

Impact 2025

THE ALLIANCE
FOR MEDIA ARTS + CULTURE

CULTURE
CREATIVE
WORKFORCE
COMMUNITY
CONFIDENCE
STORYTELLING
RADICAL
ARCHIVE
HUMAN RIGHTS
MEDIA ARTS
MENTORING
EQUITY
IS NOT A DIRTY WORD

“Co-leading the development of the Arts2Work Digital Archiving Apprenticeship Program at the Alliance affirmed what community-centered workforce development can truly look like. By grounding rigorous archival training in lived experience, cultural stewardship, and care, we helped build a pathway that expands creative agency, preserves collective memory, and prepares the next generation of digital archivists to lead with ethics and purpose. Building the Digital Archiving Apprenticeship Program was about more than skills; it was about equipping emerging archivists to safeguard culture, truth, and community power.”



Martha Diaz
Senior Producer, Alliance for
Media Arts + Culture
President, Hip Hop Education Center

Letter from the Executive Director

2025. The year the government defunded public media, public health and public libraries. The year they deleted images and stories of non-white people from public websites. The year AI became inevitable. A year of so much violence.

We have been inspired by the idea that community mends many wounds – and the Alliance community has worked hard this year to build our field with care. In 2025, because of the risks to the future of creative labor, the Alliance took big swings and had a significant impact in creative workforce development and innovation:

- Arts2Work Apprenticeship pathways for Multimedia Producers, Video Editors, and Digital Archivists were approved in New York State for the very first time.
- Funding from MacArthur Foundation, Upwork Foundation, California Opportunity Youth Apprenticeship Initiative, NBCUniversal, and the National Endowment for the Arts was deployed to support systems-change work with media organizations and arts-service programs across the country.
- We were able to design MARKA, a new Digital Community Archive in collaboration with a group of justice-aligned media organizations that are MARKA's founding members: Skylight, The Last Mile, KALW Uncuffed, Hip Hop Education Center, and Question Bridge Education.
- We created opportunities to keep artists working as the industry was laying them off: mentoring, consulting, researching and designing programs, facilitating grants, commissioning projects, and curating exhibitions and festivals.

In an article in the NY Times on December 16th, sociologists Caitlin Petre and Julia Ticona wrote *“The A.I. industry claims that it wants to democratize creativity, but the real goal is dominance. It can seem inevitable that A.I. will rewrite the future of the arts — a natural consequence of the tools’ technical and economic momentum. But the impacts of technological change are always shaped by human action...**The future of human creativity is inextricably linked to the future of creative labor.** The sooner we recognize this, the better chance we have to preserve artists’ livelihoods — and human-made art itself.”*

In 2026, we will continue to reflect on our commitments and responsibilities as a national media arts service organization during these deeply challenging times. Convening, activating, and supporting innovation for a broad network of media arts and culture organizations remains core to the identity and purpose of the Alliance, and an inextricable part of our blueprint for the future.



Wendy Levy, Executive Director + the Alliance Board of Directors



From left to right: Mary T. An, Cassidy Arkin, Andy Beach, Edgar Buch, Eric Doversberger, Brian Frye, Chris Johnson, Anula Shetty, Siraj Jhaveri.

About



Who we are The Alliance for Media Arts + Culture is a national arts service organization committed to systems change work; we build new models and opportunities for the media arts field focused on expanding collaboration, providing access to innovation, and deepening cultural impact. We partner with industry to benefit grassroots community networks and independent artists, centering equity in a suite of programs designed to build power, creativity, and economic resilience.

Mission statement The Alliance mission is to facilitate collaboration, innovation and cultural impact for the media arts field. We are a network of networks; we embolden creative media organizations + artists, and connect them with the world.

- 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.

“Mentorship is an act of creative care—rooted in community, humanity, and possibility. In my work with my mentee, I centered storytelling and curiosity—helping them see that the creative world is expansive, that there are many paths they can take, and that their values, experimentation, and willingness to try new things are strengths in an ever-changing industry and job market.”



—Natalia Celine Arias
Creative Lead, Design,
Ghost Note Agency

PROGRAM IMPACT



Arts2Work

- CALIFORNIA | **Digital Archivist Apprenticeship Created:** California Opportunity Youth Apprenticeship Grant (COYA) funds planning for new pathway
- NEW YORK | **Arts2Work Expands:** Apprenticeships for Multimedia Producer, Digital Editor and Digital Archivists Approved by New York Department of Labor
- COLORADO | **New Community Partnership Launched:** The Alliance sponsors new programming with Tribal Media Center in Ygnacio, in partnership with Colorado Film Office
- MARYLAND | **Mentorship Opens Global Opportunity:** Wide Angle Apprentice Jeffrey Obike represents Arts2Work in Berlin, Paris and New York as a videographer for the Peace of Art Cultural Exchange, thanks to mentor Martha Diaz

ARTS2WORK

BUILDING THE CREATIVE ECONOMY

31 Mentors
Trained

12 Employer
Roundtables

4 Community of
Practice Gatherings
for Arts Nonprofits

12 Digital Archive
Planning
Workshops

Arts2Work Speakers/Mentors Network



[Learn more/request a speaker here](#)

“I have been honored to serve as a conduit between media industry folks and our youth partners this year. It has been inspiring to see so many equity and justice-oriented folks show up to support the next generation of artists. 2025 has reminded me how gravely people need support and genuine community.”



