



# WIFV NEWS

September 2013



## President's Message

Before I get into all of the amazing things WIFV has in store for you this month and into next year, I'd like to first say how absolutely excited I am to serve as WIFV President. As some of you know I have been involved with WIFV for

more than 20 years. First as a teenage volunteer at WIFV events, supporting my mom who also served the WIFV board back in the early 90's, and then as a member in my own right as I embarked on my own career as a filmmaker. Over the past 8 years I've had stints in San Francisco and New York but WIFV and this amazing community of media makers has never been far from my heart. I'm thrilled to be back in DC and honored to be serving WIFV as your President.

I look forward to a year of connecting and re-connecting with old friends and to meeting those of you that I haven't had the pleasure of getting to know yet. On that note if I can ever be of service or if you'd just like to reach out individually, you can always reach me at [wifvpresident@gmail.com](mailto:wifvpresident@gmail.com) or [erin@erinessenmacher.com](mailto:erin@erinessenmacher.com).

Melissa Houghton and the rest of team WIFV have curated a robust slate of programming and networking opportunities. One of the things I love most about WIFV is the diversity of our community in every sense of the word, and how we strive to create programming that supports and reflects that diversity. In the span of a couple weeks, we have events ranging from Q&A with an Academy Award-nominated American icon to presentation by local TV

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## The Changing World of TV- WIFV Weds One - September 4



Chris Weber started her career in television 35 years ago when Cable TV consisted of one channel - HBO. Reality TV didn't exist and you could count the number of non-fiction shows produced each year on one hand. National Geographic and Jacques Cousteau specials were eagerly awaited and viewed by the majority of people who had TVs. Families watched "documentaries" together on an actual television set and learning something from a show was considered a good thing. Last November Weber received WIFV's Woman of Vision Award. A year later, she'll be unemployed -- by choice. Weber will talk about how television has changed in the last 35 years, why she's decided to leave the business, and why you don't have to.

Wednesday, September 4, 2013

6:30 pm networking; 7:00 pm panel

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

veteran Chris Weber discussing her career; from what you need to know about the Affordable Care Act to sangria and social media to a great discussion on dos and don'ts for working with interns - a program created in direct response to the insightful discussion this topic generated on the WIFV listserve.

Last but certainly not least is the annual WIFV Open House - a wonderful opportunity for returning, new and prospective members to meet, mingle and learn how to get more involved with WIFV. Delighted to be having this year's event at the Office of Motion Picture & Television Development so we can learn more about their initiatives and how we can help. I'll be there and I hope to see you, too.

As we approach our 35th anniversary next year, there is certainly plenty to get excited about and I hope each and every one of you will use this auspicious time to as an opportunity to connect or reconnect with WIFV. If the discussion we had at our annual board strategy retreat in July is any indication, the best years for WIFV are still to come. I look forward to being your partner on the journey.

Respectfully,  
Erin Essenmacher

\$15 WIFV Members / \$30 Public  
[RSVP via WIFV Calendar](#) or by emailing [membership@wifv.org](mailto:membership@wifv.org)

## **WIFV Open House - Sept 11**

Every Fall, WIFV welcomes its members back from the summer with an Open House. Members have a chance to catch up with one another, sign up for WIFV committees and get ready to jump into the busy season ahead. The evening is concluded with the annual meeting where plans are revealed for the upcoming programming year, which runs from September to June.

Wednesday, September 11, 2013  
6:30 to 8:30 pm  
Office of Motion Picture & Television Development  
200 I Street, SE, Washington, DC 20003  
(Navy Yard metro)  
FREE; [RSVP here](#)

## **ScriptDC - October 18-20, 2013**

The Conference for Writers AND Producers in the Mid-Atlantic Region.

