



THE ALLIANCE
FOR MEDIA ARTS + CULTURE

ARTS2WORK
BUILDING THE CREATIVE ECONOMY

2021
>>> **IMPACT**
REPORT <<<



The Alliance is a network of networks; we embolden creative media organizations + artists and connect them with the world.

The Alliance for Media Arts + Culture is committed to facilitating innovation, collaboration, strategic growth and cultural impact for the media arts field in the US and around the world. Through a suite of forward-thinking and inclusive programs, we hold space for a dynamic network of artists and organizations committed to powerful creative storytelling as an engine for transformation and the collective imagination. We work to preserve and celebrate diverse cultures, and champion free expression as the common language of a democratic society.



FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

Dominator culture has tried to keep us all afraid, to make us choose safety instead of risk, sameness instead of diversity. Moving through that fear, finding out what connects us, reveling in our differences; this is the process that brings us closer, that gives us a world of shared values, of meaningful community.

-bell hooks Teaching Community: A Pedagogy of Hope

Looking back on 2021, a year we lost so many, the voices of our member organizations, artists, partners and co-visionaries are testimony to the power of fearless creative collaboration during challenging times, and the resilience it takes to work in service with one's community as a practice, every day of the week. For the Alliance, this was a year of doing more with less, of leveraging abundance on behalf of our most expansive creative community, of building futures, of gathering and tending to the tribe -- virtually, in person -- however we could make it happen.

In January, we were thrilled to receive the 2021 MIT Solve Prize for Reimagining Pathways to Employment in the US for Arts2Work, and we collaborated with an amazing team to develop and implement an Arts2Work pilot in Dallas, TX.

Leveraging the learnings from our Blank Foundation-funded work in Atlanta with re:imagine/ATL, we collaborated with Pegasus Media Project to seed a creative/tech community media center in a city without one. We collaborated with program partners and industry employers across the country to build the culture and opportunity of Apprenticeship and Mentorship.



We partnered with the Smithsonian Institution this year to produce 8 short films for Smithsonian FUTURES, commissioning eight filmmakers to make projects for the Futures We Dream exhibition, in a process designed to explore and illuminate production models for equitable, community-based co-creation.

In our Innovation Studio program, we engaged a team of BIPOC curators, artists and creative technologists (thanks to an Epic Megagrant) and partnered with Versatile Media in Canada, to develop the Brown Girls Mythic + True VR Story Gallery – an exciting work-in-progress soon to be available for Quest 2 – featuring work by Lola Flash, Catherine Blackburn, Karo Durojaye, Jessi Jumanji, Nona Hendryx and others. Every step of the way, we are advocating for equity and accessibility – and providing free training and career support for emerging artists across the country.

We ended 2021 with a virtual Congressional Briefing, The Creative Economy and Jobs of the Future – with Representatives Teresa Leger Fernandez and Lucy McBath. In partnership with DC-based Raben Group, we worked together to raise awareness about the power of media artists, storytellers, nonprofits and small business to create the conditions for the recovery and revitalization of our communities – and the urgency for our professions to be an integral, crucial part of federal workforce investments.

The Alliance for Media Arts + Culture is committed to an organizational structure that enables us to uplift and innovate the collective power of creative artists and communities. We center the voices of young people in our intergenerational Youth Media Network programming, we share emerging practices through the Storytelling Matters blog, Arts2WorkConversations video series, and a program of Video Roundtables that support connections between emerging, mid-career and veteran creative leaders. This year, we paid over 75 artists, filmmakers, producers and cultural workers over \$525,000 and we know they are investing in their own lives and the lives of their families and communities.

As bell hooks says, “this is the process that brings us closer, that gives us a world of shared values, of meaningful community.”



Wendy Levy

Executive Director



Chris Johnson

President



HIGHLIGHTS

\$360,546

*Paid to **21 Creative Producers**
leading Alliance programs*

\$163,085

*Distributed to **51 Artists** in Fees
and Speaker Honoraria*

\$300,000

*Regranted to member
organizations*

\$500,000+ raised

*By member organizations with
Alliance program support*

28 *Multimedia Pre-Apprentices complete
Arts2Work training programs in Atlanta and
Dallas; 100% are paid for their work*

We Won the 2021 MIT Solve Prize

for Reimagining Pathways to Employment in the US for our *Arts2Work program*

We launched the first Arts2Work Advanced Edit Lab

with 4 *LatinaX* editors working on a *Sundance-funded documentary*



We Gathered the Field and Elevated Creative Leaders

1 Youth Media Summit and Film Festival, 1 Open Archive Symposium, 1 Congressional Briefing, 24 Video Roundtables, 8 Career Events, 3 Arts2Work Conversations, 10 free Master Classes

We Envisioned the Future

9 filmmakers commissioned to collaborate with 12 community organizations and 6 Apprentices on a program of 3-minute films for the Smithsonian FUTURES exhibition. Grants of \$16,000 per project were shared by a diverse, intergenerational cohort of artists and activists.

