



From: Midnight Media Capture – Giovanna Aguilar & Nicole Franklin  
New York, N.Y.

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March 11, 2013

## **Marketing Takes Its Cue from Hollywood: Film Webinar Series Kicks Off, April 8**

### ***“Storytelling with a Marketing Twist” previews for NY Women in Film & Television (NYWIFT)***

New York, N.Y. – On Monday, April 8, 2013, at 11:59 p.m., internationally acclaimed film/TV producer-directors [Nicole Franklin](#) and [Giovanna Aguilar](#) will preview their jointly produced and hosted global webinar series aimed at marketing-communications professionals, [“Midnight Media Capture: Storytelling with a Marketing Twist.”](#) The preview webinar will be free to pre-registered members of the New York Women in Film and Television (NYWIFT), who can register at [www.nywift.org](#). Also, **300 seats** are being held on a free, first-come-first-registered basis for **executive-level marketing and brand managers** who sign up before 12:00 midnight, April 6. Executives can register by emailing [giovanna@midnightmediacapture.com](#)

A kick-off reception will follow at AXA Financial in Midtown Manhattan, celebrating Midnight Media Capture (MMC) and the [Montclair Film Festival](#), **Tuesday, April 9, 2013, at 6:00 p.m.**, hosted by MMC, NYWIFT and sponsored by AXA Financial. **Members of the news media are welcome to attend both events, but must register in advance** by contacting Patrick Berzinski at [patrick@tranquility49.com](#). Media interviews with Nicole Franklin and Giovanna Aguilar may also be scheduled in advance by contacting Patrick.

“Midnight Media Capture is a midnight webinar series that brings storytelling tools to a corporate audience of advertising, marketing and film professionals,” says Nicole, “forming a community of storytellers who explore methodologies for engaging, capturing and influencing audiences across media. Our goal is to bring Hollywood to the Board Room.”

Launching in May, MMC boasts participation by top corporate content strategists and prominent film executives – effective storytellers behind your favorite brands and blockbusters. NYWIFT and branding/marketing executives who attend the free April preview webinar will be invited to register for the May webinar at the early-bird discount.

“Before beginning your next production,” says Giovanna, “attend an MMC webinar for insight into best practices for effective storytelling and marketing strategies that will help capture audiences.”

The April **preview** of the May launch – live, and joined from the comfort of your home computer – will be **free to members of NYWIFT on Monday, April 8, at 11:59pm.** Guest [Q’orianka Kilcher](#) (Pocahontas in Terrence Malick’s *The New World*, [Princess Kaiulani](#), and producer/actress, *The Power of Few*) will headline the 45-minute webinar with hosts Giovanna and Nicole as they explore audience engagement through cross-platform media strategies.

### **Free Preview Webinar**

When: April 8, 2013, 11:59 p.m.

Where: Home Computer with a NYWIFT Registration Pass

### **Kick-off Celebration**

When: April 9, 2013, 6:00 p.m. (Happy Hour)

Where: AXA Financial, 1633 Broadway, Manhattan

*Tranquility49, the “communications boutique for the 21<sup>st</sup> century,” is a broad-spectrum media-communications firm located in the heart of New York City. For more information, please visit [www.tranquility49.com](#)*