

# REGISTRATION INFORMATION

Advanced registration is required for all workshops. Space is limited so be sure to register early by phone, online or by mailing in the registration form on the reverse side to our office.

TO REGISTER BY PHONE  
Call 212-925-0606 x303

TO REGISTER ONLINE  
[www.wmm.com/assist/currentschedule.htm](http://www.wmm.com/assist/currentschedule.htm)

TO REGISTER BY MAIL  
Fill out the reverse side and send in with check or credit card payment.

Workshops are held at 462 Broadway, Suite 500 at the corner of Grand Street in SoHo.

BY SUBWAY  
J, M, N, Q, R, W, Z, 6 to Canal Street  
N, R to Prince Street

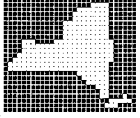
## COVER IMAGES

L-R: Titles from WMM's Production Assistance Program:  
*Summer of the Serpent* by Kimi Takesue, (photo by Richard Beenen) and *Extreme Mom* by Joyce Draganosky.

## WOMEN MAKE MOVIES

Production Assistance Program  
462 Broadway, Suite 500  
New York, NY 10013  
[www.wmm.com](http://www.wmm.com)

State of the Arts



NYSCA



This series is funded, in part, by public funds from the New York City Department of Cultural Affairs and the New York State Council on the Arts. We are also grateful for the support provided by the Norman & Rosita Winston Foundation and J.P. Morgan Chase Foundation. Thank you!



# WOMEN MAKE MOVIES FALL MEDIA WORKSHOPS

Women Make Movies is pleased to offer our Fall Media Workshops from October through November. Series highlights include: **Producing Master Class with Neda Armian** (producer, *Beah: A Black Woman Speaks* for HBO and Jonathan Demme's *The Truth About Charlie*), a **Fundraising How-To** including ways to approach individual donors, and a **Distribution Intensive**, with a panel addressing the pros and cons of theatrical distribution with reps from ThinkFilm and New Yorker Films.

# REGISTRATION FORM

Pre-registration is required for all workshops.  
To register by mail, detach this form and send to  
Women Make Movies, 462 Broadway, Suite 500,  
New York, NY 10013.

- Secrets of Successful Proposals, 10/6, \$ 50/40\*  
 Individual Donors, 10/13, \$ 50/40\*  
 Meet the Funders, 10/21, \$ 50/40\*  
 **Fundraising Intensive**  
**\$130/110\*** for all 3 of the above workshops

- Business of the Business, 10/19, \$50/40\*  
 WMM Reception, 10/27, Free!  
 Neda Armain Master Class, 11/9, \$75/50\*

- From Festivals to Broadcast, 11/16, \$ 50/40\*  
 Theatrical Distribution, 11/19, \$50/40\*  
 **Distribution Intensive**  
**\$90/70\*** for both of the above workshops

- WORKSHOP SERIES PASS - \$ 300**

TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PAYMENT:  Check  Visa  M/C  AmEx

Cardholder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

# WMM MEDIA WORKSHOPS

## October – November 2004

FUNDRAISING INTENSIVE 3 Nights \$130/\$110; Single Event \$50/40\*

The Secrets of Successful Proposals **\$50/ \$40 \***

**Wednesday, October 6 6:30 – 9:00. Co-Sponsored by AIVF**

Do you plan to apply for a grant in the near future, don't miss this workshop! Join us for an evening of grantwriting do's and don'ts with **Michelle Materre**, an independent media consultant with over 20 years in the field as producer, grants panelist, and distribution/marketing specialist. She is also a founder of WMM's Production Assistance Program. Don't miss this interactive discussion of how to prepare user-friendly proposals, including the 13 elements no proposal should be without. Sample successful proposals will be passed out and discussed during the workshop. *Limited to 30 participants.*

Increasing Your Odds with Individual Donors **\$50/ \$40 \***

**Wednesday, October 13, 6:30-9:00**

Foundations and government agencies aren't the only way to raise money for your project. Tap into the resources of individual donors and learn how to launch a successful fundraising campaign. From hosting an auction or wine reception to planning direct mail appeals, learn how to create your own strategy for reeling in individual donations. The workshop will be lead by WMM fiscally-sponsored filmmakers **Noemi Figueroa Soulet** (*The Puerto Rican Soldier*) and **Faith Pennick** (*Silent Choices*). They have each raised a substantial amount through individual donor appeals and fundraising events. Find out about some successful approaches from your peers--that just might work for you too. Participants will receive an information packet containing sample fundraising letters, event invitations and donor reply cards. *Limited to 30 participants.*

