



**IFC CENTER INTRODUCES
“CRAFT ED. SEMINARS,”
NEW ONGOING PROGRAM FOR PROFESSIONAL EDUCATION,
AND ANNOUNCES INITIAL EVENTS IN AUGUST AND SEPTEMBER**

*New initiative for year-round learning and professional development;
Documentary pre-production, production and post-production
to be covered in first announced programming, with day-long seminars
August 19, August 26 and September 4*

August 7, 2019 – IFC Center is proud to introduce **Craft Ed. Seminars**, a new, year-round educational program that will explore the craft and business of storytelling through masterclasses, case studies, and industry panels, alongside networking opportunities. The series of intensive full-day and half-day events grew out of the success of earlier one-off boot camps for filmmakers at the IFC Center, along with overwhelming demand from aspiring and established creative professionals to offer in-depth examinations of various aspects of the storytelling process, from inception to production to distribution and more. Programs will be devoted to a variety of topics in fiction filmmaking, documentary, television, podcasting and other fields. Among the goals of Craft Ed. Seminars are:

- To create a space for emerging and established content creators to learn from and connect with leaders in their field
- To provide valuable educational content suitable for professionals at all stages of their careers, from first-timers to experienced creators
- To explore both the craft and the business of the film, tv, streaming and podcasting scenes
- To offer an informative, engaging curriculum that appeals to both professionals and enthusiasts
- To provide an opportunity for socializing, discussing and networking among peers

“With the launch of Craft Ed. Seminars, we’re thrilled to offer year-round sessions for professional development in creative fields,” said John Vanco, Senior Vice President and General Manager of IFC Center. “Building on IFC Center’s history of successful boot camps for documentary and screenwriting, Craft Ed. will give filmmakers and other creative professionals valuable opportunities to learn from the experiences and knowledge of both creators and industry insiders.”

The first batch of programming, running August 19, August 26 and September 4, will focus on the various stages of documentary filmmaking and take place at IFC Center (323 Sixth Ave at West 3rd Street, NYC). Panels will run 10am - 4pm, followed by a nearby happy hour for informal networking 4 - 5pm. Admission includes coffee and bagel breakfast, free coffee and popcorn throughout the event, plus a drink at the happy hour. The programs are:

Mon, Aug. 19: Documentary Pre-Production

Learn the first steps for turning your documentary idea into film, from what and how to research, to creating a budget, figuring out what crew you need and how to find them, and establishing a schedule. Speakers include Betsy West and Julie Cohen (*RBG*), Carolyn Hepburn (Motto Pictures), Maureen Ryan (*Man on Wire*) and others.

Mon, Aug. 26: Documentary Production

Hear from experts on what gear you should be using, how you should be managing your production, and how to shoot your movie ethically and legally. Among the day's participants are Rudy Valdez (*The Sentence*), Beth Levison (*Producer, Made in Boise*), Deia Schlosberg (*The Story of Plastic*).

Wed, Sept 4: Documentary Post-Production

Dive into the intricacies of using B-roll and archival footage, adding animation and VFX, and what you should expect out of a post house and how to score your film, with insights from Jamillah Varias (Vox Media), Prudence Arndt (*I Am Not Your Negro*) and others.

Each of these days will take place at IFC Center and include four panels, followed by a happy hour for informal networking and follow-up at a nearby bar. More program details are below, with updates and information on upcoming events, as well as complete lineups for past events, available at CraftEdSeminars.org.

The August and September seminars are organized by Melissa Jacobson, a documentary veteran who most recently co-produced the feature documentary *The Witness*, about Kitty Genovese. For the last decade, she was the head of development for Five More Minutes Productions where, among other tv and film projects, she oversaw research for the film, *The Conspirator*, and the ESPN limited series, *The Bronx is Burning*.

Additional upcoming events will be organized by Jacobson and by Allyson Morgan. A producer, writer, and actress, Morgan is the founder and Executive Director of the award-winning film and theatre collective F*It Club. She was named one of just five winners out of thousands of entrants from over 63 countries in the Bombay Sapphire Imagination Series; her short film *Need For Speed (Dating)* premiered at the Tribeca Film Festival. She was one of six creators selected out of hundreds for the iTV Fest Pitch Competition and has twice been awarded a Juno Leadership Residency through the Omega Institute.

