



WIFV NEWS

June 2013



President's Message

Gender matters. Much like race, national origin, religion, sexual orientation and health, our place in the world is influenced by our gender. None of these characteristics in and of itself defines us but they matter.

There has been a lot of news recently about gender in the United States. Women have surpassed men in education attainment. Women account for 85% of all consumer purchases. A record 40% of all households with children under the age of 18 include mothers who are either the sole or primary source of income for the family. According to the Maryland Women's Business Center, about 35% of new businesses are women owned.

Yet despite these numbers, less than 6% of businesses earning over \$1 million in revenue are women-owned. Women comprise only 18.3% of the current US Congress. Women make only 77 cents per every dollar earned by men. Females comprise only 7% of movie directors, 13% of writers, and 20% of producers.

Your membership in WIFV enables that staff, under the direction of powerhouse Executive Director Melissa Houghton, to tirelessly work on behalf of women and media makers to start changing these statistics. When you are focused elsewhere, WIFV keeps the conversation going. The WIFV Board of Directors, Advisory Committee, and volunteers work with local, national and international organizations on your behalf. They form strategic partnerships, ensure

In This Issue

[Demystifying Media Budgets - June 5](#)

[WIFV 48 Hour Film Team](#)

[Audio Program - June 18](#)

[Actors' Center Partnership](#)

[Ageless Screening June 7 / AFI Docs June 19-23](#)

[Lights, Camera, Literacy!](#)

[Swedish Film Institute Equality Initiative](#)

[Coalition of Indie Film Orgs Partnership](#)

[New and Renewing Members](#)

Demystifying Media Budgets - WIFV Weds One - June 5

Learn how to budget your next film project to maximize your time, funds, and potential supporters.

Our panel of experts includes **Claudia Myers** (feature), **Rosemary Reed** (nonprofit), **Sharon Sobel** (freelance), and **Karen Thomas** (documentary). They will discuss the current trends, prices and budgets from freelance work to features.



Wednesday, June 5, 2013
6:30 pm networking; 7:00 pm panel
Interface Media Group, 1233 20th Street, NW
(Dupont South Metro)
\$15 WIFV Members / \$30 Public
[RSVP via WIFV Calendar](#) or by emailing membership@wifv.org

that media makers are recognized for their contributions, advocate for funding, and orchestrate training and networking events. WIFV provides a forum for men and women who encourage equal opportunities for important stories to be made and find audiences. Supporting your colleagues with your expertise and enthusiasm does make a difference.

I hope you are proud of your membership in WIFV and all that your support enables WIFV to do for you and the larger community. We are certainly proud of our members, men and women, and energized by your incredible creativity and success.

Lastly, as my term as President of the Board of Directors winds down, I have to thank the Board of Directors, Advisory Committee, countless volunteers, our sponsors, the WIFV staff and wonderful members, for making this amazing year happen. You enabled WIFV to offer the WIFTI Summit 2012, Script DC, the Women of Vision Awards, and many other important programs this year. Thank you. I hope to see you often at future WIFV events.

Respectfully,
Mary May



The First WIFV Team to enter the 48 Hour Film Project received the Spirit Award, a Best Of Screening Award and had a great time making *Calamity Jane!* The film will be posted to the WIFV YouTube Channel soon. [Credits here.](#)

ScriptDC - October 18-20, 2013
The Conference for Writers AND Producers in the Mid-Atlantic Region.

Audio and How it Can Benefit Your Production - June 18

A joint presentation of WIFV and Capital Audio Post with a panel of experts from different sides of the production and post process will each talk about sound, its importance, and its integration into your production - whether a feature film, reality show, commercial spot, documentary or corporate promo.

Each panelist will deliver information from their professional perspective and how that, in turn, feeds the next stage of the workflow, all with the end result in mind. The group will present an agenda, with examples, on how audio is thought of, planned for, recorded and dealt with right through the final mix for delivery.

Panelists Include:

Greg Smith - Location Sound Recordist and A.U. Instructor (*Star Wars, Indiana Jones, Blue Planet*)

Frank Scheuring - Capital Audio Post / Sound Editor-Mixer (*Planet Earth, Explorer, Bomb Patrol: Afghanistan*)

Chip Sovek - Capital Audio Post / Sound Editor-Mixer (*DC Cupcakes, Bomb Patrol: Afghanistan, Stories From the Vault*)

Tuesday, June 18, 2013, 6:30-8:30 pm

Capital Audio Post LLC, 8315 Lee Highway, Suite 520, Merrifield, VA 22031

Guests will enjoy a tour, mingling, swapping cards, appetizers and beverages.

