



impact report

2023

THE **ALLIANCE**
FOR MEDIA ARTS + CULTURE

2023



impact report

*“Without community,
there is no liberation.”*

-Audre Lorde

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FOR MEDIA ARTS + CULTURE

“Resilience is about being able to look your fear in the eyes”

-Lynette Wallworth

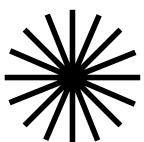
a year of resilience *from the Executive Director*

2023 has tested our collective resilience. We’ve all been struggling to keep the faith in the shadow of persistent and horrific violence in the world, the climate crisis, the war on women, the quest for liberation and peace in the Middle East, the potential of sentient AI, and persistent threats to democracy and human rights. As the Alliance worked this year building resources, opportunity and abundance for media organizations and communities, and in support of courageous filmmakers, journalists, artists and storytellers everywhere -- we learned that who we are and what we have is not always distinct and quantifiable. What our communities needed, and how they worked to manifest liberatory models of shared cultural futures – this reflected the purpose and core mission of the Alliance this year.

We are at a powerful inflection point as 2024 begins; award-winning initiatives like Arts2Work and the Innovation Studio XR Gallery and Open Archive Initiative have amplified our cultural and racial equity work globally. Our partnerships with institutions like the Smithsonian and the Warhol, companies like NBCUniversal and Epic Games, visionary funders like MacArthur, Blank and Snap Foundations, and community-based organizations like Wide Angle Youth Media, Hip Hop Education Center, Youth FX, and the Watts Labor Community Action Committee have continued to build our capacity to support and serve the media arts field in new ways.

Our evolutionary Community of Practice, Unlocking Creativity, has brought together a group of organizations working with currently and formerly incarcerated artists and justice-impacted youth that is already envisioning breakthrough business models of creative production and redefining traditional ideas of risk and return.

The Alliance for Media Arts + Culture is a world-building organization at its core and there is still so much work to be done. During times like these, I look to artists like Lynette Wallworth for grounding and guidance. Her award-winning interactive installation *Evolution of Fearlessness*, commissioned for the Vienna Festival, is a piece I return to over and over again. It investigates the re-emergence of hope through portraits of women who have survived extreme violence, wars, and concentration camps. The work focuses on a “state beyond terror and loss most closely akin to mercy.” This year’s work at the Alliance has been grounded in the idea of re-emergence of hope, opportunity, and ultimately, mercy.



Wendy Levy
Executive Director



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What we believe

We believe in building inclusive networks for artists and organizations committed to powerful creative storytelling that engages the collective imagination.

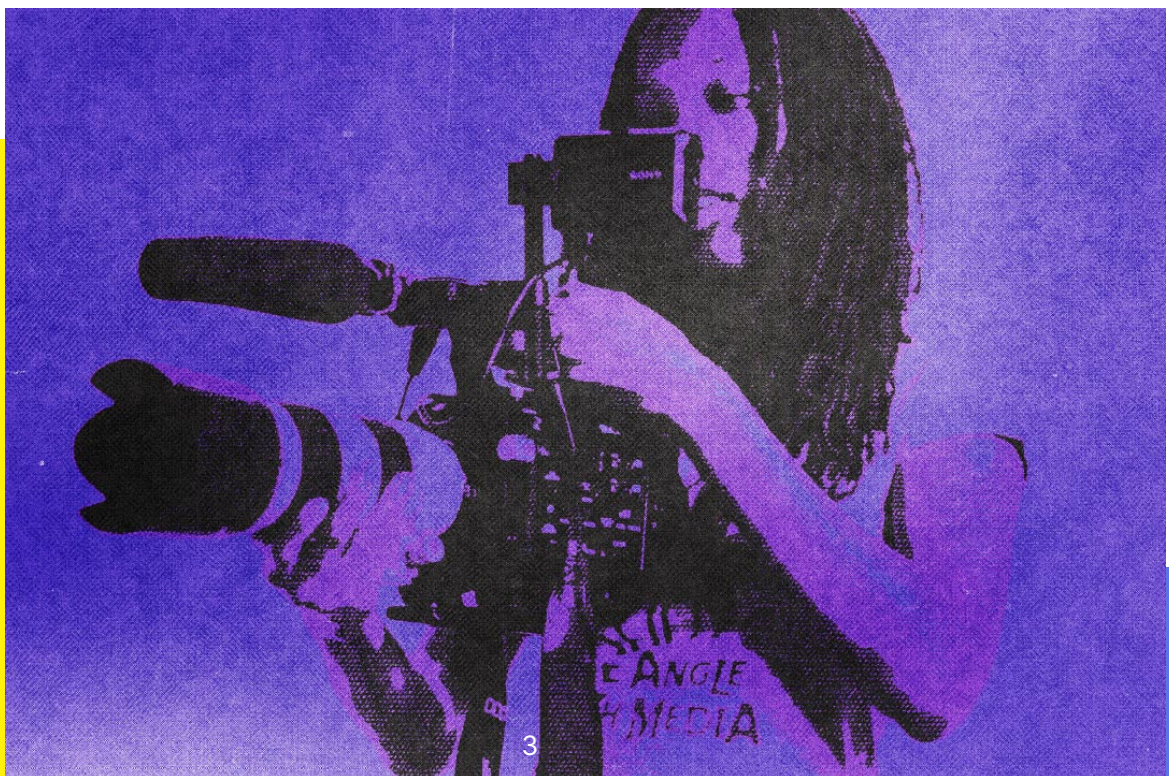
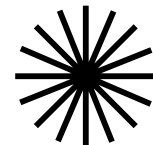
We believe in creating access to technology and mentorship for underserved and underestimated peoples.

