



WIFV NEWS

April 2012

President's Message



March Madness at WIFV exploded with the same bursts of enthusiasm and energy that characterize the month of college basketball mania. March bloomed with:

- * A Wednesday One dedicated to women filmmakers in the Environmental Film Festival in the Nation's Capital
- * Our annual WIFTI Showcase
- * A Career Boot Camp
- * The premiere of the PSAs produced by our young Image Makers
- * Our signature Job Fair
- * And the launch of our exciting new Web Series

Many people ask if, perhaps, we offer too many programs: "Too much awesomeness," as a friend of mine expresses event overload. I, too, was a skeptic when I assumed office last summer. But after witnessing success after success delivered by the WIFV Board, I am convinced WIFV is serving its diverse membership responsibly.

Our Board Members, and the volunteers who contribute to the success of each event, are remarkable. But we need to replenish our dedicated corps of Board Members and volunteers if we are to sustain our proven commitment to the needs and desires of such a diverse membership.

In March, WIFV hosted a meeting for prospective Board Members and seven terrific women came to learn more about our Board; a few more have since expressed interest. We must have six new Members to fill the vacancies created by Board Members whose terms are expiring. But we want to do more than maintain the size of the Board: We want to expand it!

We now have 20 Board Members, but WIFV's bylaws allow for 25. We want 25!

As president, I assigned each Board Member to chair one major event. That has worked well, but we have many events and responsibilities without a designated chair. For example, I would like to have someone chair a volunteer committee.

If you are interested in serving on the Board - or co-chairing a committee with a Board Member - please contact Immediate Past President Hilarey Kirsner,

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The WIFV Board Needs YOU!

WIFV is able to partner with organizations across the region, serve as a voice for mediamakers and provide more than 70 events per year because of the expertise of its Board of Directors. NOW is the time to bring your expertise and ideas to the service of your colleagues. Professional and Executive Members are eligible to serve on the WIFV Board. The WIFV Board of Directors is responsible for developing programs, governing the organization, ensuring financial stability, and forming partnerships to benefit the membership. Help determine how WIFV will continue to remain the "go to" organization for media professionals in the Mid-Atlantic region by putting your name into consideration.

To enable WIFV members to make an informed decision when casting their votes in May, candidates must submit a statement, biography (maximum of 400 words combined) and jpg photo to the WIFV Office by April 16, 2012 at 4:00 pm. Guidelines and a sample statement are available here.



WIFV featured as a network to treasure in *Washington Business Journal*.
Thanks Jen!

Weds One Hijacking - April 4

Pitches have been made and treatments selected for the WIFV web series, so we are hijacking the Weds

Executive Director Melissa Houghton or me. We would be delighted to answer your questions.

Applications to declare your candidacy for the WIFV Board are due April 16.

Sandy Cannon-Brown
2011-12 WIFV President

Fiscal Sponsorship Applications DUE April 27

The WIFV Board of Directors is pleased to offer a fiscal sponsorship program to support the film and media projects of its members. The WIFV Fiscal Sponsorship Program is a financial and legal system where its 501(c)(3) public charity status provides limited financial and legal oversight for a project initiated independently by a filmmaker. The project must be non-commercial in nature. Sponsored Projects are eligible to solicit and receive grants and tax-deductible contributions. WIFV Fiscal Sponsorship Guidelines, Checklist and Application are here.

Currently sponsored projects are:
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 Unveiled directed by Kiley Kraskouskas;
Voices from Within directed by Joy Haynes and Ellie Walton;
Chinatown Documentary directed by Yi Chen.
More info on these films is available here.

One to spread the word about this initiative and get more people involved! This initiative is perfect if you want to develop a new skill set or give back the WIFV community.

The web series initiative needs mentors (experienced producers, directors, editors, DPs, casting, public relations, etc.) and mentees (emerging professionals or transitional professionals) who want to take the leap into the world of self-distributed media. Participation is voluntary (in every sense of that word). It is not expected that participation will take over your life!

What's in it for you? Experience, credits, produced work, new colleagues, new skills... When the web series takes off and finds an audience and a profit, those who made it happen will decide next steps and share in the success.

Please join us at Interface Media Group, 1233 20th Street, NW on Wednesday, April 4 beginning at 7:00 pm. RSVP to membership@wifv.org Snacks and enthusiasm provided. Bring questions and suggestions!

