



DOC NYC Announces Spring Line-Up of DOC NYC PRO Events, April 6-May 17 Online

Following a successful Winter series, DOC NYC PRO announces its exciting slate of Spring online events for filmmakers at all stages of their career. Kicking off April 6, these panels and workshops are designed with a global audience in mind.

NEW YORK, March 17, 2022 - DOC NYC, America's largest documentary film festival, announced its Spring line up of DOC NYC PRO educational programming for filmmakers and people interested in learning about the documentary industry. After an exciting Winter slate and successful in-person conference in 2021, DOC NYC PRO's Spring season of events will cover a wide range of topics—from crafting a fundraising sizzle reel to DIY distribution—designed to educate and empower the doc community and available to participants around the world. Season passes and individual program tickets are now on sale.

The online Spring 2022 season of DOC NYC PRO features experts from the Ford Foundation, Wheelhouse Creative, ITVS and Cinetic Media plus award winning independent filmmakers. Most events take place on Wednesdays as standalone, 75-minute sessions. A special two-part workshop on funding and grant writing, including interactive elements and opportunities for feedback on filmmakers' materials, will be held in two 90-minute sessions on May 2 and 3. See below for more details.

All registrants may participate in the live session, and will also receive access to the recorded event, a written transcript, and a copy of any slide presentations after the livestream. Tickets are non-refundable.

If you have questions about registration, please email ticketing@docnyc.net. For questions about accommodations and accessibility, including requests for live ASL interpretation, please email accessibility@docnyc.net.

Ticket Information

Spring 2022 PRO events are on sale now at <https://www.docnyc.net/doc-nyc-pro-spring-2022/>. Single session tickets are \$19 (\$14 for IFC Center members) each, while two-part workshop tickets are \$59 (\$49 for IFC Center members). A Season Pass, offering access to all five single sessions and the two-part workshop, is available for \$125 (\$99 IFC Center members).

DOC NYC PRO Spring 2022 - Program Details and Schedule

Note: Additional guests and program details for the Spring 2022 season will be announced in the coming weeks at <https://www.docnyc.net/events/>.

Wednesday, April 6 12-1:15 pm ET (online)

Crafting Your Fundraising Sizzle: *Aftershock* Case Study

Creating sizzle reels is an art that not only opens funding doors but also showcases your directorial and cinematic vision. But how do you craft a sizzle that gets your message across? Sizzle reel veteran and director of Wheelhouse Creative Rob Lyons demonstrates what makes a stand-out sizzle. Special guests include Sundance award winning directing/producing team Tonya Lewis Lee and Paula Eiselt (*Aftershock*) who will describe their process using *Aftershock* as a case study.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [here](#).

Wednesday, April 13 12-1:15 pm ET (online)

Organize That Archival!

You've tracked down amazing material for your project, but how do you pull everything together to make the best use of it? Learn tools and tips for organizing your archival footage into a coherent system from producer and archival producer Tammy Chu (*And She Could Be Next*) and Peabody Award-winning filmmaker and Wesleyan professor Tracy Strain (*Lorraine Hansberry: Sighted Eyes/Feeling Heart*). They will walk you through their systems to create a less stressful and more organized research process.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [here](#)

Wednesday, April 20 12-1:15pm ET (online)

Taking Control: Engineering Your Distribution

Documentary distribution planning is often overlooked until the editing starts. However, when long-term strategy, grassroots organizing and audience building begin during production, they can have a profound impact on your distribution goals. Ingenuity at every stage contributes to

your outreach momentum. Join distribution educator and author Rachel Gordon (*The Documentary Distribution Toolkit*), filmmaker Chanda Chevannes (*Living Downstream*) who also wrote *The Roadmap to Creative Distribution* and educational distribution expert James-Michael Boyer from Collective Eye to hear inspirational and practical examples of exactly how to engineer your documentary's journey to the world.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [here](#)

Monday, May 2 and Tuesday May 3 12-1:30pm ET (note: two consecutive days, online)

Real Talk: Funding and Grant Applications

Grants! So many growth opportunities exist for doc filmmakers, but researching and applying can be overwhelming. Academy Award-nominated producer Kira Kennedy-Simon (*Ascension*), who has been awarded over \$1 million in grant funding, hosts this two-part workshop along with funders. Day 1 includes funders and “gate openers” Keri Archer Brown of ITVS and Jon-Sesrie Goff from the Ford Foundation who will address transparency in the applications and process as well as give concrete tips and notes for filmmakers to consider in approaching different funders. They will demystify the application processes to help you sift through the noise and hone in on which programs are best for you and your film. Day 2 is an interactive workshop with time to review actual successful grant applications and receive application feedback from peers or mentors while working in small groups.

Tickets (\$59 general public/\$49 IFC Center members) **on sale** [here](#)

Wednesday, May 11 12-1:15 pm ET (online)

How To Be Your Own Best Publicist

You’ve spent years making your film. Publicizing your project is the next step in bringing it to the world, but hiring a publicist can be beyond the budget of many indie filmmakers. Come learn step by step advice on how to DIY your publicity campaign from noted publicists (and veterans of dozens of doc releases and awards campaigns) Julia Pacetti of Verdant Communications and Rachel Allen of Cinetic Media, along with Academy Award-winning producer Joanna Natasegara (*White Helmets*, *Virunga*, *The Edge of Democracy*).

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [here](#)

Tuesday, May 17 12-1:15pm EST (online)

You’ve Made a Short; Now What?

Congratulations! Your short is complete but what are your next steps? Marketing, publicity and strategy gurus Ryan Ann Davis and Amie Simon of Smarthouse will illustrate how filmmakers can harness the life cycle of a short to meet career and filmmaking goals. Topics will include how to build an online presence to position yourself for success, how to make the most of the festival circuit, and options to distribute your film to build your audience for future projects.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [here](#)

A Season Pass, offering access to all five single sessions and the two-part workshop in the Spring 2022 lineup, is available for \$125 (\$99 IFC Center members) [here](#).

For press and media inquiries, please contact:

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About DOC NYC:

DOC NYC, New York's documentary festival, takes place annually in November; the 13th edition will be held November 9-17, 2022. The 2021 festival showcased over 250 films and events with more than 1,000 filmmakers and special guests in person. In addition to premiering feature-length and short documentaries, the festival's highlights also include DOC NYC PRO—a series of in-depth panels and case studies that also take place throughout the year—and the Visionaries Tribute awards ceremony that honors major figures in the field of nonfiction film. DOC NYC's filmmaker and industry programs include the Storytelling Incubator, Documentary New Leaders, 40 Under 40 and Industry Roundtables for works-in-progress. DOC NYC is produced and presented by IFC Center, a division of AMC Networks.