



WIFV NEWS

December 2016 Members in the News

Edited by Flo Dwek

Featuring Andrea Palombella, Randi Cohen, Sharon Sobel, Katie Lannigan, Jay Schlossberg, Anne Cocklin, Natalia Megas, Shoshana Rosenbaum, Beth Mendelson, Laura Possesky, Rosemary Reed, WIFV Members Recognized at TIVA Peer Awards, Call for Members in the News Articles, Call for Awards Info!

What's In Your Lipstick? Palombella Investigates With New Doc

Andrea Palombella's documentary-in-the-making, **PRETTY UGLY**, takes a hard look at the chemicals in personal care products and cosmetics. Andrea has taken on a passionate quest to decode the synthetic, syllable-laden ingredients inside the bottles that fill America's bathroom cabinets. She's investigating what chemical ingredients are linked to diseases like cancer, reproductive issues and other illnesses-and what options consumers have to combat or boycott these unregulated, and potentially toxic products.



In December, Andrea collaborated with WIFV member **Randi Cohen** to help promote both the film and healthier personal products. Randi is a representative for Neal's Yard Remedies, an award-winning, organic skin and body care line. Ten percent of sales made via Randi's [NYR web page](#) will be donated to **PRETTY UGLY**. For

more information, contact andrea@prettyuglythefilm.com; and for more

Sobel: When a Pro Goes Pro Bono

Sharon Sobel of Picture This Video used 2016 to work on some pro bono jobs when the work wasn't coming in as quickly as she'd liked. Sharon created a video for a family who was celebrating their father's 80th birthday, using home movies and archival photos.



She also made a video for a church that was celebrating its 60th anniversary. The video incorporated interviews with longtime members, plus lots of still photos and graphics to help tell the church's history. Sometimes, what goes around really does come around: after finishing these jobs, Sharon received some good news. The DC Peer Awards named Sharon as the recipient of a Bronze Award for a pro-bono video she did in 2015 as part of a campaign for a summer sleep-away camp for mentally and/or physically challenged children and adults in southwestern Virginia. Picture This Video is wrapping up the year by finishing up some pilot videos for a new multi-touch marketing service that will launch in 2017. As for getting paid? Picture This Video acquired three new clients in 2016: an educational foundation, a large international corporation, and an events production company. 2017 will mark the 20th year that the company has been in business, serving educational and corporate clients in the

info on Neal's Yard Remedies,
contact randiorganic@gmail.com

Lannigan and Schlossberg Films Join WIFV Fiscal Sponsorship Program

Chosen from the Fall round of submissions, LAST DAYS OF BROOKLAND MANOR produced by **Katie Lannigan** and FEAST YOUR EARS: The Story of WHFS 102.3 FM produced by **Jay Schlossberg** are now part of the



WIFV fiscal sponsorship program. Lannigan's film also received a WIFV Seed Fund Grant for Documentary Producers! You can read descriptions of these films, and all the fiscally-sponsored films, [here](#).

WIFV offers 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 our 501(c)(3) public charity 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.

Megas and Rosenbaum are Story Broads!

Natalia Megas and **Shoshana Rosenbaum** are writing for the Story Broads! The Story Broads are an international and diverse collective of about 100 female screenwriters and filmmakers who mostly interact through a Facebook group but periodically get together at events like Austin Film Festival and Stowe Story Labs. They also (somewhat recently) have a regular column in [Script Magazine](#) that publishes their contributions. The ultimate goal of Story Broads is to champion for a female presence both in front of and behind the camera. Each week they bring you

metro DC area. To celebrate, they've got a whole new look to their website-take a look: www.picturethisvideo.net. To learn more, contact Sharon at Sharon@picturethisvideo.net.