We Created Access to Technology

12 BIPOC Women Curators, Artists and Creative Technologists were engaged to co-create the Alliance XR Culture Gallery's first exhibition – built in Unreal Engine for the Quest 2.

Unapologetically Melanated: a virtual exploration of the Mythic & Da Truth! will be available for the Oculus 2 on International Women's Day, March 8, 2022.

PROGRAMS

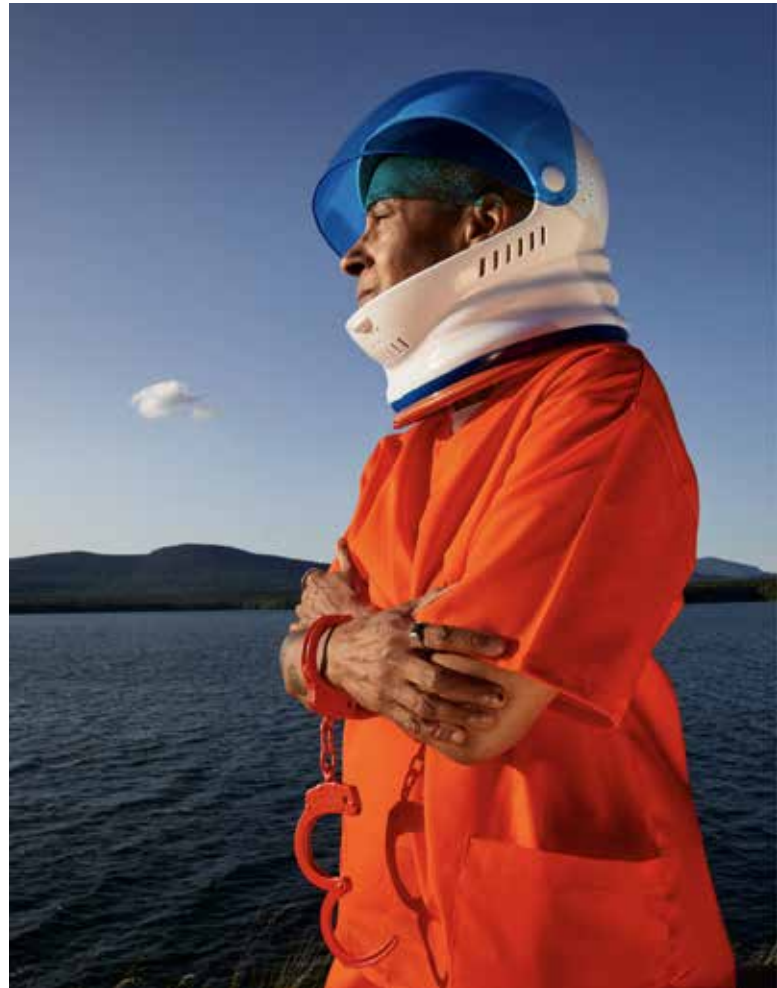
Innovation Culture Studio:

The Innovation Culture Studio provides a space for the development of unique interactive digital media projects, tools for cultural workers, and immersive storytelling models designed to support visionary, resilient creative communities.

*Alliance XR Culture Gallery
Futures We Dream
Open Archive Symposium*



Woman of Sand and Stone by Karo Duro



Sygyzy I by Lola Flash

“When people ask, I say that I got arrested for walking while Black because that’s really what it was.”

- Lola Flash

Futures We Dream



From NUWU MEANS THE PEOPLE by Ben-Alex Dupris -

“There is a core concept of Indigeneity that has been passed over for many decades... Indigenous people always embrace competence, technology, and a spiritual connection to the earth. Natives are definitely pushing new frontiers in so many conversations. I reflect that futurism as a symbol of resilience.”

-Ben-Alix Dupris

Youth Media

- ✳ 9 National Youth Media Fellows
- ✳ 1 Yearlong Youth Media Workshop
- ✳ 1 Youth Media Virtual Summit – 12 youth-led sessions + film showcase
- ✳ 2 Creative Leadership Labs

“As creative storytellers, how can we move towards being more human-centered while making our media projects come to life? Through the practice of liberatory design, equity-centered artists and practitioners can begin to notice the larger historical context of oppression and opportunity inherent in the storytelling process.”

