



## **DOC NYC PRO Announces New Lineup of Online Professional Events for Filmmakers**

**Winter 2024 Season with sessions on Marketing, Mental Health, the  
Current Documentary Market, Animation/Graphics and Facing  
Creative Blocks**

**Runs Weekly February 28-March 27**

**New This Season: A Free Peer-to-Peer Consulting Session for all  
registrants**

**Following a successful in-person conference in November, DOC NYC PRO announces an exciting slate of new online events for filmmakers at all stages of their careers. Beginning February 28, the panels and peer-to-peer consultation sessions are available to participants around the world.**

NEW YORK, Jan 31, 2024 - DOC NYC, America's largest documentary film festival, announced a new lineup of DOC NYC PRO educational programming for February and March. Geared towards filmmakers and anyone interested in learning about the documentary industry, the new season focuses on unique areas of the filmmaking process, featuring invaluable insight from independent filmmakers, experts from the independent doc community and professionals with aligned expertise. Covering topics like marketing budgets, mental health, the current doc market and animation/graphics in documentary films, the season will conclude with advice on facing creative blocks. These sessions will educate and empower documentary filmmakers to help turn their vision into a reality.

The **Winter 2024 Season** consists of five events presented on Wednesdays, February 28-March 27, 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 Winter 2024 season pass good for all five sessions.

**New this season:** All Winter 2024 PRO attendees are invited to wrap up the season with an exclusive 90 mins. virtual peer-to-peer consulting session. Engage in a small group consultation with fellow filmmakers and walk away with concrete insight into a current dilemma. This session is a unique opportunity for collaborative learning and meaningful exchanges.

See below for ticket information.

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

Additional Spring DOC NYC PRO programming will be announced in the coming weeks.

### **Ticket Information**

Upcoming 2024 DOC NYC PRO events are on sale now at <https://www.docnyc.net/>

**Winter 2024 Season** single session tickets are \$19 (\$14 for IFC Center members) each. A discounted **Season Pass**, offering access to all five Winter 2024 sessions, is available for \$70 (\$50 for IFC Center members) here: [Season Pass](#)

### **DOC NYC PRO February-March Program Details and Schedule**

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

Wednesday, February 28

12-1:15 pm ET (online)

#### **Maximizing Your Marketing Budget**

Worried your film's marketing budget can't make much of an impact? Think again! Award-winning digital marketing director Daniel Kaplan (Fever Content, DOC NYC's digital marketing agency through four consecutive festivals) shares his approach to building grassroots audiences for documentary features with an innovative marketing approach that has earned \$1M+ box-office grosses and been written about in Forbes and IndieWire. Learn best practices for

marketing your film on social media, tactically planning your digital ad strategy, and making the most of limited resources to amplify buzz around your film. You'll come away with tangible next steps to design an effective marketing campaign for your documentary, and the confidence that your project can find the audience it deserves.

**Tickets** (\$19 general public/\$14 IFC Center members) [on sale](#) and also available as part of the Winter 2024 Season Pass.

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

### **Mental Health 101: Care of Participants**

Join therapists Jennifer Zelaya, LICSW, Carolyn Gartner, LCSW and filmmaker Amanda Mustard (*Great Photo, Lovely Life*) for an essential discussion on prioritizing the mental health of documentary participants. As filmmakers, it's crucial to recognize participants' symptoms related to depression, anxiety, and trauma throughout the filmmaking process. This panel will provide practical insights and guidelines on conducting interviews ethically, fostering a safe environment, and recognizing signs that someone requires support. Learn how to approach filmmaking with empathy, ensuring the well-being of both participants and your filmmaking team.

**Tickets** (\$19 general public/\$14 IFC Center members) [on sale](#) and also available as part of the Winter 2024 Season Pass.

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

### **Negotiating the Documentary Market**

Dive into the heart of today's documentary market in a dynamic conversation that reveals the essentials every filmmaker should understand, and why it matters. Discover actionable insights from Filmmaker Accelerator's founder and director Lina Lyte Plioplyte (*Periodical*) on leveraging this knowledge for impactful pitches, audience building, and innovative strategies to get your film seen. An overview of the current landscape will be provided, sharing creative approaches to enhance your market positioning. Get inspiration from case studies about filmmakers who achieved success through novel approaches to promoting their work and building an audience.

**Tickets** (\$19 general public/\$14 IFC Center members) [on sale](#) and also available as part of the Winter 2024 Season Pass.

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

## Using Graphics and Animation in Documentary

Discover the power of using graphics and animation in documentary filmmaking. Animators and graphics designers Yasmin Mistry (Idesygn Creative, LLC), Daniel Shepard (*Being Mary Tyler Moore*), and Sean Donnelly (*Stamped From The Beginning*) guide us through the intricate process of incorporating visual elements into your storytelling, from understanding the differences between graphics and animation to deciding if animation will elevate your story. Fundamental topics such as stylistic, budgetary and scheduling concerns will be addressed. Gain valuable insights into how these techniques can enhance the storytelling impact of your documentary, empowering you to make informed choices that captivate your audience.

**Tickets** (\$19 general public/\$14 IFC Center members) [on sale](#) and also available as part of the Winter 2024 Season Pass.

Wednesday, March 27

12-1:15 pm ET (online)

### Navigating Creative Blocks

Join us for an engaging exploration led by Erica Ginsberg, drawing from her insightful book, *Creative Resilience*. We'll discuss innovative ways to navigate creative blocks, addressing common challenges like impostor syndrome, creative stagnation, and dealing with setbacks. Gain practical strategies for overcoming these hurdles and fostering a resilient creative mindset that empowers you to thrive in your filmmaking journey.

**Tickets** (\$19 general public/\$14 IFC Center members) [on sale](#) and also available as part of the Winter 2024 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 15th edition will be held November 13-Dec 1, 2024. The 2023 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 Documentary New Leaders, 40 Under 40 and Industry Roundtables/Live Pitch. DOC NYC is produced and presented by IFC Center, a division of AMC Networks.