

**FOR IMMEDIATE RELEASE**

***Local Author Invited to Present – “How to Market your Ideas and Creativity” – to West Potomac Academy TV Production Students on Thursday, March 1st, 2007.***

FAIRFAX, VIRGINIA – February 20, 2007 - Ironcutter Media, LLC an independent Virginia based publishing and media production company is pleased to announce that Alivia C. Tagliaferri, author of *Still the Monkey, What Happens to Warriors after War*, has been invited by Nancy E. Mantelli to present “How to Market your Ideas and Creativity” to three classes of her TV Production students at West Potomac Academy on March 1, 2007.

Nancy E. Mantelli, a first year Television Production teacher at the Academy, veteran production industry professional herself, and member of the Washington, D.C. Women in Film and Video chapter, chose Tagliaferri because she wants her students to learn first-hand that regardless of genre or format, marketing your ideas and creativity does not happen passively, or by stroke of luck.

Stressing the importance of exposing her students to real-life work situations, Mantelli believes that “by bringing in people who are successful in their field, I am offering my students a chance to meet, establish relationships with, and ask questions to industry professionals who are actually working in their field of choice, which benefits the students greatly.”

Mantelli’s approach is in accordance with West Potomac Academy’s mission of providing opportunities for students to explore career interests and possibilities, acquire academic knowledge related to career fields of interest, and acquire competencies needed to enter the career field or to begin postgraduate study.

Tagliaferri has prepared a multi-media presentation combined with in-class assignments that focus on three areas: how students can utilize their existing skill sets, knowledge, networks, and tools to maximize their marketability, why using their own authentic ‘voice’ matters, and the importance of the ‘take-away’ message in reaching their intended market.

“Nancy believes in teaching her students to believe in themselves, and I am honored and excited to have this opportunity to give back to the community and to give back to Nancy – whom as a video and film producer, encouraged me to follow my passion of being a writer at a critical time in my professional career.” Tagliaferri is also looking forward to speaking directly to the next generation of film-makers, writers, and artists, and “share with them lessons I wish I had known at that stage in my career –believe in yourself, find your voice, know your market, and take right action.”

Tagliaferri is an author as well as the founder of Ironcutter Media, a boutique publishing and media production company. Her debut novel, *Still the Monkey, What Happens to Warriors after War*, is a reality based work of fiction that depicts the problems caused by post traumatic stress syndrome (PTSD) among returning veterans.

***About Ironcutter Media:***

Ironcutter Media, LLC, an independent publishing and media production company located in Fairfax, VA, specializes in the writing, publishing, production, and distribution of historical fiction and non-fiction genres.

***About West Potomac Academy:***

West Potomac Academy provides students in all Fairfax County Public Schools with opportunities to take advanced, specialized classes in the areas of health and human services or communication and the arts.

Contact: Ironcutter Media, LLC  
Phone: (570) 220-0026  
Email: [info@ironcuttermedia.com](mailto:info@ironcuttermedia.com)  
[www.ironcuttermedia.com](http://www.ironcuttermedia.com)

###