



WIFV NEWS

December 2012

President's Message



The last month of the year often presents unique networking opportunities. Industry holiday social events offer a venue for strengthening relationships, broadening your understanding of changes in the market, and getting a head's up on trends for the New Year. So enjoy those

holiday networking events - great things have been known to stem from a chance conversation! The networking and fun will continue at WIFV's Annual Holiday Party on January 7, 2013.

WIFV approached year end with gusto while hosting the Women of Vision Awards, Script DC and the WIFTI Summit 2012 over a four day period. These events provided unparalleled networking and learning opportunities. The weekend was designed to educate the public about women's creative and technical achievements, promote equal opportunities, and encourage professional development. Based on the positive feedback we've received, WIFV hit the mark on all three. Much thanks to all the WIFV Members, sponsors and staff who made these events so successful.

The sold out Women of Vision Awards at the Mayflower was elegant, the tributes were entertaining, and the acceptance speeches by honorees were inspirational and humorous.

The WIFTI Summit 2012 highlighted how WIFV members are part of a global network of 13,000 women from five continents. Attendees from India, England, Canada, Mexico, Sweden, Denmark, and all over the U.S. developed professional and personal relationships that will

In This Issue

[Holiday Party / Image Makers Call for Volunteers](#)

[Women of Vision / WIFTI Summit](#)

[WIFTI Summit 2012 Sponsors](#)

[Holiday Gift Suggestions](#)

[Insider View of Film Festivals](#)

[Virginia Film Office Announcements](#)

WIFV Holiday Party - January 7, 2013

You have plan to survive the holidays...but wouldn't it be great if you also had a tropical getaway to recuperate when they are over? Well now you can do just that at the WIFV Post-Holiday Island Escape! Be a virtual snow bird and come celebrate with us. Enjoy authentic Caribbean eats and drinks, the best of island music and travel-inspired door prizes. We'll also be presenting the Leisel Flashenburg Award for Community Service. This is a night you don't want to miss, so stretch out that back and get ready to limbo. We will celebrate 2012 with this fun and stress-free start to 2013!

Monday, January 7, 2013

6:30 - 9:00 pm

Location: Gibson Guitar Showroom

\$15 WIFV Members/ \$30 public

[RSVP here](#)

Program Coordinator - Faith Nelson, Andrea Palombella, Randi Cohen-Coblentz



Image Makers call for nonprofits, volunteers, students

The Image Makers Program is WIFV's community outreach initiative for metro area

last a lifetime. They attended sessions that ranged from sobering to inspiring. Speakers spoke candidly about the state of the industry including the challenges of outsourcing, getting funding and making profitable distribution deals. They also shared beautiful work and new models for success. [If you were unable to attend and want to learn more, check out the WIFTI Summit Blogs.](#) The blogs were written by WIFV members to provide an overview of the sessions presented at the Summit. You can learn about other WIFTI chapters at <http://wiftichapters.org>.

I encourage you to help us build on this positive momentum in 2013. Share suggestions for future WIFV programs or events. Submit info for the WIFV Members in the News. Join Melissa and me at an upcoming coffee or cocktail gathering and don't hesitate to contact me at mary.may.wifvboard@gmail.com

Wishing you happy and healthy holidays and a prosperous New Year.

Mary May
2012-13 WIFV President

high school students. It was created in 1997 to teach local youth about film and video production, while also helping deserving nonprofit organizations. Image Makers participants learn how to research, write, produce, direct and edit a 30-second public service announcement (PSA) for broadcast distribution. These PSAs are made for up to three deserving nonprofit organizations each year. Students, Nonprofit Organizations and WIFV members are encouraged to apply. [Applications are available here.](#)



Readying the Photo Booth at Women of Vision Awards! You can see a range of photos at sharypic.com/wiftisummit



A capacity crowd celebrated the 2012 Women of Vision Award recipients at the Renaissance Mayflower Hotel on November 29. This annual event opened the Women in Film & Television International Summit and ScriptDC. Women of Vision Awards were presented to Shirin Ghareeb, Agnieszka Holland, Peggy Parsons and Chris Weber. Gwen Tolbart, WTTG Fox 5 broadcaster, and WIFV Member, was the evening's emcee.

Table sponsors for the 2012 Women of Vision Awards are: BBC Worldwide Americas, Discovery Communications, Henninger Media Services, Hillmann & Carr, Inc./The Edit Room, Inc., Interface Media Group, JWM Productions, National Gallery of Art, Photo Assist, Video/Action, Video Takes Inc., Wind & Stars Production Group, WIFV Advisory Committee, WIFV Board of Directors.



