Marcia Conaghan

Mighty Ity Films owner promotes film with social media & aviation festivals

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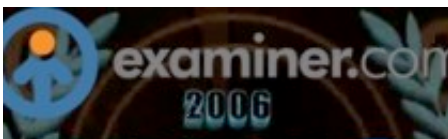

Monika's Mighty Ity Cessna 172
Photo: Courtesy Mighty Ity Films

Slideshow: Flyabout the movie

Video: Flyabout the movie

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Monika Petrillo, owner of Mighty Ity Films, was in St. Louis last week to screen her inspiring film "Flyabout". Monika produced, wrote, directed and edited "Flyabout", a documentary that follows her flight in a Cessna 172 around the coastline of Australia. You can see and hear more about "Flyabout" the movie – just watch the trailer in the adjacent column and go to the website.

Monika grew up in Munich, Germany, and was an actor as a child. Her parents were not in favor of her pursuing an acting career in school.   So Monika decided to learn something "real". She had background and experience on sets and understood many behind camera roles. When she was 20 she became a script supervisor which gave her immediate access to directors. While Monika was observing the skills and styles of many film directors, she wrote a screenplay for a fictional film. She knew she wanted to write and direct her own property, but was not convinced that her screenplay would be the right vehicle.

When she was 24, Monika discovered flying. She decided to take lessons and got her pilot's license. With about 100 hours of flight time logged, Monika

Trailer for "Flyabout" an inspirational film by Monika Petrillo

signed up with Brisbane's Goanna Tours to circumnavigate Australia. At the last minute, while packing her still cam, Monika was struck with a life changing idea – to buy a camcorder and make her own film.

After returning from her month long adventure, Monika had 25 hours of film. She borrowed a friend's editing equipment, composed narration, and finished the production work on "Flyabout", a documentary film. In 2006, she organized Mighty Ity Films and began promoting the film by going to small aviation festivals. For the last 3 years, Monika has attended Air Venture, the world's largest air show, in Osh Kosh, Wisconsin.

Last year she boosted her screenings and sales of the DVD by using Facebook and Twitter. She highly recommends this marketing avenue for small businesses that promote one product or concept. Monika admits she did not immediately grasp the power of social media, but now realizes that *people cluster around subjects*. She is having a great time flying about the country for screenings, and recently sold cable television rights to Halogen TV.

Upcoming screenings include:

- Seattle public library on October 27th

- Kent State University on November 4th

- Opening selection at The Reel Stuff Film Festival in Dayton, Ohio on November 5th.

What's next for Monika? One thing is for sure – she's not giving in to Hollywood's "Next Project Pressure". She has decided to reap the fruits of her labor and enjoy her success in promoting "Flyabout" – at least for now.

Suggested by the author:

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