaker Street, Suite 20,  
Alexandria VA  
[RSVP here](#)

**Organization Meeting for Makeup Roundtable**  
**May 19, 2015, 6:30 to 8:00 pm**  
Interface Media Group, 1233 20th Street, NW  
[RSVP here](#)

**Talent Roundtable**  
**May 28, 2015, 6:30 to 8:30 pm**  
Interface Media Group, 1233 20th Street, NW  
[RSVP here](#)

**Narrative Directors Roundtable**  
Preparing to Direct: Script Analysis and  
Visualization with George Andre Tittle  
**June 1, 2015, 6:30 to 8:30 pm**  
Interface Media Group, 1233 20th Street, NW  
[RSVP here](#)

## Monthly Dinner & Movie - *He's Only Missing*



WIFV is delighted to continue its new partnership with the Woman's National Democratic Club to present a dinner/movie night once a month. On May 22 we present *He's Only Missing* and *Letting Go* by filmmaker and Video/Action Founder, **Robin Smith**.

*He's Only Missing* documents a daughter's feelings of uncertainty as a family waits to learn if the man of the house is dead or "just missing" during the Vietnam War. Robin Smith was 19 years old when her father, Marine Lt. Col. Robert Smith, was shot down and declared missing in action over Vietnam in 1969. Throughout the film, we get to see Smith, her mother Jane, and others

reveal their insecurities and find their voices to get the answers they need about their men while raising the country's awareness of the missing. This film is a very personal look at a national tragedy and is being nominated by Women in Film & Video for inclusion in the National Film Registry. We will follow the screening of this documentary with a story Robin did for CBS News in 1995 called *Letting Go* about her visit to the crash site, nearly 20 years after completing *He's Only Missing*.

Robin Smith was a producer for CBS News and NBC News before starting Video/Action to explore social issues and give voice to the voiceless.

**Friday, May 22, 2015, 6:00 pm - 8:30 pm**  
Woman's National Democratic Club, 1526 New Hampshire Ave, NW (Dupont North Metro)  
\$25 (Light Supper & program); \$10 Movie Alone; 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!

## Media for Museums - June Weds One

More than exhibits and pretty pictures on the wall - museums offer some unique opportunities for dynamic media presentations. Creative producers, directors, actors, animators, and exhibit designers are creating movies, interactive displays, and educational tools for museum visitors and online users. Panelists **Michal Carr** (Hillmann and Carr), **Kristin Harris** (Kristin Harris Design), **Augusta Lehman** (National Museum of the American Indian), and **Amy Maddox** (Cortina Productions), and will provide insight into their work and their work processes.

Wednesday, June 3, 2015  
6:30-8:30 pm

Interface Media Group, 1233 20th Street, NW (Dupont Circle Metro Stop)  
\$15 Members/Students / \$30 Non-members

[RSVP here](#)

Thank you for Interface Media Group for providing this venue!

## Supporter Spotlight: Creative Liquid 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](mailto:director@wifv.org).



**CREATIVE LIQUID**  
**PRODUCTIONS**

2015 is off to a busy start at Creative Liquid. In January we wrapped up a renovation of our main office in historic Old Town Alexandria. We installed a brand new 10Gb network and larger, faster shared storage for our edit suites. In addition to our renovation we opened a new 700sq'flexible studio space in Alexandria. The studio is an affordable option and is now available for hourly and daily rental.

In May we'll deliver a short documentary to the National Park Service looking back at the earthquake and repairs to the Washington Monument with educational content coming this summer for schools across the country. It's also going to be a busy summer working with researchers at the Army Research Laboratory and our team will be at Special Olympics World Games in Los Angeles. Oh, and we'll live stream over 100 hours of HD content in June for federal clients!

We're always looking for great stories. From planning to production and post, our team is ready to help.

Feel free to check us out online at [www.creativeliquid.com](http://www.creativeliquid.com). We always like visitors. Contact us if you'd like to discuss a project or if you'd like a tour of our office or studio. Our office is located at 1313 King Street, Alexandria, VA 22314. (We're a few blocks from the King St. Metro Station) You can reach us at 703-459-9900 or via email at [info@creativeliquid.com](mailto:info@creativeliquid.com).

**Creative Liquid will host the WIFV Editors Roundtable on May 19! [RSVP here](#)**

## WIFV 2015 Nominations to National Film Registry

Women in Film & Video continues its multi-year initiative to have more women-made films included in the National Film Registry housed at the Library of Congress. Although women have been involved with movies since the movie camera was invented, their work is severely underrepresented

in this national collection.

