



DOC NYC PRO Announces Spring Lineup of Online Professional Events for Filmmakers

**Spring 2023 Season, with Sessions on Impact Campaigns, Building
an Audience through Social Media, Festival Strategy, and
Innovative Distribution Ideas
Runs Weekly April 12-May 3**

Following a successful Winter Season, DOC NYC PRO announces its Spring Season of online events for filmmakers at all stages of their careers. The panels and workshop are available to participants around the world.

NEW YORK, March 23, 2023- DOC NYC, America's largest documentary film festival, announced a new lineup of DOC NYC PRO educational programming for April-May, geared towards filmmakers and anyone interested in learning about the documentary industry. The new events focus on vital areas of the filmmaking process, featuring invaluable insight from award-winning independent filmmakers and experts from the independent doc community. Covering topics from impact campaigns, the power of social media to build audiences and raise funds, designing a festival strategy and innovative distribution ideas, the program will educate and empower documentary filmmakers to help turn their vision into a reality.

The **Spring 2023 Season** consists of four events presented on Wednesdays, April 12-May 3, in self-contained, 75-minute online sessions. 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. Attendees may purchase individual tickets or a discounted Spring 2023 season pass good for all four sessions. See below for ticket information.

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 2023 DOC NYC PRO events are on sale now at <https://www.docnyc.net/>

Spring 2023 Season single session tickets are \$19 (\$14 for IFC Center members) each. A discounted **Season Pass**, offering access to all four spring 2023 sessions, is available for \$55 (\$40 for IFC Center members) here:

DOC NYC PRO April -May 2023 - Program Details and Schedule

Note: Additional guests and further program details will be announced in the coming weeks at <https://www.docnyc.net/>

Wednesday, April 12

12-1:15 pm ET (online)

Creating and Executing an Impact Campaign

Documentary filmmaking has a long tradition of working to effect social change, but what can you do to make sure your work has an impact? How do you craft an impact campaign from start to finish that is tailor made to elevate the issue your film illuminates? Partnering with local and national organizations is a key ingredient to create lasting change, but how do you initiate and sustain these relationships? Join Odyssey Impact's Evy Constantine and director Nailah Jefferson (*Descended from the Promised Land: The Legacy of Black Wall Street*) who will share their insights on how to elevate your film to inspire action and offer examples of films with effective campaigns.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** and also available as part of the Spring 2023 Season Pass.

Wednesday, April 19

12-1:15pm ET (online)

Using Social Media to Raise Money and Build an Audience

DOC NYC Audience Award winning film *1946: The Mistranslation that Shifted a Culture* was a crowd pleasing hit at the 2022 festival and the most viewed film in the festival's history. The film has a 100% rating on Rotten Tomatoes, and director Rocky Roggio set a new standard for building upon her impactful subject matter by creating a devoted audience and raising funds through social media. Learning from Rocky's innovative methods will inspire filmmakers to

chart their own path in the social media landscape.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** and also available as part of the Spring 2023 Season Pass.

Wednesday, April 26

12-1:15 pm ET (online)

Designing Your Festival Strategy

Get your film out into the world! Film festivals are a great vehicle for an audience to discover your film. But there are so many options! How do you know which festivals best suit your film? How can you strategize to save money on submission fees while maximizing impact? Once you're invited to a festival, how do you make the most of the experience? Jeanelle Augustin, Manager, Film Fellowships and Artist Development at NBCUniversal Media, will offer tips on how to create an intentional and well-honed festival strategy.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** and also available as part of the Spring 2023 Season Pass.

Wednesday, May 3

12-1:15 pm ET (online)

Distribution In a New Era

Curious how to bolster your distribution know-how? Recent shifts in the distribution ecosystem have opened the door to creative and innovative distribution ideas. When filmmakers can't rely on traditional tactics, new approaches to distribution are needed. Join Show&Tell's Keith Ochwat and other guests as we explore how to sell, promote and release your films in a whole new way.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** and also available as part of the Spring 2023 Season Pass.

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 14th edition will be held November 8-26, 2023. The 2022 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.