[Early bird registration until September 15](#)

## **WIFV Salutes Interns**

By Angelica Hill

It was always a beautiful day when the Women in Film & Video Summer interns walked through the door. As a non-profit there is always more to learn and even more to get done but having two awesome, professional, and talented ladies to aid in the processes was a relief. This summer we had the pleasure to work with Gisselle Bermudez and Annie Schweikert. As they became acclimated to the daily operations of the WIFV office I noticed that their strengths were really going to be an asset. Annie continuously read and wrote content related to women in media while Gisselle devoted her passion for editing and producing to our Oral History Project. They spearheaded our ScriptDC 100 for 100 Fundraising Campaign and our National Film Registry nominations. They both simultaneously help to manage our many social media platforms and planned the summer event lineup. I do believe that this summer has been an enriching experience for them both and I do wish them total success in future endeavors. It was a pleasure!



Gisselle Bermudez (Berea College),  
Angelica Hill (WIFV Program/Membership Coordinator), Annie Schweikert (Yale University)

## Two Programs to Benefit Those Offering or Taking Internships

With all the news about interns being misused during their internships, we are honored that our interns recommend the experience to their classmates. WIFV strives to present models our members can learn from and we are delighted to host two programs about internships this year.

The first - **Internships: How to Provide Successfully** will be on September 24 and is intended for individuals and businesses who want to offer internships to demonstrate how they can be done legally and benefit the interns as well as your projects. Panelists include Trina Fairley Barlow, a partner at Crowell & Moring who specializes in employment law; Julia Beyer, Career Advisor at the School of Communications, American University; Nina Gilden Seavey, independent filmmaker and director of The Documentary Center at The George Washington University; and Rosemary Reed, President, Double R Productions.

Tuesday, September 24, 2013, 6:30 pm networking; 7:00 panel  
Interface Media Group, 1233 20th Street, NW (Dupont Circle South Metro)  
\$15 WIFV Members; \$30 Public  
[RSVP here](#)

The second - **Internships: What Interns Should Know** will be offered in early October. Internships are becoming expected for high school and college students. They are also a great way for transitioning professionals to gain experience in a new area. If they are "expected", what should the intern expect in exchange for their time? Our panelists have all administered or participated in internship programs and will share how an intern can craft an experience to meet their expectations. Panelists include: Bob Holmcrans; Lance Kramer (Meridian Hill Pictures); Cheryl Ottenritter (Ott House Audio); and Zoe Schein.

## Social Media & Sangria!



Interested in social media but just not sure where to start? Need to promote your work but not certain social media is needed? Feeling nervous about being a "social butterfly"?

In this session, we'll talk about the importance of social media in your marketing plan, the basics of getting started and a real world example of using social for film promotion. Presented by your WIFV peers - Karen Whitehead, Regina Meeks, Rana Koll-Mandel - this session is for beginning to intermediate social media users. Bring your laptops to take notes and get hands-on as we get acquainted with social media. (And yes, there will be sangria!)



Tuesday, September 17, 2013, 6:30 pm networking; 7:00 pm panel  
Interface Media Group, 1233 20th Street, NW (Dupont Circle South Metro)  
\$15 WIFV Members; \$30 Public  
[RSVP here](#)



## Supporter Spotlight

We congratulate Jay Schlossberg and Media Central on their 20 years of providing outstanding "local" crew, gear, and production support around the US and in over 110 other countries. As well, with his launch of Media Central Films and his new groundbreaking Web series, "AutoExotika Presents: Cars 'N Coffee", we wish him the best of luck with creating his own original content.

As a 501(c)3 charitable organization, WIFV relies on financial support from companies,

individuals, foundations, and government entities. To find out how your company can support WIFV, please click on Partners at [www.wifv.org](http://www.wifv.org).

### Media Central Celebrates 20 Years of Operation

August 1st, 1993 aside from being Jerry Garcia's birthday was also the day Media Central was born. Those of you who know me well understand that while I'd already had six years in the industry working for others, this was a classic case of turning lemons into lemonade...and I have to say it's been the sweetest! Little did I know that just a few small lemons could turn into a fantastic career and bring me, and many others who've crossed my path these last 20 years, so much joy. I'm grateful to you all.