Meet the Funders - NSF - April 10

The Meet the Funders Series continues with the National Science Foundation. Valentine Kass and Sandy Welch manage the Informal Science Education program which funds multi-platform media projects, Radio/TV programs, large format films, and science center/museum exhibits using technology to support learning and teaching.

Tuesday, April 10, 2012, 8:00 to 9:30 am
National Science Foundation
4201 Wilson Boulevard, Arlington, VA
RSVP Required via calendar or via email to membership@wifv.org by April 8

The Hollywood Reporter Features DC Film Community





Randy Goldman Scholarship Report

By Kiley Kraskouskas

This February, I registered for the Maine Media Workshop, *Writing and Developing the Documentary* with Emmy-award winning writer, Jack McDonald after receiving the Randy Goldman Scholarship from WIFV. Though I have worked in production for about seven years and am currently producing and directing a documentary, I felt a course on the development of documentaries would help with final funding for our film *Essakane Unveiled*, which tells the story of Mali's annual Festival in the Desert and the struggle to make it happen.



From left to right: Classmates: Corinne McAfee, Tom Wagner, Kiley Kraskouskas, Steve Burwell

My class was comprised of six first-time filmmakers, three of us were in postproduction and three were starting out with ideas but have not made a film. At first I thought I was in the wrong course, as I had already written treatments and our team had raised nearly \$40,000 toward the film-I was sure I knew too well the basics of starting a film.

On the second day, I screened the rough cut of *Essakane* to the class. The feedback was surprising. Though people generally liked the concept of the film, the sense was that it could be so much bigger or "epic". Given budget constraints and a desire to finish the film quickly, I had become fixated that *Essakane* was a concert film and should only utilize the performance footage, interviews, and b-roll from Mali that we shot in 2011.

When I returned home (with a rough cut grant application deadline looming two weeks away) our team worked intensely to re-write and re-organize the structure of the film to include the bigger story of how the Festival represented both a celebration of Tuareg culture and music, and is a symbol of reconciliation between the tribal Tuaregs and the modern Malian state. We recognized that this fight for Tuareg cultural preservation and autonomy is one felt by indigenous populations and minorities around the world. By the time we re-worked it, all three of us felt more confident in the film and the way we were telling the story. The story was always in our interviews, we just needed to tell it or "master our material".

On a personal level, the Rockport Workshop provided me a window into myself. The supportive classmates were fascinated in how my partners and I crowdfunded and managed the complex international production of film. One classmate hired me at the end of the week to coach her on launching her own film. This showed me the value of our strategy and we are now expanding Thinking Forward Media to offer crowdfunding consulting and independent film development and management. We are already working with a handful of filmmakers.

Between the creative and personal lessons, I can't imagine a better experience in Rockport, and, I will be saving my pennies to get back as soon as possible. I am incredibly grateful to the past Presidents of WIFV for providing me this opportunity.

Writing and Directing the Documentary by Jack McDonald will be offered again this June and September <http://www.mainemedia.edu/workshops/filmmaking/writing-developing-documentary>

Kiley Kraskouskas is the 2011 Randy Goldman Scholarship recipient and director of *Essakane Unveiled*, an independent documentary she is producing with editor and former Randy Goldman scholarship recipient, Leola Calzolari-Stewart and producer, Andrea Papitto. She is also a co-founder of Thinking Forward Media, a communications company specializing in marketing, independent film, and crowd funding, with a particular interest in projects focusing on the developing world. www.thinkingforwardmedia.com

Application deadline for the 2012 Randy Goldman Scholarship is June 11. More info on this scholarship is here.

Letter to the WIFV Community

By Linda Maslow

For more than 20 years, Maslow Media Group has been lucky enough to be a part of the DC creative community. We feel incredibly fortunate to have worked with such a talented array of folks. We truly owe our success to all of you!!

This year, for the eighth year in a row, we were ranked as the #1 Media Production Company by the Washington Business Journal. We wanted to reach out and thank WIFV, and all the amazing DC locals that have helped build our company from the *little-office-in-Clarendon-that-could* in the early 90's to a major player in the crewing, staffing, and payroll industry.



