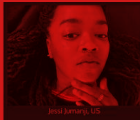




# THE ALLIANCE FOR MEDIA ARTS + CULTURE



Linda Reich, US



Jiral Jerning, US



Catherine Blackburn, English River First Nations, Canada



Yvonne Vargas, Colombia



Sara Doris Nguyen, Ireland, US



Alisa Kuflikova, US



Chantalé Estroff, US



Kaci Spruce, Canada, Traditional Unceasing Lands of the Tsil'it, Wautub, Skowmish and Musqueam peoples



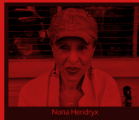
Sarah Egan Preston



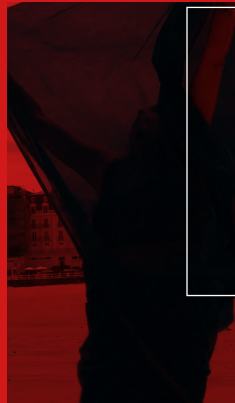
Cassidy Arkin



Sara Jansen, United Arab Emirates and US



Nova Hendryx



# IMPACT REPORT



"If you have some power,  
then your job is to empower  
somebody else."

TONI MORRISON

*Freedom Constellations by Mark Strandquist with Performing Statistics  
Part of the Futures We Dream film exhibition at the Smithsonian*

## A YEAR OF AFFINITY

As the Board, staff and producers at the Alliance for Media Arts + Culture reflected on what we did in 2022, a group of stories emerged about interdependence and the power of partnership.

The impact you will read about in this Report lives in the world through the Alliance members and partners who joined us in 2022, in multiple ways, to center the agency of visionary artists and arts organizations in social movements and community revitalization; to facilitate access to creative power through intergenerational learning, innovation and technology; to reimagine a workforce ecosystem where anyone who wants to build a sustainable creative career can do so; to ensure cultural media archives are preserved and open for the next generations; to uplift ethical and non-extractive media production and distribution; and to demand accountability from those who would prefer to check DEIA boxes instead of investing in BIPOC and LGBTQ+ creators whose work and identity is all too often appropriated and exploited.

We celebrate a close affinity this year with so many organizations in our network who are co-creating this impact with us and actualizing new

models for the field and our collective future. Our Arts2Work program brought us together with Watts Labor Community Action Committee, The Warhol Museum Pop District in Pittsburgh, The Hip-Hop Education Center, Community Cultural Collective in Colorado Springs, Youth FX, RE:IMAGINE in Atlanta, Wide Angle Youth Media in Baltimore, and so many others.

Deep thanks to all who championed this work, funded this work, and supported the vision for change. We moved forward in 2022, a year of deep affinity, thanks to this extraordinary network of partners, members, funders, staff, producers, mentors and board members. We continue this work in 2023, and this service to the field, in collective solidarity.

with gratitude,



Wendy Levy, Executive Director  
and The Alliance Board of Directors

## ALLIANCE FOR MEDIA ARTS + CULTURE BOARD OF DIRECTORS



Clockwise from top left: Cassidy Arkin, Edgar Burch, Chris Johnson, Eric Doversberger, Kasandra VerBruggen, Mary Tahui An, Brian Frye, Anula Shetty, Andy Beach.

**WE BELIEVE IN BUILDING  
INCLUSIVE NETWORKS**

for artists and organizations committed to powerful creative storytelling that engages the collective imagination.

**WE BELIEVE IN CREATING  
ACCESS TO TECHNOLOGY**

and mentorship for underserved and underestimated peoples.

**WE BELIEVE IN PRESERVING  
AND CELEBRATING  
DIVERSE CULTURES**

and intergenerational communities and protecting free expression as the common language of a democratic society.



*Wide Angle Youth Media, Arts2Work partner*

# WHAT WE BELIEVE

# WHAT WE BELIEVE

**WE BELIEVE IN THE  
IMPORTANCE OF  
GATHERING TOGETHER.**

We believe that artists are leaders.