To those of you who've been my clients I want to thank you for the amazing trust and loyalty you've shown me over and over again. It's rather humbling. You know how much I love to do that thing I do and I take great joy in giving you what you need.

To those of you who've been my vendors all these years I want to thank you, too. For your skills, professionalism, creativity, patience, and on occasion shooting without complaint in sometimes very difficult circumstances, I salute you. Without your consistent excellence I'd have nothing.

Finally to my friends and family who've supported me from the very beginning (and you know who you are) and cheered me from the sidelines while I figured out how to do this, I appreciated you then and still do to this very day. A very special thanks goes to all of you!

So it's on to the next twenty years and whatever adventures lay ahead of me...and us! Thank you!!

All the best,  
Jay Schlossberg  
President, Media Central LLC  
Executive Producer, Media Central Films  
Board of Directors, The Janus Project

## WIFV Salutes NFR Selection of *A League of Their Own*



It was wth great pleasure that WIFV hosted a sold out screening of *A League of Their Own* directed by Penny Marshall at the Avalon Theatre on August 29 to celebrate the inclusion of the film in the National Film Registry at the Library of Congress! WIFV presented Ms. Marshall with a 2013 Women of Vision Award prior to the screening. A Q&A featuring Ms. Marshall, Christine Brennan (sports columnist), Helen "Gig" Smith (All American Girls Professional Baseball League player) and Mamie "Peanut" Johnson (Negro Baseball League player) followed the screening. More pictures will shared soon!

WIFV has been coordinating a multi-year campaign to have more women-made films included in the National Film Registry. **You can support the 2013 nominations here.**

## New and Renewing Members

The following joined WIFV or renewed their membership between July 1 and August 31.

Frida Achtentuch  
Rick Adams  
Cory Adcock-Camp  
Carl Anderson  
Wendy Anderson  
Maria Arreguin  
Johnny Ayala  
Maria Barnes  
Charlie Barnett  
Gloria Borland  
Elin Britton  
Diane Bruning  
Nathaniel Bryant  
Cynthia Bunton  
Nancy Caldwell  
Suzanne Coates  
Lissa Cobetto  
Randi Coblenz  
Denene Deverman Crabbs  
Stephanie Crosby  
Erin Curtis  
David Deutsch  
Kevin Downs  
Sabine Fayoux  
Lindsey Fitch  
Mary Frost  
Carmella Gioio  
Terrence Green  
Suzanne Griffin

Raymond Hearn  
Maria Hegedus  
Bob Holmcrans  
Beth Hoppe  
Carletta Hurt  
Cynthia Iris  
Eric Jackson  
Rakhee Jethwa  
Nevine Kamel  
Eileen Keegan  
Dawn Kelley  
Norman Kelley  
Debbie Kirkland  
Virginia Kivlighan  
Mark Kokkoros  
Emma Kouguell  
Katie LeDain  
Rachel Longman  
Carolyn Marie  
Anny Meza  
Dawn Morgan  
Daniel Moylan  
Nguyen Nguyen  
Maria Nicklin  
Kathy O'Neill  
Cheryl Ottenritter  
Kathryn Pasternak  
Denielle Pemberton-Heard  
Theresa Perkins  
Ari Pinchot

Irene Ripley  
Janice Rivera  
Arnold Rodriguez  
Rachel Rood  
Nicole Ross  
Kevin Sampson  
Monica Schorn  
Maria Seasly  
Ari Silber  
Linda Simensky  
Brenda Spevak  
Maggie Stogner  
Christina Thomas  
Jaia Thomas  
Donald Thoms  
Gwen Tolbart  
Tiffany Townsend  
Anar Virji  
Kate Wagner  
Wynette Yao  
Yohannes Yohannes  
Christine York  
Ann Zamudio  
Karen Zill

### Corporate Members:

National Capitol  
Contracting,LLC  
Ott House Audio

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

## Send Stories to:

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



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

You are receiving this email because you have expressed an interest in Women in Film & Video. Don't forget to add [director@wifv.org](mailto:director@wifv.org) to your address book so we'll be sure to land in your inbox!