

FOR IMMEDIATE RELEASE:

NEW YORK WOMEN IN FILM & TELEVISION ANNOUNCES SUPPORT OF TWO FILMS THROUGH GOOD PITCH LOCAL PUERTO RICO

***El Pueblo vs. Austeridad* and *Coquito* will both receive production grants in this first step
of NYWIFT's new Creative Workforce: Latina Pipeline Initiative**

NEW YORK, NY – May 4, 2022 – New York Women in Film & Television (NYWIFT) is pleased to announce that it will provide film production grants to *El Pueblo vs. Austeridad / The People vs. Austerity* and *Coquito*. The projects come from two of the 12 media making teams selected for Good Pitch Local Puerto Rico, where they pitched live from Puerto Rico via webcast to a robust group of advisors, with connections to NGOs, distributors, and foundations. Prior to pitching, selected projects underwent an intensive professional development workshop series and received one-on-one mentorship from industry professionals as part of the program. The program was produced by NYWIFT, ADocPR, the Philadelphia Latino Film Festival (PHLAFF), and Doc Society.

This is the first step in NYWIFT's new Creative Workforce: Latina Pipeline Initiative. Despite Latinos being 18.7% of the U.S. population, Latinx women continue to be virtually invisible in the entertainment industry particularly off-screen. This multi-level mentoring program is designed to create a more robust, diverse pipeline of creative professionals. The program includes training, exhibition/broadcasting support, mentorship, and network building for mid-career women, who have been creative leaders on two or more widely screened or broadcast projects and whose standing is recognized by their peer in the form of recommendations. In the next four years NYWIFT plans to launch series of Creative Workforce Pipeline Initiatives focused on women from underrepresented groups (Latina, Indigenous, Black, and Asia). The Latina program serves as a pilot for all of these forthcoming initiatives.

Good Pitch Local Puerto Rico provided Puerto Rican creative media makers and organizations with a powerful platform for collaboration and impact, connecting them to resources and partners, strengthening networks and communities. It was open to filmmakers born and living in Puerto Rico; filmmakers born in Puerto Rico and living in New Jersey, New York & Pennsylvania; filmmakers born abroad and currently living and working in Puerto Rico; and filmmakers of Puerto Rican heritage with projects to be developed and shot in Puerto Rico.

The documentary short ***El Pueblo vs. Austeridad / The People vs. Austerity*** by Vivian Vázquez Irizarry and Gretchen Hildebran examines the austerity policies in Puerto Rico that were imposed by 2016's PROMESA fiscal control board, also known as "La Junta." This film also challenges the narrative that austerity is the only possible solution to any financial crisis – especially for communities of color. The final installment of a three-part web series, this episode connects Puerto Rico today to the regimes imposed on New York City in 1975 and Detroit in 2013, and marks a different path out of the fiscal crisis, towards community repair and renewal. Read more: <https://goodpitch.org/project/austeridad-vs-la-gente-austerity-vs-the-people/>

Bienvenida Matías's documentary ***Coquito*** explores the hidden history of Puerto Rico's traditional Christmas drink, detailing its connections to business, colonialism, labor, agriculture,

and politics. It is a meditation on culture that covers several important topics while showing a light-hearted approach to coquito tasting contests and the Christmas season. The heart of the film is how both the U.S. and island-based Boricuas preserve the culture and the changing idea of what is a Puerto Rican. Read more: <https://goodpitch.org/project/coquito/>

“We at NYWIFT are thrilled to support the expansion of Good Pitch Local to Puerto Rico. Networking and partnership-building are essential for content creators to bring their work to a wider audience, and this collaboration will help shepherd exciting new voices to the screen and shine a light on vital Puerto Rican experiences,” said NYWIFT Executive Director Cynthia Lopez. “Both of these selected projects speak to the spirit of Puerto Rican culture, history, and future in unique and exciting ways.”

“Holding the Good Pitch Local event in Puerto Rico was a great opportunity for the growth and strengthening of the selected local projects. It also promoted the creation of important alliances between the projects and collaborators, such as grassroots organizations, that continue to nurture the efforts of social, community, and cultural impact so necessary in the archipelago,” said Rhett Lee Garcia, President of AdocPR (Asociación de Documentalistas de Puerto Rico).

“PHLAFF is grateful for the opportunity to collaborate with the ADOCPR, Doc Society and NYWIFT on the first Good Pitch event in Puerto Rico. Our team looks forward to continuing to support these projects, thrilled to host the World Premiere of *Seran Las Dueñas de la Tierra* and the Philadelphia Premiere of *We Still Here* at our 11th edition and exploring ways to be a resource for developing a long-term strategy to collaborate with creatives and filmmakers in Puerto Rico,” said Marángeli Mejía-Rabell, Director of the Philadelphia Latino Film Festival.