We believe in preserving and celebrating diverse cultures and intergenerational communities and protecting free expression as the common language of a democratic society.

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

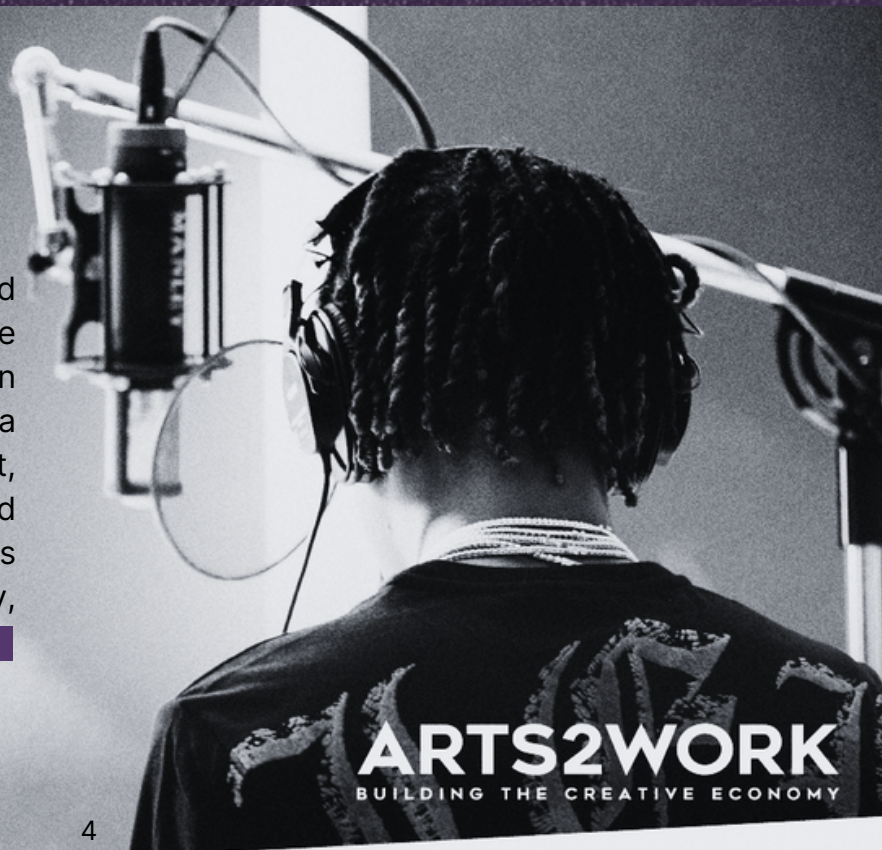


Arts2Work is a national creative workforce initiative led by the Alliance for Media Arts + Culture, designed to build equity and agency for creative workers, sustainability for small businesses, growth and innovation for community-based arts and culture nonprofits, and opportunities for training and mentorship for low-income youth and underestimated communities.

To achieve the goals of increasing access and equity in the sector, Arts2Work includes the first federally registered National Apprenticeship Program in media arts and creative technologies, the Arts2Work Pre-Apprenticeship program, an Arts2Work Accelerator Fund, and a network model for Arts2Work Creative Studios.

