



Women In Film is a nonprofit organization created to encourage women to achieve excellence in all areas of filmmaking, improve their access and opportunities in the business, and further enhance and promote their status within the film and video community.

# WOMEN IN FILM



Shirley Feldmann is well known not only as an active WIF board member, but as a tenacious Chicagoland producer, associate producer, and assistant director.

Feldmann became an independent five years ago, starting her own Chicago-based commercial and broadcast production services company, Feldmann's Flicks, Ltd. Her previous experience includes a full-time position as an executive producer with SuperSpots, a division of the now-defunct Chicago AV, Inc., as well as a stint as a senior distribution representative with Video Publishing House.

One unique aspect of Feldmann's company is the publication she produces for her clients and her rather extensive mailing list. Appropriately entitled, *Feldmann Facts*, the quarterly publication

has helped further her recognition factor and has proven to be an effective marketing tool. "I've received a great response from *Feldmann's Facts*; everyone seems to enjoy getting it."

Feldmann believes that one big advantage of the piece is that "it gives others the opportunity to see what I'm up to at their leisure."

*Feldmann Facts* also highlights Feldmann's unique selection of services. She handles a variety of clients and feels that her strength lies in her ability to wear many hats. "I really enjoy working with a diverse client base including independent producers and directors, but I loved managing all aspects of the short film, *The Signing*, for which I was the producer and production manager."

Feldmann also manages to find time to stay active in WIF. As the Hotline and Networking Director, Feldmann's goal is to get WIF involved with other organizations, to close the gap within the



Tenacious producer and production manager, Shirley Feldmann, on location in Oswego, Ill for *The Signing*.



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industry. "I feel all organizations in our industry should support each other."

In September she coordinated the WIF networking meeting, "Legal Aspects of Film and Video: How to Protect Yourself, Your Company, and Your Ideas," with members of IFP, Lawyers for the Creative Arts, and ITVA.

Most recently, Feldmann coordinated and hosted "On Screen!," the Chicago Women in Film Festival screening of *The Signing*.

To contact Feldmann, call 312-348-0742. Her office is located at 1123 W. Newport, Chicago, IL 60657.