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Making Dramas

Damian Horan Wins ASC Andrew Laszlo Student Heritage Award

Kirby Dick on Casting and the Fundraising Trailer

3 Steps for Building Your Community

• Visual Grammar • Script Analysis • Electrified Performances

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On the Cover Crew on the set of *Josephine and the Roach*, 2012 ASC Andrew Laszlo Student Heritage Award winning film: Damon Stea, Stu Hirsch, Lino Stavole, David Agnew, and Christian Hall.
Photo by Hudson Handel.

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SOLUTIONS FOR PRO VIDEO

10 Tips for Networking Success

"Never Stop Networking"



It's a fresh season and we've added to the global Film and Video Makers Networking Community (http://networking.studentfilmmakers.com/) additional mailbox storage, unlimited video uploads, and unlimited music uploads, with an increase from 2MB to 8MB per song. You must be friends to send and receive emails from networkers. Part of the "pre-production" footwork in Networking through this site is inviting and accepting friends requests. To help you, we've put together these Top 10 Tips for Networking Success. Build support for your next video, TV, and web-series projects, or for your next film fundraising or kickstarter campaign. Keep your friends list and Network Profile Page updated and fresh, especially if you're looking for crew and productions to be a part of.

1. Post your production pictures. "A picture is worth a thousand words." Whether taken from the B-T-S photographer on your set, or self-portrait taken from your cellphone, show and share with the Network what you do best by posting your behind-the-scenes stills and photos of you and/or your crew at work.

2. If you need votes for a contest. Invite members of the network to watch and vote for your video contest entry. If you have a video demo reel, post it in the Video Section, so that viewers can see more of your great work beyond your contest video entry. If someone watched your video or demo reel, look for their videos and demo reels posted in the Network also, show your support, and post your encouraging words.

3. Post your kickstarter, indiegogo or rockethub campaigns here in the network and email me the link. With your projects' clocks ticking and count-down calendar numbers changing quickly, help your projects by posting them here in the Network. Who knows - our editorial staff might pick your project for a special news byte or enewsletter.

4. Sell your used equipment in the Market Place Section. Tens of thousands of film and video makers here in the Network, plus our Twitter followers, which is approaching 40,000 followers, are looking to buy used equipment and gear. You might have something they've been looking for, and they want it used-not-new to save money, re-sell, or to use-and-swap later. Like a special zoom lens, monitor, DSLR rig, or ProHD camcorder. With different projects and productions requiring different needs for equipment and gear, and with technologies always changing and upgrading, it's common practice and acceptable to buy and sell used equipment and gear. Many independent production companies have added rental divisions to services they offer and seek used or "like new" gear for their rental divisions.

5. Post your film or video Event listing in the Events Section. Did you ever host a film or video event and wonder why not so many people showed up? Your topic was cutting-edge, your speaker was an industry leader, and your location was a hot spot, but you didn't get as many people as you expected. Why? With so many news and events competing for attention on the internet, posting your event on one or two websites just isn't enough. You need to post your Event, (and post it early) on our Events Section. Get your Events and event deadlines in front of the right audience - students, indies, and professionals in the film, video, and motion picture industry.

6. Offer your skills, services, and expertise. To successfully get work flowing to your desk and hands, use your Network Profile Page to post your bio, resume, past projects, current projects, and project wish list. For those of you who are composers, or have composer friends in the Network, we have upgraded the Music Section here in the Network. You now have unlimited music uploads, with an increase from 2MB to 8MB per song, and you can have up to 20 songs displaying on your profile.

7. Need crew or talent? There are thousands of active film and video makers, shooters, cinematographers, videographers, editors, composers, directors, lighting crew, producers, VFX specialists, animators, screenwriters, actors and actresses across the United States, as well as in countries and continents outside the U.S. -- plus our Twitter followers, which is approaching 40,000 followers -- who are not only ready, motivated, and excited to be a part of your project or production, but they've surely got the skills and the talent. If you're looking for crew or talent, post your Jobs, Help Wanted, and Calls for Crew on your Networking Profile Page, in the Classifieds Section, and in the Network's Front Wall / Activity Feed.

8. Drive Network members to your Film Premieres and Screenings. Whether your film premiere or screening is at a big festival like Sundance, or you're holding a private screening to get feedback from industry pros, as well as create buzz and get good press from media and publications, post your Film Premiere

and Film Screening news bytes and blurbs on your Network Profile Page and Blog Section, in the Events Section, and Front Wall / Activity Feed. Our editorial staff members are in the Network daily looking for film and video makers to feature and spotlight. Who knows - your story might even make the Cover of *StudentFilmmakers* Magazine. Many members from the Network have been featured in the magazine and even made it to the Front Cover Story. And when you get good media and press in the form of features, articles, and spotlights, always remember to add this goodness to your Resume, CV, your film's official website, your EPK and press packages, and in your Network Profile Page to continue building and growing your network and networking opportunities.

9. Conduct your research beyond the Network. When you find people that you want to work with in the Network, always remember to do your due diligence and research people, organizations, and companies using more than one resource. This is one of the reasons why the more information you post on your Network Profile Page, the better - such as your bio, resume, CV, links to your films' websites, and other networks, like IMDB, facebook, and twitter, etc... You might have been published in film industry newspapers or magazines, or you might have garnered awards ranging from small festival awards to Emmy awards. Networking 101: While you earned the bragging rights, posting your work and accolades isn't bragging, so don't be shy to share it. People who want to network and work with you are looking for key elements such as experience and credibility. They can't read minds, nor can they read a blank Network Profile Page.

10. "Never Stop Networking." If you're not a tech geek, and if working with social networks and the internet comes quite difficult for you, don't despair. Keep positive. Keep practicing. This is free networking. There's no cost to you. Before the World Wide Web was released to the public, and before the Internet was in the mainstream consciousness, do you remember when so many doors, opportunities, and networks seemed closed, if not completely locked with bullet proof chains? Then don't think of internet and digital Networking as a job or a chore. Have fun with it. Again, watch other networkers videos, listen to their music, and read their blog entries. Connect with real people and use the Network as a great way to learn and keep inspired and reminded about your true passion for moviemaking and storytelling.

All the Best,
Kim E. Welch
Publisher/Editor-in-Chief

Join the Largest Online Network of Film and Video Makers Today
http://networking.studentfilmmakers.com/

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Plan for the Best, **Prepare for the Worst**

If It Can Happen, It Will

by David Lent

EQUIPMENT AS A RULE…

Choose your tools wisely. When you're aiming for the highest levels of performance, your tools must be equal to the task. If you can't afford the equipment you want, rent it until you can. Seek out veteran shooters and people who have grown successful equipment rental businesses for recommendations concerning formats, manufacturers, models and support equipment.

Lighten up. Choose support gear that is small and compact, allowing you to pack light and move fast. Keep your equipment clean, well-maintained and ready to go on a moment's notice.

Get to know your camera. Check out all the menu items and experiment with settings to find the look that works for you and/or your clients. Read the manual. Visit online forum discussions about your gear. Get out and shoot.

Pack smart. A collection of small, medium and large runbags allows you to assemble your gear into the lightest and most compact package appropriate to the shoot. The result: more time for creativity on location and a grateful body when the work is done.



Photo by Susan Burgess-Lent.

Everything in its place. Keep your gear *visually organized.* When each piece of equipment has a place of its own in your runbag, light kit or on your shelves, you can get to it easily. And if something were to go missing on a shoot, you're more likely to notice its absence before leaving the scene. If you're shooting some distance from the equipment staging area, you can send someone back for a piece of gear with the confidence they'll know where to find it.