Sony Announces the Second Wave of the Alpha Female Program

The creator-in-residence program provides resources and mentorship for aspiring creatives

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San Diego: – July 30, 2019– Sony Electronics, Inc. – a global leader in digital imaging, is announcing applications are now open for the second chapter of its “Alpha Female” program. Alpha Female is a Sony program that addresses the industry’s diversity challenges by providing resources and opportunities to advance the careers of its winners.

In the successful inaugural year of the Alpha Female program, five women were selected to participate in the artist-in-residence program. Sony continues its commitment to the growth of all voices in photography, videography, and filmmaking spaces by welcoming applications to be part of the next roster of Alpha Female inductees.

For the second Alpha Female contest, Sony will be awarding a total of six winners, four in the category of photography and videography, and two from filmmaking backgrounds. Each winner will receive extensive education opportunities, networking events, and Sony Alpha camera equipment, plus a cash prize to put toward a creative project.

Applications open July 31, 2019, at 12:00 pm PDT at alphauniverse.com/alpha-female and winners will be announced at the beginning of October.

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Sony Alpha Female Artist-In-Residence Prizes And Opportunities

Winners of the Sony Alpha Female program will receive a cash prize of $21,000 and $5,000 of Sony equipment to help fulfill their creative projects, plus access to additional loaner equipment to help bring their artistic vision to life.

Winners also will receive access to Sony’s resources in Los Angeles, CA, including the Sony DMPC and Sony Pictures resources.

Mentorship

Most importantly, each winner will be paired with a successful Alpha Female Artisan photographer or filmmaker—women who have all been paving the way for the next generation of women creators. These mentors will impart wisdom and professional knowledge, helping winners take their craft and career to new heights. Mentors will be assigned based on a winner’s creative style.

The Alpha Female mentors are among the most talented photographers and filmmakers in the industry. The mentors of the Alpha Female program areAmber Baird, Brooke Shaden, Caroline Jensen, Cristina Mittermeier, Jean Fruth, Katrin Eismann, Marvi lacar, Me Ra Koh, Nancy Borowick, Sara France, Taylor Rees, and Zabrina Deng.

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