

December 1, 2016

Honorable Susana Martinez, Governor
Honorable Don L. Tripp, Speaker Of The House
Honorable Mary Kay Papen, President Pro Tempore
Secretary Matthew Geisel, 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 2016 of the Council took place on February 8th, May 5th, August 25th, and November 3rd.

The Council is currently comprised of ten (10) members, each appointed by the Governor per statue 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. Terms shall expired on January 1st. 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
Santa Fe Studios – in the process of being filled.	Talia Kosh, Outreach Chairperson
Chris Eyre	Steve Rooney
Teri Farley, Emerging Media Chairperson	Rajeev Nirmalakandan
Greg Hewett	
Alicia Keyes, Board Chairperson	
Tonya Stinson	
Kara Sachs	

Please note that Chris Eyre, Teri Farley, and Kara Sachs have technically termed off, but are still attending meetings until the Governor’s Office elects replacement members.

Per statue, 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 New Mexico 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 2016, the Council invited Nick Maniatis, New Mexico Film Office Director to address the Council regarding Legislative issues and updates; in addition to his staff including Belle Allen, State Outreach Coordinator; Rochelle Bussey, Sr. Manager of Operations and Workforce Development Programs; Lisa Lucas, Sr. Manager of Production and Leslie Fleming-Mitchell, Production and Incentive Controller. Please see all notes, agendas and minutes attached.

In addition to the above, we continued to focus 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 2016.

OUTREACH SUBCOMMITTEE REPORT: Chairperson, Talia Kosh

In consideration of work performed throughout 2015-2016, in alignment with (1) the Council’s strategic plan; (2) the Council’s Mission; and (3) working closely with the NMFO’s State Outreach Coordinator on several key efforts, the Council will continue on its path of programmatic and outreach support at the service of the State Outreach Coordinator. The Council desires to continue to strengthen this relationship and work with and assisting the State Outreach Coordinator throughout the 2016 year with the Film Education Summit and the NM Filmmaker’s Showcase.

One area wherein the Council and Subcommittee wished to implement a program which has not been developed due to a lack of funding is a film educator newsletters that was attempted in 2014-2015, with positive feedback. The subcommittee still sees value in managing such a newsletter for film educators around the State.

The Sub-Committee on Outreach reports and recommends the following:

The Sub-Committee recommends that the Council and the NMFO use its best efforts to ensure a collaborative partnership for the following programs and outreach efforts:

Film Education Summit: The NMFO hosted its third annual Film & Media Education Summit in April 2016 in Albuquerque. The purpose of this event could still be better defined. The Council recommends that prior to each film education summit that a taskforce, comprised of Council and non-Council members to develop, coordinate, plan and drive the 2017 film education summit. Such a summit needs to be driven by several voices within the educational community. In 2015, Council members from both Sub-committees served on this sub-committee and in 2014, and this proved to be useful to include and consider matters explored by the Council and advise the State Outreach Coordinator, 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

event was open to administrators, educators, guidance counselors and advisors from the secondary and higher education levels.

The Sub-committee on Outreach (of the Council) recommends that this Subcommittee for the Film Education Summit be formed annually and at least two members of the Council should continue to be appointed by the State Outreach Coordinator, at the suggestion of the Council, on an annual basis, to work specifically on the Film Education Summit. One Council member from each Subcommittee (Outreach and Emerging Media) is recommended. It is recommended that non-council members and film educators from around the state be identified and invited to be on this Subcommittee as well.

The Sub-committee on Outreach 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. Subcommittee on Outreach also recommends that with every Film Education summit, action items are to be an integral conclusion to the Summit.

Newsletter: Returning to the Film Education Summit of 2015, one outcome of the Summit was a finding that a newsletter generated by the State Outreach Coordinator of NMFO specifically for the film education community throughout New Mexico was needed, in order for there to be an ongoing dialogue throughout the State. The goal was 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.

Including Students in both the Film & Media Conference and the Educational Summit:

It is recommended by the Sub-Committee that the Council continue to explore ways to increasingly include and incorporate NM film and media students.

Annual Film and Media Conference hosted by NMFO. The Sub-Committee played an important role in 2014 in securing an avenue where film students in New Mexico could participate in the Conference. This was accomplished through facilitating the students working the event, 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 and students in this Conference had been a question for NMFO for several years and the Sub-Committee 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.