—Taylor Jett
Producer,
Industry Engagement

Power of Storytelling Grant Program 2025



75 Thousand dollars
in funding

8 Emerging
Filmmakers

8 Documentary
Films

1 National Princess
Grace Award
(congratulations Luke Harris!)



WORLDWIDE
STORIES.
3+ HOURS.
ONE FEST.

POWER OF
STORYTELLING
FILM FESTIVAL

DEC 13
3PM ET/ 12PM PT

THE **ALLIANCE**
FOR MEDIA ARTS + CULTURE



747

Submissions

35

Films

20

Countries



La Villa Láctea
Directed by Melany Mora



Black Magic Woman
Directed by Carl Harrison Jr.



Fly Away
Directed by Clara Le Pivain



RECUÉRDAME
Directed by Aldo Merino

“I cannot express in words how happy I am to be part of this beautiful, A-Z engaging, and meaningful set of stories. I wish the best of luck to all the fellow filmmakers who put their heart and soul into the art and craft of cinema.”

—Jalaluddin Hyder
Power of Storytelling Filmmaker
Pakistan



INNOVATION STUDIO

The Innovation Studio program supports the development of unique interactive digital media projects, platforms, tools and approaches to storytelling designed to foster resilient creative communities. We think in systems, research and build replicable models, and take risks to support field-wide access to new creative technology. Our teams are diverse, intergenerational and collaborative.

MARKA launches!

MARKA is a digital archive platform designed to enable organizations, communities, and independent producers to archive their culturally significant digital media, protect it for future generations and ensure its accessibility. Built on MediaValet technology enhanced with customized AI search and publishing tools, MARKA enables community members to digitally preserve, activate and safely license their media. MARKA is also designed as a creative technology lab for a new generation of digital workers: Digital Archivist and Multimedia Producer apprentices will “learn on the job” as they support the co-creation of the MARKA platform while preserving, providing access, and curating media authored by their own communities.



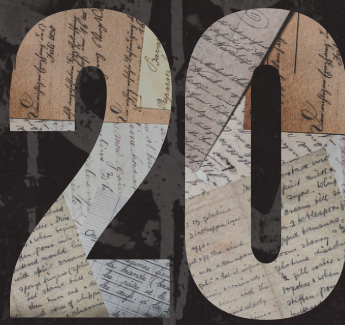
[Learn more/visit us here!](#)





Organizations Collaborate

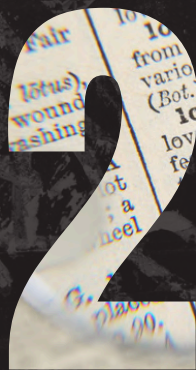
Question Bridge Education, The Last Mile, KALW Uncuffed, Hip Hop Education Center, Skylight, and The Alliance for Media Arts + Culture



Youth Advisors Engaged



Noted Archivists Review Curriculum



Archivists Apprentices hired



Presentations

Archival Producers Alliance, Society of American Archivists and Association of Moving Image Archivists

COMMUNITY

Ann Bennett Visionary Producers Prize launched



Ann Bennett
1963-2024



Introducing first awardee
Marcellus Armstrong

Ann Bennett was a truly visionary producer. To honor her spirit & contributions to her communities, in 2025 the Alliance launched the **Ann Bennett Visionary Producers Prize for Excellence in Archival Storytelling and Emerging Technologies**. The \$5,000 Prize will be awarded each year to a mid-career digital archivist whose work uplifts the values of community, justice, innovation and inclusivity, as Ann did every day. The awardee will be featured in Alliance programming throughout the year.



