

December 1, 2014

Honorable Susana Martinez, Governor  
Honorable W. Ken Martinez, House Speaker  
Honorable Mary Kay Papen, Senate Pro Tempore  
Secretary Jon Barela, Economic Development Department

Madams and Sirs,

Pursuant to Section 9-15-4.1 NMSA 1978, the annual report of the Governor’s Council on Film and Media Industries (the Council) is as follows:

The quarterly meetings for 2014 of the Council took place on February 10<sup>th</sup>, May 8<sup>th</sup>, August 19<sup>th</sup>, and November 20<sup>th</sup>.

The Council is currently comprised of ten members, each appointed by the Governor per statute for four-year staggered terms provided that the initial appointments shall be made so that one-half of the members shall be appointed for two-year terms and one-half of the members shall be appointed for four-year terms. The Executive Board consists of seven members and meets on an as needed basis. Please find a list of Executive Board Members and Board Members below.

EXECUTIVE BOARD	BOARD MEMBERS
Rick Clemente	Talia Kosh, Outreach Chairperson
Chris Eyre	Steve Rooney
Teri Farley, Emerging Media Chairperson	Rajeev Nirmalakandan
Greg Hewett	
Alicia Keyes Touche, Board Chairperson	
Ann Lerner	
Kara Sachs	

Per statute, the Governor's Council on Film and Media Industries is created to advise the department and the Governor on ways to promote film production in New Mexico, assist in the design and implementation of the department's strategic plan for building a media infrastructure in the state, assist in designing a workforce training program for film production and to make recommendations for incentives and funding for these efforts.

In 2013, the Council underwent an extensive strategic planning session. Most notably, during that session, we altered the Council’s mission statement to read:

“To serve as a resource and recommending body to the Governor and the NM Film Office (NMFO) to promote film, television and emerging media within and throughout New Mexico and assist in carrying out the Economic Development Department’s Film Division strategic plan.”

During 2014, the Council invited Stuart Halperin, Emerging Media Contractor for NMFO to present and brainstorm ideas in which the Council could be of service to NMFO’s emerging media initiative. The City of Santa Fe Mayor, Javier Gonzales, and his team also joined one of our meetings to discuss Santa Fe’s media landscape and goals. In addition, we invited Lindsey Valdez, Outreach Programs Manager for NMFO and Dr. Phil Lewis, Professor, New Mexico State University to brainstorm how the Council could be of service with regards to the NMFO

Annual Conference. Please see all notes, agendas and minutes below and attached.

In addition to the above, we focused on empowering our sub-committees in Outreach and Emerging Media to work with NMFO and the community to assist in supporting and promoting film, television and media within the State. Attached please find a report from each sub-committee chairperson on their initiatives and accomplishments for 2014.

### **OUTREACH SUBCOMMITTEE REPORT**

Chairperson, Talia Kosh

Throughout 2014, the Outreach Subcommittee worked closely with Lindsey Valdez, Local Outreach Programs Manager, on several Outreach efforts, projects and overall Outreach strategy. Through this close working relationship, it is clear to the subcommittee that fostering this relationship and working with and assisting the Outreach Programs Manager throughout the year, with both the NM Film Conference and the Film Education Summit, including assistance and support of a general strategy of Outreach, has been immensely helpful both for the strategic goals of the Council and also for offering support to NMFO Outreach programs.

An integral part of the Outreach goals of the Council moving forward is the N.M. Film And Media Education Network (F.A.M.E. Network, formerly known as S.T.A.R.S.) which consists of a website which will be a network for film educators, film and media students, and institutions in New Mexico. Much need for this network exists. This website has been built but is not viewable to the public.

The subcommittee on outreach has worked on the following issues throughout 2014:

1. Strengthening, fostering and continuing a close working relationship with Outreach Programs Manager at NMFO. The subcommittee wishes to express much gratitude to Lyndsey Valdez in her new role of Outreach Programs Manager. She has been incredibly willing to bring in the Council for assistance and advisement and she has much insight into the benefits of utilizing the Council and the Sub-Committees of the Council to advise, support and assist with NMFO outreach efforts and programs.