Meet the Funders **\$50/ \$40 \***

**Thursday, October 21, 6:30-9:00. Co-Sponsored by Cinewomen NY**

Here is your chance to meet the program officers of New York funders. After this evening's panel, you will be in-the-know of what specific funders are looking for and how to impress their review panel. Get tips on how to best approach, cultivate, and maintain a positive relationship with foundations. Most importantly, stay one step ahead of the rest by personally engaging with your next potential donor! Participants receive application, guidelines and funding history on each organization. Confirmed panelists include **Don Palmer** (NYSCA), **Margie Lempert** (NYFA), **Deborah Dewees** (Lower Manhattan Cultural Council) and **Leslie Fields-Cruz** (National Black Programming Consortium). *Limited to 30 participants.*

The Business Side of the Business **\$50/ \$40 \***

**Tuesday, October 19, 6:30-9:00**

Filmmaking requires not only creative vision but a keen business sense. In this evening we will discuss how to approach filmmaking as a business. Entertainment attorney **Nicole Page**, CPA **Allan Harvey**, and HBO producer **Julie Anderson** will offer their expertise on several important aspects of the business: from tax and accounting matters to contracts and legal issues, and more. *Limited to 30 participants.*

\* Discounted prices offered to Filmmakers and Friends of WMM, along with members of AIVF, Cinewomen NY, DocuClub, Film/Video Arts, and IFP.

WMM's Production Assistance Program: Who, What and Why **Free!**

**Wednesday, October 27, 6:30-8:30**

6:30 – 7:30 What is Fiscal Sponsorship and How Will It Benefit Me?

7:30 – 8:30 Wine Reception for WMM makers and Friends

Interested in our Production Assistance Program? This evening will begin with a Q&A about the benefits of Fiscal Sponsorship and what our Program offers women filmmakers. Afterwards, we welcome all current FS and Distribution filmmakers and Friends of WMM to join us for an informal wine reception. Come find out what WMM's Production Assistance program is all about, meet Program **staff**, sip some Chardonnay, and mingle with fellow filmmakers! *Please RSVP to [fsprogram@wmm.com](mailto:fsprogram@wmm.com).*

MASTER CLASS:

Neda Arman on Producing

**\$75/ \$60 \***

**Tuesday, November 9, 6:30-9:00**

Neda Arman is a New York-based film producer with a varied roster of projects from eleven feature films to numerous documentaries. Most recently, she produced *Beah, A Black Woman Speaks* for HBO (distributed by WMM), and Jonathan Demme's *The Truth About Charlie*. She managed Demme's production company Clinica Estetica and shepherded a wide slate of projects, including *Storefront Hitchcock*, *Beloved*, and *The Utmost*. This master class provides an invaluable opportunity to learn from Neda's experiences in the field. She will share tips on efficiently producing the low budget film (fiction and non-fiction) and discuss financing independent features, including working with investors. *Limited to 30 participants.*

DISTRIBUTION INTENSIVE 2 Nights \$90/\$70\*; Single Night: \$50/\$40\*

From Festivals to Broadcast : Distribution and Marketing Independent Film

**Thursday, November 16, 6:30-9:00**

Every film has an audience, but not every film has a market that is easy to reach. Knowing your options for distribution and establishing a clear set of goals for your film—as early as the pre-production phase—are essential for your film's success. Join **Debra Zimmerman**, Executive Director of Women Make Movies, for strategies and proven tactics gleaned from over 20 years of experience in independent film marketing and distribution. Topics include: Crafting your marketing plan and developing the public image of your film; researching the international market of distribution outlets (i.e. theatrical, educational, broadcast, home video, public screenings) and determining the right fit; navigating the ever-expanding world of film festivals to gain exposure; pitching your project to distributors; negotiating contracts and establishing a relationship with your distributor. *Limited to 30 participants.*

Theatrical Releases: Pros and Cons

**\$50/ \$40 \***

**Thursday, November 18, 6:30-9:00**

This evening will address the practical issues involved in a theatrical release. Acquisitions executives will discuss key elements in a successful theatrical release, including designing a marketing plan and implementing strategies for working with exhibitors. They will also discuss costs involved in a typical theatrical release, and what you can realistically expect in terms of potential box office returns. Panelists include reps from **ThinkFilm**, **New Yorker Films** and more. *Limited to 30 participants.*

*Attend all workshops and save \$75 with a WORKSHOP SERIES PASS!*

Discounted prices offered to Filmmakers and Friends of WMM, along with members of AIVF, CineWomenNY, DocuClub, Film/Video Arts, and IFP.

Visit our website for scholarships and student discounts.