The Sub-Committee recommends that the Council along with NMFO (a) continue to identify ways to strengthen the participation of students in the annual NMFO Film and Media Conference and (b) that the Council recommend that a small budget for students participating in the conference through filming vendors and attendees be included in the annual NMFO budget.

EMERGING MEDIA SUBCOMMITTEE REPORT: Chairperson, Teresa Farley

Following the guidelines laid out in Governor's council for Film and Media's strategic plan, the Emerging Media subcommittee has been following, supporting and promoting the efforts of the Outreach and Emerging Media Coordinators of the NMFO and the Director of NMFO. Through this close working relationship, it is clear to the Subcommittee on Emerging Media that continuing to strengthen this relationship and working with and assisting the NMFO Director and the Emerging Media Coordinator throughout the 2016/17 year with (a) Emerging Media Outreach (b) the Film & Media Education Summit (c) the NM Film & Media Conference (d) the Emerging Media Accelerator Program; and (e) the creation of a dedicated NM Emergent Media Office and (f) the NM Film & Media Newsletter will continue to be the focus for 2017.

One project that the Emerging Media Coordinator and the NMFO Director were working on and making promising headway was the Emerging Media Accelerator Program. Last year it was reported that all forward motion on this project has been halted, temporarily or possibly indefinitely. The Emerging Media subcommittee would like to know what assistance is needed to get this program back on track and making positive forward momentum again. Perhaps the new Emergent Media coordinator will once again focus attention and resurrect this program and it will find traction.

The Sub-Committee on Emerging Media reports and recommends the following:

A. **Emerging Media Outreach:** The Emerging Media subcommittee would also like to continue to foster a close working relationship with the NMFO in order to include Emerging Media as part of the focus of outreach efforts by the NMFO. It has come to our attention that many of the industry professionals and up and coming entrepreneurs currently working in the emerging media fields are not aware of the tax incentives offered for game and app development in this state. A close working relationship with the NMFO could help bring to light the areas in which some much needed promotion of NMFO rebates and incentives could help to address this issue.

B. **NM Film & Media Education Summit:** As part of this relationship and in addressing the needs of the Emerging Media community here in New Mexico this subcommittee would like to continue to request that more of a Emerging Media theme be present at the Film & Media Education Summit. Although there were representatives from the various schools across the state of New Mexico who teach courses that would be categorized as Emerging Media, the topics and discussions need to be continually reviewed and expanded in order to grow the future of film and emerging media above that of traditional film and meet the needs of this rapidly growing sector in our industry. If we are determined to support and grow this segment of our community, we need to offer programming, panels and discussions that address the concerns of the emerging media industry here in this state. This particular area of our industry is at the mercy of the ever-evolving technology at the core of VFX, animation, game and app development. The content of the summit should focus on trends and the latest tech developments that are being used in our industry. The Emerging Media subcommittee would like to offer any assistance needed in creating focused content for this event.

The structure of the NM Film and Media Education Summit included panels, lectures and conversations on a variety of topics, but a continuing conversation regarding goals,

deliverables and action items for NMFO, the subcommittees and participants is in flux and ongoing. This is 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 & Media Industry is greatly needed (*See* recommendations under Section b. N.M. FAME). At previous Film and Media Education Summits 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. It is recommended that the Council and the State Outreach Coordinator continue to discuss this database as an initiative for NMFO and to determine how the Council can assist in making this possible.
- ii. Including Students in the Summit: It was clear at the Summit that both students and educators wish for more students to be involved in the Summit. One issue is a lack of financial resources in getting students to the Summit. Any 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 Emerging Media 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. The Sub-committee recommends that for each panel conversation at the Film & Media 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 2015 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. The Sub-committee 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 2017. An additional survey regarding NM Film and Media Educators (F.A.M.E.) was filled out at the NM Film & Media Summit. The subcommittee recommends that the Council revisit the results of this Survey and discuss this survey in more detail with the current State Outreach Coordinator and that the Council explore ways that this F.A.M.E. network can get off the ground with an active website, in FY 2017 and sufficient funds to provide for the creation and upkeep of this network, annually, including newsletter support, due to its incredible importance to and potential boon on film education in the State of New Mexico.
- v. The subcommittee also recommends that the Council consider and discuss ways the State Outreach Coordinator of NMFO can develop a stronger working relationship with NM Department of Higher Education in 2016. Keynote speaker of NM Public Education Department's Deputy Secretary of

Finance and Operations, Paul Aguilar stated at the 2014 Film Ed. Summit that the outreach legs of NMFO should reach out to the Association of Independent Community Colleges, in order to gather support for the network and then leverage that support with NM HED. A way to get onto their agenda can be pursued through some connections Mr. Aguilar was willing to assist with. The Emerging Media Subcommittee recommends that the Council continue to explore these issues and avenues.