“ADocPR, NYWIFT and PHLAFF made for amazing partners for Good Pitch Local Puerto Rico, bringing their regional expertise and depth of relationships to the program and offering a breadth of feedback and heartfelt guidance to the film teams. Doc Society is thrilled to have funded 5 of these incredible Puerto Rico-based projects,” said Doc Society Director Maxyne Franklin.

Doc Society also provided grants to five additional projects: *Achaques* by Pati Cruz Martínez; *Amanecer 2025* by Juan E. Rosario Maldonado and Yiamar Rivera-Matos; *Matinó* by Gabriela Díaz Arp and Karla Sofía Claudio Betancourt; *Morena* by Vashni Korin; and *Serán las Dueñas de la Tierra* by Juan Pagán Teitelbaum and Mariolga Reyes Cruz.

Learn more at <https://goodpitch.org/event/puerto-rico-2021/>.

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Film Images:

[LINK TO DOWNLOAD](#)

About New York Women in Film & Television:

New York Women in Film & Television (NYWIFT) advocates for equality in the moving image industry and supports women in every stage of their careers. As the preeminent entertainment industry association for women in New York, NYWIFT energizes women by illuminating their achievements, presenting training and professional development programs, awarding scholarships and grants, and providing access to a supportive community of peers. NYWIFT brings together more than 2,500 women and men working both above and below the line.

NYWIFT is part of a network of 50 women in film chapters worldwide, representing more than 15,000 members. NYWIFT is a nonprofit 501c3 public charity.

More information can be found online at: www.NYWIFT.org.

Follow on all social media platforms @NYWIFT.

About ADocPR:

[The Puerto Rico Documentary Association \(AdocPR\)](#) is a non-profit organization whose mission is to promote the development, production, and dissemination of Puerto Rican documentary films. We advocate the use of documentaries as an instrument for preserving Puerto Rico's culture and historical memory, and to educate through stories that promote critical thinking, diversity, and social awareness.

About PHLAFF:

[The Philadelphia Latino Film Festival \(PHLAFF\)](#) was established in 2012 and has become the Greater Philadelphia region's only festival showcasing the extraordinary and innovative work of emerging and established Latino and Latinx filmmakers. PHLAFF's programming focuses on the diverse experiences and realities of our people. PHLAFF has evolved into an international film festival that brings the best of Latino and Latinx stories to a wide audience. PHLAFF attracts a diverse audience, developing a new space in the Philadelphia region where filmmakers, actors, producers and creatives can meet with other artists, engage with audiences and present and discuss innovative work.

About Good Pitch:

[Good Pitch](#) launched in 2008 in order to convene filmmakers with change makers around urgent issues to catalyze coalitions that are good for the films, and for good for society. Presented by Doc Society with founding partner Ford Foundation, Good Pitch has helped raise more than \$30 million in philanthropic funds for feature documentaries and their outreach campaigns, hosting 40 events in 15 countries since 2007. Good Pitch brings the world's best documentary filmmakers together with leading change makers around urgent social and environmental issues. It forges new coalitions and campaigns that are good for the films and good for society. Good Pitch is a Doc Society program presented in partnership with Ford Foundation with lead support from Wyncote Foundation, and CrossCurrents Foundation, Hartley Media Impact Initiative at Auburn Seminary.

Since 2008, Doc Society has produced Good Pitch events in the UK, US, Sweden, Denmark, Norway, the Netherlands. In 2011, Doc Society launched "Good Pitch Global" which supports regional partners that host their own version of the forum, to date events have been held in Argentina, Colombia, India, South Africa, Taipei, Australia, Kenya and Indonesia, and Good Pitch events are now in development in Lebanon, New Zealand, Hawai'i, Mexico and Brazil. From 2017-2019, Doc Society produced Good Pitch Local events in six US cities: Durham, Dallas, Detroit, Durham, Honolulu, Miami, and Philadelphia.

About Doc Society:

Doc Society is a global non-profit committed to enabling great documentary films and connecting them to audiences globally. We bring people together to unleash the

transformational power of documentary film. We stand in solidarity with filmmakers and work to unite them with new friends and allies, building new models globally.

Founded in the UK in 2005, we now have offices in London, New York and Amsterdam, with partners around the world. We engage and support a global network of documentary filmmakers with direct grants and editorial expertise throughout the life of their film. We have supported more than 300 documentary films including: CITIZENFOUR, Hale County This Morning, This Evening, The Look Of Silence, The White Helmets, Whose Streets, Virunga, and current releases Bellingcat, Roll RedRoll, Bisbee '17 and The Silence of Others.

Doc Society has also developed a slate of programmes to build the capacity of the whole field. Amongst these are the [Safe & Secure](#) initiative, the schools platform [Doc Academy](#), the [Doc Impact Hi5](#), the online toolkit the [Impact Field Guide](#) and [Good Pitch](#), the international forum for social justice documentaries connecting change makers and filmmakers around the world.

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