

In This Issue

WIFTA INSIDER

- WIFTA PSA Airs
- Holiday Parties

MEMBER

SPOTLIGHT

- *Loretta Billingsley*

2011 Flashback

- *WIFTA Events & Programs*
- *2011 Top Articles*
 - *Diversifying Distribution*
 - *R you Rated?*
 - *Catching An Agent's Ear*
 - *To Stand-In Or Sit It Out*
 - *Faking Reality*
 - *The Art Director Speaks*
 - *7 iPad Apps Productionphiles Will Love*
 - *Don't Forget the D.I.T.*

SHINING STARS

- *Bobbi Kornblit*

A Message From Your Board...

WIFTA Members,

This year has gone by so fast and we hope this letter finds you well. As WIFTA's Board of Directors we are truly honored to serve you, and would like to take the time to inform you that we will be making exciting and necessary improvements to the organization ensuring that 2012 exceeds your expectations. Your feedback, passion, and support are the inspiration for WIFTA's vital renovation.

The improvements and changes within the organization will not only positively effect our workshops, job support, communications, programs, and professional development, but will at the core of the organization effect its structure and by-laws so that WIFTA operates in the most efficient way from its foundational level. In order to do this, the board has voted to postpone the Holiday Gala until 2012 and use this time to focus on a critical restructuring process that will make WIFTA an organization that embodies its mission and upholds its promises to its members.

In looking back over 2011, the current Board of Directors would like to thank our former president, Dellis Caden Noble, for her hard work and support; and thankfully acknowledge all of the Board Members who have served WIFTA this year with passion and professionalism.

The board invites you, our treasured members and past members, to continue to email us your positive experiences, thoughts, and concerns so that we can continue to improve and support women in film and television in Atlanta.

Happy Holidays and we look forward to an amazing 2012!

Sincerely,

WIFTA 2011 Board of Directors

Join Us For The Holidays!

GPP, WIFTA, ATLFF365, AICP, Grammys & Digitainment present...

2011 Georgia Industry Holiday Party

Tuesday, December 13, 2011

7p-midnight

Vanquish Lounge

1029 Peachtree Street, Atlanta, GA 30309

Free Admission

Cash Bar

Dress code is snappy casual to cocktail

Reserve tickets by visiting the link below:

<http://gaholidayparty2011.eventbrite.com/>

NOTE: This event is for members only! Any RSVP submitted without being a member of one of the invited organizations will be rejected.

WIFTA PSA Airs!

Kudos are in order for the entire 2011 WIFTA PSA crew. After more than nine months of hard work—concepting, writing, fundraising and shooting the PSA—the 2011 WIFTA PSA, which focused on an anti-domestic violence message, made its broadcast debut in October 2011! The “Peace Begins At Home” PSA, which vividly demonstrated the effects that domestic violence in a home can have on children aired on WXIA in Atlanta. Since the airings, the PSA has been submitted for several awards; it is now available for widespread distribution.

**Get Connected
presents**

Winter Wonderland Freeze Frame Holiday Party

December 15, 2011 from 6pm - 11 pm

The Foundry at Purtain Mills

916 Joseph E. Lowery Blvd

Atlanta, GA 30318

Admission: \$10.00

Member Spotlight:

Billingsley Wraps Up 2011 With A Bang!



Loretta
Billingsley

Congratulations are certainly in order for Loretta Billingsley and her company, Billingsley Post & Graphics. The Greater Women's Business Council (WBENC) nominated Billingsley Post & Graphics for the 2011 Trailblazer Award. Billingsley also reports that the company was recently awarded preferred vendor status with The Coca Cola Company. Plus, the firm is in the process of gaining EDWOB certification for government contracts. Clearly, 2011 has been a good year for Billingsley Post & Graphics!

While Billingsley is undoubtedly riding high of her firm's most recent accomplishments, she remains grounded in the realities of the production industry and the need to stay focused and connected.

