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Professor Shapiro
New Media Practicum
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New Media Practicum Project Proposal

Title:

Women in TV and Film

Executive Summary

We need film more than ever! Film connects people through the art of storytelling. Much of what we see in film has roots in our backgrounds, upbringing, demographic area, socioeconomic status, cultural norms and gender. The film industry cannot be a monolithic arena and expect to be relevant with diverse communities. Film has to serve our communities and reflect it. For my New Media Practicum project, I will utilize social media and create a short documentary geared toward diversity and inclusion in film. There is value in each of our experiences; women need to find our own voices, control the narrative and take ownership of our portrayal in film.

A disproportionately large number of men control what movies get made. “Over the past 10 years, women have directed or co-directed seven of all 86 nominated Best Picture films, equaling out to just 8 percent” (Florio). Through my project, I will strive to create increased awareness and provide a platform to celebrate women driving innovation in the industry. The best way to drive innovation is to tap into varying perspectives. The film industry needs to tune into and be empathetic to the needs of various audiences. I plan to highlight other female filmmakers, with an emphasis on minorities. My secondary aim with this project is to build upon my own experiences as a budding filmmaker.

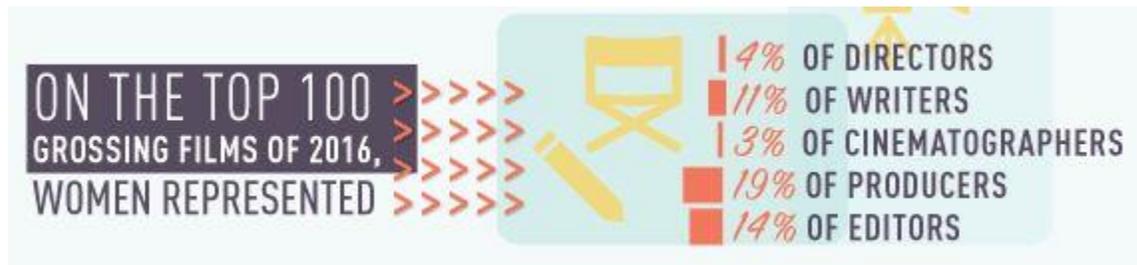
Source:

Florio, A. More Women Direct Documentaries Than Narrative Movies & The Reason Why Is Infuriating Bustle. Web. Mar 08 2018 <https://www.bustle.com/p/more-women-direct-documentaries-than-narrative-movies-the-reason-why-is-infuriating-8263282>

Supporting Documentation



**A FEMALE
CINEMATOGRAPHER
HAS *NEVER* BEEN
NOMINATED FOR
AN OSCAR.**



Source:

Educates, Advocates, and Agitates for Gender Diversity and Inclusion in Hollywood

<https://womenandhollywood.com/resources/publications/infographics/top-things-to-know-about-women-in-hollywood-in-2017/>

Audience

The specific audience I am looking to connect with are female-centric creators that have an emphasis on film. This will consist of directors, producers, writers, editors, DP, photographers, cinematographers, sound designers, composers, graphic designers and camera operators along with ancillary benefactors in marketing, distribution, casting, festivals and supporters. I also anticipate support from the feminist community, and motivational pages with an interest in “girl power.” The audience will consist of anyone in favor of a more diverse and inclusive film community.

Significance

Over the years, women have found success in documentary filmmaking. Research has shown this stems from both budget constraints and the desire for creative freedom. With narratives, "you're not only asking people to believe in you, you're asking for their money. And as we all know, the industry has been more willing to take these risks with men" (Florio). Through the creation of an Instagram page, and a supporting blog, I hope to leverage the collective strengths of our diverse talent mix, myriad of backgrounds and unique points of view. I will play my part in fostering a culture of inclusion.

In recent years there has been a large push for girls in STEM, an emphasis on girls learning coding and an increase in opportunity for girls in sports. Why not film? When you think of successful women in Hollywood, instinctively, you think of actresses. While it is perfectly acceptable to desire a place in front of the camera, we must recognize that there is also a place for women behind the camera and behind the scenes.

Goals

There are several goals I hope to accomplish with this project. First and foremost, I would like to provide motivation to female-centric creators. I would like to inspire them and let them know, “you are not alone.” For women in film, television and video, the odds are seemingly stacked against us. I would like to provide a forum for engagement, place to share tips and tricks, gear advice and highlight collective wins for the gender.