The Library of Congress maintains the National Film Registry to honor "culturally, historically or aesthetically significant films" that are at least 10 years old at the time of their inclusion in the Registry. The selected films are "works of enduring significance to American Culture." [More information about the National Film Registry can be found here.](#)

WIFV is nominating the following films for consideration by the National Film Registry in 2015. [More info on the films can be found here.](#)

1. ***The Big House*** (1930). Written by Frances Marion, edited by Blanche Sewell;
2. ***Fast Food Women*** (1992). Written/directed by Anne Lewis;
3. ***He's Only Missing*** (1978). Written/directed by Robin Smith;
4. ***Paris is Burning*** (1990). Written/directed by Jennie Livingston;
5. ***Sleepless in Seattle*** (1993). Directed by Nora Ephron, screenplay by Jeff Arch, David S. Ward, and Nora Ephron.

Yes, we've nominated these films before based on suggestions received from WIFV Members, film historians and critics. And we will keep nominating them as they represent important filmmakers, underrepresented stories, and speak to important cultural and historical topics.

[Help bring these films to the attention of the selection committee by showing your support here.](#) The Library of Congress looks to public support for nominations, so your "vote" counts!

## Spotlight on Screenwriters 2015 Workshops and Submission Dates

Screenwriters may submit up to three screenplays. Producers will contact writers through WIFV. WIFV will email the producers a copy of the screenplay. If the producer/financier is interested, then WIFV will facilitate the introduction.

### SUBMISSION REQUIREMENTS

- \*Current WIFV Member
- \*Signed WIFV Spotlight Agreement
- \*Completed feature length screenplay (90---125 pages)
- \*Proof of copyright
- \*Proof of WGA registration
- \*Personal bio (300 words)
- \*Logline (1 sentence)
- \*Short Synopsis (300 words)

### WORKSHOP SCHEDULE

Workshops at Interface Media

WIFV Members \$20.00;

Non-Members \$25.00

[Register via calendar wifv.org](#)

**June 4** - Graphic Designer Mixer

**July 2** - Dialogue & Subplots

**August 6** - Story Development with Production Companies

**Sept 3** - Marketing a Screenplay

**Oct 1** - Lights, Camera, Action!

### IMPORTANT DATES:

#### Submission & Notification Results

**June 1** - 1<sup>st</sup> Submission Deadline \$25.00

**July 1** - Notification of Results for 1<sup>st</sup> Round

**July 1** - 2<sup>nd</sup> Submission Deadline \$30.00

**August 1** - Notification of Results for 2<sup>nd</sup> Round

**August 1** - 3<sup>rd</sup> Submission Deadline \$40.00

**Sept 1** - Notification of Results for 3<sup>rd</sup> Round

Oct 1 - Spotlight Catalogue goes to printer

Nov 13-15 - ScriptDC

All submissions through [www.wifv.org](http://www.wifv.org)

#### CONTACTS:

**Monica Lee Bellais**, Founder/Editor

818-415-5950

**Hillary Shea**, Assistant Editor

703-405-2665

**Melissa Houghton**, WIFV Office

202-429-9438

## PBS Announces *Mercy Street* Being Filmed in Virginia

PBS has announced that an award-winning cast and acclaimed television directors **Roxann Dawson** and **Jeremy Webb** will join its new Civil War-based drama, officially named *Mercy Street*. Filmed on location in Virginia, the six-part series is the first American drama to air on PBS in more than a decade. The series will join a robust Sunday night drama lineup on PBS in Winter 2016, including the final season of *Downton Abbey* on MASTERPIECE. The series, which commenced production this month, is shot in the Richmond and Petersburg, Virginia, areas.

*Mercy Street* follows the lives of two volunteer nurses on opposing sides of the Civil War - New England abolitionist Mary Phinney and Confederate supporter Emma Green. The Green family's luxury hotel in Alexandria, Virginia, has been transformed into Mansion House, a Union Army hospital tending to the war's wounded. Inspired by memoirs and letters from real doctors and nurse volunteers at Mansion House Hospital, this new drama reveals the stories of those struggling to save lives while managing their own hardships.



Mary Elizabeth Winstead and Josh Radnor  
Courtesy of Antony Platt/PBS

Actors in leading roles include **Mary Elizabeth Winstead** as Nurse Mary Phinney, a feisty New Englander and widow who is a newcomer at Mansion House Hospital, **Josh Radnor** as Jedediah Foster, the civilian contract surgeon who grew up in a privileged Southern slave-owning household as the son of a wealthy Maryland landowner, and **Gary Cole** as James Green, Sr., patriarch of the Green family, struggling to maintain his family business while living in an occupied city. They will be joined by **Peter Gerety**, **Norbert Leo Butz**, **McKinley Belcher III**, **Shalita Grant**, and **Cherry Jones**. Newcomer **Hannah Jones** will play Emma Green.

