

# INDEPENDENT FILM & MEDIA ARTS GROUP (IMAG)

## SUMMER MEETING AGENDA | INVESTING IN REGIONAL INITIATIVES

Virtual event co-hosted by National Endowment for the Arts (NEA) and BAVC Media

**Date:** Friday, August 18 2023

**Time:** 11:00am-2:30pm Pacific Time (2:00-5:30pm Eastern Time)

**Register for the Virtual Meeting:**

<https://arts.zoomgov.com/meeting/register/vJlsduCpqj8vHMzL550Wqxp5fIW1rOH0-8>

**Accessibility:** ASL interpretation and CART captioning included. The deadline to request additional accommodations has passed, but if there is something that would help you to access and participate fully in this meeting, please reach out to [brittney@bavc.org](mailto:brittney@bavc.org).

Time	Segment Overview & Presenter(s)
<b>11:00-11:15am PT</b> (2:00-2:15pm ET)	<b>Welcome &amp; Opening Remarks</b> This quarterly IMAG meeting will build upon themes in the NEA Independent Film & Media Arts Briefing 2022: <a href="#">Download PDF</a> <ul style="list-style-type: none"><li>- Dawn Valadez &amp; Brittney Réaume, BAVC Media</li><li>- Jax Deluca, National Endowment for the Arts</li></ul>
<b>11:15am-12:15pm PT</b> (2:15-3:15pm ET)	<b>Session #1: Developing a Regional or State Film and Media Strategy</b> <ul style="list-style-type: none"><li>• <b>Key questions:</b> What are recent models for conducting research about our film and media ecosystems? How do we conduct essential research that is cost and time effective? How do we create inclusive coalitions between government, nonprofits, and creators to strategize and implement initiatives once we have the data? How can we build coalitions and public programs that support local independent filmmakers and smaller productions?</li></ul> <p>This session will explore <u>two</u> 30-minute case studies discussing current film strategies in Colorado and Washington. Time is included for open discussion with attendees, intended to help initiate or strengthen partnerships with local/state film offices and arts agencies in support of regional film and media arts.</p> <p><b>CASE STUDY #1: Colorado</b> (30 minutes)</p> <ul style="list-style-type: none"><li>- Arielle Brachfeld, Colorado Office of Film, Television and Media</li><li>- Lisa Gedgaudas, Denver Arts &amp; Venues</li><li>- John Van Wyke, Cine Fe</li><li>- Michael Seman, Colorado State University, Regional Economic Development Institute</li></ul> <p><b>CASE STUDY #2: Washington</b> (30 minutes)</p> <ul style="list-style-type: none"><li>- Amy Lillard, Washington Filmworks</li><li>- Kate Becker, King County (Creative Economy Director)</li><li>- Vee Hua, Co-Chair of the Seattle Arts Commission</li></ul>
<b>12:15-12:20pm PT</b> (3:15-3:20pm ET)	<b>Lightning Talk #1: Digital Equity</b> Reymon Lachaux, Digital Equity Manager San Francisco Mayor's Office of Housing & Community Development

Time	Segment Overview & Presenter(s)
12:20-12:40pm PT (3:20-3:40pm ET)	<p><b>*** MINI BREAK ***</b></p> <p>Featuring announcements, reminders, and celebrations sourced by the IMAG network. Do you have an upcoming event, open call, recent achievement, or something else you'd like to share? Send announcements to <a href="mailto:brittney@bavc.org">brittney@bavc.org</a>.</p>
12:40-1:25pm PT (3:40-4:25pm ET)	<p><b>Session #2: Strengthening Creative Workforce Initiatives</b></p> <ul style="list-style-type: none"> <li>• <b>Overview:</b> Incorporating workforce development strategies into media arts practice areas is essential to building an equitable workforce. There are many models to do this and ways to access funding, from project-based training to internships to registered apprenticeships. Time is included for questions and answers from attendees to help strengthen and shape your own programs! <ul style="list-style-type: none"> <li>- Wendy Levy, The Alliance for Media Arts + Culture; Founder, Arts2Work</li> <li>- Bhawin Suchak, Co-Founder, Youth FX</li> <li>- Brandon Santiago, Ghetto Film School Los Angeles</li> <li>- Paula Smith Arrigoni, BAVC Media</li> </ul> </li> </ul>
1:25-1:30pm PT (4:25-4:30pm ET)	<p><b>Lightning Talk #2: Bay Area Media Maker Summit</b></p> <p>Lex Sloan, Roxie Theatre Bianca Beyrouti, Actual Films</p>
1:30-2:15pm PT (4:30-5:15pm ET)	<p><b>Session #3: Public Broadcast as an Incubator for Local Talent</b></p> <ul style="list-style-type: none"> <li>• <b>Key questions:</b> How can organizations foster equitable partnerships between early career filmmakers and local stations? Let's look at the Hindsight Project which aims to support BIPOC filmmakers in developing relationships with PBS stations while telling community-focused stories. Time is included for questions and answers from attendees to help strengthen and shape your own programs! <ul style="list-style-type: none"> <li>- Chloe Walters-Wallace, Firelight Media</li> <li>- Stephen Gong, Center for Asian American Media</li> <li>- Nick Price, REEL South</li> <li>- Melissa Harmon, South Florida PBS</li> <li>- Amy Miller, KQED</li> </ul> </li> </ul>
2:15-2:25pm PT (5:15-5:25pm ET)	<p><b>Closing Remarks &amp; Looking Ahead!</b></p>

## About the Independent Film & Media Arts Group (IMAG)

IMAG is part of the [Independent Film & Media Arts Field-building Initiative](#), a collaborative partnership between the National Endowment for the Arts (NEA) and BAVC Media focused on creating a space for knowledge exchange and relationship-building, with an emphasis on promoting regional networks, equity, and career sustainability for individuals working in the film and media arts industry.

Learn more about the initiative on our [website](#) and register for the IMAG group email listserv [here](#).