



October 2014

President's Message



Dear WIFV,

The nights are cooling off, the leaves are turning orange and Starbucks has pumpkin spice lattes on the menu which can all only mean one thing - it's time for WIFV's annual fall

Open House!

For those long-standing members who have been before, you know this is our version of a professional "Back to School" night of sorts - a chance to see and reconnect with old friends and colleagues or make new connections and an opportunity to reinvigorate your creative juices.

It's also designed to introduce new and prospective members to WIFV, so if you have a colleague you've been wanting to bring into the fold or folks you have been talking to you about joining, this is the perfect event for them.

We will hold the **Open House at Microsoft's Innovation & Policy Center** at 901 K St NW. If you've never been there it really is a perfect space for stimulating creativity. Beautiful, sweeping views of the City greet you at every turn and the abundance of over-sized plasma screens are perfect for showcasing the breadth and depth of talent we have here in DC.

In honor of WIFV's 35th Anniversary, we are creating an **online gallery of member work**, which will premiere at the Open House. The deadline to submit your work for consideration is October 15. The submission guidelines are included in this newsletter and will be posted again to the listserv.

But the main focus of the event will be all of you - getting to know you, you getting to know each other, and providing a space to maximize opportunities for networking and community building.

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WIFV Open House, Oct. 21

Every Fall, WIFV welcomes its members back from the summer with an Open House. Members have a chance to catch up with one another, meet WIFV Board Members, sign up for WIFV committees, and get ready to jump into the busy season ahead. Special treat this year is the premiere of the WIFV Member Gallery! Door prizes and other special announcements.

Tuesday, October 21, 2014

6:00 to 8:00 pm

Microsoft Innovation and Policy Center
901 K Street, NW, Washington, DC

Metros: Gallery Place/Convention/Metro Center

[Register here](#)



It is in that spirit that the WIFV Board and dedicated staff work to strengthen WIFV to be a respected, consistent source of professional development and community support. We encourage you to get more involved as a volunteer with a committee or for specific event. It's a great way to meet people, make professional contacts, help shape the direction of WIFV, and have some fun in the process. Please contact Melissa Houghton, director@wifv.org for more details.

I hope to see you all on the 21st!

Best,
Erin



35 Years - 35 Members in Oct!

The Open House on October 21 is a great event to introduce your colleagues to WIFV.

We so appreciate your support of WIFV and your assistance in introducing WIFV to new members. We even have a treat for you in October.

For every new member who joins at the Open House because of your introduction, or renewal you encourage, we will add a month to your membership. Make sure your name is on the referral line of their application.

For every person you introduce to WIFV that evening, you will receive an additional door prize ticket. They will too and we will waive processing fees. No tricks, just treats!

We love being 35! Help us celebrate by helping us grow by 35 members in October and enter the next 35 as a thriving organization. WIFV success depends on you!

Upcoming Roundtables

Documentary Roundtable

October 14, 2014, 8:15 to 9:45 pm
American University (Rm 101, McKinley Building)
No reservations required

Sam Meddis, moderates a panel featuring: Bill Gentile (American University), Erica Ginsberg (Docs In Progress), Kiley Kraskouskas (Thinking Forward Media), and Jeff Krulik (*Led Zeppelin Was Here; Heavy Metal Parking Lot*) about what makes Washington DC a special place to be a documentary filmmaker. In conjunction with Docs in Progress and the Our City Film Festival

Talent Roundtable - Actors in Productions

October 23, 2014, 6:30 to 8:30 pm
Interface Media Group, 1233 20th Street, NW
RSVP to membership@wifv.org

A distinguished panel of industry professionals will discuss the place of the Actor in a Production. Are they considered an integral part of the production? Are they taken into consideration as a budget priority on par with crew and equipment? Union/non union? These are some of the issues that will be addressed. Panel members include Michael Gabel (actor/director/educator) and Jane Love (Head of Freelance and SagAftra).

Writers Roundtable - Maximize ScriptDC

October 27, 2014, 6:30 to 8:30 pm Interface Media Group, 1233 20th Street, NW RSVP to sicilyusa@comcast.net

Gallery of WIFV Members' Work - Deadline 10/15

To mark our 35th anniversary, WIFV is offering members the opportunity to feature their work in an online video gallery. Thirty-five current WIFV members will be featured in a YouTube playlist on the [WIFV DC Channel](#). Your work will also be showcased for a live audience at our October 21, 2014 Open House. We are calling on directors, producers, makeup artists, musicians, documentary filmmakers, costume designers, voiceover artists, writers and more to submit your best work. If you can get it onto YouTube, you may submit it!

