

## November 2014



### President's Message

Dear WIFV,

It was wonderful seeing so many of you at the Fall Open House. Our thanks once again to Microsoft for letting us use their beautiful space; to Monica Lee Bellais and Chad

Bartlett for pulling together the great images from the Spotlight on Screenwriters catalogue; to Yolanda Arrington for spearheading effort to create a gallery of member work; and to all of who contributed your work to the Member Gallery.

If you haven't already, please sign up for the ScriptDC, November 14-16. I attended last year and was blown away by the quality of the program, the access to top notch, industry-leading speakers and the quality of the interaction with and access to the speakers. It's a conference on par with anything I've been to in Austin, LA, San Francisco or NYC -- with the price tag that's a fraction of the cost. It's another way that we're working to bring you the experts and resources you need to build your skills and your network - no matter where you are in your career.

Seeing so many familiar faces and meeting some of our newest WIFV members at the Open House, being privy to the preparations for ScriptDC and getting a sneak peek of the amazing array of writing talent on display in the Spotlight on Screenwriters catalogue has all reinforced for me what a strong and diverse community of media makers we have here in the DC metro area.

It also reinvigorated my personal commitment to working to help raise the profile of all of the amazing works that's happening here. I had the privilege of sitting in on a focus group for the DC Council on Arts and Humanities last week focused on the creative economy. As I told the

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### Open House Premieres - Gallery of Members' Work & Seed Fund

It was very exciting to premiere the WIFV Member Gallery at the Open House in October!

[You can access the list of contributing members here.](#)



WIFV Member Gallery animation

WIFV President, Erin Essenmacher, also announced the fundraising phase for a new **Seed Fund for Documentary Filmmakers!** Your contribution is a seed that will help a film grow!



interviewer, we already have a strong creative economy here and an amazing breadth and depth of talent turning out groundbreaking work in venues across the country and around the globe.

From companies like Hillmann & Carr creating multimedia work for museums across the country, to organizations like Stone Soup Films who harness the power of volunteer talent to support local nonprofits, to Meridian Hill Pictures led by fourth generation DC residents who are turning out award-winning documentaries, to some really amazing both short and feature-length narrative film work coming from a variety of our members -- the media arts community in DC has some of the most exciting and versatile work of any film community in the country.

That said, I don't think DC gets the "halo effect" - the credit, if you will - for that work. I fully believe we could be the Silicon Valley of media -- but we need to work together. We need to continue to work with the Mayor's Office, the DC Film Office, and other local organizations to create an economic infrastructure that supports not only the creation of work - but the promotion of that work, showcasing all of our homegrown talent and helping to export that work to other parts of the country. We also need to show producers coming in from other parts of the world that we have the talent right here that can support and enhance their productions.

WIFV is one of many groups helping to lead the charge on this effort but we need your help. We want to hear from you about what you would like to see here in DC to help support a more robust creative economy - what kind of facilities, infrastructure or other support would help you do what you do more or better?

Please send your thoughts to and ideas to [wifvpresident@gmail.com](mailto:wifvpresident@gmail.com) so your voice can be heard as we continue this effort.

Thanks, as always, for all that you do to support a vibrant media arts community in DC and beyond.

Best,  
Erin

## 35 Years - 35 Members in Oct! Thank YOU

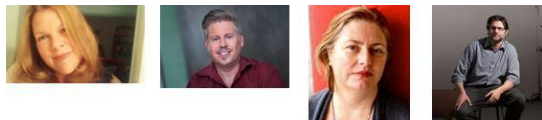


**You did it! We welcomed 35 new members in October! Thank you for being our ambassadors.**

[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.

## Weds One - Navigating the Film Festival Circuit

November 5, 2014, 6:30 to 8:30 pm  
Interface Media Group, 1233 20th Street, NW  
\$15 WIFV Members; \$30 Public  
[RSVP here](#)



Charting a course for your film's festival run is a challenge. With thousands of festivals around the world, the road can be time-consuming, frustrating, and expensive. Expert programmers **Andrea Passafiume** (AFI Docs) and **Jon Gann** (DC Shorts), along with filmmakers and festival veterans **Karen Whitehead** (*Her Aim is True*) and **Jason Osder** (*Let the Fire Burn*), will tell you how to set realistic goals, find festivals well-suited to your film, put your best entry forward, and prepare for a fruitful festival experience. WIFV Board Member **Bannon Preston** (Interface Media Group) will moderate.