**The Subcommittee recommends in that this Council and the NMFO use its best efforts to continue to ensure that the relationship between the Outreach Programs Manager and the subcommittees be a vital and collaborative relationship between the NMFO and the Council.**

2. Film Education Summit: The NMFO hosted its second annual Film & Media Education Summit on October 4th in Albuquerque at the National Hispanic Cultural Center. The mission of this event was to stimulate communication and coordination between New Mexico's film and media industry and secondary and higher education institutions, thus, establishing a well-defined educational environment that offers cutting-edge training for today's competitive industry. The event was open to administrators, educators, guidance counselors and advisors from the secondary and higher education levels. A sub-committee was formed to create the agenda and topics to be discussed.

**The Outreach Sub-Committee recommends that at least two members of the Council should be appointed by the Outreach Programs Manager or elected by the Council annually to this committee for the Film Education Summit, one from each sub-committee (Outreach and Emerging Media).**

Council members from both sub-committees served on this sub-committee for the Film Education Summit, 2014, and this proved to be useful to include and consider matters explored by the Council and advise the Outreach Programs Manager, including outreach and

emerging media matters in education. The outcomes of this summit are important to and inclusive of the goals and work of the Council.

The structure of the Summit included not only panels, lectures and conversations on a variety of topics, but a conversation regarding goals, deliverables and action items for NMFO, the sub-committees and participants. This was at the suggestion of Council members. These matters warranting further consideration, deliverables and action items are in the following areas:

- i. Internship Database: It was found that a statewide database for internships in the Film Industry is greatly needed (see recommendations under Section b. N.M FAME). Some audience members were willing to be of assistance and do the legwork collecting this information. There was much interest and willingness to assist in developing this database.
- ii. Including Students in the Summit: It was clear at the Summit that both students and educators wish for students to be involved in the Summit. One issue is a lack of financial resources in getting students to the Summit. An easy solution, in one part, is to include a few students on each panel of the Summit. Another solution is to have each of the schools host the Summit going forward. The Sub-Committee strongly supports these efforts.

**It is also recommended by the subcommittee that the Council continue to explore ways to include and incorporate NM film and media students in NM in the Summit on a larger scale.**

- iii. Newsletter for Film Educators: It was determined at the Summit and in committee meetings that it is imperative that NM Film and Media educators have more contact and interaction with each other. Ms. Valdez has developed a newsletter with the assistance of the Council and the Committee for the Film Education Summit. The goal is to make this newsletter a tool for: (1) keeping in contact with film educators in NM; (2) providing a space and venue for NM Film educators to discuss important, cutting-edge issues, receive feedback and prepare for topics for the next Film Education Summit.

**The subcommittee on Outreach recommends that the Council continue to discuss ways it can strengthen or provide assistance regarding this newsletter as a vehicle for communication and strengthening film education in New Mexico.**

**The subcommittee recommends that for each panel conversation at the Film Education Summit, it is imperative that there be non-educators on panels so that film educators may receive cutting edge industry insight and advice that they can take back with them to their classrooms.**

- iv. **NM F.A.M.E. Network** was discussed and introduced to the audience at the Summit. Many educators thought it was a good idea and usable. The problem continues to be harmonizing this concept and forging a partnership with NM Department of Higher Education. NM H.E.D. was not present during the Summit. The Subcommittee on Outreach has discovered that without the approval of and partnership with NMDHED, that film educators in higher education would not have incentive to use the network. There have been issues with the NMFO having sufficient funding for providing a working web page on the NMFO site for this network and it will not be available until 2016. A survey regarding NM STARS was filled out at the Summit. The Council awaits the results of this survey.

The Outreach Subcommittee recommends the following with regard to the NM F.A.M.E network: **That forging a partnership with NM Department of Higher Education should be a goal of the Council and the NMFO in 2015.**

This was discussed with Keynote speaker of NM Public Education Department's Deputy

Secretary of Finance and Operations, Paul Aguilar. He stated that it could be in NMFO's best interest to set up a meeting or presentation with the Association of Independent Community Colleges, gather support for the network and then leverage that support with NM HED. Mr. Aguilar is willing to assist with connecting NMFO to this group. The Subcommittee recommends that the Council continue to explore these issues and avenues.