The other day in the elevator, I ran into a fellow with a familiar face. After a moment of searching my memory banks, he spoke up and said, "Linda Maslow. It's been awhile." He went on to remind me that in the early 90s I placed him as an editor at a local news network. So, where is he now? He is now a Creative Director who was on his way to a big client meeting. I was so thrilled from that brief encounter. There is nothing more satisfying than feeling like you may have played some small role in someone else's success.

As a business, we have evolved and expanded globally since our humble beginnings in Arlington in 1988. However, the more we grow, the more we are reminded of our local roots and our desire to reconnect locally. The DC production community is comprised of excellence at every level, from the young interns to the seasoned veterans. I am a proud business owner who happens to have employed a number of them!

Our extremely talented staff of production managers (the divas are: Joan Fiddle-Ferder, Mary Jane Boyle, Liz Lokey, Beth Posada, and Becky Dodson) have a collective broadcast and production experience exceeding 100 years. When people need a crew in two days for a Capitol Hill shoot with permits and a whole lot of stress, these are the pros hitting the phones, texting their regulars, and posting to the WIFV listserv. When the world responds with beeps and dings and rings, it's booked. It's fast, it's action-packed, and it's always insane. I love it and I love all of them for what they bring to Maslow. We exist because of them.

As our Maslow Media team grows, and as our family of freelancers that we've worked with across the country grows, I find myself thinking of placing that fresh-faced editor twenty years ago. As a production management company, we work with thousands of individuals all over the globe. But for me, it always comes back to DC.

Our goal in 2012 is to continue to play a part in other people's success stories, and to put a renewed effort and emphasis on spotlighting members of our DC family. With such a strong local community and such a global network of colleagues, clients, freelancers, and friends, keeping in touch has taken on greater urgency. Please, connect with us on our Facebook and Twitter pages, and join the conversation on our LinkedIn discussion group so that we can share YOUR successes and creations! It comes down to this: Maslow Media Group is all about the people. To my team, my industry, and my community. Thank you. :)

Linda Maslow
CEO & Founder

Maslow Media Group

<http://facebook.com/maslowmedia>

<http://twitter.com/maslowmedia>

<http://linkd.in/xJQPcG>

Conscious Media Roundtable Screens *With One Voice*, April 11

With One Voice brings together mystics from fourteen different spiritual traditions to share their perspectives on the unifying truth that transcends all religions. In this documentary, awakened teachers address profound questions about life and love, the path to spiritual awakening, and the way to true peace in the world. The film's beautiful cinematography and editing compliment the compelling words and presence of modern day mystics who ask us to look within our own hearts, listening deeply, hearing not only their united voice, moreover the One Voice within us all. Producers/Writers Matthew and Carol Flickstein will be present to answer your questions.

Wednesday, April 11, 2012, 6:30 - 8:30 pm
Interface Media, 1233 20th Street, NW (between M & N Streets)
RSVP: SisterSatyani@gmail.com

With One Voice - awaken to the reality that unites us all <http://withonevoicedocumentary.org/>

The Conscious Media Roundtable discusses media that inspires, celebrates humanity and raises

consciousness. Your input is valuable! Contact SisterSatyani@gmail.com with suggestions for programs.

Screenings of Interest at National Archives and DC International Film Fest

Saturday, April 14, at noon

William G. McGowan Theater, National Archives

A Night to Remember

This docudrama is a film adaptation of Walter Lord's book about the final night of the RMS Titanic. The film stars Kenneth Moore, was adapted by Eric Ambler, directed by Roy Ward Baker, and won the 1959 Samuel Goldwyn International Award at the Golden Globe Awards. (1958; 123 minutes)

Saturday, April 21, at noon

William G. McGowan Theater, National Archives

1940: America Goes to the Movies Film Series

In *His Girl Friday*, a newspaper editor uses every trick in the book to keep his ace reporter ex-wife from remarrying. Cary Grant, Rosalind Russell, and Ralph Bellamy star in this film directed by Howard Hawks. (1940; 92 minutes)

WIFV is pleased to work with the **DC International Film Festival** as a promotional partner for the screenings of *Pink Ribbons, Inc.* on April 14 and for *Lunafest* on April 21. More info on the Festival and films can be found at www.filmfestdc.org.

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

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