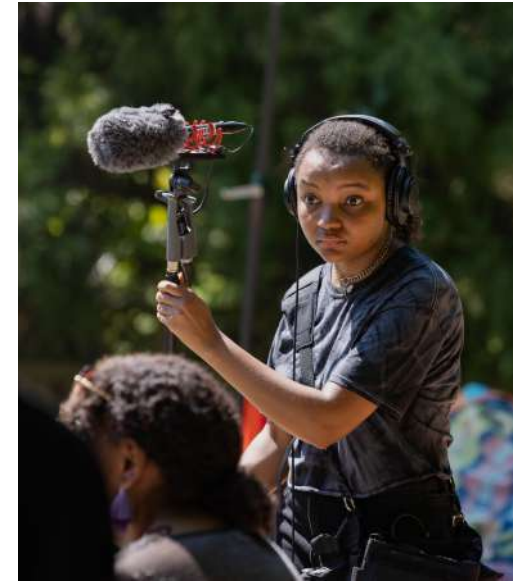
**WE BELIEVE IN EQUITY,  
OPPORTUNITY FOR ALL.**

and fearlessly upholding creativity as an engine of social transformation, cultural preservation and economic revitalization.



**ARTS2WORK**  
BUILDING THE CREATIVE ECONOMY

Arts2Work is a national initiative led by The Alliance for Media Arts + Culture, providing new infrastructure economic sustainability for creative workers, businesses, organizations, youth and underserved communities seeking employment across the United States. To achieve the goals of access, equity, and inclusion in the sector, Arts2Work includes the first ever federally-registered National Apprenticeship Program in media arts and creative technologies, the Arts2Work Pre-Apprenticeship Program, the Arts2Work Accelerator Fund, and Arts2Work Creative Studios. Arts2Work is a revolutionary blueprint for the future of work and a new model of reform for the digital generation. Creativity, access, and opportunity are core values of Arts2Work; our growth strategy includes deepening strategic partnerships with high-impact social entrepreneurs and community organizations in the US, India, Africa and the UK and seeding a global network of



Arts2Work Creative Studios. Through this initiative, we provide the technology, tools, curricula, mentor training and access to certified instruction designed to embed creativity of all kinds into the culture of work and community, nurture an inter-generational leadership model, and create vibrant, sustainable new connections to local and regional employers. Also included in Arts2Work is the Learning Hub, an online space funded by National Endowment for the Arts, for emerging media producers and creative technologists to explore career pathways, take free tutorials and workshops, connect with other artists and receive support from mentors.





*Nuwu Means the People by Ben-Alex Dupris with Nuwu Art, Cultural Arts + Activism Center. Part of the Futures We Dream film exhibition at the Smithsonian*

US Department of Labor names The Alliance for Media Arts + Culture a **NATIONAL APPRENTICESHIP AMBASSADOR**

California Department of Education **FUNDS ARTS2WORK PILOT** programs in three Centinela Valley High Schools.

**50 + PRODUCERS AND EDITORS HIRED/TRAINED** in Atlanta (Reimagine), Albany (YouthFX), Baltimore (Wide Angle Youth Media), and Oakland (BAVC Media and YouthBeat), **COLLECTIVELY EARNING OVER \$200,000**

**400 STUDENTS** participate in Media Career Exploration events

**30+ EMPLOYERS** engaged to mentor emerging creatives

**OVER \$750,000** raised for community media arts organizations and regional Arts2Work programs

**NBCUNIVERSAL GRANTS \$250,000+** to Arts2Work Accelerator Fund and Alliance member organizations

Baltimore Arts2Work employer Wide Angle Youth Media receives the **2022 MARYLAND APPRENTICESHIP AWARD**

New Arts2Work Multimedia Graphic Designer Apprenticeship **APPROVED BY US DEPARTMENT OF LABOR**

Alliance partners with Watts Community Labor Action Committee for **THE FIRST ARTS2WORK CREATIVE STUDIO**

Alliance partners with BRIC Foundation to co-found the Entertainment Equity Alliance, focused on **BUILDING EQUITY IN THE MEDIA INDUSTRY IN CALIFORNIA**



*Dreaming in Green: Concrete Dreams by Leena Jayaswal with Project CREATE  
Part of the Futures We Dream film exhibition at the Smithsonian*