I also wish to create a footprint on the web that allows me to be seen by the potential employers as an individual capable of navigating social media, building awareness and garnering organic growth. This, along with my ability in camera operation, videography, photography, Premiere Pro and Photoshop will hopefully make me a desirable candidate for digital storytelling, new media and interactive positions to include the creation of social video. From this project, I hope to also drive traffic to my website, which can result in leads and future freelance booking.

Background

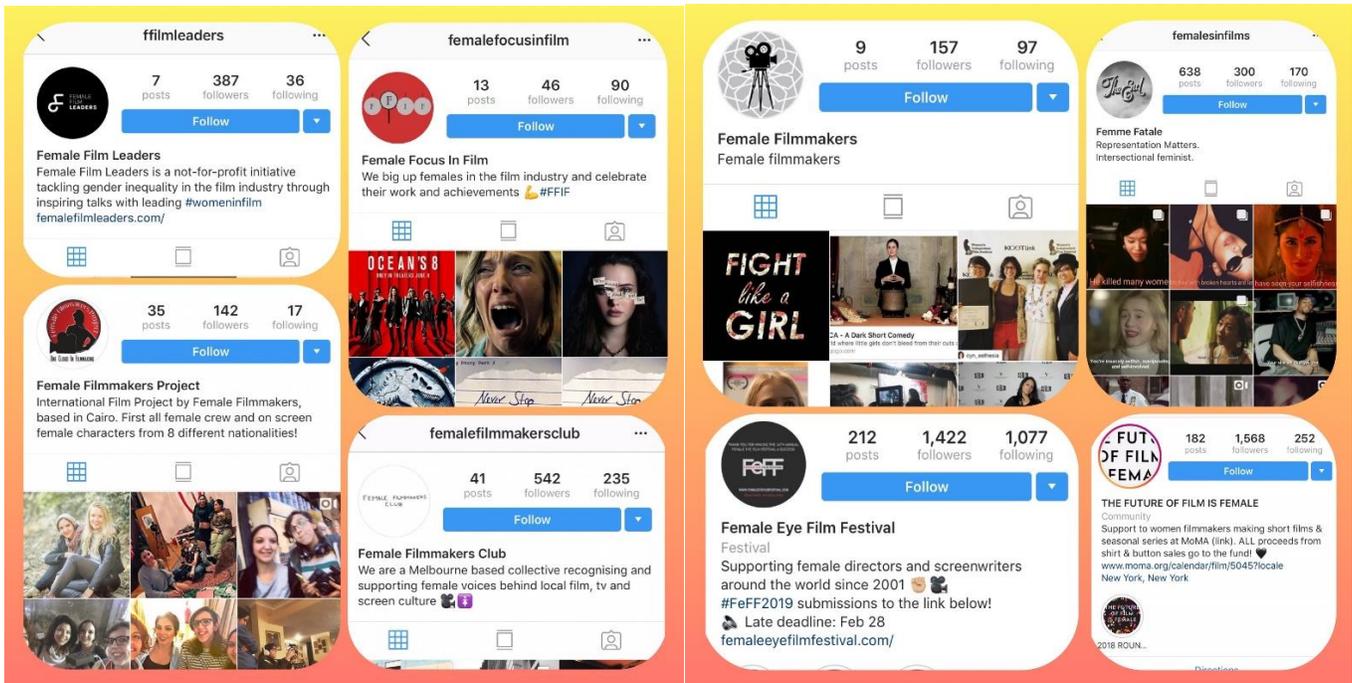
I have a passion for film. As a child I was gifted a Flip Ultra HD camera which was inexpensive, yet revolutionary at the time. It was popular for ease of use, and for providing HD video in a portable, battery operated, accessible device. Between ownership of the Flip Ultra, and having access to iMovie and freeware for editing, my passion was fueled. Later, I was able to turn my passion into practice. Over the years I completed several projects and participated on the sets on many others. I learned how to take a project from concept to completion with writing, casting, location scouting, filming editing and presentation. I shot with an iPhone, DSLR, C300, AVCHD and others. I have also developed proficiency in the use of various hardware and software geared toward creatives.

One of the things that drew me to Rowan University was the opportunity to have hands-on courses in film and media. As I draw closer to the end of my studies, I take a broader look at the landscape in my industry and can't help but notice that women don't appear to have the same level of opportunity. Many women are opting to produce documentaries for creative freedom, but also as a result of budgetary limitations. Along my journey, I was privileged to encounter and befriend other female creators with a primary interest in film. I would like to leverage my personal relationships and provide a forum for creatives which highlights women working in the industry.