RSVP to membership@wifv.org or through the [WIFV calendar](#) - bring a friend or colleague.

This event is free to current WIFV members and \$10 for non-WIFV members.



Capital Audio Post is a unique post facility located at 8315 Lee Highway in Merrifield, Virginia, just outside the Capital Beltway. Services include video editing, sound design, sound mixing, in-studio and ISDN recording, and many other media related services. www.capitalaudiopost.com.

New Partnership with The Actors' Center!

WIFV has been working informally with The Actors' Center for years and we are delighted to announce a more formal partnership to benefit the members of both groups. The Actors' Center will be working with the Screenwriters Roundtable to provide actors for table readings!

Any WIFV Member can access **The Actors' Center Online Casting Database** which includes their members' head shots, casting profiles, and representative resumes. The database allows people actively involved in casting to view a large variety of the wonderful, talented actors who comprise our membership and are available for work in Maryland, DC, Virginia and beyond. The Actors' Center, with more than 1,000 members, can supply almost any conceivable casting need - **FREE OF CHARGE, WITH NO AGENCY FEE!** The Casting Database is fully searchable, and now also offers associates a "Favorites" feature, so you can bookmark actor profiles for review later. **To be a Casting Associate simply fill out the application found here.**

The Actors' Center is a volunteer membership organization and a nonprofit corporation created by and for actors in Washington, DC, Maryland and Virginia. Our members include actors (professional, nonprofessional, union, and non-union) working in theatre, TV, radio, film, Internet, narration, voice-overs, improvisational theatre, and other venues. Among our members are also directors, producers, casting agents, students and technicians. We provide many resources for those wishing to further their knowledge, skills, and love of the acting life, including workshops, networking opportunities, performance opportunities, and other events. www.actorscenter.org



Ageless Screening at FemFab - June 7

Join **FemFessionals** the First Friday of each month for FemFab Fridays - celebrating savvy business women at the fabulous Lost Society Lounge. This month, meet local film director/producer, Heather Gwaltney and catch a sneak peek of her new documentary, *Ageless*.

Ageless is a critique on America's attitudes towards women and aging. Gwaltney says the film was inspired by her own struggle with aging and how she and people she spoke to were reacting to ageism and sexism in current media and advertising. "The media programs women to believe that they are never young enough, sexy enough or good enough," explains Gwaltney, now 40. Gwaltney hopes that *Ageless* will inspire women of all ages to "own their aging" and hold the media accountable for representing women in realistic ways. www.agelessthemovie.com WIFV is delighted to be a promotional partner!

Friday, June 7, 2013, 5:30 - 7:30 pm

Lost Society Lounge, 2001 14th Street, NW 20009 (U Street Metro)

RSVP preferred - \$5 Happy Hour Specials / \$10 suggested donation

100% proceeds supports **Tigerlily Buddy Bag Initiative**

Bring business cards and connect with like-minded ambitious women!

AFI Docs - June 19-23 in Silver Spring & DC



AFI Docs Presented by Audi (formerly Silverdocs) is an internationally recognized event that honors excellence in filmmaking, supports the diverse voices and free expression of independent storytellers and celebrates the power of documentary to improve our understanding of the world. Now in its 11th year, the festival is embarking on a transformational chapter in its history with an expansion into landmark Washington, DC venues and with the AFI Catalyst Sessions which serve as stimuli for national public discourse and an opportunity to engage our nation's leaders with filmmakers striving to shine a light on the greatest issues of today. The festival historically has attracted over 27,000 documentary enthusiasts, policy-makers and thought leaders. [See the schedule here](#)

Combo Ticket Package - \$100

The best way to see a lot of movies with your family and friends!