- vi. Annual Film and Media Conference hosted by NMFO. The Sub-Committee played an important role in securing an avenue where film and media students in New Mexico could participate in the Conference. This was accomplished through facilitating the students working the event, with internship credit, interviewing and filming each vendor in attendance at the Film & Media 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 and students in this Conference has been a question for NMFO for several years and the Sub-Committee 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. The Sub-Committee recommends that the Council (b) continue to identify ways to strengthen the participation of students in the annual NMFO Film and Media Conference and (c) that the Council recommend that a small budget for students participating in the conference through filming vendors and attendees be included in the annual NMFO budget (d) raising the cost for vendors and attendees of participating in the NM Film & Media Conference could provide the financial means to increase funds to bring students from outlying NM communities.

C. NM Film & Media Conference: A similar recommendation as was listed in the Film & Media Education Summit (see above) continues for this category. Although, it should be mentioned that in years past there has been very good programming for Emerging Media Professionals at the NM Film & Media Conference. The Emerging Media subcommittee would like to see this focus on Emerging Media continue in the future NM Film & Media conferences. As was mentioned above, it is imperative that Film and Media students here in this state feel invited and encouraged to attend this event. One way we can help do that is having panels specifically aimed at the students. What questions about the industry do they have? What information do they want to take away with them? Again, by investing a little effort in attracting students to this event, we are investing in our own future. The Emerging Media subcommittee would like to offer any assistance needed in recommending speakers, content or panelists.

D. Emerging Media Accelerator Program: In previous years we have been hearing from the NMFO that there is progress being made on an accelerator program sponsored by NMFO to bring in Game and App developers to create emerging media startups in our state. As it was explained to us in several council meetings, the accelerator would allow teams of game and app developers a chance to learn the business end of creating a start up. Mentors in a wide range of business specialties, e.g. finance, law, marketing, etc. would be made available to these entrepreneurs in hopes that they get their start up off in a positive direction. It is our understanding that this program has hit a snag. The Emerging Media subcommittee would like to see progress in this area

continue as emerging media and technology startups are the future of film and media. News articles and magazine stories all rank Albuquerque and its surrounding areas as “The best place for geeks”, “one of the top spots for technology startups”, and was recently voted #5 of the “Secretly Cool Cities Where You Can Still Get in on the Ground Floor.” An emerging media accelerator program sponsored by the NMFO would help capitalize on the fact that New Mexico isn’t just about film. Startup incubators and accelerators bring in the top talent and nurture it in a safe, like-minded community. The hope being that the top industry professionals and aspiring visionaries will stay in New Mexico once they have their startup well under way. This makes sound economic sense for New Mexico and the entire film and media community here, as we would be investing in our own future.

E. The Emerging Media area of our industry is growing by such leaps and bounds, the Emerging Media Subcommittee Chair recommends that there be consideration of creating a focused office strictly for Emergent Media. Much like the NM Film Office, an Emergent Media Office would be responsible for the continued growth and development of this specific area of the Film industry. However, because the applications for Emerging Media go well beyond film and into many other segments of our community, such as, game and app development, the national labs, medical and scientific sectors, it would make sense for a dedicated office of Emergent Media professionals to oversee and run it. This would open up potential areas of job development and recruitment within this state and the also be able to offer very specific rebates and incentives for companies to relocate to New Mexico.

F. **Newsletter:** The NMFO State Outreach Coordinator was sending out newsletters to alert recipients to important, informational or educational activities pertaining to the NM Film and Media community. The Emerging Media subcommittee would like to see these newsletters continue and would offer any assistance needed in providing content, local personalities to interview and information about events that would be of interest to the Emerging Media industry here in New Mexico.

The Emerging Media subcommittee would also like to 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 and 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.

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

Respectfully submitted:

Alicia Keyes, Chairperson
Chris Eyre, Council Member
Teri Farley, Council Member
Greg Hewett, Council Member
Talia Kosh, Council Member

Tonya Stinson, Council Member
Rajeev Nirmalakandan, Council Member
Steve Rooney, Council Member
Kara Sachs, Council Member

cc: Keith Gardner, Chief of Staff, Office of Governor Susana Martinez
Nick Maniatis, Director, New Mexico State Film Office