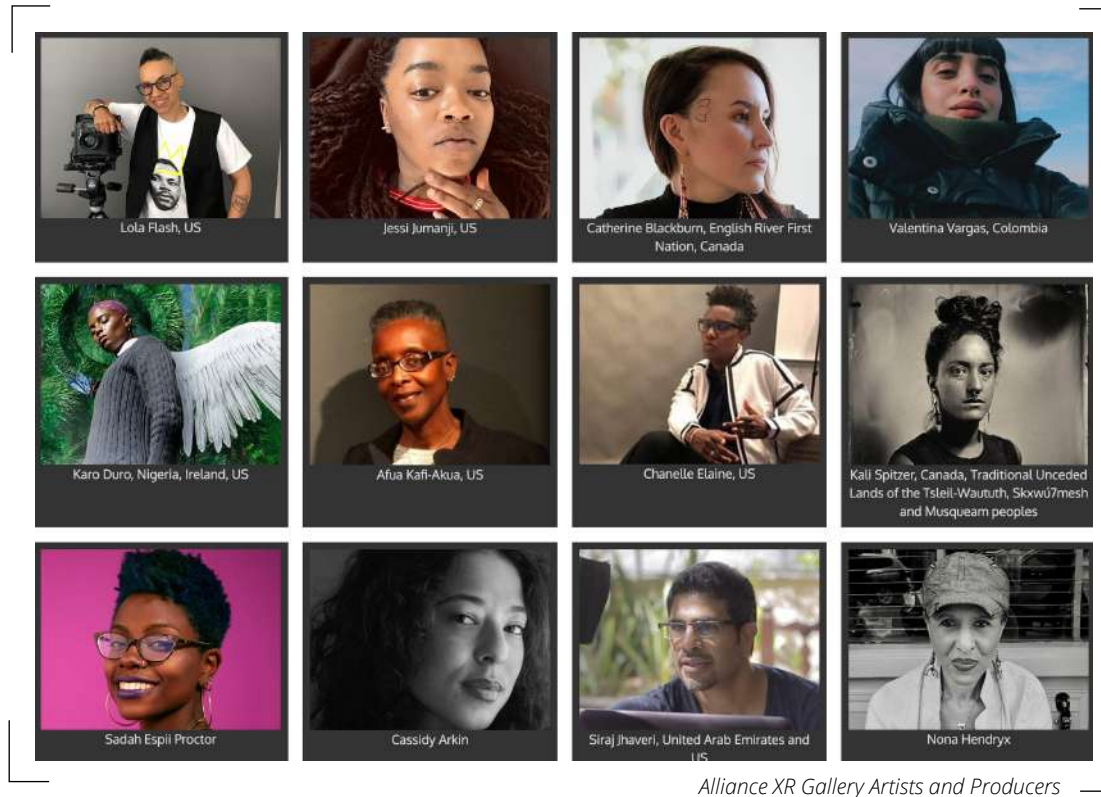
## INNOVATION STUDIO

The Innovation Studio program provides a space to support the development of unique interactive digital media projects, platforms, tools and approaches to storytelling designed to foster strong, resilient creative communities. We think in systems, build replicable models, and take risks with new technology to provide new models for the field. Our teams are diverse, intergenerational and collaborative.



Strategy, design, development, and prototyping in the Alliance Innovation Studio is customized uniquely for each project. We bring together a team of creative and tech experts based on the needs of the project; the central requirement for inclusion in the Innovation Studio is a commitment to sharing out the development process with the field and making the project available for replication in diverse communities and contexts. In every case, we will publish the code, share the data and provide templates or toolkits to enable meaningful and effective adoption.





*Alliance XR Gallery Artists and Producers*

Projects launched from the Innovation Studio in 2022 include ***Futures We Dream*** (a national co-creative film production lab and exhibition at the Smithsonian) and the ***XR Culture Gallery***, an art + culture space in the Oculus “metaverse” designed and curated by BIPOC women and non-binary artists. The first exhibition in the Gallery is ***Ancestral Futurism*** and features works by award-winning artists and technologists Lola Flash, Sadah Espii Proctor, Catherine Blackburn (English River First Nation),