- Select any combination of 10 tickets for film screenings at our Downtown DC Locations as well as the AFI Silver Theatre and save \$3 per ticket!
- Receive priority seating for the AFI Catalyst Sessions: The Art of Moving Reality, Thursday, June 20 at the Newseum's Knight Conference Center.
- Combo Ticket Packages are available for purchase at the AFI Silver Theatre Box Office only (not available for online purchase), May 28-June 16.
- Screening selections for all 10 tickets must be made in one transaction.
- AFI members receive a 10% discount (\$90 per Pass). A maximum of 2 discounted packages allowed per AFI membership.
- Screenings subject to availability; purchase early for best selection.
- The Combo Ticket Package is non-refundable.

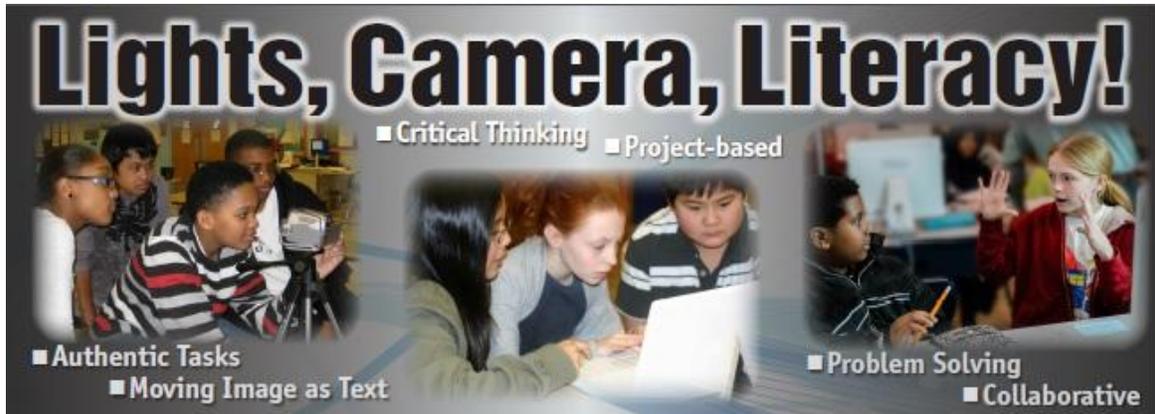
[See the film selections here.](#)

Lights, Camera Literacy!

By Arla Bowers

Each time I join the audience at Silver Spring International Middle School (SSIMS)'s annual Lights, Camera, Literacy! (LCL!) Film Festival, I am absolutely blown away. The short productions of these 11 - 13 year-olds often outdo those created by adults. You might wonder about this, yet consider...

Middle school students are at a perfect age for expressing their creativity. While going through the parental-separation process in their teen years, they are seeking to express their individuality and tell the world what is wrong (and occasionally what is right) with it. They look to their peers for validation and thrive when they can gain knowledge alongside them in an authentic learning environment. Add to this, carefully-planned instruction about collaboration, story structure, and the language of the moving image, and you will find that the results are amazing...short narrative films that convey mood, build tension, display character arc in three-acts, and reveal passionate views through themes that are very much on their minds. Add instruction about stop-motion animation and they create quality Public Service Announcements about problems that matter to them. Add instruction about documentary filmmaking and they share distinct points-of-view about timely topics in their lives.



The Lights, Camera, Literacy! program, currently in eighteen middle schools in Montgomery County Public Schools (MCPS), began as part of MCPS's 2007 district-wide middle school reform. At the time, this highly successful program was to be in all MCPS middle schools, however, the recession halted LCL!'s expansion. This year the three LCL! course manuals have been made available to other school districts and organizations; monies collected are devoted to the expansion and maintenance of MCPS's LCL! program. As a result of the interest in LCL! courses, the LCL! Program was presented at the 2012 annual conference for the National Council for Teachers of English (NCTE), and The Association for Middle Level Education (AMLE) recently invited the LCL! program to be presented at their 2013 annual conference in November.

Over the six years that SSIMS has offered the Lights, Camera, Literacy! Program to its students, the school has expanded the program to include the second and third year courses: Lights, Camera, FILM Literacy! and Lights, Camera, MEDIA Literacy! The demand for these courses at SSIMS this year has resulted in their offering twelve class sections with instruction by three teachers. For the first time, the yearly SSIMS LCL! Film Festival, held at the American Film Institute's Silver Theater in May, was presented over two days, allowing room for the parents of the 350 LCL! students to also attend. What a tremendous response from the parents! And along with those impressed adults in that audience, there was me... the LCL! programs' creator and manager...feeling like a proud parent myself as I watched the amazing films, revealing successful mastery of learning outcomes by yet another group of LCL! students.