"It's an honor to be able to tell the exciting stories of real experiences and struggles of the war," said **Beth Hoppe**, Chief Programming Executive and General Manager, General Audience Programming, PBS. "I know this talented and diverse cast and crew will be able to bring *Mercy Street* to life on screen. We will tell the story of what it was like in Alexandria, Virginia - the crossroads of the Civil War - by delving into the multifaceted lives of those in the hospital wards."

Funding for the series has been provided by the Anne Ray Charitable Trust and the Sloan Foundation. Additional support is provided by a grant from the Virginia Motion Picture Opportunity Fund, with additional funding by Electric Entertainment and public television viewers.

*Mercy Street* is a production of Sawbone Films and Scott Free Productions. Executive producers: Ridley Scott, David W. Zucker and co-creator Lisa Q. Wolfinger; co-creator and writer David Zabel; co-executive producer Clayton Krueger; and producer David Rosemont.

# Looking for First-in Money for Your Doc?

**Make your donation here.** We hope to give \$10,000 in grants every year for at least the next three years, but that depends on your generosity.

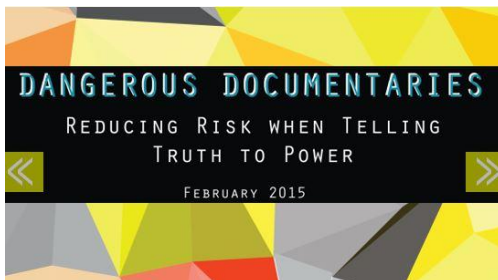
Your donation is tax deductible to the fullest extent of the law. Your contribution is a seed that will help a film grow!



Contributors as of April 30 include: 20 somethings, Ben Abdul-Haqq, Nikki Webber Allen, Yolanda Arrington, Jane Barbara, Felicia Barlow Clar, Nancy Breslin, Via Buksbazen, Rebecca Bustamante, Cintia Cabib, Sandy Cannon-Brown, Frank Cevarich, Tina Chancey, E. Samantha Cheng, Denene Crabbs, Kathy Dismukes, Hugh Drescher, Erin Essenmacher, Joe Fab, Richelle Fatheree, Mary Frost, Jerry Gietka, Erica Ginsberg, Carmella Gioio, Heather Godwin, Judith Dwan Hallet, Melissa Houghton, Carletta S. Hurt, Jane Ingalls, Cynthia Iris, Cathy Kades, Andrea Kalin, Martha Karl, Aviva Kempner, Rachel Kennedy, Judy Kimel, Lance Kramer, Jennifer Lawson, Mary H. Leahy, Hilary Linder, Scott Lunt, Debbi Mack, Mary May, Pippa McBride, Rhonda McDaniel, Regina Meeks, Beth Mendelson, Jill Merrick, Judy Meschel, Brianna Morgan, Martha Newman, Robin Noonan-Price, Catie O'Keefe, Kathi Overton, Matthew Radcliff, Alikia Reaves, Robert Remy, Linda Robbins, Carol Savoie, Hillary Shea, Flo Stone, Sheri Ratick Stroud, Carsten and Ellen Tripler, Vicki Warren, Monda Raquel Webb, Diane Williams, Bart Woodward, and Catherine Wyler.

You can add your name to this list and support the work of this community with your contribution.

## Dangerous Documentaries: Reducing Risk when Telling Truth to Power - Recommended Practices for Public Relations



**Executive Summary:** Many of the issues most important for our society to recognize and discuss are also those that powerful people or institutions don't want made public. Non-fiction filmmakers who tell truth to power often face aggressive attack from powerful individuals, governmental bodies, businesses and associations. How are independent makers, often working outside of media institutions for long periods of time, and some times untrained in journalistic practices, working with this reality? What are the risks, and can

they be mitigated to encourage more and better expression on the important issues of the day?

This report finds that the risks of doing such work are well established in the investigative journalism community, but not always well known in the documentary film community. It documents attitudes, practices, and problems. It then addresses how makers of such work may best mitigate known risks, and what kinds of support may help them more than they are today. It finally suggests next steps to expand opportunities and share existing knowledge about how to lower risks while telling truth to power.

### From the Recommended Practices section related to Public Relations:

Public relations needs to be part of the plan from the start of the project. It involves knowing well how you are framing the issue and how that framing is supported and can be attacked, developing an advisory group and building relationships with issue organizations that can support you, having supporting materials available, and of course doing solid research on the entities likely to counter your claims.

Specific advice from public relations experts:

\* Have a crisis management plan in place ahead of time with steps to take, channels to use, key contact and resource information and pre-drafted statements. Key areas to consider include public relations, legal, security, operations, finance, and human resources. During the crisis, the three key

tenets are (1) be quick, (2) be accurate, and (3) be consistent.

