

THE ALLIANCE

FOR MEDIA ARTS + CULTURE

building a world where humanity, creativity and culture thrive

IMPACT 2018



INSTITUTIONAL SUSTAINABILITY

- Arts2Work
- Media Legacy Freedom Fund
- Cherry Pix
- Board Development

* Three months operating capital in reserves
 * \$350,000 by 2020 for Media Legacy Freedom Fund
 * 2 new board members
 * License Cherry Pix for books, exhibitions and other ventures

MEMBERSHIP/NETWORK DEVELOPMENT

- Creative Leadership Lab
- Creative Impact Network
- Real and Virtual Member Convenings: Video Roundtables, Conferences + Regional Meetings, Youth Media Summits, Story Revivals
- Media Summits, Story Revivals

* Add 25 Organizations and 50 Artists per year
 * Quarterly Video Roundtables



BUILDING PARTNERSHIPS AND COLLABORATIONS

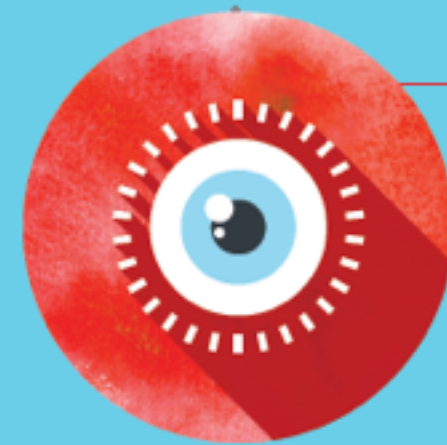
- Arts2Work: federal, state + local government, business, workforce, cultural institutions + grassroots organizations
- Innovation Lab: HatchLabs, FRED, Story Revivals
- Youth Media Network: grow national + international collaborative partners

* Create visual interactive map highlighting impact of cross-sector partnerships

SHOWCASING IMPACT MODELS (STORIES + DATA)

- Reportal
- Storytelling Matters
- Resources

* 5 Case Studies and 5 short videos per year on creative partnership models
 * 12 original Storytelling Matters articles per year
 * 12 New Resources per year



GROWING BRAND AWARENESS

- The Issue
- New West DocFest
- Storytelling Matters
- Job Bank
- Regional Conferences

* 2 Issue Magazines per year
 * New West DocFest by 2020
 * 12 Storytelling Matters Blogs per year, published as collection



MISSION The Alliance advances the media arts field through collaboration and innovation, guiding strategic growth and deepening cultural impact.

VISION We envision a world transformed through the power of many stories, where media arts are valued, artists are thriving, and creativity lights the way to justice.

VALUES Artists and storytellers speak truth to power and light the candles in dark times. We hold strong to these values through the work we do, the stories we tell, and the relationships we nurture.

COMMUNITY: We value building deep connections and meaningful collaboration.

CREATIVITY: We value the beauty of story, artistry, and innovation.

EQUALITY: We value parity, free expression, social justice, and human rights.

ACCOUNTABILITY: We value responsive leadership, humility and bold advocacy for our community.

INCLUSION: We value promoting dialogue, and sharing knowledge and power equitably.

MEMBERSHIP/NETWORK DEVELOPMENT

- *Total Money From Membership this year: \$3,019*
- *Number of U.S. States Represented: 22*
- *New International Memberships: Mumbai, Toronto*
- *Number of New Members this year: 60*

BUILDING NEW NETWORKS: SPOKANE

Creative Leadership Lab: Power2ThePoetry



Testing the model of our national Creative Leadership Lab in a local framework, Alliance-sponsored a 3-day Lab for Power2ThePoetry with Bay Area-based youth mentor Aimee Espiritu. Three young arts leaders co-created their organizational mission/vision/strategy and identified a new, sustainable group practice. Just a few months after the Lab, they were invited to speak at TedX:Spokane and won a grant to teach poetry and media workshops in the Spokane Public Schools.