International Corner - Swedish Film Institute Equality Initiative

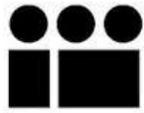
In Cannes, the Swedish Film Institute organized a press reception to celebrate its 50th anniversary. But instead of the usual celebratory fireworks, it issued a challenge to the film world.

The press reception got underway with a few facts:

- * More than 1000 films have competed for Cannes' prestigious Palme d'Or the past 50 years- 54 of them have been directed by women. Only one of those has won, and that was 20 years ago.
- * Four people from the more than 400 who have been nominated for an Oscar for best director have been women. One of those has won.
- * In Sweden women have directed roughly 10% of all the feature films of the last 50 years. Eight women have won a Swedish Guldbagge award for best director in the last 50 years, five of them in the last ten years.

"This isn't good enough. Film is perhaps the most important of all art forms, affecting society and helping us to understand ourselves and our times. If film is to stay relevant in the future, it has to reflect society in terms of whose voices are heard, whose stories are told and who is represented."

Anna Serner, CEO, Swedish Film Institute



Swedish Film Institute

initiatives for young women wishing to enter the film industry and a Nordic website to showcase women - Nordic Women in Film.

Directives from the Swedish government and film industry now stipulate that funding provided by the Swedish Film Institute must be divided equally between women and men. Anna Serner spoke of this and presented the five-point plan for change that the Swedish Film Institute has drawn up in response. The plan involves setting up a mentor and change program for women about to make their second feature film, a research project to look at structures within the film industry, an increased focus on information and statistics,

" We could just use quotas and divide our support 50/50. But we don't think it's the way to go if you want real and lasting change. For that you have to change the structures, and that's why we've launched our action plan. But now we're issuing our challenge to the entire film world with the questions: How are you operating? How can we bring about change together? It's up to everyone - film festivals, film institutes and funds, and everyone who makes films." Anna Serner [More info here.](#)

WIFV Joins National Coalition of Independent Film Orgs

Recently, the International Documentary Association joined forces with the LA-based law firm Donaldson-Callif, renowned for their longstanding legal support of the independent film industry, to launch an important venture called the National Coalition of Independent Film Organizations.

This National Coalition serves to keep the independent film community informed about important developments in the field, including key legal cases and policy changes of national relevance to all filmmakers, particularly documentarians. It also serves as a forum for discussion and collective involvement in the face of potential challenges to our field as a whole.

New and Renewing Members

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

Teri Addabbo
Gayle Anonuevo
Carmen Arregoces De Radke
John Benedetto
Joy Cheriell Brown
Amanda Burns
Wendra Chambers
Diane Costello
Kristen Culverwell
Erin Curtis
Ellen Donnelly
Julianne Donofrio
Anna Lea Embree
Leah Favia
Tom Feliu
Danielle Flynn

Nina Halper
Jennifer Harris
Kimberly Hatton
Jameelah Haynes
Steven Holloway
Adrena Ifill
Rachel Kennedy
Sheila Kinkade
Yana Kirichkova
Kiley Kraskouskas
Kirk Lambert
Stefan LaToure
Eulonda Lea
Ward LeHardy
Monique Lyons
Edwin Mah

Amy Oden
Christopher Oxenford
Germaine Parra
Joseph Pattisall
Leslie Ralston-Rakow
Jasmine Rice
Craig Rossi
Arwa Sawan
Flora Scott
Patrice Shannon
Daniel Silva-Pinto
Kimberly Skyrme
LaTrice Strong
Jessica Stuart
Birgitta Sunderland
Kimberly Townsend

Lauren Frager
Elissa Ghosh
Daniela Gomez
Jenifer Goroff
Jonathan Gruber
Sarah Gulick
Nina Halper
Jennifer Harris
Jameelah Haynes
Steven Holloway

Brigid Maher
Paul Mahood
Liliane Mavidara
Mary May
Chris McGuinness
Natalia Megas
Isheri Milan
Emily Morrison
Erik Mueller
Steven Muskat

Elizabeth Ventura
Owen Wexler
Stephanie Winkler
Steve Zeugner

Corporate Members:
Rocket Media Group
TeamPeople

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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Send Stories to:

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