



international documentary association

2011 annual report



“ A COUNTRY WITHOUT DOCUMENTARIES IS LIKE
A FAMILY WITHOUT A PHOTO ALBUM. ”

— Patricio Guzmán, Director, *Nostalgia for the Light*

2011

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Dear Friend,

At the IDA, we believe that the power and artistry of the documentary art form are vital to cultures and societies globally, and we exist to serve the needs of those who create this art form.

As the IDA community continues to grow and expand to all corners of the world, we are making every effort to offer the best and most relevant programs and services. Each day, we work hard as advocates for documentary filmmakers — making sure that critical rights are not violated and filmmakers are able to create their work. It's our goal to help ensure that filmmakers are able to tell impactful and life-changing stories that educate, inspire and even save lives.

As you read this annual report, you will see the accomplishments of not only the IDA, but also the tremendous achievements made by the incredibly talented and brave documentary filmmakers we serve. Our achievements are made possible through the support we receive from our members, sponsors, donors and volunteers — without their generosity, our work would not be possible.

As we approach our 30th anniversary, we will continue to rely on the contributions of IDA supporters to help us achieve our mission to provide community, education, specific support services, opportunities and related resources to our clients, the documentary filmmakers.

With gratitude,



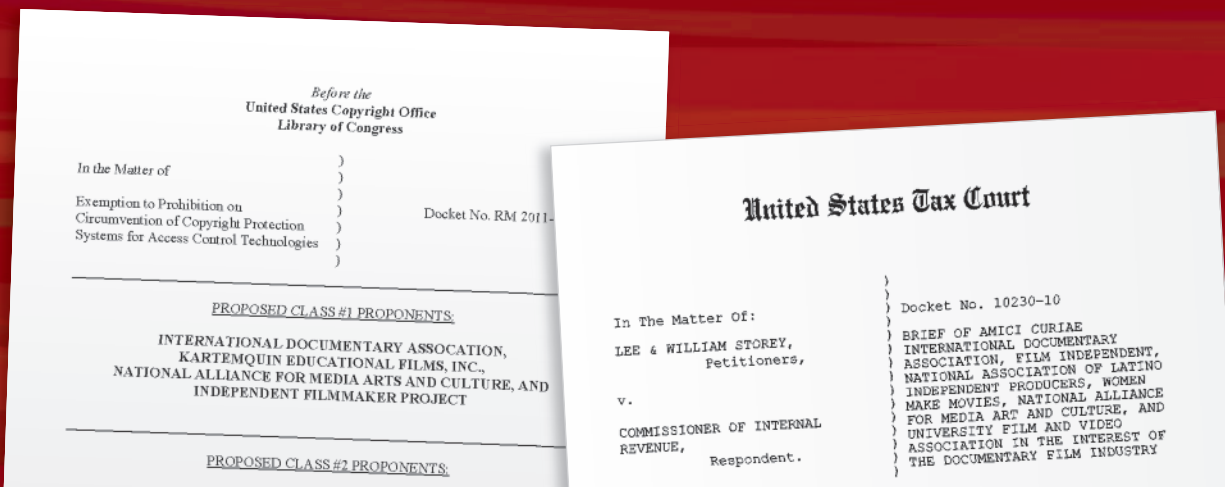
A handwritten signature in black ink that reads "Michael Lumpkin".

Michael Lumpkin
Executive Director



ABOUT IDA

Founded in 1982, the International Documentary Association (IDA) is a nonprofit 501(c)(3) organization that supports documentary filmmaking worldwide. The IDA works in four major program areas: Advocacy, Filmmaker Services, Education and Public Programs & Events.



ADVOCACY

2011 was an incredibly active year for the IDA, particularly in our efforts to defend the rights of documentary filmmakers. The advocacy committee lead by Executive Director Michael Lumpkin and Board Members Marjan Safinia, Adam Chapnick, Laurie Ann Schag, Jack Lerner, David Erikson and Moises Velez worked hard to respond to the needs of our community. Below are two examples of where the IDA made a difference.