## Representing Your Brand Through Your Image

Thursday, November 6, 2014, 6:30 to 8:00 pm  
Public Broadcasting Service  
2100 Crystal Drive, Arlington, VA 22202  
Crystal City Metro; Free parking available.  
\$15 Members of WICT and WIFV;  
\$25 Public; \$10 Students  
[RSVP here](#)

You will learn how to build an influential brand without sacrificing your health, wealth or relationship. The seminar is presented by **Melissa Dawn Simkins**, President of the Velvet Suite and Creator of Women In The Spotlight.

You will also receive wardrobe tips to help present and further define your brand's image from top wardrobe stylist, **Lani Inlander**, Owner/Stylist for Real Life Style. Lani has been helping clients look and feel their best for 15 years. Her fashion expertise has been featured in *In Style*, *New York Magazine*, *The Washington Post*, and *Washingtonian*.

Recommendations from current WIFV Members mean so much when someone is contemplating membership.

Headshot services will be provided from 5:30 to 6:30 pm by Event Photography of North America Corporation and Liz Roll Photography for an additional \$25.

## It's Not Just for Writers! *Words to "Action!"*



Master classes for Editors, Producers, Directors, Documentarians, and Writers! All genres and genders welcome. We gather interesting, talented presenters who are eager to share what they've learned in their award-winning careers to save you time and heartache! [You can access the presenter bios here.](#)

Workshop offerings include:

- \* Editing Documentary Master Class
- \* Editing Feature & Shorts Master Class
- \* Producing Master Classes including What's the Landscape; Gearing Up for Pre-production; Keeping the Production Running; and Innovative Distribution
- \* Documentary Master Classes including Distribute It; Write It; Fund It; and Shoot It
- \* Fifty Shades of Publishing
- \* Devising a Realistic Strategy for Your Writing
- \* Introduction to Screenwriting
- \* Movie Deconstruction to Storytelling
- \* Developing Your Story
- \* Bridging Hollywood and DC
- \* Pitch Critiques are still available on November 16

You can observe the Directing Master Class and Dramatic Writing Master Class.

[Workshop descriptions here.](#)

**You could travel to LA or NYC, but it's unlikely you would get this level of attention (or even an appointment). [Why not stay here and register today?](#)**

The next five registrants will receive a free copy of *The Writer's Advantage: A Toolkit for Mastering Your Genre* by Laurie Scheer.

2014 Sponsors include Office of Motion Picture and Television Development, DC Commission on the Arts and Humanities (an agency supported in part by the National Endowment for the Arts), Interface Media Group, The Actors' Center, The Documentary Center at The George Washington University, InkTip, The Writer's Store, Script Magazine, and GemStar Foundation.

## Talent Roundtable - How to Use Story to Transform Your Career

November 20, 2014, 6:30 to 8:30 pm

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

Free event but [RSVP appreciated](#)

In this age of blogging, social media, podcasts, live storytelling, YouTube, easy video editing, and on-demand publishing, entirely new opportunities have opened up for artists of all kinds. This workshop shows participants how to have what **Laura Zam** calls a "First Person Career." Using personal story as a central sphere, Laura will share a method for generating--and organizing--disparate projects in a way that's more focused, more gratifying, and more lucrative.

Zam has done this with her own story, turning it into an Off-Broadway play, public speaking, a blog, workshops, and several published pieces (appearing in *The New York Times* and *The Huffington Post*). This workshop will include writing, sharing, and lots of discussion about possibilities in this

new digital age.

## Supporter Spotlight: Double R Productions and O'Keefe Communications - Twice as Nice!

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).

### Double R: A Visionary for Image Makers



In celebration of WIFV's 35th anniversary, **Double R Productions** produced a video to highlight Image Makers, WIFV's tried-and-true program that nurtures new generations of media makers. Double R President Rosemary Reed expanded her presidency outside of Double R to serving as WIFV president in 1997, the year Image Makers was founded.

Reed assigned Double R Producer Catherine Baum to interview Keri Williams and Mimi Machado-Luces, co-chairs of Image Makers, in the insert studio at Double R. Baum wrote a script that Paul Jamali, a rising Double R star, edited the promo, incorporating bells and whistles to celebrate this worthy WIFV program. WIFV member and Production Assistant Monya Bundy sorted through years of production photos and PSAs produced by Image Makers for this project.

Watch the video to learn more about how Image Makers helps students help the community. Happy Viewing!



What is Image Makers?