[Learn more about Marcellus Armstrong here](#)



Collage by Marcellus Armstrong

Alliance sponsors the Root Experience Festival in Spokane

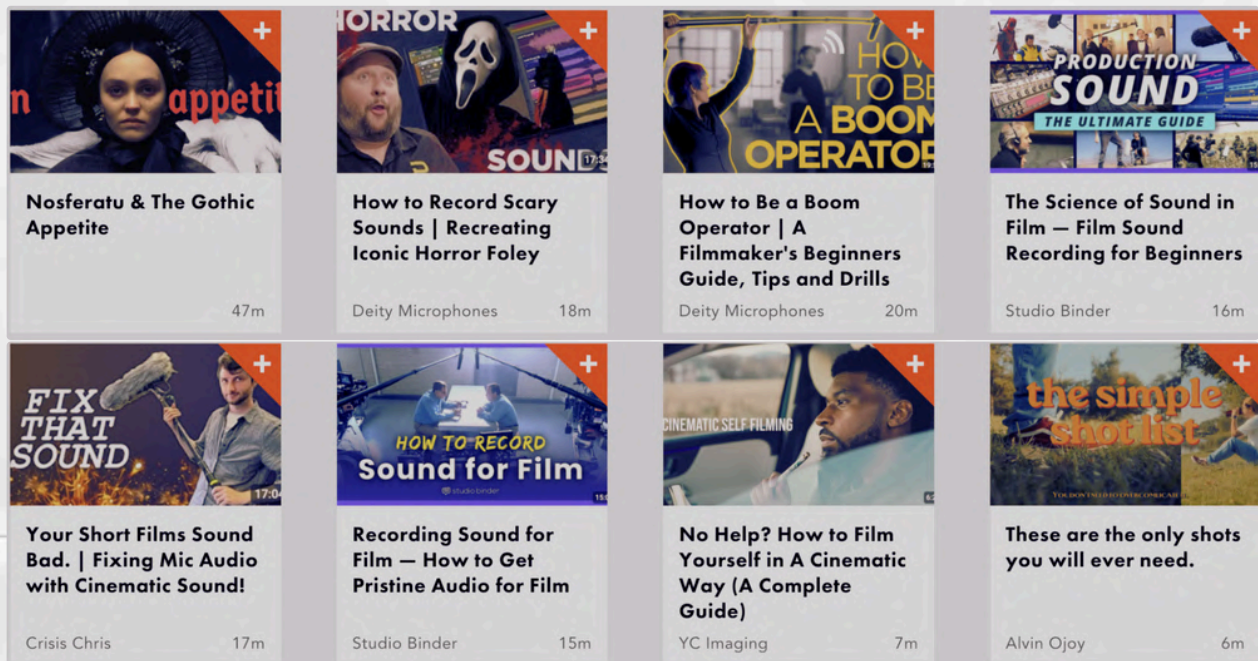
Co-founded by Alliance producer Olivia Evans, **The Root Experience** amplifies BIPOC & underrepresented voices by showcasing diverse lived experiences.



Arts2Work Learning Hub

The Learning Hub is a place for emerging creatives to learn new skills guided by a curated library of online tutorials and master classes, find creative collaborators and mentors, attend live podcast recording sessions with industry experts, and work in community to build a meaningful creative career.

Arts2Work Conversations Podcast:
11 episodes 100+ downloads for 2025 Season 2



677 Learning Hub members

5438 Newsletter subscribers

60 Active Discord Community members

“Leading the Arts2Work Learning Hub has reaffirmed my belief that sustainable creative practices emerge from genuine community investment, not industry gatekeeping. Watching our artists build interdependent support networks and claim economic sovereignty on their own terms has been meaningful work.”

—Saki Bowman

**Producer, Arts2Work Learning Hub + Arts2Work Conversations
Co-Curator, Power of Storytelling**



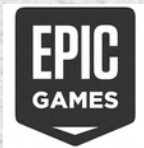
Visionary Partners and Funders



MacArthur
Foundation

NBCUniversal

Adobe



DIR State of California
Department of
Industrial Relations
EST. 1927



COLORADO
Office of Economic Development
& International Trade

upwork

NATIONAL
ENDOWMENT
for the
ARTS
arts.gov

CVUHSD
CENTINELA VALLEY UNION HIGH SCHOOL DISTRICT
CENTINELA VALLEY UNION
HIGH SCHOOL DISTRICT

BAVC
MEDIA

Supporting a vibrant, essential role for media
arts in culture and community

thealliance.media/join/



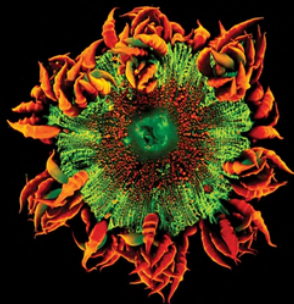
@allianceartsculture



facebook.com/Alliancearts

*“Friends, I wish I could see you face to face to say,
You have my love for all your wonderfullness, You
have my respect for all your striving towards
benevolence and You have my compassion for all
the heartbreaks, large and small, that come with
living. We are here, change is possible, love is a
balm and community mends many wounds. See
you, in one way or another, in 2026.”*

— Lynette Wallworth



lynettewallworth.com

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