One of the most important cases affecting the industry involved the IRS and documentary filmmaker Lee Storey. Storey was denied the right to take business tax deductions for the making of her film *Smile 'Til It Hurts: The Up With People Story*, based on the IRS' belief that if a person has no intent to make a profit, then the activity is a "hobby" and tax deductions are not permitted. Outraged at the assertion that docs are not a legitimate business, a group of media arts organizations led by the IDA submitted an amicus brief in support of Storey. The amicus brief stated that a judicial pronouncement that documentary filmmakers are not engaged in a profit-making activity would have "a chilling effect on the documentary filmmaking industry, as documentarians would no longer be able to claim deductions for their business expenses."

In another critical move to protect filmmaker rights, the IDA submitted Official Comments to the US Copyright Office on the DMCA (Digital Millennium Copyright Act) Exemption. The IDA shared compelling comments from documentary filmmakers in order to urge the US Copyright Office to renew the DMCA Exemption, as well as to have the exemption apply to Blu-Ray footage. The IDA initially helped documentary filmmakers win a three-year exemption that allowed a filmmaker to take materials from DVDs and use those film clips for criticism and commentary. For over a century, filmmakers have had the right to make fair use of copyrighted work in their films, and the IDA is working hard to ensure that this right remains protected.

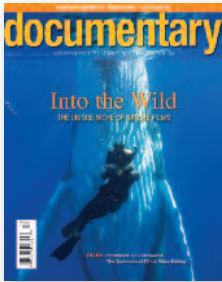
"IDA IS FIERCELY COMMITTED TO PROTECT AND DEFEND THE RIGHTS OF DOCUMENTARY FILMMAKERS TO PRACTICE THEIR CRAFT, SEEK AND REVEAL TRUTH IN THEIR FILMS, AND MAKE AND SELL THEIR WORK FREELY IN A FAIR MARKETPLACE. WE STRENUOUSLY UPHOLD THE PRINCIPLES OF FREE SPEECH AND BELIEVE THAT DOCUMENTARY FILMS, HOWEVER PROVOCATIVE THEY MAY BE, SHOULD NEVER BE SILENCED BY AN AUTHORITY, CORPORATION OR LEGAL SYSTEM THAT MAY FEEL THREATENED BY THEIR CONTENT.

WHERE FILMMAKERS ARE UNDER FIRE, AND THEIR PREDICAMENT STANDS TO SET PRECEDENT FOR US ALL, THE IDA BRINGS TOGETHER THE WEIGHT OF OUR COMMUNITY TO FIGHT FOR THEIR RIGHTS IN THE COURTS, THE PRESS, CONGRESS OR WHEREVER THAT THREAT MAY LIE.

IDA IS THE ONLY GROUP ADVOCATING SPECIFICALLY FOR THE DOCUMENTARY FILMMAKING COMMUNITY. IN MANY WAYS, THIS MAKES IDA'S ADVOCACY WORK THE MOST IMPORTANT AND RELEVANT WORK WE DO."

— MARJAN SAFINIA,
IDA BOARD PRESIDENT

FILMMAKER SERVICES



IDA provides tools and resources to documentary filmmakers through our various filmmaker services, including: Membership, Fiscal Sponsorship, *Documentary* magazine, the Pare Lorentz Documentary Fund and documentary.org. The IDA membership is 1,600 strong and represents filmmakers from around the globe.

In 2011, the IDA's **Fiscal Sponsorship** program, which allows documentary films to receive donations and grants, supported 350 films in raising over \$3.7 million. Being part of our Fiscal Sponsorship program gives filmmakers access to IDA's strong relationships with large foundations and granting agencies.