**Applications for Workshop Leaders, High School Students, and Non-Profit Organizations are due by December 15, 2014 for Image Makers 2015!** [You can access them here.](#)

### O'Keefe Communications Thrives on Variety

Fried chicken, digital citizenship, Maya Angelou, affordable housing, gender parity, Hilary Clinton, electronic payments, live streaming, victims of stalking, image mapping, the President of the United States, a mariachi band, GUI ...these are just a few of the topics, communication techniques and people that have been featured in videos and events produced by O'Keefe Communications in 2014.

"This type of variety is what our company thrives on," says Catie O'Keefe, President of O'Keefe Communications. "Our clients come to us with all types of communications needs and we love the challenge of determining the best media and type of event to support and convey their message."



Founded in 1979, the same year as WIFV, this woman-owned media and event production company is marking its 35th anniversary this year. Learn more at [www.okeefecom.com](http://www.okeefecom.com).

## Mark Your Calendar - WIFV December Events



Join us at the 2014 Government Video Expo - Washington's largest technology event for pro video, broadcast, and AV professionals. Get hands on with cutting-edge video technologies, and learn new techniques at this unique show!

**Register Today** and use code **GVEWIFV** to save \$50 off your conference rate or access a FREE Exhibit Hall Pass.

WIFV will be at **Booth 331** and looks forward to seeing you!

### WIFV Weds One - Making Media for Outreach and Fundraising

Wednesday, December 3, 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](#)

Ah, the holidays! Good cheer, family, friends, and fundraising campaigns. Our December Wednesday One is a master class with a producer whose appealing films have catalyzed a whole lot of giving. Liz Norton's experience spans from the White House to MTV and PBS. Now she is Executive Director of **Stone Soup Films**, where she has mobilized DC's production community to create close to 60 films for area non-profits. Norton will share her expertise in crafting media that opens hearts, minds and wallets. Stone Soup clients will discuss the incorporation of media into a non-profit's fundraising strategies.

### WIFV/Docs in Progress Documentary Roundtable - Making a Living in a Fair-Use-Friendly World

Monday, December 8, 6:30 to 8:30 pm

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

Fair use, the use of unlicensed material in documentary, has become a routine feature of documentary production; broadcasters and insurers are now accepting it as a matter of course. But documentarians now have new questions. When a broadcaster uses my doc to explain their news story, can they do that without paying me? When a media company tells me I have to get clearances for everything, how do I tell them the current realities? Just how risky is fair use these days? And who's got my back if I get a cease and desist letter?



**Patricia Aufderheide** will share the latest research from the Center for Media & Social Impact, the results of a 500-filmmaker survey that shows a dramatic shift in industry practice, and discuss how knowing the limits of fair use can make it easier to collect a license when it's your due.

## 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.

## New and Renewing Members

The following joined or renewed their WIFV membership (September 26 - October 31).

<p>Terri Addabbo Courtney Adkisson Steve Agnew Stephen Ames Tanya Baskin Alan Bezet Sylvie Borschel Chelsey Brown Diane Coburn Bruning Kathryn Carlson Vincente Cinque Skip Coblyn Dylan Comstock Jennifer Cortner Stephanie Cosby Denene Crabbs Heather M. Daniels Ewart de visser Arianna Drumond Florence Dwek Joe Dzikiewicz Wadha Eid Ziad Foty Marie Frances Karen Franz John Funk</p>	<p>Marva Gibbs Mickey Green Peter Hackes Nicholas Hanson Matthew L. Harmelin Cherelle Heck Mica Hendricks Rebecca Howland Karetta Hubbard S. Priya Jagadeesh Adam Johnson Sarah Joseph Cathy Kades Mikayla Kelley Judy Kimel Mark Kokkoros Allison Korotkin Steve Lichtenstein Matthew Lucas Debbi Mack Pippa McBride Carolyn McCulley Emily McMartin Angela Miele Jon Miles</p>	<p>Heming Nelson Kevin Norton Dan Perkins Sheri Ratick Stroud Katherine Rekkas Judy Reynolds Irene Rojas Elizabeth Roll Shannon Sanders Vanessa Serrao Rachell Shapiro Gus Soudah Marilyn Stone Lauri Tamney Teighe Thorsen Jill Tighe Allison Tucker Daniel Turner Noelle Vinas Nikki Webber Allen Beate Whitesell Lee Whitman Sabrina Xavier Wynette Yao</p> <p><b>Corporate Members:</b> Rock Creek Productions</p>

### 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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[www.wifv.org](http://www.wifv.org)

### Send Stories to:

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