Current and Past Women of Vision Award Recipients and WIFV Presidents!

L-R: Michal Carr, Ruth Pollak, Shirin Ghareeb, Ginny Durrin, Bonnie Nelson-Schwartz, Agnieszka Holland, Sandy Cannon-Brown, Robin Smith, Hilarey Kirsner Leonard, Chris Weber, Amy DeLouise, Peggy Parsons, Jennifer Cortner, Mary May

Women and Hollywood Guest Blogger Marian Evans, highlighted WIFV's Women of Vision Awards as an example of film awards that are globally thinking and celebrate women's achievements in a gender-biased industry. [Go to Women and Hollywood to read the full post.](#)

The Women of Vision Awards are made possible through the efforts of many WIFV volunteers. This year the effort was led by WIFV Board Members' Paige Gold and Yolanda Arrington. They were ably assisted by Charlotte Rinderknecht, Pauline Steinhorn, O'Keefe Communications, Jeannie Johnson, Fran Murphy, Heather Long, Rouane Itani, Sandy Northrop, Sandy Cannon-Brown, Antoinette Tope, Wendy Anderson, Tonya Bennett, Faith DeVeaux, Satyani McPherson, Emily Morrison, Rachel Torgoff, Cathy Kades, Carolyn Marie, Carola Myers, Diane Williams, idea design, Maia Miller and Isabelle Mullin.

Mimi Machado-Luces coordinated the production of a WIFV sizzle reel ([you can see it here](#)) and was ably assisted by Mike Allen, Pauline Steinhorn, Keri Douglass Williams, Andrea Trillo. Voiceovers were provided by Bjorn Munson, Kristen Udowitz, Bob Holmcrans, Jeannie Johnson, Vernon Keith Jones and Debbie Machado-Santos.

The tribute videos were well received and provided a perfect introduction to the honorees and their careers. Again, the generosity and talent of WIFV Members make them possible.



The Shirin Ghareeb Tribute was co-produced by Randi Cohen Coblentz and Catherine Wyler. Others working on the tribute are Bonnie Breuner (Cameraperson); Kathi Overton (Graphics); Melissa Leebaert (Voiceover); Bill Creed (Editor). Special thanks to Double R Productions, Tony Gittens, Carla Jazzar, Elise Labott, Faris Ghareeb, Dr. Edmund Ghareeb, Richard Rymland,

Sandy Cannon-Brown, Carol Dickert-Scherr, Pauline Steinhorn, Jack Shaheen, Robin Noonan-Price and Kian McKellar.



Jeff Weingarten, Linda Maslow and Rob Heninger at Women of Vision Awards

The Agnieszka Holland Tribute was directed and produced by Aviva Kempner. Her collaborators were Michael Rose (Associate Producer); Michael Moser and David Waldman (Directors of Photography); A.C. Warden (Editor); Evagrace Torres and Lindsey Sitz (Assistant Editors), Jackson Berkley (Researcher). Special thanks to David Simon, Annette Insdorf and Armin Mueller-Stahl.



The Peggy Parsons Tribute was produced by Sandy Cannon-Brown. She was assisted by Catherine Zimmerman (Director of Photography); Rick Patterson and Michael Rose (Audio); Claude LaVallee (Editor); Randi Cohen Coblentz (Associate Producer); and Lucy Augustine (Production Assistant).

The Chris Weber Tribute was produced by Elizabeth Ventura. Her collaborators were Peter Roof/Alt Gobo MediaWorks, LLC (Director of Photography); Eric J. Miller (Editor); Pixeldust Studios (Animation); Alexandra Zuckerman, Tamika Smith, Jonathan Hedges (Production Assistants). Special thanks to Jennifer Cortner, Janna Hearn, Hilarey Kirsner Leonard and Wynetta Singhatteh.



The World Came to DC - WIFTI Summit 2012

The Women of Vision Awards were a great start to the weekend that gathered media professionals from across the globe to hone their crafts and discuss the future of media. Janet Fitzgerald and Sonya Dunn both wrote articles for Examiner.com about the Women of Vision Awards and the WIFTI Summit. Ms. Fitzgerald summarized the conference as follows: "If you are passionate about working in the media and entertainment industries it is clear when you walk through the doors of UCDC to the Women in Film and Television International Summit, you are definitely in the right place. From the welcoming smiles of the volunteers at the registration, to tables with people discussing projects and collaborating, to the highly attended seminars, the positive environment is exciting and invigorating..." [The full article is available here.](#)

By the numbers - 7 WIFTI Board Members; 66 panelists; 46 program events - 3 behind-the-scenes tours, 2 plenaries, 2 screenings (*Europa, Europa* and *Vamps*); 2 Stop by Shoot Film sessions, 1 Adobe Cloud session, 29 workshops - 14 script critiques; 18 pitch critiques; 16 WIFTI Chapters represented; 3 receptions; 21 actors; 20 WIFTI Summit sponsors; 7 WIFTI member shorts screened; 28 volunteers; 150 attendees. In all, more than 700 people came to Women of Vision, WIFTI Summit and ScriptDC events.