If You Really Knew Me: Stories of Survivors



Through a partnership with the Spokane Human Commission Rights Commission, Community-Minded Television and the Jonah Project, The Alliance produced a Story Lab and interactive photography exhibit at the Spokane Public Library in honor of Human Trafficking Awareness Month. Using our A/R app CherryPix, local documentary photographer Robert Lloyd worked with survivors to raise awareness and create new pathways to safety for sexual abuse and trafficking survivors in Spokane. Widespread coverage from local press and television fueled three public screening events at the Library including transformative survivor and artist testimonials. The exhibit was extended for 4 additional weeks, and moved from the Library to a permanent space at the East Central Community Center. There are now plans for a digital media lab at a new African American Cultural Center being built in Spokane.

**INSTITUTIONAL
SUSTAINABILITY**

**BUILDING PARTNERSHIPS +
COLLABORATIONS**

RENEWED CORE SUPPORT

MacArthur
Foundation



Wyncote
Foundation

skoll
FOUNDATION

A background image showing two students, a young woman on the left and a young man on the right, working together on a project. The woman is pointing at a laptop screen, and the man is looking at the screen. They are in a classroom or workshop setting with various equipment and materials visible in the background.

ARTS2WORK

is

**THE FIRST FEDERALLY REGISTERED
NATIONAL APPRENTICESHIP PROGRAM IN
MEDIA ARTS + CREATIVE TECHNOLOGIES**

OFFICIAL LAUNCH: 9/2019

ARTS2WORK

ECOSYSTEM PARTNERS

GhettoFilmSchool LevelForward NOVAC AustinFilmSociety MagnetMedia

PixelCorps PhillyCAM Disruption Community College of San Francisco Adobe

Portland OpenSignal BravaMedia YouthFX WideAngle Court13 WHYY

Brookline Interactive FreeSpiritMedia StorylineMedia RadaFilms

National Fund for Workforce Solutions DocsInProgress PixelCorps

VeniceArts National Association of State Workforce Boards OneFile

LAMayors Office National Governor's Association Bay Area Workforce Funders

Collaborative Array MagnetMedia State Apprenticeship Councils USDOL...and growing

BUILDING THE FIELD

+

GROWING

BRAND AWARENESS

GLOBAL PRESENTATIONS, PANELS + WORKSHOPS

Sundance Film Festival

Skoll World Forum Young Leaders Story Studio

National Association of Media Literacy Education

National Association of State Workforce Boards

SXSW

Allied Media Conference

National Apprenticeship Week

Ford Foundation Media Arts Disability Summit

MIT Co-Creation Conference

MOZFEST





Prototyped at Microsoft Hack For Good

Promo Video Created

Presented at Mozfest

Invited to SXSW 2019

Production Partnership with 371 Productions/Custom Reality Services

Sponsorship from Microsoft and Mozilla Foundation

Communications in Service of the Field

Resource Library, Storytelling Matters Blog, Job Bank, Video Roundtables and articles on Medium

THE ALLIANCE
FOR MEDIA ARTS + CULTURE



RADICAL APPRENTICESHIP: A New Model for the Future of Creative Work

Wendy Levy
Nov 8 · 10 min read

by Wendy Levy



THE ALLIANCE
FOR MEDIA ARTS + CULTURE

THE ISSUE

FALL / WINTER 2018



The Alliance partnered with Open Signal, The Real Chi / Free Spirit Media, Austin Film Society, and Orange County Public Library to produce the second issue of THE ISSUE, an arts + culture magazine designed to a creative future where we all belong. The Alliance facilitated a cohort-based production process that included practitioner-centered professional development, co-creation model, and ongoing mentorship. This wide and deep approach yielded both rich relationships and partnerships and moving content.

THE ALLIANCE

FOR MEDIA ARTS + CULTURE

building a world where humanity, creativity and culture thrive

Vision 2019 coming soon.