Submission requirements:

* You must be a current WIFV member in good standing



- * Submissions must not exceed three minutes
- * Videos may contain a combination of moving images and still photos of your work or the best three minutes of your film/project
- * Submissions may be from any year
- * Submissions must currently be housed on a YouTube channel
- * Your submissions may not contain copyrighted material that does not belong to you
- * One entry per person

Submitting your video:

WIFV members who wish to showcase their work should email a YouTube video link to WIFVmembership@gmail.com no later than 5 pm on October 15, 2014. Please do not email us video files. In the email, include your full name, the title of your video and a caption explaining the work in 150 words or less for use on YouTube.

Video selection process:

A committee of WIFV Board Members will select 35 video submissions on the basis of quality (audio and video), succinctness and adherence to overall submission requirements. These 35 videos will be featured at the October 21, 2014 Open House. Videos not selected for the Open House may still be added to the YouTube member gallery at a later date.

Next steps:

WIFV members selected for the online gallery will be notified by October 17, 2014. We will provide you with a Web button to feature on your website to showcase your inclusion in the member gallery.

Foundation Center - One-Stop Shop for Funding

By Kathy Dismukes



the funding process-and it's FREE.

Want to undertake a media project but don't know how to fund it? Or maybe you're desperate for finishing funds? The place to go for answers is the [Foundation Center](#). Located at 1627 K St. NW, one block from the Farragut North Metro stop, the Foundation Center is the premier resource for information on

A few weeks ago Janice Rosenberg, the Center's Senior Librarian, presented a workshop especially tailored to WIFV members entitled ***Grantseeking Basics for Film and Videomakers***. Here are some of her insights on successful fundraising:

- 1) Clearly define your funding needs and consider getting a fiscal sponsor (WIFV is one!). While grantors do fund individual filmmakers, your chances are greatly increased if you can approach foundations and government entities via a fiscal sponsor.
- 2) As you identify potential funders, ensure you match your needs with the funding interests and priorities of the grantmakers. Create compelling materials (e.g., letter of interest, budget, proposal) tailored to their interests. The Foundation Center has a physical library, workshops on writing proposals, databases of foundations, corporations, individuals, and much more to help with this.
- 3) Understand that you need to build a relationship with a funder and ensure you are meeting the funder's objectives. Funders become partner on your project, and your success helps them succeed. In Rosenberg's words, "Grantseeking is all about relationships."

Rosenberg showed attendees one of the funder databases and gave some tips on how to use the search function to produce a list of relevant funders and access their profiles. She also distributed a number of handouts, including her PowerPoint presentation, a fiscal sponsorship resource list, a prospect worksheet template, a statement of purpose worksheet template, and a list of books and websites of interest to media funding seekers. Contact director@wifv.org if you would like to receive these resources. Finally, she showed attendees grantspace.org, the Foundation Center's comprehensive site on funding. Check out the Foundation Center online and make it a point to go to the center in person. It's an amazing free resource, and when you go the librarians will give you a

hands-on orientation to the center and will show you how to use its databases.



Update on Women's Initiative

This is an summary of their year-end update. WIFV is a partner.

Mentorship

We supported an incredibly talented group of new filmmakers with the second year of our Mentorship program, and are especially proud of how we deepened and focused the mentorship....Click [here](#) for information on our 2013-14 Mentees & Mentors, and [here](#) for information on our incoming class. Beyond this suite of support, our big takeaway is that the community created among the six mentees is just as important as the external opportunities we offer. We have seen them mentoring one another and believe we've helped establish a vital network of peers.

Financing Intensives

Together with Women in Film/LA, we inaugurated and produced two Financing Intensives - day-long sessions in Los Angeles and New York - each serving over 100 handpicked fellows from Sundance Institute, Women in Film, and our Allied Organizations. The events featured a wide array of speakers, panels and sessions designed to target the most significant challenge for women behind the camera as identified by our research: access to, knowledge of, and empowerment around money.

Research

We published [new research](#), again conducted in partnership with Women in Film/LA and spearheaded by Dr. Stacy Smith from USC Annenberg School, looking more closely at the ways early support for women filmmakers affects their chances of later success, and also looked more deeply at the statistics around how women are faring at Sundance and other top film festivals. The good news in from this new research, which looked at 11 years of Sundance Institute Labs data, was that women Lab Fellows were completing projects and playing at the top 10 film festivals at basically the same rate as male Fellows. The takeaway was that women finish strong when given support.