Tickets: Tickets for each of the three day-long seminars are available for \$99 (\$80 for IFC Center members). A discounted package to attend all three of these Craft Ed. Seminars on documentary filmmaking is available for \$225 (\$180 for IFC Center members). Seating is limited. Tickets and packages may be purchased online at CraftEdSeminars.org or in person at the IFC Center box office, located at 323 Sixth Avenue and open daily 10:30am-10:00pm.

Upcoming Craft Ed. Seminars:

(Please note: Additional participants and program details for the August 19, August 26 and September 4 seminars to be announced on CraftEdSeminars.org)

Mon, Aug. 19: Documentary Pre-Production

10:00 - 11:00am I Have an Idea. What Now?

Elizabeth Pauker (*I Am the Revolution*), Bennett Elliott (*Bisbee '17*) and Mira Chang (V.P. Development and Production, *Show of Force*) discuss how to decide if your idea should be a documentary (or if it's better suited for a podcast, tv show, etc), how to develop your story, and the different challenges you might have depending on the style of your film.

11:15am - 12:15pm Deep Dive into Research

Betsy West and Julie Cohen, co-director/producers of *RBG* discuss how to get your project off the ground.

1:30pm - 2:30pm Budgeting Masterclass

Carolyn Hepburn (Motto Pictures) walks us through a documentary film budget, line by line, and explains how to build out a flexible budget that can change with your production.

2:45pm - 3:45pm Scheduling Masterclass

Maureen Ryan (*Man on Wire*) shares her schedule template and discusses how to beat out a documentary film schedule.

4:00pm - 5:00pm Happy Hour

Mon, Aug. 26: Documentary Production

10:00am - 11:00am What's in My Kit?

Rudy Valdez (*The Sentence*) and Jenni Morello (*One of Us*) discuss different equipment you might need for different types of shoots/films.

11:15am - 12:15pm Producing On Set

Learn about workflow on set, releases, media managing, how to secure locations, etc. from Beth Levison (Producer, *Made in Boise*) and other producers.

1:30pm - 2:30pm Working with Subjects

Deia Schlosberg (Director, *The Story of Plastic*) and other directors talk about building trust with your subjects, examples of things that have worked (and haven't) and go over sample interview questions.

2:45pm - 3:45pm Legal Issues On Set

An overview of specific questions you might come across on set and best practices to avoid legal issues down the road: What can you promise to participants? How do you gain access to locations? Can you use hidden microphones and can you tape phone calls? When do you need releases (and why)?

4:00pm - 5:00pm Happy Hour

Wed, Sept 4: Documentary Post-Production

10:00am - 11:00am Research, Rights and Clearances

Jamillah Varias (Vox Media), Prudence Arndt (*I Am Not Your Negro*) and others talk about how to find footage for your film and creative ways/places to look, how to organize your archival material and how to go about clearing the rights to use it. We'll also go over Fair Use and it's misconceptions.

11:15am- 12:15pm Graphics and Animation

Masterclass on the ways graphics and animations can help your film by making information more accessible, filling in gaps in footage, making disparate archival material look more cohesive, and giving your film a coherent look.

1:30pm - 2:30pm Working with a Post Producer

Post Producers walk through budgeting, scheduling and workflow for your feature documentary

2:45pm - 3:45pm Using Music

Explore the ins and outs of making creative choices around music, including how to navigate legal issues, deciding whether to hire a composer, and the process of working with a music supervisor and licensing music.

4:00pm - 5:00pm Happy Hour

Previous Boot Camps at IFC Center:

Editing for Documentaries - February 26, 2019

Writing for TV - February 28, 2019

Cinematography for Documentaries - March 12, 2019

Screenwriting for Beginners - March 14, 2019

Podcasting 101 - April 29, 2019

Funding Your Doc - April 30, 2019

Launching Your Doc into the World - May 13, 2019

Detailed information on all previous Boot Camps is available at CraftEdSeminars.org

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