"It's very important to me to support women in the film and television industry. I started my career in 1980 when women were still finding it difficult gaining job promotions in certain fields. I chose video editing. Two-inch tape was still the platform. Women were just cracking the ceiling in these types of positions. I distinctly remember wishing I had more support from other women in the field but there weren't any. There has been a lot of improvement over the years but I still see a shortage of women editors and women special effects artists. So, being a member of WIFTA helps accomplish my desire to support women in the industry."

Before wrapping up, Billingsley, who first joined WIFTA in 1995, offered this piece of advice for current members and those considering becoming a member: "Like any organization one joins, it comes down to this. It's like a gym membership. If you don't use it, you won't see any results. So my best advice is to connect, participate, and keep in the back of your mind that the person you support today may very well support you tomorrow. And ALWAYS say thank you!"



2011 Board of Directors

Interim President
Kat Phillips, Development
VPProfDev@WIFTA.org

Vice Presidents
Tandria Potts, Communications
VPCommunications@WIFTA.org

Jeanette Gregory, Membership
VPMembership@WIFTA.org

Kathilynn Phillips, Development
VPProfDev@WIFTA.org

Directors
Masha Dowell, Sponsorship
Sponsorship@WIFTA.org

Cynthia Brooks, Grants
Grants@WIFTA.org

Molly Brown / Gwendolyn Jackson,
Development
VPProfDev@WIFTA.org

Ayoka Chenzira, Programs
ProgramsDirector@WIFTA.org

Alice Stephens, Workshops
Workshops@WIFTA.org

Cheryl Jenkins, Special Events
SpecialEvents@WIFTA.org

Tiffani Howard, Jobs & Opps
JobsOpps@WIFTA.org

Rachelle Conely, Public Relations
PublicRelations@WIFTA.org

Tanisha Coffey, Newsletter
Newsletter@WIFTA.org

Glenda Giles, Website
WebAdmin@WIFTA.org

Lauren Smith,
Member at Large
Melissa Randle,
Member Emeritus
Sue-Ellen Chitunya,
Student Ambassador
Elle S. Richardson,
WIFTI Liaison
Lauren Kosko Patty,
Administrative Support

2011 Flashback:

2011 Kickoff

WIFTA's 2011 kick off event was it proved to be! New and seasoned actors, editors, designers, producers, directors, sound mixers, script supervisors, talent agents, writers and union representatives mingled as they awaited the main event: Insider tips from four of Atlanta's most knowledgeable production industry vets.



Will Packer

Will Packer, being one of the most prominent independent film producers in Hotlanta and Hollywood, shared advice on how to stay encouraged while trying to succeed in production.



Kat Phillips

Kat Phillips, an award-winning, no-nonsense director and producer, used the 2011 WIFTA kickoff to share an array of tips for filmmakers in the making.



Melissa Goodman

SAG Atlanta Executive Director Melissa Goodman's primary message was that "union" is *not* a four-letter word and that having SAG and AFTRA on a filmmaker's team could actually help.

2011 Oscar Party

The 200+ attendees of the WIFTA Oscar Party & Networking event got the

star treatment this year. The event, which took place at Studio Movie Grill in Alpharetta, gave local celebrities and celebs-to-be the opportunity to stroll the red carpet, sample wine and network with local power players. Actress Terri Vaughn and Producer Roger Bobb hosted the event.



6th Annual WIFTA Short Film Festival Filmmakers

6th Annual Short Film Festival

WIFTA was one of nine WIFT chapters nationwide that hosted a film festival. The films we showcased are:

- *He Gave It To Me*, directed by Star Clark
- *Family Bible*, directed by Bobby Huntley II
- *Break That Stereotype*, directed by HaJ
- *The Diary of A Girl Who Committed Suicide*, directed by Andre Jones
- *Leger Probleme (Little Inconveniences)*, directed by Helene Flo Montreal
- *The Sound Of Poetry*, directed by Henderson Maddox
- *Picking Up Feets*, directed by Debrianna Mansini
- *Space Available*, directed by Kathilynn Phillips
- *Hungry For Love*, directed by Ruckus Skye

Programs & Events

Art of the Documentary

Documentary filmmaking: Cinema Vérité; a non-fiction, non-scripted slice of reality illustrating the filmmaker's passion for a subject, place or thing.

