



WIFV NEWS

October 2012

President's Message



WIFV members are diverse, interesting, dedicated, and powerful men and women. WIFV members create, accomplish, entertain, educate, and sometimes agitate. We run the gamut of the media profession across craft areas and experience levels. Many of our members work for large

companies or agencies. Some create small businesses and local jobs. Others create independent media, freelance, or are just beginning their career. Together, our members create a strong community of media professionals. Our members work together to organize programs, connect people, share resources, and refer business. WIFV members are a proven professional resource.

WIFV members can leverage this powerful resource by attending at least one WIFV event per quarter. WIFV events provide a great venue for nurturing your network throughout your career, even when work-life demands are high. By attending events, you can stay plugged in to the larger media community. You will find that your investment pays dividends in ideas, relationships, and opportunities.

WIFV is offering two great programs in October. On October 3, join us at Interface Media Group for a Wednesday One on [Government Contracting](#). On October 11, join us for [breakfast with representatives of foreign-owned news operations with bureaus in DC](#). Additionally, there are roundtable meetings monthly for Animators, Audio, Conscious Media, Documentary Filmmakers, Editors, Student/Transitioning Professionals, Screenwriters, Talent. [Roundtables](#) are member-

In This Issue

[Government Contracting / International News Bureaus / Make YouTube Work for You](#)

[Fiscal Sponsor Deadline / Arabian Sights Film Fest / WIFTI Summit / ScriptDC / Women of Vision](#)

Weds One - Unravel the Government Contracting Code!

The government can be a great source of Media contracts but if you are not certified you will never know. **Sheila Brooks of SRB Communications** and **Kathy Minchew of Federal Insights** will share why certification can be important to your business and the process of certification! They will help you get on the inside track and learn how to become a Federal contractor and win government customers.

Wednesday, October 3, 2012

6:30 pm networking/ 7:00 pm presentation
Interface Media Group, 1233 20th St, NW, DC
\$15 WIFV Members/ \$30 Public
RSVP to membership@wifv.org
Program Coordinators - Faith Nelson and Andrea Palombella
Venue Sponsor - Interface Media Group

Executive Breakfast - International News Bureaus in DC - Get the Scoop

Just weeks ahead of the 2012 presidential election, join us for breakfast with industry insiders and representatives of foreign-owned news operations with bureaus in DC. Many, including China Central TV, Deutsche Welle and Al Jazeera, produce English language programming. Learn how these broadcasters are covering the American election. Want to know who is their target audience? How tough is it to get access to news makers? And, who is producing, shooting and editing at these fast growing broadcast operations in our town? Attend the breakfast and ask them directly.

driven and announced to the listserv and online calendar when scheduled.

November and December will bring several high profile events including the Women of Vision Awards, the WIFTI Summit 2012, and Script DC. These events will provide great networking and professional development. All will bring established, well-respected professionals to you so you can learn from their experience and make connections.

Hope to see you soon! If you have a suggestion for a program that would benefit you, contact the WIFV office.

Mary May
2012-13 WIFV President

Entertainment Book Club - Oct 29

The next book is *What Happens Next: A History of American Screenwriting* by Marc Norman. Norman is a screenwriter best known for *Shakespeare in Love*, for which he shared a Best Screenplay Oscar with Tom Stoppard. Araceli De Leon has graciously offered to host us on the evening of Monday, October 29 at her home near the Grosvenor Metro station.

RSVP to membership@wifv.org and receive the meeting address information.

"In this truly fresh take on the movies, veteran Oscar-winning screenwriter Marc Norman gives us the first comprehensive history of the men and women who penned some of the greatest movies of all time. Impeccably researched, erudite, and filled with unforgettable stories of the stars and scribes, amateurs and auteurs, directors, producers, and legendary moguls, *What Happens Next* is a unique and engrossing narrative of the quintessential art form of our time."

[Order from Amazon here.](#)

Panelists:

Laura Anderson, Programming Unit Manager, Al Jazeera English;
Rosiland Jordan, State and Defense Correspondent, Al Jazeera English;
Jim Laurie, Executive Consultant, China Central TV America;
Stephanie Misar, Marketing Director, MHz Networks;
Miodrag Soric, Bureau Chief, Deutsche Welle.

Thursday, October 11, 2012

8:00 am check-in and breakfast/ 8:30 am panel

\$15 WIFV Executive and Corporate Members

\$25 WIFV Professional and Student Members

\$35 Public

McCormick & Schmick's, 1652 K Street, NW, DC

Program Coordinators - Judith Snyderman and Nutan Chada

Weds One - How to Get Your Videos Online and Get Them Watched

- Channel Branding;
- Designing Your Content Flow;
- Thumbnails, titles and tags;
- Call-to-action overlays;
- Linking to social media sites; and
- Promoting your Channel.

