

Lupe Anguiano

From: "Linda Garcia Merchant" [REDACTED] >
To: "Lupe Anguiano" [REDACTED]; "ANDREA CANO" [REDACTED];
 "martha cotera" [REDACTED]; "Pauline Martinez" [REDACTED]; "Ruth
 Mojica-Hammer" [REDACTED] >
Sent: Friday, July 28, 2006 12:05 PM
Subject: RE: Voces Primeras, LLC

Buenos Tardes Primeras,

So much has happened since we parted company in San Francisco. I wanted to take the time to give you an idea of where we are and what is going on.

My new email address

As you can see we have an official address. Please send all future correspondence to this address only. As we are branding a product it makes better sense that VP business be communicated through an address that reflects that product.

Veronica Vidal

I would like to introduce you all to Veronica. She has graciously agreed to help us with promotion and in any other capacity. She believes in the success of this project and of future VP productions. Veronica has worked in public relations for nonprofits for more than ten years, six of which have been at the International Latino Cultural Center of Chicago, as producer of the Chicago Latino Film Festival and other cultural events. While with the ILCCC she was also public relations manager as well as an event coordinator. She now works as a communications specialist at Prevention First, a nonprofit resource for professionals in the drug prevention field. She also volunteers for the Arts & Business Council, the Beverly Arts Center and the Illinois Humanities Festival.

Promotions

The documentary film maker Sylvia Morales is speaking at the MALCS conference next weekend and will be giving our project 'Las Mujeres de la Caucus Chicana' a plug during her panel on Latina Filmmakers. MALCS stands for Mujeres Activas en Letras y Cambio Social (website: www.malcs.net) and is an organization of women from academia that works "toward the support, education and dissemination of Chicana/ Latina and Native American women's issues".

Our press kit deadline is in September, which means Veronica and I will be working to have a starter packet available by then. A structured promotion plan begins in November targeting the months of March April and May, then September, October and November, 2007.

The website launch 8/4/06

In conjunction with Sylvia's pitch at MALCS, we will be launching the VP website on 8/4 (her panel is on 8/5). As we are still working on your profiles, the first pages up on the site will be about Voces Primeras with a teaser about "Las Mujeres". The site will include information about Voces Primeras, LLC, this movie, future projects and profiles of our production team (Me, Katie, Jordie, Vero, Maria, Virginia). There will be a separate section on the movie, its progress and promotion. This section will include stills from the shoot in San Francisco and your individual interviews. All correspondence about the film (html emailers, ezines, a blog, print materials) will be communicated through this site.

Presentations

Our target for release is March 2007, this will coincide with a time period that includes Lupe's Collection opening in Los Angeles, a presentation in Oakland at the California College of Art and one at the University of Iowa, Iowa City.

Production

I still have one more personal interview to do, Andrea Cano and would like to schedule that for sometime in September if Andrea is available. Steve Lemieux-Jordan and I have been going through the footage, indexing and cataloging it for editing. Katie Haviland has provided proofs of the San Francisco shoot and will be creating

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promotional stils for the website and the press kit.

I've had my first meeting with Carlos Ortega of Casolando and he is very excited about the project. Casolando (<http://www.foraytwo.com/artists/casolando.html>) is the Latin band that has some tracks I would like to use for the soundtrack. Maria and I and a friend, Danielle Soto (also a 'primera' as partner in a successful indie record label for the last 14 years) met with Carlos Tuesday night. Danielle and Carlos may actually be doing a deal to develop his next album as he is presently between labels, a big plus all around!

Whew! Needless to say that after San Francisco, although I was quite exhausted from the experience, I have returned to Chicago 'on fire' about the completion of this project. I have always felt this to be a special time in my life, knowing you then, getting to know you now and having the tremendous opportunity to work with each one of you. I am thrilled that I have been able to share and engage others in the importance and passion of this work.

Thank you again for being the truly amazing women you are.

If you have recieved this twice it is because I was having problems with my duografix's account (it's a sign), my apologies.

Much love, Linda

Linda Garcia Merchant
[REDACTED]

Voces Primeras, LLC
[REDACTED]