Arts2Work is a revolutionary blueprint for the future of work and a new model of reform for the digital generation

Thanks to funding from Snap and MacArthur Foundations and the California Apprenticeship Initiative, in 2023 we expanded Arts2Work as a foundational model to support, innovate and sustain arts and economic development programs across the country, centering equity, diversity and access.



- We launched the first **Arts2Work Pre-Apprenticeship** high school program for 50+ seniors in Los Angeles at Lawndale, Leuzinger and Hawthorne High Schools.
- We collaborated with **Opus Creative Industries** at Colorado Springs Community Cultural Collective to develop certified Arts2Work pathways for Multimedia Producers, Digital Editors and Multimedia Graphic Designers
- We collaborated with the **Warhol Pop District** in Pittsburgh to support the development of registered Apprenticeship pathways for creative producers and professional production opportunities for Warhol Creative
- We co-founded and supported development of the **Entertainment Equity Alliance**, a California-based coalition of industry-connected workforce and labor partners committed to ensuring equity and access to careers in the arts and entertainment industry for historically excluded and underrepresented groups.
- **50+ Companies** added to Arts2Work employer database
- Two panels produced for **National Apprenticeship Week**



Watts Labor Community Action Committee

- Collaborative partnership building digital resources and creative economy hub in Watts
- New laptops and production gear purchased for Arts2Work Creative Studio at WLCAC
- Pop-up workshops produced in Podcasting, Archiving & Curation, Digital Marketing and Social Media Production
- Bay Area media center tour to Youth Beat, RYSE Center and BAVC – supporting a community of practice for WLCAC staff and leadership.



ARTS2WORK CONVERSATIONS

A PODCAST FOR
EMERGING
ARTISTS



THESE ARTS2WORK CONVERSATIONS ARE
DESIGNED TO BRING CREATIVE PROFESSIONALS OF
ALL KINDS TO THE TABLE TO SHARE

ARTS2WORK

HOW THEY BUILT THEIR CAREERS,

CONVO'S

CHALLENGES THEY FACED, AND ADVICE/WISDOM
FOR EMERGING ARTISTS EVERYWHERE.



ARTS2WORK
BUILDING THE CREATIVE ECONOMY

SAKI BOWMAN - HOST

117

NEW MEMBERS
JOINED

8

ARTS2WORK
CONVERSATION
PODCAST
EPISODES
COMPLETED

14

WORKSHOP
SERIES
CREATED

307

ACTIVE
MEMBERS
TOTAL

107

FEATURED
CREATORS

500+

TUTORIALS
CURATED FOR
EMERGING
PRODUCERS

Arts2Work

4,000

SUBSCRIBERS TO THE
ARTS2WORK NEWSLETTER

Power of Storytelling Grants



The Alliance Power of Storytelling grants are awards of \$5000 to provide funds to enable emerging artists to write, shoot, edit and/or distribute their powerful short digital media projects. Grantees receive funding as well as mentorship from award-winning filmmakers and participate in a series of workshops throughout the year, including short film budgeting, co-creation and impact producing, and distribution strategies.

Power of Storytelling 2023 fellows

Keyssh Datts is a multimedia creator/community organizer from SouthWest Philly who uses the love of the past, the now, and Afro-futurism to help people learn and unlearn for the betterment of society and humanity.

Her film **Crowned** is a short narrative film that explores a black teenage boy from the inner-city affected by gun violence on the journey to find inner peace and forgiveness.

When a teenage boy finds out his mother was shot and killed, he desperately seeks revenge he is forced to go through an initiation only to take a journey of self-elevation



Crowned - Keyssh Datts

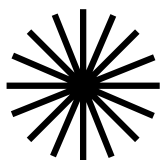


jei laura is a gender expansive, filmmaker, facilitator, and herbalist of the Andean and Irish diaspora, they their creative work explores the ancestral stories of BIPOC folks and their healing centered relations with the natural world, particularly QTBIPOC, that they believe offer portals to liberated future.

Their film **Sacred** follows Amara Illuari a Trans, Kichwa, farmer who stewards [Ayni Herb Farm](#) and explores how Amara's gender expansive identity informs how they relate to the land they steward. This relationship is rooted in reciprocity (The name of the farm, Ayni, means reciprocity in Kichwa) and acts as a Trans-Indigenous oriented roadmap that offers expansiveness as Land Medicine within a rapidly changing climate



Sacred - jei laura



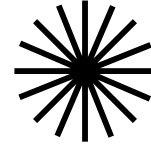
Communities of Practice

In 2023, we launched three intergenerational, cross-sector Communities of Practice to nurture breakthrough collaborations and innovative, collective solutions-thinking across the media arts and culture sector. The goal is finding shared purpose, creating vibrant connections between communities, organizations and artists, and aligning for powerful systems change work.

