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The Game Scores...And Wins!

The axe came down on *The Game* in 2009, but it missed...sort of. Unlike many television shows, *The Game* got a second chance to entertain the masses after it's loyal fans campaigned to keep the show on the air. The CW cut *The Game* from its lineup due to dismal ratings. While the CW seemingly was able to easily cut ties, fans of *The Game* were not. Determined not to lose another beloved show—the CW had previously cut another favorite with African American viewers called *Girlfriends*—fans spoke up. Their message was loud and clear: "We want *The Game*!"

While the cries fell on deaf ears at the CW, BET was listening. As a result, the 30-year old network swooped in to provide the "real" and "racy" dramatic sitcom with a new network home. *The Game's*

con't. on pg. 2

Panavision, Now Local To ATL

Proof positive. That's what the announcement that Panavision will be opening a new state-of-the-art facility in Atlanta is. It's yet another sign that the blossoming Atlanta film production industry is not a figment of the locals' imagination. The new

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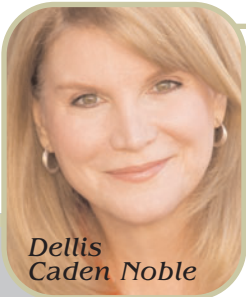
Educated, Inspired & Ready To Work!

WIFTA president Dellis Caden Noble promised attendees of WIFTA's 2011 kick off event "a night of inspiration and education" and that's exactly...

con't. on pg. 4

Got Film(s)?

Just in time for Women's History month, WIFTA will be hosting its 6th Annual Short Film Showcase. The event will highlight films written, directed, produced and / or starring women. Visit WIFTA.org for details on the showcase and how to submit a film before the February 22, 2011 deadline!



Dellis
Caden Noble

President's Message

Happy 2011! This year began with a night of education and inspiration with our Annual Kickoff Event featuring Will Packer of Rainforest Films, Kat Phillips of Kat Scratch Films and Melissa Goodman of SAG. If you missed it, you missed out...but more good things are to come! Now, a quick heads up: The films *Joyful Noise*, *The Odd Life of Timothy Green* and *The Wettest County In The World* and TV project *Singles Ladies* are in pre-production. Meanwhile, TV shows *House of Payne*, *Teen Wolf*, *Vampire Diaries* and *The Monique Show* are in production; the film *The Collection* is too. Let's network to help each other. Together, we can make 2011 a great year for women in Georgia production!

The Game Scores... and Wins! (con't.)

fan following and the fact that BET was planning to add more scripted shows to its programming undoubtedly helped make *The Game* an appealing opportunity for the network.

After BET acquired *The Game*, Executive Producers Mara Brock Akil, Salim Akil and Kelsey Grammer prepared for production once again. They moved production of the show to Atlanta and got to work. Fast-forward to 2011 and *The Game* is back on the air. The show premiered on January 11, 2011 to staggering ratings; more than 7.7 million viewers, according to BET. The Lesson: The little guy's voice can be heard when it's unified and amplified.

Oscar, Goldie, Emmy & The Actor

Television awards shows are fun to watch. Great entertainment. But did you ever stop to wonder: Who gives what to who? Why? And who decides who gets it? If so, here's your answer...

The Golden Globes is put on by the Hollywood Foreign Press Association. They are literally foreign journalists who report on Hollywood entertainment! Awards go to those in both television and film. It is the members of HFPA who determine who the recipients of the awards will be.

The Academy of Motion Picture Arts & Sciences (AMPAS) Awards, often called The Oscars, honors film professionals. The so-called "Oscar" is actually the name of the statue given to those receiving *The Academy Award of Merit*, which is one of eight awards issued by AMPAS. A group of less than 10,000 voters, all of whom were asked to be honorary members of

con't. on pg. 6

The *smart* way to network and to stay 'in the know' is to be a part of what's happening. So, quick, volunteer for a WIFTA committee! Just email the Director or VP you would like to work with...today!

Panavision, Now Local To ATL (con't.)

midtown facility means that local filmmakers will have greater access to the cameras they want—whether they're shooting film or digital. Plus, companies will be able to source more equipment in-state. Panavision Atlanta is slated to open in February.

The Next Cool Thing

Local designers really set the scene at "The Next Cool Thing." Literally. The January event, which was spearheaded by the Georgia Production Partnership and To The Trade Only, featured Atlanta-area design-industry professionals showcasing their set building and set design skills. It's quite a site to see. So, take a look...



TOP: *Down With Love*, designed by Dwell Design Studio, et al; MIDDLE: *Avatar*, designed by Kass Wilson / Wallstreet Studio, et al.; BOTTOM: *Interview With A Vampire*, designed by, Ericnine, et al



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The 2011 WIFTA

Educated, Inspired & Ready To Work! (con't.)

what they got! 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. Here's what they had to say...