Beth Shanna Carpenter manages social media strategy for the Personal Time portfolio within AARP. In January 2008, she launched the AARP YouTube channel, and trained staffers to incorporate digital strategies into video production. She has grown AARP's branded YouTube presence to more than 2,000 original videos, watched an average of 400,000 times a week. Beth leverages social advertising across Facebook, Twitter and YouTube, and is responsible for training AARP volunteers and staff in its 53 state offices to use social media effectively.

Wednesday, November 7, 2012

6:30 pm networking/ 7:00 pm presentation

Location TBA

\$15 WIFV Members/ \$30 public

RSVP to membership@wifv.org or in the WIFV

Calendar at www.wifv.org

Program Coordinator - Rebecca Bustamante

Call for Fiscal Sponsor Applications

The WIFV Board of Directors is pleased to offer a fiscal sponsorship program to support the film and media projects of its members. WIFV believes this initiative to be a tremendous member benefit and

that this program furthers our mission to provide resources for women in the film, television and media industry. The WIFV Fiscal Sponsorship Program is a financial and legal system where our 501(c)(3) community benefit organization provides limited financial and legal oversight for a project initiated independently by a filmmaker. That project must be non-commercial in nature, i.e. not produced solely for financial gain. Sponsored Projects are eligible to solicit and receive grants and tax-deductible contributions.

While many fiscal sponsorship programs exist for filmmakers, WIFV presents a known and trusted entity for its members. We further differentiate our program by offering a mentoring component with accomplished WIFV members, by providing access to the Executive Director and her knowledge of funding resources, and by bringing the power of our programming events and workshops to address key education needs. We look forward to the many successful film and media projects that WIFV will help usher into creation through our fiscal sponsorship program.

WIFV supports fiscally sponsored projects that are consistent with our IRS-approved mission. Eligible projects for fiscal sponsorship must meet one or both of the following criteria:

- Film and media projects that feature women in key, above-the-line roles (specifically: producer, director, writer, editor or director of photography); or
- Film and media projects whose subject matter informs and features women's experiences or points of view.

Applications will be accepted until October 29 from current WIFV members only. WIFV membership is open to men and women in the film, television and media industry.

If a member's project is selected for fiscal sponsorship, they must remain a WIFV member in good standing for the duration of the project. Three letters of recommendation are required. Please note: current sitting WIFV Board members may not apply for fiscal sponsorship.

[Application Checklist & Guidelines](#)

Due October 29, 2012 to director@wifv.org or by mailing to the WIFV Office.

WIFV is currently serving as fiscal sponsor for the following women-made films:
SOLD: Fighting the New Global Slave Trade directed by Jody Hassett Sanchez;
Moosehead's Wicked Good Plan directed by Sarah Katz;
Breaking the Rules directed by Carolyn Projansky (Five Star Films);
Keter Betts: Musical Disciple directed by Ada Babino;
Essakane Film (working title) directed by Kiley Kraskouskas;
Voices from Within directed by Joy Haynes and Ellie Walton;
Chinatown Documentary (working title) directed by Yi Chen;
Bamako Chic: Threads of Power, Color and Culture directed by Maureen Gosling and Maxine Downs;
Blue Ridge Barnum directed by Emma Mankey Hiden;
Ellington: Keeping the Dream Alive directed by Brainwave Productions;
Guardians of the Everglades produced by Connie Bransilver;
The Last Battlefront directed by Anna Reid Jhirad.

[More info on these films is available here.](#) All films are currently seeking additional contributions. Call Melissa Houghton (202-429-9438) for additional information or [make your donation here.](#)

Arabian Sights Film Festival 2012 - October 25 - November 4

The Arabian Sights Film Festival showcases films that demonstrating the range and commitment of directors telling moving stories while exploring issues facing the Arab region. Select directors will be present at their screenings. Arabian Sights highlights the insightful cinema of a region often overlooked in mainstream

American theaters. Arabian Sights is presented by the Washington, DC International Film Festival.

The Opening Night Event will be held at the Embassy of France (4101 Reservoir Road, NW Washington, DC). All other screenings and receptions will be held at The National Geographic Society (1600 M Street NW Washington, DC) in conjunction with its award-winning exhibit *1001 Inventions: Discover the Golden Age of Muslim Civilization*.

COST: \$12 per person unless otherwise noted. Discount Package - 9 tickets for \$95 (not including opening night or special events). [All tickets can be purchased on our website](#) or at Missiontix.com. Advanced purchases are subject to small convenience fee. MORE INFORMATION: A complete slate release with updates on additional special events and guests, as well as descriptions, sponsors, and schedule will follow in early October at <http://www.filmfestdc.org/arabiansights>.



The World Comes to DC - WIFTI Summit 2012

WIFV is honored to serve as the host chapter for the Women in Film & Television International Summit 2012, November 30-December 2 at the University of California, Washington Center.

This is the conference for producers, writers and talent who want to grab the technology, networks and develop audiences for their work. Speakers include **Peter Hamilton** (documentarytelevision.com), **Shireen Mitchell** (Digital Sisters), **Maddie Grant** (SocialFish), **WIFTI India**, **WIFT Louisiana** (*Creating Narrative from Disaster*), **Maria Maggenti** (*Puccini for Beginners*), **WIFT Sweden** (*From Story to Storyland: A Pan-European Transmedia Project*) and many more.