Phase three of the research was launched this summer, and will concentrate on the critical next steps after a woman director finishes her first feature.

Field Map

We are in the final stages of creating an on-line Field Map of resources for women filmmakers. The Field Map is a user-friendly searchable database compiling the opportunities, events, services, programs, and resources available to U.S.-based women filmmakers. While the primary purpose of the Field Map is to provide a central information storehouse for female media artists, another purpose is to create a snapshot of the field, so we can see what's missing and where growth and more collaboration is needed. We have collected data on 146 programs from 50 organizations with programs designed to address the needs of women media artists. We hope to present the completed Field Map at the Women's Brunch at the 2015 Sundance Film Festival.

Future Strategy

This summer, together with Women in Film/LA, we kicked off a strategic planning process to bring together key allies and identify ways to build on the strong first two years of our program by identifying some specific new shared priorities for the coming year. We have hired producer Jennifer Chaiken (Inequality For All and Afternoon Delight) to help us guide this process. We will also evaluate our current programs and approach.

Supporters of the Initiative

The Initiative is supported and advanced through the work of our Allied Organizations. These organizations are: AFI Conservatory, Alliance of Women Directors, Athena Film Festival, Chapman University, Chicken & Egg Pictures, Creative Capital, Film Independent, Fledgling Fund, Ford Foundation, FUSION Film Festival at NYU, Gamechanger Films, Geena Davis Institute on Gender Media, IFP, Impact Partners, Loreen Arbus Foundation, Loyola Marymount University, New York Women in Film & Television, Paley Center for Media, Producers Guild of America, Reel Image Inc.,

Stony Brook Southampton Graduate Arts, Tangerine Films, The Harnisch Foundation, Time Warner Foundation, UCLA School of Theater, Film and Television, USC School of Cinematic Arts, USC Annenberg School for Communication and Journalism, Writers Guild of America, Women & Hollywood, Women in Film & Video, Washington DC, Women Make Movies, Women Moving Millions, and Women's Media Center.

Finally, we are fortunate to have support from a group of generous and committed funders including, Dove, The Harnisch Foundation, Morgan Stanley, Susan Bay-Nimoy and Leonard Nimoy, Norlien Foundation, Archer Gray, Gruber Family Foundation, Bhakti Chai, and J. Manus Foundation.

Resource in NYC - Made in NY Media Center by IFP

By Faith DeVeaux

The Made in NY Media Center, operated by the Independent Feature Project (IFP) is, as described on their website, "a new incubator space developed with the Mayor's Office of Media and Entertainment." It opened in October 2013 in the DUMBO area of Brooklyn, and features 20,000 square feet of workspace. It is membership-based (a separate membership from the IFP filmmaker organization), with different tiers having different benefits. It is located at 30 John Street, in a converted warehouse. The entire area around the center is being developed near the new Brooklyn Bridge Park. Across the street from the Media Center, waterfront condos are being built. Nearby are a recording studio, photography studio, experiential marketing company, coffee houses, and bars.



Inside, it has a clean, industrial look. There are open work areas, conference rooms, a café, a classroom, an art gallery, and a theater. The media center holds events to introduce members to each other, and encourage collaboration. IFP also provides connections to industry professionals to members. Though most of the space is for members only, the café is open to the public, and there are areas that can be rented out to non-members for events. There are also many events open to the public. Tours of the facility are offered on a daily basis.

For those of you who know Jody Arlington from her work here in DC, she is the Director of Communications for the Media Center. For more information go to <http://nymediacenter.com/>

Back to School on a Budget? Audio Tips

The team at [Studio Unknown](#) knows that many of you are excited for September, while others...not so much. Regardless, we are aware that some filmmakers are working with a budget that looks similar to that of a college student's, and we want to share a video that we presented at MICA earlier this year that shows how you can have better dialogue on any budget!



Studio Unknown's Tips for Better Film Dialogue on Any Budget

NCWO Urges Lawmakers to Take Action Against Online Attacks on Women

The National Council of Women's Organizations (NCWO) announces a new campaign to address the surge in online violence against women. Known as "Stop Online Violence Against Women" (SOVAW), the initiative is a direct response to recent data demonstrating an overwhelming increase in sexual and racial comments online. Not only does SOVAW aim to raise awareness of the seriousness of this issue but also, to advocate for the creation of laws and policies against these heinous acts of harassment.