Karo Duro and Jessi Ujazi. Also in the Innovation Studio in a multi-year investigation is the Open Archive initiative, launched with seed funding from the MacArthur Foundation. ***The Open Archive initiative*** brings together an international group of cultural preservation and storytelling experts with digital archivists, independent, institutional and community-based content creators to collect and synthesize highly accessible, collaborative strategies that address urgent questions in the field today. Independent media organizations

around the world may reflect the diverse cultural identity of communities, but they may also be rendered invisible because the content and stories generated are not being preserved, let alone shared openly. We live in a world where open sharing of content may result in harm to the artists, producers and journalists who create the work, and well as the subjects who inhabit the stories. Despite advances in technology, media/culture archives are deteriorating at a rapid rate and stories are being lost forever. The Open Archi-

ve initiative provides for ongoing research and training to collaboratively address this issue as a field, to find a collective voice, and to strategize emerging and best practices for creating impactful community-based preservation and access solutions.



## FUTURES WE DREAM

*Appalachian Dreams by Sally Rubin and Ashley York with the STAY Project  
Part of the Futures We Dream film exhibition at the Smithsonian*



*Tiichajil (Good Life) by Pamela Yates in collaboration with members of the Maya diaspora.  
Part of the Futures We Dream film exhibition at the Smithsonian*

**9 FILMMAKERS**  
commissioned

**8 COMMUNITY**  
organizations  
funded

**2 VIRTUAL CREATIVE**  
Labs produced

**8 FILMS OPENED AT THE  
SMITHSONIAN** for an  
8-month exhibition

**FOLLOWED BY FESTIVAL**  
screenings across  
the country



*Appalachian Dreams by Sally Rubin and Ashley York with the STAY Project  
Part of the Futures We Dream film exhibition at the Smithsonian*



*Futures We Dream filmmakers from left to right:  
Jessica Jones, Mark Strandquist, Pamela Yates,  
Mildred Ruiz-Sapp, Leena Jayaswal, Ben Alex-Du-  
pris, Sally Rubin, Ashley York, Mike Attie*



## ALLIANCE XR CULTURE GALLERY

*Atrium designed by Sadah Espii Proctor- Unreal Engine development by Versatile Media  
Part of the Ancestral Futurism: Unapologetically Melanated exhibition in the XR Gallery*



### **ANCESTRAL FUTURISM: UNAPOLOGETICALLY MELANATED**

Premiered in the Alliance XR Culture Gallery in Oculus July 2022, a virtual larger-than-life gallery experience co-produced by a team of 10 BIPOC women and non-binary curators and artists. Recipient of an EPIC Megagrant.

From past to present, these are the Black trailblazers that worked hard for their place in this city, and without them Philly wouldn't be the place it is today.

A Black History Virtual Event featuring poetry performances, short film screenings and artworks from various Philly creatives.



FEB 26 4:00-5:30pm EST  
topia.io/alliance

# CREATIVE TRAILBLAZERS OF PHILLY AND FRIENDS

Hosted by Sakinah Bowman

YOUTH MEDIA NETWORK



The Alliance Youth Media Network programs convene, connect, nurture and sustain strategic development in the Youth Media field. We support innovative and emerging models of practice within the fields of youth media, creative youth development, and media literacy. We do this through the collaborative production of a youth media magazine, ongoing Collective Action work, hosting national Video Roundtable conversations, designing and producing youth media conference content with global partners, and through the

leadership of an international network of youth media organizations. All of the programs of our Youth Media Network use an intergenerational, co-creative approach as a means to demonstrate the possibilities and impact of a range of youth and elders working collaboratively and inclusively, interrogating power and privilege across program areas.



## ARTS LEADERSHIP

Alliance arts leadership programs support and develop new creative thinkers and arts leaders at all phases of their careers.



We produce Story Labs (HatchLabs), developed in partnership with the Rockefeller Foundation, that bring together filmmakers with intergenerational and cross-sector creative practitioners -- scientists, journalists, health care workers, culture bearers -- to explore urgent issues like Climate Justice, Racial Equity and Emerging Technology. We produce custom Labs to address issues requested by our member organizations and regional partners and collaborate on reimagining the power of storytelling to move the needle on those issues. The Lab work is

designed to illuminate the role of artists in cultural and economic resilience and public health, develops intergenerational collaboration models, supports staff in civic leadership, and assist with organizations and communities to embed and support storytelling as a practice. Depending on funding, these HatchLabs can be single or multiple day workshops, shorter virtual engagements, or up to 5-day residency programs, like our Creative Leadership Lab.