[The schedule is available here.](#)

[Register here](#)

The WIFTI Summit is being sponsored by [Interface Media Group](#), [Media Central](#), [TeamPeople](#), [Pixeldust Studios](#), [Children's Media Association](#), [Center for Social Media/American University](#), American Airlines, Amtrak, Coty, Courtyard Embassy Row by Marriott, and Holiday Inn City Center. [Click here to see why you should be a sponsor.](#)

Save the Airfare - Gain the Connections - ScriptDC

The impressive line-up of presenters who want to help you build skills and networks includes:

- **Dara Marks**, one of Hollywood's top-rated international script consultants. She will present two workshops, **Do You Know Your Hero's Journey?** and **Engaging the Feminine Heroic**.
- **Christine Nee**, veteran network producer and creator of Disney Junior's smash hit, *Doc McStuffins*, will join other producers and animators in **Writing for Children's Programming**. In **Animating Your Stories**, animators will cover the many innovative options you now have to choose from when deciding how best to illustrate your stories.
- **Chip Hourihan**, producer of *Frozen River* (nominated for a Best Original Screenplay Oscar and starring Melissa Leo), will partner with other indie producers, **Mary Jane Skalski** (*The Visitor*, *Pariah*, *The Station Agent*), **Lauren Versel** (*Arbitrage*, *City Island*, *VAMPS*) to discuss how they sold and/or raised the funding to get their projects produced and distributed.
- **Laurie Scheer**, Professor and Media Consultant, will present the workshop, **Pitch U**, along with veteran producer and manager, **Marilyn Atlas** (*Real Women Have Curves*). This workshop will help screenwriter/producers craft their pitch technique for either the television or feature film market.

- Writer's Guild East representative writers, **Daryn Strauss**, **Timothy Cooper** and **Thom Woodley**, will present **Writer's Guild East Web TV Master Class**.
- *Hollywood & Women* blogger, writer and marketing consultant, **Melissa Silverstein**, will join **Jan Huttner**, Films for 2, and **Hannah Buchdahl**, ChickFlix, to discuss how to **Command Your Voice** in order to achieve optimal representation for film projects.
- A **Crowd Funding Master Class** will be presented by **Thinking Forward Media**.

These are just a few of the nearly 50 industry professionals who will be participating as presenters, panelists and/or critics in dozens of workshops/panels during this exciting weekend.

Why should you attend? [Read past attendee comments](#).

Of course, you can take the opportunity to practice your pitch and get your first five pages critiqued as well! See more at www.wifv.org/scriptdc and [click here to register today](#). One-day passes and individual workshop registrations available. 2012 Sponsors include Sheila Nevins, Sallyann Salsano of 495 Productions, American Airlines, Amtrak, Courtyard Embassy Row by Marriott, and Holiday Inn City Center.



Women's Media Center Releases *The Status of Women in the U.S. Media 2012*

This report summarizes the recent available statistical data on women who determine the content of news, literature, and television and film entertainment, as well as on how women are depicted on entertainment television and film. The report is intended to provide a broad overview of the status of women in the U.S. media at the beginning of 2012. Results indicate that, over the past decade, women consistently have been underrepresented in news and entertainment media, with little change in proportions over time. When films and television do depict female characters, they often reflect gender stereotypes. Women in films, particularly young women, are far more likely than men to be hypersexualized.

Research has shown that underrepresentation and negative depictions in media have broad societal effects. How women are represented in media affects gender equity in general. It is important to determine the causes of underrepresentation and stereotypical depiction and to develop practical approaches to improving the status quo. [The full report, *The Status of Women in the U.S. Media 2012*, may be found here.](#)



Tickets on sale NOW. Reservations due by November 9, 2012

The WIFV Board of Directors is pleased to announce the 2012 Women of Vision Award recipients: **Shirin Ghareeb**, Director, Arabian Sights Film Festival/Deputy Director, Filmfest DC; **Agnieszka Holland**, Director, *Europa, Europa*; *The Secret Garden*; *Treme* and more; **Margaret Parsons**, Curator, Department of Film Programs, National Gallery of Art; and **Christine Weber**, Vice President of Production for Specials at Discovery Channel. Read more about them in the [September WIFV Newsletter](#) or [here](#).

These women will receive their awards on November 29, 2012 at the Mayflower Renaissance Hotel in downtown Washington, DC. [Tickets available now.](#) [More info here.](#)

Want more information or to volunteer for the event, contact the Women of Vision Chair, Paige Gold at paigegold@earthlink.net.

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

Women in Film & Video
3628 12th Street, NE
Washington, DC 20017
202-429-9438
director@wifv.org
www.wifv.org

Send Stories to:

director@wifv.org



WIFV is grateful for the annual support of these [companies](#) and our [corporate members](#).