Simultaneously, over the course of this semester, I plan to work on a culminating final short documentary displaying women in action on film sets. This video will have a running time of approximately five minutes.

Inspiration

Below are images from a several Instagram pages who mirror what I am looking to develop. The differentiating factor with my page is that I will also focus on minority female filmmakers, provide motivational quotes and document elements from the inner-workings of a film set with female crew members.



New Media Elements

Design: The logo contains design elements created from scratch in Photoshop. It will serve as the profile photo for the page for branding purposes and recognizability. Photos posted to the page will be of high quality, shot with my Canon EOS DSLR or iPhone XS Max.

Structure: The structure will contain pictures of gear, motivational posts, pictures of female directors, producers, cinematographers, photographers and other creators.

Interactivity: Visitors will be able to read, like, comment or share. On the website, the visitors will also be able to navigate to other pages.

Components: The components that will make up this page will be pictures and text. The associated components will consist of audio, video, and transcribed text.

Content: The page will include success stories from female creators, gear and equipment to aid in creative journey, motivational posts that resonate with women and progress on the short documentary.

Domain Name/Hosting

For this project, I plan to use my existing website www.bibbyfame.com. I will add a site extension for the women in tv and film blog. It will appear like www.bibbyfame.com / WOMEN IN TV AND FILM. This will allow for the addition of media, links, and easy access to other components on my website. I also plan to purchase a domain with the project name (if available) and redirect to the page on my website, or eventually migrate the entire project onto its own dedicated blog.

This page will be created and operational the day after the project proposal submission and presentation. The website has a content management system for easy backend updates, and statistics for analytics tracks and associated geographic areas.

Tools

Instagram is the social media platform I will use, in addition to the website. I selected Instagram because it is a visual site. This makes it appealing to creators, and more apt to creating a sense of community with strangers sharing similar interests. For a beginner, it is easier to gain a following through social media as opposed to a stand-alone website. With business pages, you are also able to track analytics for details on impressions and interactions. I will create a brand new Instagram handle, write a bio, include applicable hashtag, and a link back to the website extension. I am also considering usage of my existing Instagram profile <https://www.instagram.com/bibbyfame/> and my LinkedIn profile www.linkedin.com/in/brianamandrews to drive traffic to the newly created page since I am already networking with and following other female creators, including Rowan University students.

I plan to actively utilize my subscription of Adobe Creative Cloud. For my existing logo, I used Photoshop and I will continue to use that tool to produce graphics. Another option for the creation of social media posts is Canva. For the voiceover recording, I will utilize Audition and for video editing, I will use Premiere Pro. With regard to hardware, I will utilize my Macbook Pro, Canon 60D DSLR and Blackmagic 4k Pocket Cinema

Camera. As needed, other items are available for rental through Rowan University's College of Communication and Creative Arts.

Challenges

Anticipated challenges include the unpredictability of social media engagement, especially with newly created pages. At times, people are apprehensive about being among your first set of followers or likes. If they visit your social media page and there are only a handful of posts, they may not view it as a viable community or female-centric network. To remedy this, I plan to have an active schedule of posts. I also plan to combat this challenge with effective hashtag usage and commenting on other comparable pages with hopes of reciprocity. Another possible challenge includes gaining a credible person to interview for the short documentary in this restricted timeframe.

My main concern is time management. I work part-time as a Studio Photographer in Deptford and also have other courses that are equally time-consuming. I am also active on campus and have functions associated with my sorority, as well as an e-Board role as the Historian for the NPHC. I would like my New Media Practicum to be a senior project that I find enjoyable, so it doesn't feel like work, but rather, an investment of time that will have future value. To ensure I don't become overwhelmed, I took a proactive approach and outlined a schedule of activities to help me achieve this goal, without causing disruption with my other existing responsibilities.

Time Management

February 14: Hand in proposal and complete presentation

February 15: Create Instagram page and Blog, Do Introductory Posts

February 18-22: Conduct short video topic research, track and log findings

February 18-22: Refine existing logo, create social media posts and blog posts for steady flow of content, strategically follow people on Instagram.

February 18-22: Leverage personal account to drive traffic, readership and follows to new page

February 25-28: Create poster in Photoshop for conspiracy video series

February 28: Evaluate progress, take screengrabs of blog, social media, follower count, engagement

February 28: Review status and refine strategy if needed

March 1-5: Start to create script for voiceover, gather accumulated footage and shoot preliminary footage

March 1-5: If needed, conduct outreach for interviews. Transcribe footage, outline video workflow.