## SERVING THE FIELD

*Nuwu Means the People by Ben-Alex Dupris with Nuwu Art, Cultural Arts + Activism Center.  
Part of the Futures We Dream film exhibition at the Smithsonian*



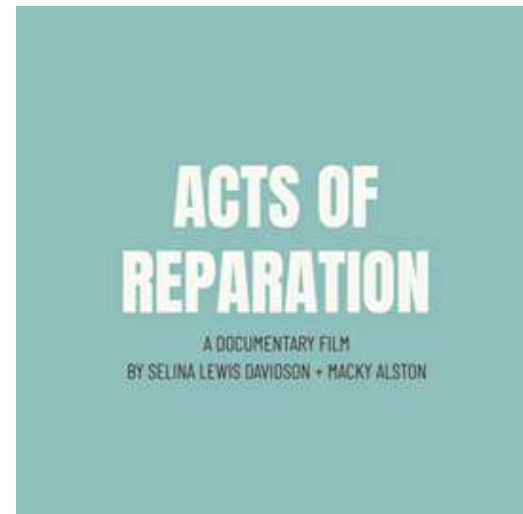
As a national Media Arts service organization, we provide a suite of services including Executive Coaching Circles, Equity Labs, Emerging Practice Workshops, a national Conference (suspended prior to COVID), Fiscal Sponsorship, a virtual Resource Library, monthly eBulletin, the Storytelling Matters blog, a national Jobs Bank, and the Power of Storytelling Grants Program. We also have a Regional programming initiative to sponsor special projects in our home base state of Washington. These

programs focus on BIPOC, immigrant and other minority communities, and include exhibition programs like The Root Experience, Monday Movies: True Stories, the Jewish Film Festival, Rumble: Indians Who Rocked the World, and One Heart Native Art + Film Festival. Stories, the Jewish Film Festival, Rumble: Indians Who Rocked the World, and One Heart Native Art + Film Festival.



## FISCAL SPONSORSHIP

*Acts of Reparations a documentary film by Selina Lewis Davidson + Macky Alston*



The Alliance Fiscal Sponsorship program supports a small number of mission-aligned documentary films to raise the funds they need to bring their projects and social impact campaigns into the world. Selina Lewis Davidson and Macky Alston, friends and filmmaking partners for 25 years, Black and white, set out to explore the possibility for reparations in the United States. Together they discover and follow grass-roots initiatives intended to heal the historic harm of slavery and Native American genocide – all the while asking each other tough questions about what is possible – in families, communities and our nation.







# THANK YOU

## THANK YOU TO OUR CONSULTING PRODUCERS

Ajani Amiri  
Jocelyn Arem  
Jordan Shanks  
Lauryn Elise  
Martha Diaz  
Olivia Evans  
Priscilla Genet  
Sakinah Bowman  
Shawn Jackson  
Sonia Dowuona  
Valentina Vargas

## THANK YOU TO OUR PARTNER ORGANIZATIONS

BAVC Media  
Beautiful Ventures  
BRIC Foundation  
Community Cultural Collective  
Creators Collab  
New Orleans Video Access Center (NOVAC)  
Panoramic Dreams  
Pegasus Media Project  
PhillyCAM  
Portland Open Signal  
Reel Works  
RE:IMAGINE  
RYSE Center  
Stockade Works  
The Last Mile  
The Pop District  
Urgent, Inc  
Visionary Media Productions  
Watts Labor Community Action Committee  
Wide Angle Youth Media  
Youth Beat  
Youth FX

## THANK YOU TO OUR FUNDERS

Adobe  
Alameda County Department of Education  
Arthur M. Blank Family Foundation  
Brie Larson  
Centinela Valley Union High School District  
EPIC Megagrants  
MacArthur Foundation  
National Endowment for the Arts  
NBCUniversal  
Snap Foundation  
Smithsonian Institution

**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.

**THE ALLIANCE IS A NETWORK OF  
NETWORKS; WE EMBOLDEN CREATIVE  
MEDIA ORGANIZATIONS + ARTISTS AND  
CONNECT THEM WITH THE WORLD.**