An amazing group of presenters gave their time and expertise to the benefit of the attendees. Full bios are available at www.wifv.org/wiftisummit

WOW! What a weekend!" I was so impressed with ScriptDC! The presenters were amazing. They were so sincere and earnest in their willingness to share their expertise with us. I felt this terrific spirit of camaraderie. Thanks to all the folks who put ScriptDC together. - Robin Noonan-Price

It was the perfect amount of attendees, allowing for lots of intimate workshops/encounters that didn't make networking seem overwhelming. I was also happy to see familiar faces, thanks to my attending the Screenwriter's Roundtable. All in all, I'm extremely glad I registered and really happy I joined such a supportive, smart, connected, global organization of working women in entertainment. Thank you! - Zelle Bonney

Accept this note as my mega thank you for an amazing weekend. I learned so much exchanging information with the talented women who attended my sessions and those I shared panels with - Laurie Scheer

Thank you for everything -- it was very inspiring! - Mary Jane Skalski

WIFV Members did a great job writing blogs on the different workshops. [International productions were the focus of this blog by Faith DeVeaux](#). All the blog entries can be found at <http://wiftisummit.wordpress.com/>



Jane Root of Nutopia at the opening plenary

Attendees at the November Wednesday One, WIFTI Summit and Script DC were busily scanning each other....but why?

They were packaging and sharing their online identity with **Vizibility** - an engaging Mobile Business Card, harnessing the power of QR codes, Near Field Communication (NFC), Passbook and other mobile technologies to instantly share their vCard, common connections on LinkedIn and Facebook, hand-picked profiles, videos, photos, links and other curated online content. Learn more and get your free Mobile Business

Card today at Vizibility.com.

WIFTI SUMMIT 2012 SPONSORS



Holiday Gift Suggestions!



Get your holiday shopping fix in the WIFV store. Take 15% off orders over \$50. Use code SHOPUP. <http://www.cafepress.com/wifvdc>

Every Holiday needs music - **A Very Chaise Lounge Christmas** can be found at www.chaiseloungenation.com "Chaise Lounge is a delicious, subtle, swinging ensemble that, to borrow a phrase from Duke Ellington, is beyond category. Steve Allen's hip "Cool Yule" and the Kay Starr hit "The Man with the Bag" will bring a smile to jazz fans, and "Mr. Santa" out-Chordettes the Chordettes. There's even a non-annoying version of Garrison Keillor's least favorite holiday song, "Little Drummer Boy," which someone should pass along to him as proof that in the proper hands, anything can swing. Add a little rockabilly and a couple of reimagined classics and here, at last, is new music for the season!" - Ken Borgers, www.JazzKnob.org Also recommended by Charlie Barnett!

The History of Film is the latest archival infographic from HistoryShots. The 2,000 "most important films" of all time are arranged by genre and release date, creating a mountainous, layered graphic that crosses strata trends with timeline chronology. 43"x22" posters start at \$39 <http://www.historyshots.com/film/index.cfm>

Mary Pickford Queen of the Movies, edited by Christel Schmidt
www.kentuckypress.com

Not a media item, but lovely to drink a cup of tea while enjoying a good book or film...or in a edit bay late into the night....www.Pearlteas.com The yummiest tea I have ever had...available online or at Union Market, 1309 5th St, NE, WDC 20002, thru December. Recommended by Angela Edwards

Film Suggestions

Recommended films from the Conscious Media Roundtable

With One Voice <http://www.withonevoicedocumentary.org/>

I AM <http://iamthedoc.com/>

Happy <http://www.thehappymovie.com/film/>

Breaking Through The Clouds: The First Women's National Air Derby by Heather A Taylor

<http://breakingthroughtheclouds.com>

*Recently awarded the TIVA Peer Gold Award for Best Documentary.