The art of the documentary lies with the filmmaker's fervor to memorialize a piece of history, pulling together all of the segments which will tell their story. It is an endeavor that many have tried but that far fewer have succeeded in completing. But, with the help of the presenters of WIFTA's The Art of the Documentary program, perhaps the success rate will surge.

Gayla Jamison, founding producer of Lightfoot Films, was one of the presenters for the evening. The noted filmmaker, who favors topics involving social issues, women's rights and Latin America, showed her film Cuba, which portrays Afro-Cuban culture, art and spirituality expressed in musical form.

"The industry's advance(ment) from sprocketed film to the video and digital media has certainly simplified shooting and editing," said Jamison. She then went on to describe pre-production steps necessary to secure film crews and government permits when the location is an international setting.

(Full article on WIFTA.org, Reel Focus section)

A Different World: Filmmaking In the Age of Interactive Entertainment & Digital Games

This event featured Asante Bradford of the Georgia Department of Economic Development, Deborah Thomas of Silly Monkey, LLC and Joseph

Saulter of Entertainment Arts Research. The panelists provided introspect into the gaming world and media production professionals' place in it.

One portion of the program focused on how filmmakers can use interactive platforms to their advantage. Panelists recommended taking full advantage of the Internet. According to the panel, when it comes to promoting your film / TV/ webisode products, fan pages on Facebook and Twitter posts are great ways to use digital media promote your projects. For example, J.J. Abrams promoted his movie trailer for Super 8 via Twitter a day ahead of the national TV release of the trailer. He had a tremendous buzz going with the anticipation of the Twitter-accessible trailer, which spun into increased overall buzz for the film. Personal Web sites were touted as a good way to promote movies too. The goal, whether you use a Web site or a social media site, is to build a following. Your following can then be your "word-of-mouth" promoters of your project. Plus, if your following is large enough, you may even make money from advertisers seeking to help reach the type of people who frequent your Web site / twitter pages.

(Full article on WIFTA.org, Reel Focus section)

Umberger, Phillips & Crawford Reel In The Crowds

WIFTA members and the general public piled out for two great programs in August in September. In August, WIFTA hosted a panel about voice over acting. The panel featured actor and voice over agent Jeffrey Umberger as well as

con't on pg. 8

Top Reel Focus.

The best of **PRODUCTION**

Diversifying Distribution

Most filmmakers have one vision when it comes to showing their film: Seeing it on the big screen. It's a lofty aspiration, considering the expense the filmmaker / a third-party distributor would encounter to make that happen. Still, it's a great goal to shoot for. However, for those filmmakers whose aspirations include generating revenue in hopes of profiting from the movie, distribution dreams should not stop with the big screen. *(Full article on WIFTA.org, Reel Focus section)*

R you Rated?

When it comes to making films, there are a lot of "little things" to do. However, one thing that many filmmakers overlook--because of lack of budget, forethought or care--is having their film rated. So, if you've got a film project in the works (or completed), here's why you should consider adding having your film rated to your "to-do" list. *(Full article on WIFTA.org, Reel Focus section)*

The best of **PERFORMANCE**

Catching An Agent's Ear

In this candid interview, famed actor and voiceover agent Jeffrey Umberger answers your questions! *(Full article on WIFTA.org, Reel Focus section)*

To Stand-In or Sit It Out?

