THE ALLIANCE
FOR MEDIA ARTS + CULTURE

2021 IMPACT REPORT

ARTS2WORK
BUILDING THE CREATIVE ECONOMY
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.
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.

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
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.”
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**

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

- Lola Flash
“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
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’pioiaki Lee  
  Aimee Espiritu

• **Creative Leadership**
  Melinda Weekes Laidlow  
  Keiona Gorham
GRATITUDE

To our Funders, Donors and Strategic Partners

- JOHN D. and CATHERINE T. MACARTHUR FOUNDATION
- ARTHUR M. BLANK FOUNDATION
- NEW PROFIT
- MIT SOLVE
- SMITHSONIAN INSTITUTION
- WORKFORCE SOLUTIONS GREATER DALLAS
- ADOBE
- EPIC
- BRIE LARSON

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