A recent poll conducted by Rad Campaign, Lincoln Park Strategies and Craig Newmark of craigconnects demonstrates that:

- Women report being personally harassed online much more frequently than men, with the gender gap skewing 57% women to 43% men across all age groups.
- Online harassment significantly affects its targets, with 29% of the harassed stating that they were scared for their life and 20%, afraid to leave their homes.
- 62% of people surveyed think the laws are not strong enough for online harassment.

However, while statistics lay the framework for the problem, it is still not broadly acknowledged offline.

Current laws do not protect online users

Notably, the U.S. government takes the position that harassment in the workplace of a sexual or racial nature is a violation of Title VI of the Civil Rights Act of 1964. While the law does not "prohibit simple teasing, offhand comments, or isolated incidents that are not very serious," it states "harassment is illegal when it is so frequent or severe that it creates a hostile or offensive work environment." Yet the same protection does not extend to the online workplace or Internet in general, leaving the door open for anonymous misogyny and bigotry that equate to workplace hazards.

Examples abound on the web, where female writers for sites such as The Guardian and Jezebel, which both publish feminist pieces, are tasked with defending themselves from the daily abuse lodged their way. Many have spoken publicly about the time and money spent to protect themselves from anonymous harassers who track down personal information and threaten to rape or kill them. Moreover, while the Poll highlights Facebook as the platform of choice for at least 62% of online harassment versus Twitter (24%), Twitter CEO Dick Costello continued to deflect questions about the platform's Terms of Service concerning harassment and abuse, leaving the responsibility for shutting down the violence to users themselves.

About The Stop Online Violence Against Women Project

Twenty years ago, the Internet as we know it did not exist, save for a few early adaptors. Most of these pioneers were men, with women comprising less than 1% of users. This rarity of women appeared to prompt unsolicited comments of a sexual nature, but as they were few and far between, the potential challenge seen today remained unacknowledged. However, just recently, Pew Internet Life reported that American use of the internet is at an all-time high of 73%. The result? Sexually- and racially-charged comments continue to reach new heights.

The Stop Online Violence Against Women Project, will kick start to raise awareness and funding to stop online harassment, SOVAW will serve as a resource of services and options for women based on their level of harassment or violence, and hopes to include diverse and individual stories of women who are willing to share their experiences. It will highlight and include partnering organizations, legislators & companies who are working together to address this important issue. Shireen Mitchell, Chair of NCWO, notes that NCWO has already partnered with such organizations as CivilNation, as well as with individual women who report online abuse. She says that the Organization is challenging tech companies and legislators to demonstrate their support by coming aboard. "Violence against women in general is horrific and needs to be addressed everyday," she says, adding that "we are failing women if we don't address the harassment and violence received online, including racial and gendered attacks."

WIFV serves on the NCWO Media and Technology Task Force.

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/news and adds to your SEO.

Submit your paragraph, jpg photo, and any links to director@wifv.org by the 5th of the month.

New and Renewing Members

The following joined or renewed their WIFV membership (August 23-September 25).

Patricia Aufderheide Robert Ausura Johnny Ayala Andrew Bakalar Wayne Barnin Maria Barnes Charnes Barnett Susa Barocas Khris Baxter Anthony Brenneman Nancy Breslin Jake Bulgarino Cynthia Bunton Morgan Byrd Selaney Campbell Constance Chatfield-Taylor Susan R. Chavarria Berhan Dagnew Cat Demaree Kathy Dismukes	Lamont Easter Tracy Evans Joe Fab Carmella Gioio Carolyn Hanrahan Christine Hanrahan Andrea Hardison Christina Helm Josh Hoberman Tina Hoffmann Diana Ingraham Sam Janesko Martha Karl Dawn Kelley Aleksandra Lagkueva Melissa Leebaert Maxine Mendelovici Dawn Morgan Ginger Moss	Catie O'Keefe Charles Finn Pena Lealin Queen Julie Rios Little Erica Rivers Christopher Root David Ryan Jeremy Sheeler Sawyer Smith Jill Stanley Colleen Thurston Pamela Warren Tresubira Whitlow Rita Zanin Karen Zill Corporate Members: The Actors' Center Flying Colors Broadcast FutureView O'Keefe Communications
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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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