Also in 2011, IDA provided \$75,000 in production funding to four films through the IDA's **Pare Lorentz Documentary Fund**, made possible by a grant from The New York Community Trust. Below are the Pare Lorentz Documentary Fund awardees:

- *Más Bebés?* - Renee Tajima-Peña, Producer/Director
- *As Goes Janesville* - Brad Lichtenstein, Producer/Director
- *Rise and Fall of ACORN: America's Most Controversial Anti-poverty Organization* - Sam Pollard, Producer/Director
- *American Village* - Mary Posatko, Co-Director/Co-Producer, Emily Topper, Co-Director/Co-Producer

"WITHOUT IDA'S FISCAL SPONSORSHIP PROGRAM, THERE IS NO POSSIBLE WAY *ESCAPE FIRE* WOULD HAVE BEEN MADE. WE'RE GRATEFUL FOR THE COLLABORATION AND EXCITED TO BE PREMIERING THE FILM AT SUNDANCE."

— MATTHEW HEINEMAN, DIRECTOR, *ESCAPE FIRE*

"WE ARE VERY HAPPY TO BE WORKING WITH IDA AS OUR FISCAL SPONSOR FOR OUR LATEST DOCUMENTARY, *CRISIS CALL 211*. THE IDA HAS BEEN AN INVALUABLE PARTNER IN HELPING US SECURE FUNDING FROM MAJOR NON-PROFIT FOUNDATIONS AND FROM INDIVIDUAL DONORS WHO TRUST IDA'S TRACK RECORD OF SUPPORTING QUALITY FILMS."

— JOE & HARRY GANTZ, DIRECTORS, *CRISIS CALL 211*



DOCS ROCK GRADUATION DAY



STUDENTS HARD AT WORK



DOC U: FOCUS ON FUNDING



EDUCATION

Doc U is the IDA's series of educational seminars and workshops for aspiring and experienced documentary filmmakers. Taught by artists and industry experts, participants receive vital training and insight on various topics including: fundraising, distribution, licensing, marketing, and business tactics. In 2011, Doc U provided educational training to 1,500 filmmakers in Los Angeles and beyond.



One of the major highlights was when Doc U went on the road for a second year to New York City and Washington DC. Made possible by funding from the Academy of Motion Picture Arts & Sciences, the Doc U traveling series received rave reviews. Doc U also received significant support from sponsors, including

IMAX, Hollywood Foreign Press Association, Los Angeles County Arts Commission, HBO Archives and Axis Pro.

The IDA also produced a **Doc U: Focus on Funding** event where filmmakers attended a day-long program focused on fundraising. The event included a panel discussion with representatives from The Fledgling Fund, California Council for the Humanities, Tribeca Film Institute, Catapult Fund and Sundance Documentary Film Program; a lunch break-out session with the funders; and a training session with fundraising guru Morrie Warshawski.

In 2011, **Docs Rock** served 55 kids at San Pedro High School. The goals of the program are to increase graduation rates, build self-esteem, and raise student achievement by getting them college- and employment-ready. The 40-week intensive course teaches youth technical proficiency in post-production editing, lighting and camera-work, while building essential life skills.

DOC U SURVEY FEEDBACK:

"The range and professionalism of the speakers was excellent. The topic was germane across the documentary filmmaking board...Very impressive."

"...an engaging and inspiring event. I came away from Doc U with a lot of concrete tips and ideas for developing a strategic outreach plan and building collaborative partnerships with organizations that can help increase the reach and impact of my documentary."

"Tremendous impact. These seminars are invaluable, providing information typically only available at specialized conferences that are expensive."

DOCS ROCK FACTS:

- Graduation rate among Docs Rock participants is 90% while the overall graduation rate at San Pedro High School is 70%.
 - The Docs Rock curriculum has received full accreditation for admission in the University of California system.
-

PUBLIC PROGRAMS & EVENTS



The 27th Annual **IDA Documentary Awards** honored and recognized outstanding documentary films and filmmakers. The award-winners included *Nostalgia for the Light* for Best Feature (dir. Patricio Guzmán) and *Poster Girl* for Best Short (dir. Sara Nesson, prod. Mitchell Block) — both voted winners by the IDA member base. Highlights of the ceremony included a moving speech by Bill Haney, winner of the Pare Lorentz Award; and a presentation by Werner Herzog who awarded legendary filmmaker Les Blank (*Burden of Dreams*, *Garlic is as Good as Ten Mothers*) with the Career Achievement award.