A casting director calls and asks you to work as a stand-in for a feature film or television show. Your heart jumps a beat...or does it? Well, that depends which side of the stand-in debate you side with. *(Full article on WIFTA.org, Reel Focus section)*

Our Sponsors



Articles In 2011

The best of **THE LOOK**

Faking Reality

Movies and television are all about "make believe." We all know that. But when it comes to faking reality, nobody fakes reality better than the Art Department on a film, TV show or video shoot! Without them, the Director and DP couldn't capture the most realistic scene on camera. They are the masters of making others believe what they see is real-be it through full re-creations or providing just enough visual hints to coax your imagination to "fill in" the rest. So, how do they do it?

Well, according to Set Dresser Phoebe Brown who currently works on the hit Lifetime dramedy *Drop Dead Diva*, it's a highly coordinated effort. "Diva actually has two Hollywood style lots in Peachtree City (Georgia). (Full article on WIFTA.org, Reel Focus section)

The Art Director Speaks: Bringing Vision To Life

Color. Texture. Genre. Mood. Style. Characters. Placement. Script. Audience. These are important words that every good art director lives by. Because an Art Director has to consider all these things and more when working on a project, they also understand what the Director wants, what the talent has to achieve and what the audience wants to see. (Full article on WIFTA.org, Reel Focus section)

"Top Articles" con't on pg. 8

Our Sponsors



THE WOODRUFF
ARTS CENTER

Georgia®
Film, Music &
Digital Entertainment



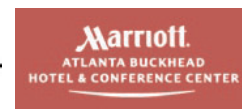
Kodak



FINISH.



SEAN COKES PHOTOGRAPHY





Benefits of Membership

- FREE Admission To WIFTA Programs
 - Invitations To Private Networking Events
 - Access To "Members Only" Resource Listings
 - Eligibility For The WIFTA Mentorship & Scholarship Programs*
 - Online Profile + Access To WIFTA / WIFII Member Directory
 - "Members Only" Jobs & Opportunities Listings
 - Discounted Admission To WIFTA Workshops & Special Events *(excludes fundraisers)*
- *Restrictions Apply*

JOIN TODAY

1. Go to www.WIFTA.org.
2. Click on "Membership."
3. Complete the online application.

Shining Star

WIFTA Advisory Board Member **Bobbi Kornblit** has just released her debut novel. It's called *Shelter from the Texas Heat*. The book is an intriguing tale centered around three generations of women. It delves into the dangers of holding onto secrets and the power of friendship to help release them. *Shelter from the Texas Heat* is available on Amazon.com.

Umberger, Phillips & Crawford Reel In Crowds *con't.*

veteran voice actors Tom Sullivan and Megan Hayes. Meanwhile, WIFTA's September program on Film Financing featured Rohan Crawford and Kathilynn Phillips. Crawford provided tips from a business perspective—since, at its core, film financing is a business proposition to potential investors; Phillips shared unconventional methods for paying for productions through tax incentives and local government programs.

Other activities WIFTA was involved in are: Digital Doyennes, Actor's Workshop, Darin Scott Directing Workshop & Production Design: Creating A Look For Your Film.

New Members!

- Karen Ceeday
- Allie Goolrick
- Lisa Hembree
- Sharon Logan
- Olivia McBride,
- Myra McKenzie
- Paige McRae
- Stephanie Onyebetor
- Azizi Richardson
- Margo Smith
- Leah Takata
- Tonya Williams

The best of **TECHIE** ("Top Articles" *con't.*)

7 iPad Apps "Productionphiles" Will Love

Most filmmakers don't have the luxury of having expensive tools. But, one tool that's helping some to be more efficient with production is the iPad, thanks to some highly handy production-related applications. *(Full article on WIFTA.org, Reel Focus section)*

Don't Forget The D.I.T.!

The Digital Age's evolution is in full bloom. While there's no mistaking that film has a quality that digital just can't duplicate, more and more filmmakers are switching to HD, digitally shot movies. *(Full article on WIFTA.org, Reel Focus section)*