March 6-10 Make gear posts, motivation posts, posts detailing accomplishments by women in the industry

March 10: Complete script, continue to gather research

March 16: Complete initial edits, gather music, audio and accompanying royalty-free sounds

March 18-22: Finalize teaser video with proposal subject, inspiration, goals and progress

March 18-22: Continue to research and accumulate footage for usage in final project

March 25-29: Record voice overs, begin audio editing and syncing process

April 1: Complete progress screengrabs of blog, social media, follower count, engagement

April 13: Work on transcribing, color grading, titling and edits

April 15-19: Finalize any shoots, interviews, voiceovers, file organizing.

April 22-26: Finalize editing, complete project, gather visual evidence for presentation at showcase

May 2: Present final project and evidence at NMP Showcase

Guidelines

For the newly created social media profile on Instagram, my initial plan is to post three times each week. On the blog, the initial plan is to make two blog posts each week. I will adjust the amount of posts accordingly, depending on the amount of time I have to dedicate to the project, engagement levels and what is deemed to be the most effective. From my internship experience, I learned an optimal target time for a post is on weekdays, during the afternoon. The graphics for the posts and captions will be planned for the entire week. With regard to engagement, I cannot provide estimates with accurate projections, however, it is my hope to amass ten likes and one comment per post. The “pump-and-dump” following method will be used. I will find similar pages and strategically follow their last active followers. I will attempt to follow 200 accounts each week with hopes of a 65% return-follow ratio. I will engage with similar pages with hopes of drawing female creatives to my profile, and website. I researched and plan to use the following hashtags:

[#film](#) [#filmmaker](#) [#filmmaking](#) [#femalefilmmakers](#) [#femalefilmmaker](#) [#filmdirector](#) [#indiefilm](#)
[#blackfemalefilmmaker](#) [#femaledirector](#) [#photography](#) [#producer](#) [#filmphotography](#) [#girl](#) [#creative](#) [#girlpower](#)
[#cinematography](#) [#womeninfilm](#) [#productioncompany](#) [#productionlife](#) [#camerasetup](#) [#filmproduction](#) [#canon](#)
[#femalefilmmakerfriday](#) [#reelwomen](#) [#indiefilmmakers](#) [#bts](#) [#behindthescenes](#) [#cameraoperator](#) [#setlife](#)

I will also craft keyword heavy blog posts for search engine optimization and categorize / tag the posts accordingly. For my accompanying short documentary, my initial plan is a video with five minutes of running time, consisting of original content, curated video playback, transcription, music and audio.

Experience & Qualifications

I am a Radio, Television, Film major, with a Production concentration and a New Media minor. I am also completing a Certificate of Undergraduate Study in Public Relations and the News. The premise of my educational program is effectively communicating through audio, photo, video and text. My career goal is to create socially conscious independent films, while maintaining a thriving photo and video production business.

I also plan to pay it forward, and find ways to engage with young ladies aspiring to have careers in film and media arts.

Since 2017, I have completed various freelance projects while developing my skill set. My internship experience, freelance work and history of volunteerism make me ideally suited to complete this project. This project is two-fold since I am developing a community for female-centric creators, while also working on my own videography project. My intention is to be immersed in the community as an active practitioner and subject matter expert. I worked as a Multimedia and Video Production intern at Inspimind, a non-profit education services organization. I was able to hit the ground running with all aspects of content development. I also created content for socials, namely Instagram and Youtube. This role also entailed public speaking, and I addressed high school and college students at conferences. I was able to witness firsthand the impact of motivation and sense of community with helping people achieve their goals. In my internship as a Photo & Video intern for Jill Lotenberg, I handled lighting and camera operation, securing my first published work in Mann Publications. I also crafted captions for her social media promotion efforts. Currently, as Epistoleus of the Theta Mu Chapter of Sigma Gamma Rho Sorority, Inc., I manage their social media page, take photos, post stories, strategically repost, design flyers, craft captions and organically increase the follower count.

Each of these experiences served as a blend between creative services and digital media marketing. I also learned the value of community, teamwork, leadership and working collectively to achieve a common goal. I would like to provide a platform to showcase women in various facets of the film industry. This will serve as motivation, provide a forum for female-centric creators, and a tangible final video product. It is important for me to work on a sustainable project that will outlive my time in this Practicum course. Since this is an area I am passionate about, and experienced in, I believe I will be able to manage this project long term. I will also benefit from the visual impression of authority, serving as a resource and from the keyword tagging in search engines.