DOCUMENTARY AWARDS: Legendary filmmakers Werner Herzog and Les Blank; hosts Eddie Schmidt, Josh Fox, Tiffany Shlain and DJ Lucy Walker; Michael Lumpkin addresses guests

The 15th annual **DocuWeeks**, co-presented by AT&T U-verse and Current, screened short and feature length documentaries to appreciative audiences in theatrical runs designed to qualify the films for consideration for the Academy Awards®. Since its debut in 1997, Docu-

Weeks has helped 186 films qualify for the Oscar®, with 19 documentaries going on to be nominated and 7 winning the coveted award.

DocuDay is IDA's annual screening of the year's best documentary films, Oscar® nominated shorts and features. Attracting 1,700 attendees each year, DocuDay provides attendees with the opportunity to watch the films as well as meet the filmmakers and film subjects. The highlight of the 2011 DocuDay was a Q&A with filmmaker Tim Hetherington and the soldiers in *Restrepo*. Tim was tragically killed on April 20, 2011, two months after DocuDay, while covering the conflict in Libya.

“THE IDA OFFERS SALUTARY INSIGHT AND PERSPECTIVE TO A WORLD WHERE THE DISTORTING VOICES OF CORPORATIONS AND THE WEALTHY ARE SONICALLY AMPLIFIED. IN ITS COLLECTIVE DIVERSITY AND INDEPENDENCE, IT IS WE THE PEOPLE.

AS A PIONEER OF THE GREAT TRADITION OF DOCUMENTARY FILMMAKERS, PARE LORENTZ KNEW THIS, USING HIS CINEMATIC GIFTS AS FRANKLIN ROOSEVELT'S FILMMAKER DURING THE DEPRESSION, TO HELP LAUNCH THE CIVIL SOCIETY AMERICAN FAMILIES GROW UP DEPENDING ON FOR GENERATIONS.

ENHANCING INDEPENDENT VOICES SUCH AS LORENTZ'S IS THE CRITICAL WORK OF THE IDA TODAY, AND A CORNERSTONE ON WHICH WE BUILT THE DEMOCRACY WE BEQUEATH TO OUR CHILDREN TOMORROW. THANK GOD FOR THE IDA!”

— BILL HANEY, DIRECTOR,
THE LAST MOUNTAIN,
PARE LORENTZ AWARD WINNER

“WE ARE DEEPLY GRATEFUL FOR THE HIGH PROFILE PLATFORM THAT DOCUWEEKS PROVIDED FOR OUR FILM *SEMPER FI: ALWAYS FAITHFUL*. PARTICIPATING IN DOCUWEEKS, ENABLED US TO GET NATIONAL PRESS ATTENTION AND REACH A BROAD AUDIENCE. THIS KIND OF ATTENTION WAS WELL TIMED NOT ONLY FOR OUR FILM BUT FOR THE PRESSING ISSUE THAT WE ADDRESS IN IT.”

— RACHEL LIBERT, DIRECTOR, *SEMPER FI: ALWAYS FAITHFUL*



SEMPER FI: ALWAYS FAITHFUL

THANKS

2011 SUPPORTERS

To our generous major donors and sponsors, a very big THANK YOU for allowing us to support and work on behalf of the documentary filmmaking community. Without you, our work would not be possible. Thanks for helping us fight the good fight!