Cocklins Win Four TIVA Peer Awards

Kudos to **Steve and Anne Cocklin** of Cocklins Digital, the proud recipients of four prestigious Peer Awards from the 20th Annual TIVA Peer Awards competition. Each award acknowledges and celebrates excellence and exceptional quality work created by professionals. The Peer Award is one of the most sought-after awards in Washington DC. Their awards are as follows:



2016 Gold Peer Award: [Orientation Video](#) created for Sheehy Auto Stores.

Two 2016 Silver Peer Awards: Color Grading and Pro Bono Work for their "Art of Fire" [video](#)

2016 Bronze Peer Award: Educational/Training for "In the Classroom with The Civil War" [series](#)

The Gold, Silver and Bronze winning entries were judged on meeting key objectives, audience reached, overall design and organization, script writing, directing, editing, artistic use of the medium, and overall creativity. The Silver Award for Color Grading was judged on overall quality; originality, imagination and innovation; effectiveness of color grading to project, and best use of the skill of color grading.

Cocklins Digital is a Veteran Owned Small Business and GSA Contract Holder, recognized as a leader in video production. For more information, visit [their website](#) or call 301-259-2468.

WIFV/TIVA Holiday Party - January 27

information on much more than female-centric topics. After all, no job or aspect of this industry should be defined by gender or race. Twitter: [@StoryBroads](#) and Facebook #SBTO.



Early Bird Registration pricing ends December 31, 2016

Register TODAY!

Salute to our Foremothers - The WIFV Q&A



For the next several months, we will be featuring interviews with the women who founded and nurtured Women in Film & Video from the beginning to today! It is quite astounding for a professional development nonprofit to celebrate a 40th Anniversary (ours will begin in 2019) and even more astounding to have so many of its founders and leaders remaining actively involved with the organization. We are honored by their support and nourished by their expertise and enthusiasm. Thanks to **Flo Dwek** for this great idea!

Beth Mendelson

How long have you been a WIFV member, and why did you join WIFV, all those years ago?

I have been a member of WIFV for about 22 years. I went to a WIFV event after I came back from working in Russia and was so impressed with the women I met and the sense of community, that I immediately got involved. It was a great decision!



What were you doing then, and what are you doing today?

At the time, I was an independent producer and was traveling a great deal in Russia and Kyrgyzstan producing documentaries on privatization. (I am still producing documentaries!) After my time in Russia, I worked for five years at ITN, Channel 4 News, London as their Washington Senior Producer. I have been at Voice of America for 11 years, beginning as the Chief of the Afghanistan Service, launching television into Afghanistan during the height of the war against the Taliban. Currently, I am Senior Executive Producer of Special Programming and Documentaries for Voice of America, for several international award-winning films.

What are some of the most beneficial things about your membership with WIFV?

The most beneficial thing was to have met amazing producers who I still call to this day for their opinions; and to have made life-long friends in a community I care deeply about.

What advice do you have for emerging filmmakers?

I tell all of the interns I work with to join WIFV when they graduate; the mentoring and networking is just amazing. There is so much collective wisdom in this organization, and our members are willing to share when you need it.

Anything else you would care to share?

Working with Rosemary Reed, when we co-chaired a Gala honoring actress/director Lee Grant at the Four Seasons, made for such a memorable evening. The organization was practically out of money, we hardly knew each other, and yet, we managed to sell out the dinner and get the organization back on its feet. Being President of WIFV was both challenging and exciting, and a real learning experience for

me. But getting the Women of Vision Award in 2006 was truly a night to remember, and an honor and thrill that meant the world to me.

Laura Possessky



How long have you been a WIFV member, and why did you join WIFV, all those years ago?

I have been a WIFV member for nearly 20 years. I joined as a young attorney interested in connecting with people I represented and to learn more about the industry. Finding WIFV offered me so much more because the members are so welcoming and want to see you succeed. I soon found opportunities to participate in event planning and leadership with the organization. In addition to learning more about the local film industry and sharing my expertise with members, these experiences also helped me develop leadership skills. These skills helped prepare me to rise to promotional opportunities throughout my career.

What are some of the most beneficial things about your membership with WIFV?

The programs and networking events are always great opportunities to meet others in the industry and to learn about new business and technical developments. However, the most beneficial aspect of being a member has been the career-long professional relationships, mentorships and friendships with others. We are fortunate to have so many talented industry professionals, many of whom are generous with their time and knowledge, supporting each other through career ups and downs.

What advice do you have for emerging filmmakers?