\* Before you release the film into the world, line up experts who don't know you, who aren't involved in the film, but who will probably agree with your point of view. Make a list of academics or other experts, send them a copy of the film, and ask them what they think, or draw on your advisory board. You can give a list of names from this group to news outlets as experts who can comment on your content.

\* Go through all the questions you think critics can lob at you and your project; develop answers, both for you and your team. Do you have vulnerabilities in your personal history that can be exploited to discredit your work? Get ready to have them be used against you, and know what you'll say-and use to prove what you say.

\* Don't let your emotions get the better of you, no matter what they're saying about you. Keep on top of the conversation as much as possible and respond with facts, not denials. Leverage passion strategically; don't let them get under your skin.

\* If you're dealing with a large-scale smear campaign, you may want a good crisis publicist-an entirely different skill set from your regular publicist. You may be able to find a public relations firm or specialist who is willing to help out at a discounted rate. Try to find a firm whose mission and/or expertise matches your case there.

\* If you are working with partner organizations, or know of organizations who share your cause, reach out to them about teaming up on a media strategy. They may also be interested in teaming up to work with a public relations consultant.

\* Join journalistic and filmmaker organizations that can support you, before you get attacked.

### Full report available here

Research Team from Center for Media & Social Impact, School of Communication, American University: **Prof. Patricia Aufderheide** was principal investigator, and Center for Media & Social Impact Associate Director **Angelica Das** was project manager. Graduate fellows **Stephanie Brown** and **Olga Khrustaleva** assisted with research. Consultant **Deborah Goldman** contributed legal research. Legal fellow **Anuj Gupta** assisted Ms. Goldman with legal research. Graduate fellows **Daniela Pérez Frías** and **Daniel Farber-Ball** contributed to production.

***Dangerous Documentaries: Reducing Risk when Telling Truth to Power*** was funded by the **John D. and Catherine T. MacArthur Foundation**.

## 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](http://www.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 5th of the month.

## Call for Award Info

If you have won an award, screened at a film festival, or received a major grant, please let me know so we can share your success. Send the info to [director@wifv.org](mailto:director@wifv.org)

## New and Renewing Members

The following joined or renewed their WIFV membership (April 1 - April 30).

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Brenda Adams  
Marisa Arbona-Ruiz  
Felicia Barr

Katie Gates  
Madelyn Glist  
Lisa Golden

Barbara Quesada  
Kathryn Raaker  
Alikia Reaves

Tanisha Bazemore  
John Benedetto  
Woryeneh Benson  
Luis Bernal  
Rick Bernstein  
Randall Blair  
Luis Blandon  
Tatiana Breslin  
Via Buksbazen  
Tijah Bumgarner  
James Burch  
Tai Burkholder  
Traci Campbell-Harris  
Lauren Cardillo  
Lisa Carter  
Nakisha Celistan  
Nichole Aliece Celistan  
Anne Chapman  
Tamera Coleman  
Jennifer Collins  
Jeffrey Copeland  
Lisa Covi  
Angelica Das  
Amy Davis  
Maggie Dore  
Kim Downes  
Jessie Drago  
Edward Engel  
Erin Essenmacher  
Michelle Farrell  
Laura Fravel

Scott Gordon  
Lindsay Graham  
Lauren Grant  
Jonathan Gruber  
Dustin Harrison-Atlas  
Meghan Hawley  
Shellee Haynesworth  
Meagan Healy  
Sally Heldrich  
Adrienne Imbrigiotta  
Robert Jackson  
Susan Kain  
Andrea Kalin  
Karen Kasmauski  
Lauren Kendrick  
Adam Krell  
Jim Lewis  
Dave Lilling  
Shannon Livingston  
Irene A. Magafan  
Nancy E. Mantelli  
Melissa Matchett  
Tracy Mazza  
Margaret McEvoy  
Susanna Michelsen  
Cynthia Miller  
Anne Montague  
Emily Morrison  
Matt Nagy  
Alexander Nerska  
Francesca O'Hop  
Seth Oppenheim  
Oriana Oppice  
Chris Palmer

Amy Richards  
Irelene Ricks  
Tiffany Rogers  
Peter Roof  
Kevin Sampson  
Jorge Santoscoy  
Aaron Shirley  
Joanna Sobieski  
Harvey Solomon  
MJ Stemp  
Susan Stolov  
Justin Swain  
Anne Thompson  
Charlie Towne  
Stacey Turner  
John Walls  
Karen Whitehead  
Diane Williams  
Regina Wilson  
Patricia Wolf  
Suzanna Woodhead  
Marlena Wright  
Brigitte Yuille  
Isabelle Zaugg  
Amel Ziad

**Corporate Members:**  
American University, School  
of Communications  
Towne Group  
Word Wizards

### 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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### Send Stories to:

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