**That the Council explore ways that this F.A.M.E. network can get off the ground with an active website, before FY 2016.**

**That the Council recommends that the NMFO and Department of Economic Development factor into their budgets sufficient funds to provide for the creation and upkeep of F.A.M.E. network, annually, including newsletter support, due to its incredible importance to and potential boon on film education in the State of New Mexico.**

At the Summit the importance and need of film educators and industry professionals having access to a single place where internships in the industry may be posted was discussed. This is something both audience members and the NMFO will continue to pursue. The idea of including such a database, to be included with NM FAME, was discussed. This should be considered by the Council and NMFO and be put to a vote for inclusion in the FAME Network plan.

3. The Outreach Subcommittee was also involved in advising and assisting Lyndsey Valdez with regard to the Annual Film and Media Conference hosted by NMFO. The Subcommittee played an important role in securing an avenue where film students in New Mexico could participate in the Conference. We would like to extend our sincere gratitude to Dr. Phillip Lewis for his incredible work in bringing students from his class to film and interview vendors and post this footage at the Conference and make the footage available for use on the NMFO website after the Conference. This was accomplished through the students coming as a group, with internship credit, interviewing and filming each vendor in attendance at the Film Conference and also attendees and posting this footage throughout the Conference and also on the NMFO website. The issue of how to better include vendors in this Conference has been a question for NMFO for several years and the subcommittee sees this pilot program/idea of including students throughout the state to film and interview vendors is a small but crucial element in creating a way that more students are involved in the Conference each year and are able to get school credit for their assistance and attendance. Outreach sub-committee update: Council Member Talia Kosh presented a re-cap of the May NMFO Film and Media Conference. The Conference was well attended. Dr. Phil Lewis brought 6 students from Las Cruces to interview and showcase film industry vendors. These interviews were then screened from the registration table. The Subcommittee recommends the following:

**That the Council continues to identify ways to strengthen the participation of students in the annual NMFO Film and Media Conference. We recommend that a small budget for students participating in the conference through filming vendors and attendees be included in the annual NMFO budget.**

4. The Council was interested in pursuing other ways the NMFO could educate government officials throughout the state on Film Incentives, and how they apply to emerging media. The Outreach Subcommittee suggested that one avenue to pursue would be through the Council of Municipalities and the NM Associations on Counties. Since this recommendation, the NMFO has set up a presentation in front of one of these Governing Bodies.

**We recommend that the Council continue to receive updates from NMFO on these efforts and consider other ways to connect municipalities and local leaders to the NMFO and further awareness of the Film Incentive as it applies to emerging media and economic development. Further, that the Council recommend in its Annual Report that the NMFO continue to work with the Council in finding ways to better educate and include**

government officials and local economic development offices with regard to the incentives and the resources of the NMFO in general, including working with Film Liaisons to better take on this role and address these issues.

## **EMERGING MEDIA SUBCOMMITTEE REPORT**

Chairperson, Teresa Farley

**OBJECTIVES:** Objectives are the areas of focus within which the Emerging Media sub-committee shall move forward. The Emerging Media sub-committee shall be charged with the task of further defining itself and its plan of action. With every course of action taken by the Emerging Media sub-committee, a conflicts check shall be undertaken with the NMFO.

Upon approval of a final strategic plan, sub-committees shall focus on selecting the most appropriate specific course of action for this strategic plan. Breaking down numerous steps or objectives-looking at a 2-5 year window, as well as short-term actions. In this way, goals are less overwhelming.

The Emerging Media sub-committee shall be responsible for implementing the strategic plan, monitoring and updating the entire Council and NMFO.

The Emerging Media sub-committees shall:

1. Assign responsibility for achieving these objectives; **specify the timetables** by which each is to be accomplished and determines what resources/data collection are required to accomplish each.
2. Follow up to review plan and compare it to results, tweaking plan as one goes forward to account for changes in the general climate of film industry.