Be prepared to make lots of mistakes and learn from them. This is an industry where people pay attention to your successes and your failures: how you react and how you treat others when the chips are down matters and will stay with you.

Anything else you would care to share?

Be bold! Our industry is changing so rapidly. We all have incredible opportunities to play a significant role in shaping the future of the industry.

Rosemary Reed

How long have you been a WIFV member, and why did you join WIFV, all those years ago?

I joined WIFV sometime in the early 1990s. I was President of WIFV in 1997-98. Before that time, I got really involved when Robin Smith asked me to join the WIFV Board of Directors in 1995-96. Robin asked me which committee I would like to join. I showed up at that first board meeting thinking I would assist with the WIFV Woman of Vision Gala that year, and lo and behold, I ended up co-chairing the event with Beth Mendelson. Fancy and tricky footwork, Robin! We got WIFV out of the RED that year with the Gala. I joined because I liked the WIFV mission: "dedicated to advancing the professional development and achievement for women working in all areas of film, television, video, multimedia and related disciplines."



What were you doing then, and what are you doing today?

I was desperately trying to keep Double R Productions afloat. Double R was formed in 1987 but that was me on my kitchen table with an electric typewriter! And we've been going strong ever since. In 2017, Double R is celebrating 30 years of successful video/communication production in Washington,

DC. I'm very proud but would not be celebrating that milestone without the great contacts and friends I made through WIFV.

What are some of the most beneficial things about your membership with WIFV?

FRIENDSHIPS! I've worked with so many wonderful WIFV members but the friendships that developed out of working on so many events, committees, and of course, as WIFV President, have been the best. Those are bonds that will last a lifetime.

What advice do you have for emerging filmmakers?

Learn your craft and listen to those who came before you for guidance, mentoring and maybe even a job. In my humble opinion, you have to earn your stripes before you can call yourself a "filmmaker."

Anything else you would care to share?

I love WIFV. Membership in our organization is so valuable if you want to hold your head up high in this business and truly become involved. You'll learn a lot and make some wonderful friends too. We owe it to those who've come before us and those who will follow to promote and show pride in WIFV and the fabulous work we do to help grow and foster great video production in our community. If we stick together and support each other, all boats rise and our craft and the "art" we create will continue to flourish and make us all proud of our many accomplishments.

Peer Awards Recognize Many WIFV Members

Acting Voiceover - Long Form, Female ♦ Bronze
Veterans Moving Forward: Celebrating Five Years ♦ **Christie Starley**



Acting Voiceover - Long Form, Male ♦ Bronze
MPT's "Conowingo Dam: Power on the Susquehanna" ♦ **Don Hagen**

Aerial Photography ♦ Silver
Drone Photography Sizzle Reel ♦ **Interface Media Group**

Animated Program ♦ Bronze
National PTA: STEM Initiative ♦ **Henninger Media Services** | National PTA: STEM Initiative

Book Narration, Male ♦ Gold
"My Bondage and My Freedom," by Frederick Douglass ♦ **Don Hagen**

Children's Program ♦ Bronze
Meet the Author: John Grisham ♦ **Robin Noonan-Price**, Producer

Color Grading ♦ Silver
Art Of Fire ♦ **Stephen Cocklin**

Directing - Fiction ♦ Gold

Made in America ♦ **Rocket Media Group** | Federal Bureau of Investigation

Directing - Non-Fiction ♦ Gold
AFSCME ♦ **Dennis Boni**

Director of Photography - Fiction ♦ Gold
Made in America ♦ **Rocket Media Group** | Federal Bureau of Investigation

Director of Photography - Fiction ♦ Bronze
The Greater Evil ♦ **Jesse Achtenberg** | Tohubohu Productions

Director of Photography - Non-Fiction ♦ Silver
AFSCME ♦ **Dennis Boni**

Director of Photography - Non-Fiction ♦ Bronze
Jeremiah ♦ **Dennis Boni**

Documentary (\$50K and over) ♦ Gold
Jeremiah ♦ Mark Fastoso | **Luis Blandon** | Stephen Menick

Documentary (\$50K and over) ♦ Bronze
First Lady of the Revolution ♦ **Spark Media**