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 "make it" in an industry that is light on kudos and heavy complaints. His advice:



Will Packer,
Rainforest Films

Use what's uniquely you. Figure out what you have that no one else does, and use that to get where you want to be.

Be you own #1 fan. Hollywood is notorious for telling people "No" or "You're not good enough." It would be easy to believe them, but don't. Instead, believe in yourself; know that you are the best at what you do and keep trying it...whatever it is.

Embrace failure. The failures you experience can be opportunities to learn what you need to succeed...if you let them.

Make no excuses. Yes, the odds are against you when you're new to Hollywood—especially if you are a woman or ethnic minority. And? Accept it and don't let it stop you. It's no excuse.



Melissa Goodman,
SAG



Allison Wise,
SAG / AFTRA

Union is not a four-letter word. That was part of SAG Atlanta Executive Director Melissa Goodman's opening message when she took over the microphone. Her goal: To let the film / TV / media production community know that working with SAG on a project won't make things more challenging. In fact, she spoke about how having SAG and AFTRA on a filmmaker's team could actually help. Three key benefits of partnering include:

More opportunities. Being able to tout your project as a SAG or AFTRA production increases the presumed professionalism of your project in the eyes of potential investors and distributors.

Skilled Talent: Working under SAG or AFTRA agreements gives you access to a more seasoned population of actors.

Learning the Ropes: Producing a SAG or AFTRA project introduces you to industry-standard contracts and practices, making you that much more ready to work on larger productions.

Annual Kickoff!



Kat Phillips,
Kat Scratch Films

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. She shared a truckload of advice, far too much to include here. Here are four highlights:

Act like an entrepreneur. A movie is a product. If you want it to be a good product and if you want it to sell, you have to think of it as such. So, plan out your strategy for its success. Be tight-fisted with money but don't cut corners too sharply. Above all, protect yourself and your project by making sure you do everything legally.

Be in "the know." Who's buying what? Who is the next "big thing" going to be? How are films distributed today? What's does a "good deal" really include? Who's who in town and what or who do they know that can help you? In short, stick your nose into everything you can!

Aim high. The best isn't as hard to get as you may think. So, strive to recruit the very best talent you can find—behind the scenes and in front of the camera. You will be surprised with what you can attain when you reach for it.

Learn from all mistakes. Never make the same mistake twice. When you learn about others' mistakes, don't make their mistakes either!

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- *Restrictions Apply*

JOIN TODAY

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

New Members!

Jasmine Adams, Yaminah Ahmad, Auset Aswad, Autumn Bailey, Lenee Braxton, Lauren Brown Jarvis, Christina Burns, Roni Casale, Tuneen Chisolm, Haj CPM, Kimberly Daniels, Patreece DeChabert, Jean Estevez, Kym France Wilson, Toya Gadsden, Valee Gallant, Teresa Graves, Leslie Greene, Terriney Guthrie-Bridges, Robin Harris, Cheryle Harrison, Sylvia Havens, Dee Hill, Elizabeth Ingram, Myra J., Gwendolyn Jackson, Keiona Jackson, Bernie Lawrence-Watkins, Ron Lester, Renee McCown, Rhyan Minter, Claire Papevies, Makini Peebles, Amelia Ramirez, Cheryle Reynolds, Carolyn Richards, Sherica Sampson, Julie Shaer, Nora Sullivan, Jeffrey Umberger, Comelia Virella, Deidre Walker, Marcel Williams, Ann Wittenberg, & Tracey Wright

Oscar, Goldie, Emmy & The Actor (con't.)

the Academy, decide who wins.

The Academy of Television Arts & Sciences (ATAS) and the National Academy of Television Arts & Sciences (NATAS) award the Emmy for television. The Emmys are distributed for a variety of achievements in multiple areas. The most well known are the Daytime Emmy (NATAS) and Primetime Emmy (ATAS) awards.

The Screen Actors Guild (SAG) Awards, as the name hints, honors actors—those in television as well as film—rather than all disciplines in TV / Film production. The winners of a SAG award, known as The Actor, are chosen via a two-step process. First, a few thousand SAG members are randomly chosen to submit their nominees for each award category. After that, the entire membership votes for the winners.

Coming Attractions: Mark Your Calendar

February 2011

- 8 - 27: Atlanta Jewish Film Festival (www.AJFF.org)
- 27: WIFTA Oscar Party & Networking

March 2011

- 8: WIFTI / WIFTA Short Film Showcase
- TBD: WIFTA Program - Filmmakers & Gaming
- **Visit www.WIFTA.org for more details.**

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