**OBJECTIVE 1:** Information-gathering and make recommendations to support efforts to increase production in and throughout areas in New Mexico which are located outside of key production centers. This information gathering shall also focus on the question of how to maintain and sustain a crew, infrastructure and continual growth in film and emerging media.

2014 Update: Stuart Halprin and Nick Maniatis have instituted an accelerator program that will give Emerging Media startups professional mentors, planning space and grant money to promote game and app development. The Emerging Media subcommittee is actively exploring ways to support, promote and engage the top talent across the world to come to NM and take part in creating a NM based, Emerging Media startup business. The over arching goal is for these new companies to set down roots here in the Land of Enchantment in order to add the infrastructure of Emerging Media here in the state and create lucrative high tech jobs.

**OBJECTIVE 2:** Gather information and survey existing film and media educational programs and institutions throughout New Mexico. Bring such groups together for further discussion. IN NMFO's A FY2014 Annual Report, NMFO stated that the Council will "assist NMFO with their educational outreach initiatives."

2014 Update: A comprehensive list of k-12 and post secondary schools is currently being compiled to reflect what schools are teaching in relation to film and media, where they are located, if the program(s) awards a certificate or degree and when possible, the names of the instructors teaching these classes.

**OBJECTIVE 3:** Emerging Media: The Emerging Media Subcommittee shall identify ways to further the objective of creating an environment in New Mexico fostering entrepreneurship in emerging media, including supporting NMFO in development of strategies to access the benefits of emerging media technology for the New Mexico economy.

Update 2014: A suggestion was made at the February GCFM meeting to take advantage of a proposal to make programming languages qualify for a language credit in k-12 grades to engage the younger generation and foster game and app development at a much earlier level. This would help to strengthen the infrastructure and sustainability of the upcoming workforce in the areas of Emerging Media.

**OBJECTIVE 4:** The Emerging Media subcommittee shall meet at least once annually, with the goal of reviewing and updating its performance, the strategic plan's objectives, changes in opportunities or climate, threats, strengths, weaknesses.

**OBJECTIVE 5:** To do all other activities which are found to be generally supportive of the NMFO's goals, initiatives and objectives in NMFO's strategic plan.

## **SUMMARY OF COUNCIL INITIATIVES FOR 2015**

Understand and assist in the design and implementation of the strategic plan of the Economic Development Department, as per statute.

Make recommendations for incentives as needed.

Unifying and present to NMFO the currently available higher educational opportunities for digital media and film & television within the State.

Represent the Governor's Council and offer support and expertise at Town Hall Meetings around the State and at the NMFO Educational Summit.

Continue to identify opportunities to educate the public and State officials on the benefits of the industry in the State.

Work with NMFO to encourage the development of digital media in New Mexico.

Continue to support and be a resource for the Outreach Programs Manager at NMFO.

Forge a partnership with NM Department of Higher Education through the Outreach Subcommittee.

## **SUMMARY OF COUNCIL RECOMMENDATIONS**

We recommend a small budget be allocated from NMFO for students wanting to participate in the NMFO annual conference.

The Council recommends that NMFO and Department of Economic Development factor into their budgets sufficient funds to provide for the creation and upkeep of the F.A.M.E. network for film educators, including newsletter support, due to its incredible importance to and positive impact on film education in the State of New Mexico.

In light of the positive Phase I results of the new State study and the success of the current incentive program in bringing business to the State, we recommend that the legislature and administration investigate ways in which the annual allocation can be raised to continue the robust growth of the industry.

In conclusion, we are honored to be appointed to the Governor's Council and look forward to supporting her office, the Economic Development Department and the New Mexico Film Office throughout our terms.

Respectfully submitted:

Alicia Keyes Touche, Chairperson  
Rick Clemente  
Chris Eyre  
Teri Farley  
Greg Hewett

Talia Kosh  
Ann Lerner  
Rajeev Nirmalakandan  
Steve Rooney  
Kara Sachs

cc: Keith Gardner, Chief of Staff, Office of Governor Susana Martinez  
Bailey N. Griffith, Boards and Commissions, Office of Governor Susana Martinez  
Nick Maniatis, Director, New Mexico State Film Office