Editing - Fiction ♦ Bronze
Made in America ♦ **Rocket Media Group** | Federal Bureau of Investigation

Education/Training (\$25K and over) ♦ Gold
Made in America ♦ **Rocket Media Group** | Federal Bureau of Investigation

Education/Training (\$25K and over) ♦ Bronze
Misadventures in Money Management ♦ **WILL Interactive** | CFPB

Education/Training (under \$25K) ♦ Bronze
In the Classroom with the Civil War Series ♦ **Cocklins Digital Productions**

Independent Short ♦ Silver
Once Upon a Bedroom ♦ Star Wipe Films | **DUO Media Productions**

Independent Short ♦ Bronze
Final Notice ♦ **Rick Kain**

Internal Communications (\$10K-\$25K) ♦ Gold
Orientation Video: Sheehy Auto Stores ♦ **Stephen Cocklin** | **Anne Cocklin**

Internal Communications (\$10K-\$25K) ♦ Silver
I Am a Dental Voter ♦ **Double R Productions** for American Dental Association

Internal Communications (\$25K and over) ♦ Gold
AFSCME ♦ **Boni Productions**

Motion Graphics - 2D/3D Animation (under \$10K) ♦ Silver
NAE E4U3 Video Contest ♦ **Brian Pennington**

Pro Bono ♦ Gold
Dear Future Family (Parody Music Video) ♦ **Felicia M. Barlow Clar** | J. Michael Roche | **Tanya Spann Roche**

Pro Bono ♦ Silver
2016 AAPC Conference Promo ♦ **Interface Media Group**

Pro Bono ♦ Silver
Art Of Fire ♦ **Stephen Cocklin**

Pro Bono ♦ Bronze
We Need Your Support ♦ **Picture This Video LLC**

Program Open (\$10K and over) ♦ Silver
2015 Junior Achievement Business Hall of Fame Open ♦ **Interface Media Group**

Public Relations/Marketing (\$10K-\$25K) ♦ Silver
PM Pediatrics Experience ♦ **Interface Media Group** | Katherine Vences

Public Relations/Marketing (\$25K - \$100K) ♦ Silver
Cordish Companies Corporate Video ♦ **Interface Media Group** | Jordana Well

Public Relations/Marketing (under \$10K) ♦ Gold
SOLIDWORKS World 2016: Game of CAD ♦ **DUO Media Productions**

Public Service Announcement ♦ Gold
2016 APA Olympic Legacy Leaders Public Service Campaign ♦ **E. Samantha Cheng** | Edward Young Lee | Tiger Souvannakoumane | McDonald's USA, LLC

Public Service Announcement ♦ Gold
CBIRF ♦ **Rocket Media Group**

Student Production: Fiction ♦ Silver
Cowlick ♦ **Lindsey Sitz**

Student Production: Non-Fiction ♦ Gold
Vey nou Lagon ♦ **Vanina Harel** and Zara Currimjee

Student Production: Non-Fiction ♦ Bronze
Wild About Hank ♦ **Emma Kouguell**

Visual Effects ♦ Bronze
SOLIDWORKS World 2016: It's No Secret ♦ **DUO Media Productions**

[You can see the full list of TIVA Peer Award recipients here.](#)

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

Call for Award Info

If you have won an award, screened at a film festival, or received a major grant, please let me know so we can share your success. Send the info to director@wifv.org

Thank you!

WIFV is honored to be recognized again as a Top-Rated organization by Great Nonprofits. Less than 1% of eligible nonprofits received this distinction. Because of the reviews WIFV has received, we've been a Top-Rated nonprofit since 2012. **Your review makes a difference!**



We value your your reviews throughout the year. Please tell Great Nonprofits about an experience you've had at a WIFV program, an interaction you've had with a speaker or fellow member, or just what WIFV means to you. [Click here to go straight to the WIFV page on their site.](#)



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Blackmagicdesign



VIRGINIA IS FOR FILM LOVERS



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

Just a reminder that you're receiving this email because you have expressed an interest in Women in Film & Video. Don't forget to add director@wifv.org to your address book so we'll be sure to land in your inbox!

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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