ADVOCATE LEVEL

Nancy Dickenson

TRUSTEE LEVEL

Suzanne Costas
Soozie Eastman,
The HUMANITAS Prize
IMAX
John Langley,
Langley Productions
Lynne Littman, Director
Kirk and Rob Marcolina,
Treehouse Moving Images, LLC
Ménage à Trois Wines
Katharina Otto-Bernstein
Clara Fon Sing,
NBCUniversal Archives
Writers Guild of America, West

SUPPORTER LEVEL

James Costa,
Bird Street Productions

ALLY LEVEL

Adam Chapnick
Thomas G. Miller
Eddie Schmidt
Moises Velez

FRIEND LEVEL

Anonymous
Jim and Jill Angelo,
Dialogue Pictures
David Erikson
Jessie Ewing
Karen Freedman and
Roger Weisberg
Ted Gerdes, Gerdes Law
Ruth Ann Harnisch,
The Harnisch Foundation
Karen Hori
Stu Levy
Bob Niemack and Ann Hassett
Marjan Safinia
Laurie Ann Schag
Mel Stuart,
Mel Stuart Productions
Richard Trank, Moriah Films
Nancy Willen,
ACME Public Relations

BEQUEST

The Estate of David L. Wolper

FOUNDATIONS & GOVERNMENT AGENCIES

The New York
Community Trust
Los Angeles County
Arts Commission
Hollywood Foreign
Press Association
Academy of Motion Picture
Arts and Sciences
City of Los Angeles,
Department of Cultural Affairs
Coastal San Pedro
Neighborhood Council
Central San Pedro
Neighborhood Council

EVENT SPONSORS

ABC News Videosource
AT&T U-verse
Axis Pro
Canadian Consulate
Chainsaw
Current
Directors Guild of America
Documentary Channel
ESPN Films
FilmFest App
FotoKem
HBO Archives
HBO Documentary Films
IFC Center
IMAX
Indie Printing
ITVS
Kodak
LA Weekly
Ménage à Trois Wines
NBCUniversal Archives
OWN: Oprah Winfrey Network
POV
Stella Artois
The Nation
The Standard
VeeV
Village Voice

FINANCIAL INFORMATION

INCOME

Contributed Income

Foundation Grants	\$128,500.00	34%
Government Grants	35,408.00	10%
Corporate Donations/Sponsorship	141,800.00	38%
Individual Donations	66,468.16	18%
Subtotal Contributed Income	\$372,176.16	

Earned Income

Event and Program	\$494,069.93	66%
Advertising	141,522.91	19%
Membership	108,079.16	15%
Subtotal Earned Income	\$743,672.00	
Fiscal Sponsorship*	3,950,430.72	

TOTAL INCOME **\$5,066,278.88**

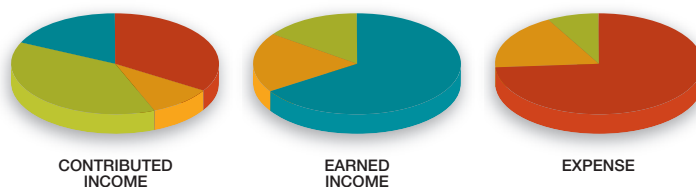
EXPENSE

Programs	\$963,610.14	74%
General Administrative	232,312.37	18%
Development	111,337.74	8%

Subtotal Expense	\$1,307,260.26
Fiscal Sponsorship*	3,536,501.55

TOTAL EXPENSE **\$4,843,761.81**

Surplus / Deficit **\$222,517.07**



*IDA acts as fiscal sponsor for documentary films that are accepted for our Fiscal Sponsorship Program. Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity, such as the IDA, agrees to sponsor a project that furthers our mission, for the purpose of fundraising through grants and donations. This allows filmmakers to seek grants and solicit tax-deductible donations for their documentary, with the oversight, support and endorsement of IDA. IDA directly receives the grants and then disperses the funding to the filmmakers. Because the funding is dispersed back to the filmmakers, Fiscal Sponsorship income and expense are not accounted for in the above charts.



international documentary association

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