The Tudors was on Showtime a few years back that we just ran across is the history of Henry VIII There is a DVD set available. <http://www.sho.com/sho/the-tudors/home> - recommended by Barbara Buchanan

Classes

Give a youth in your life the gift of documentary filmmaking. Docs In Progress has spaces open in its two-week **Youth Documentary Filmmaking Daycamp** which will be taking place from July 1-12 (except July 4) in downtown Silver Spring. Students age 12-18 will spend the camp learning how to plan, shoot, and edit a short documentary video from start to finish. More info at <http://docsinprogress.org/events/78/summercamp2/>

Betsy Casting Workshop & 1:1 Session Gift Certificates are Available

Email Betsy@betsycasting.com

include to:

From:

Amount:

Personal message to show on certificate

Betsy will email you an invoice

1:1 sessions: \$75.00 / 50 minutes

Workshops: \$165.00 - \$250.00

Why Did My Film Not Get In?

By Jon Gann

"Everyone thinks my film is great! You guys don't know what is really good."

"I've seen the films you program and mine is so much better."

"My film won awards at four other festivals! I don't understand why you didn't pick it up."

I receive these complaints (and worse) daily from filmmakers of every level of experience - from novice high school students to award-winning directors. I'm going to probably surprise you and say your film wasn't rejected because it sucked - although that can definitely be a factor. The real reasons are complex and varied, but come down to a single factor: film festivals are not necessarily what you think.

Film festivals are a business to showcase outstanding films to established audiences, attract new

audiences, and provide a solid platform for filmmakers to meet and connect with these audiences and one another. That's a lot of planets to align, and sometimes the math just may not work in your favor. It really is that simple.

But everyone can agree on this basic premise: The desires of filmmakers and the needs of festival programmers are often at odds. And these often competing interests mean that it's your job, as a filmmaker, to create an informed festival strategy for your film with care.

I have been fortunate enough to see the world of festivals from both sides. As a filmmaker, I've traveled the globe to support films I wrote and directed. As a guest, I've enjoyed the hospitality offered by festival organizers, meeting audiences along the way. As a festival director, I have been fortunate enough to meet hundreds of other festival organizers, and have spent a great deal of time talking to them, asking questions about their systems and processes, and working to network for an open exchange of information.

Which is why I wrote ***Behind the Screens: Programmers Reveal How Film Festivals Really Work*** -- a collection of 16 interviews with film festival directors around the globe about how the selection process actually works; what filmmakers can do to enter more appropriate films; their thoughts and insights into the industry and the importance of festivals. While there are other books about playing the circuit, there is none with this approach or personal connection to the information. [Order your copy here.](#)

News from Virginia Film Office - New Director, New Prizes

The Virginia Film Office has announced that Andy Edmunds will be the new Virginia Film Office Director. Edmunds had been serving as the Interim Director since April, stepping in for long-time Film Office Director Rita McClenny who has been named President and CEO of the Virginia Tourism Corporation. The Film Office is a division of VTC.

McClenny stated, "For over 15 years Andy Edmunds has been a vital part of the Virginia Film Office. His work has elevated the reputation of the office worldwide and his tenacity and relationship building have brought the Commonwealth numerous projects resulting in significant economic opportunities for Virginians. Spielberg's *Lincoln* chose Virginia, and had a superb production experience, largely due to Andy Edmunds' focus and attention. I am confident that Andy is the perfect choice to lead the Virginia Film Office into the future."

As part of the transition, Edmunds has promoted Mary Nelson, former Communications Manager at the Film Office, to the position of Deputy Director. Edmunds commented: "Mary Nelson's years of experience at the Film Office, along with her recent position as President of the Association of Film Commissioners International, give this office a valuable perspective and a depth of knowledge unique to Virginia. I am fortunate to be on such a superb team of dedicated and talented friends and colleagues."

The film industry in Virginia plays a significant role in the state's economy. In 2011, total economic impact of the film and television industry in Virginia was \$394.4 million, a 14.5 percent increase over 2010. In addition, 3,817 jobs were attributed to the film industry in 2011, up from 2,651 jobs in 2010.

2012 Virginia Screenwriting Competition Winners Announced

The winners and their screenplays are: Mr. Eric Carlson (Williamsburg) *Under Pressure*, Mr. Brian Weakland (Richmond) *Klaus the Great* and Ms. Liane Young (Rhoadesville) *Operation Firefly*.

The Virginia Screenwriting Competition was created by the Virginia Film Office to celebrate the accomplishments of Virginia writers, as well as to promote the future of filmmaking in Virginia. It provides screenwriters with a forum for their work and an opportunity to present their scripts to decision makers in the film industry. Each writer submits a full-length screenplay to be evaluated by a panel of Virginia judges. Final scripts from the first round of judging are then sent to a second panel

comprised of professionals active in the film or television industry. The winners were presented with their awards during the 2012 Virginia Film Festival in Charlottesville.

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](#).