2023

Youth Media Futures is a community of practice for youth media and creative youth development organizations to explore collective solutions to current challenges and to envision and co-create shared futures.

youth media futures



Unlocking Creativity is a community of practice for media arts organizations and individual filmmakers, journalists, radio professionals and other media practitioners who work with currently and formerly incarcerated individuals and justice-impacted youth. Filmmakers Chihiro Wimbush and Adamu Chan and organizations including The Last Mile, CA Lawyers for the Arts, Hip Hop Education Center, KALW's UnCuffed, and Voices from Within are part of the founding community.

unlocking creativity

Media/Arts Leaders is a community of practice for Executive Directors, Co-Directors, Program Directors, and other nonprofit organization leaders regardless of title. Creative leadership is an evolutionary and revolutionary practice; this community is a welcoming, supportive space for active listening, peer-to-peer mentorship, problem solving, and visionary world building.

media/arts leaders

Innovation Studio: The Open Archive Initiative

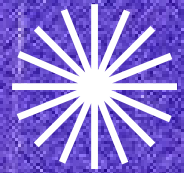
In 2023, the Alliance partnered with Arbo Radiko and the Hip Hop Education Center to develop new community-based training pathways for digital archivists and archive curators. Arbo Radiko Executive Producer and Jocelyn Arem and Hip Hop Education Center Founder/Executive Director Martha Diaz supported Alliance research globally and implementation of pilot programs in New York, Pennsylvania and California.



The Future of Open Archives - A 2023 Virtual BrainTrust

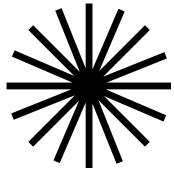
Designed specifically for creative futurists and innovative funders, in February, we hosted a virtual roundtable to uplift the work of technologists, archivists, filmmakers and culture workers and introduce some of the newest innovations impacting media and culture archives. We discussed the urgency of identifying and implementing systems and infrastructure to sustainably and safely preserve, archive and open the archives of independent documentary producers, media artists and cultural organizations. Guest speakers included: Andy Beach, Chief Technology Officer for Global Media at Microsoft, along with Xaviera Flores, Archivist at the UCLA Chicano Studies Research Center. As a case study, we highlighted the human rights media library of [Skylight](#) and spoke with Pamela Yates and Paco de Onis about institutional power, access and the future of the independent media archive.

Alliance XR GALLERY



The first exhibition in the Alliance XR Gallery, Ancestral Futurism: Unapologetically Melanated, was selected for three festivals in 2023: Cinequest, FIVARS Festival of International Virtual & Augmented Reality Stories, and Terrain. The Alliance XR Gallery is a recipient of an Epic Megagrant and is available for Oculus Quest.

Live in  **oculus**



Thank you
to all our members

Organization partners

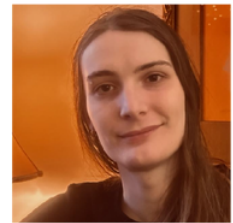
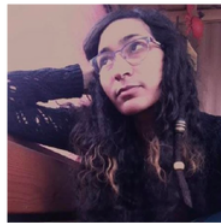
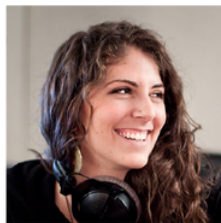
Youth FX
NOVAC
RYSE
Tribal Media Lab
Urgent, Inc

Wide Angle Youth Media
Opus Creative Industries
WLCAC
Loop Lab
PhillyCAM

Venice Arts
Pittsburgh Pop District
Hip Hop Education Center
NBCU Creative Impact Lab
Arbo Radiko

BAVC
Youth Beat
Skylight
Reimagine
VoxATL

Consulting producers and mentors



from left to right: Ajani Amiri, B Mor, Jocelyn Arem, Jordan Shanks, Lauryn Elise, Martha Diaz, Noland Walker, Olivia Evans, Oshea Luja, Priscilla Genet, Reggie Snowden, Regi Allen, Ri-Karlo Handy, Sakinah Bowman, Shawn Jackson, Sonia Dowuona, Valentina Vargas.

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, John D. and Catherine T. 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.

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