

Member Spotlight: Beth Peloff



How did you get your start in the industry? I've always been interested in stories and storytelling and I've always loved movies, but it had never occurred to me to be a filmmaker. A friend suggested I look into documentary filmmaking based on my interests and told me about public access TV. I called them, signed up for a class and ended up working there for 10 years.

What is your educational background? I have a BA in English and am very much a liberal arts person. I love to learn new things and to see new ways of looking at the world and at life. I also took several video production classes and an audio class at MCTC.

What are you currently working on? Last year my partner and I started up our own video production and animation company, [Green Jeans Media](#). We make a lot of short documentaries about community events and artists. We've also been doing some instructional videos that combine documentary video with animation.

What is your favorite story to tell about working in this industry? Coming from a community media background, my stories are probably a little different. My favorite story is probably working with two interns, one a high school student and one a parole officer looking to make a career change. These two women met me monthly to produce a community newscast for something like two years.

What is your most memorable/favorite project? For two and a half years, I produced a monthly (later bimonthly) magazine show called Access to Art. I was able to shape the look, format, and content of it, working in collaboration with a great group of multitalented people. We all shot and edited segments about different arts organizations in Minneapolis. It was an amazing learning experience. My technical, storytelling, and project management skills all improved very quickly during that time.

What inspires you? I'm inspired by people who have an unique and creative vision for the world and are experimenting with new ways of working in the world that are outside the system. I'm also inspired by storytelling that is poetic, instead of just straightforward narrative, that combines images and sound in a way that suggests more than explains.

What are some of your hobbies and interests? I love to cook. Lately I've been getting into making bread and fresh pasta. I also play guitar and sing and write songs. And I write and draw comics.

Where do you see yourself in 5 years? In 10? In five years, I still plan to be working as a part of Green Jeans Media, which I hope by that time will be a well-known company making documentaries and animation in the Twin Cities. In ten years, I'd like to be spending an equal amount of time on my own projects, combining aspects of documentary, narrative storytelling, and animation.

What advice would you offer to a young female looking to get into this industry? I would encourage her to make her own projects using whatever equipment she can get her hands on in order to develop her own storytelling skills, overall production skills, and confidence in her abilities. But I'd also add that she should work for lots of people in lots of roles and learn as much as she can from experienced professionals.

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