-Aimee Espiritu



Still from Freedom Constellations by Mark Strandquist /Performing Statistics for Futures We Dream

Winner of the MIT Solve Prize for Reimagining Pathways to Employment in the US

A revolutionary blueprint for the future of work. A new model of reform for the digital generation

- ✳ Three Pre-Apprenticeship Programs launched serving 45 + emerging media makers: Pegasus Media Project/Dallas, re:imagine/ATL, Youth/FX/Albany
- ✳ Fourteen Multimedia Producer alumni hired by employer partners Dallas
- ✳ Eight Registered Multimedia Producer Apprentices hired in Baltimore at Wide Angle Media and Visionary Media Productions
- ✳ Five Virtual Media Workshops and Three Arts Workforce Roundtables facilitated
- ✳ Two Media Arts Centers received Technical Assistance developing new Apprenticeship pathways: Venice Arts and Urgent, Inc/Miami
- ✳ Partnership with California Department of Education to develop multiple Pre-Apprenticeship programs aligned with State standards and CTE
- ✳ US Congressional Briefing featuring Representatives Teresa Leger Fernandez and Lucy McBath

“ This is not only about entertainment jobs – it’s about the fabric of American life. Every company is a digital media company. Every public agency, every small business, every nonprofit institution, every member of Congress and Congressional committee, every sports team, every startup -- needs creative digital workers to stay innovative and connected as we build the futures we dream.”

*- Wendy Levy, Executive Director,
The Alliance for Media Arts + Culture*



Service to the Field

- Job Board
- Storytelling Matters Blog
- Monthly eBulletin
- Media News + Opinion
- Resource Library
- National Arts Advocacy
- Executive Coaching
- Creative Leadership Labs
- Equity Labs
- Video Roundtables
- Registered Apprenticeship Technical Assistance

AFFILIATED ARTISTS + PRODUCERS

• Innovation Culture Studio/ VR

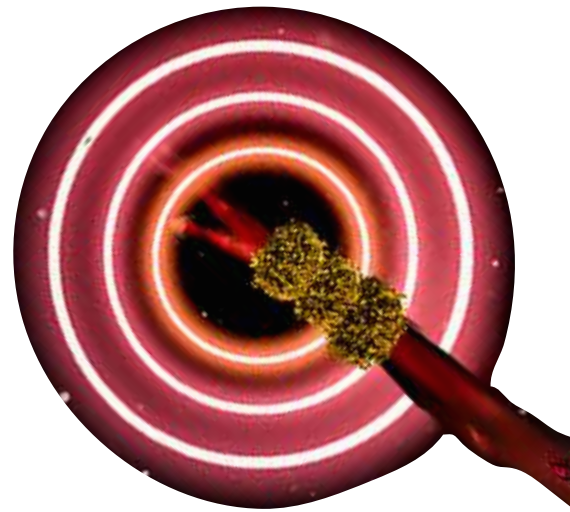
Afua Kafi-Akua
Aeryn Gray
Cassidy Arkin
Catherine Blackburn
Chanelle Elaine
Jessi Jumanji
Kali Spitzer
Karo Durojaye
Kyle Liu
Lola Flash
Sadah Espii Proctor

• Innovation Culture Studio/ Open Archive

Jocelyn Arem
Xaviera Flores

• Futures We Dream

Ashley York
Ben-Alex Dupris
Jessica Jones
Keyssh Datts
Leena Jayaswal
Mark Strandquist
Mike Attie
Mildred Ruiz Sapp
Pamela Yates
Sally Rubin



• Arts2Work

*Ajani Amiri
Sonia Dowuona
Shawn Jackson
Sakinah Bowman*

• Communications

*Lesley Martinez
Olivia Evans
Priscilla Genet
Valentina Vargas, Senior Producer*

• Fiscal Sponsorees

*Ben Alex Dupris
Macky Alston + Selina Lewis
Nonny de la Pena
Performing Statistics*

• Policy + Creative Economy

*Edgar Burch
Michael Yudin
Zach Shaben*

• Youth Media

*Ka'piolani Lee
Aimee Espiritu*

• Creative Leadership

*Melinda Weekes Laidlow
Keiona Gorham*



**AFFILIATED ARTISTS +
PRODUCERS**

GRATITUDE

To our Funders, Donors and Strategic Partners



...and all our organizational and individual members, consulting producers, affiliated artists, curators and mentors.



@alliance_arts



@futures_multiverse



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