

**GOVERNOR'S COUNCIL ON
FILM AND MEDIA
INDUSTRIES**

December 1, 2013

Honorable Susana Martinez, Governor
Honorable W. Ken Martinez, House Speaker
Honorable Mary Kay Papen, Senate Pro Tempore
Secretary, 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 first quarterly meeting of the Council took place on March 28, 2013 with subsequent meetings on: June 26th, September 26th and November 21st. In addition, the Council participated in an optional strategic planning session on August, 30 2013. Copies of all agendas, briefing materials and minutes are attached.

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 in Section I.

(SECTION I - BOARD MEMBERS)

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

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 in make recommendations for incentives and funding for these efforts.

Therefore; during 2013 the Council reviewed the Economic Development Department's strategic plan; established subcommittees in two fields; "Emerging Media" and "Outreach" and formed goals for each subcommittee; reviewed past strategic planning documents and council reports in order to re-evaluate and alter the Council's mission statement; and helped to identify and support Operation Soundstage. Below, please find more detailed information.

(SECTION II- SUBCOMMITTEES)

Per statute, the Council formed two subcommittees; Emerging Media chaired by Teresa Farley and Outreach chaired by Kara Sachs. Please note that in a previous meeting three subcommittees were formed, including Film/TV, but after our strategic planning session the third was disbanded with the thought that the other two committees would take into account film and television.

Subcommittee Objectives:

Emerging Media (Teresa Farley - Chairperson):

1. Information gathering to provide a snap shot of who is doing this kind of work in the state, where they are located and what their specialties are within this industry, e.g. scientific, medical, educational, post production, animation, VFX, etc.
2. Information gathering to determine what schools have emerging media programs, what their program's focus is on and their rate of graduation and job placement within the state.
3. Determine workplace training opportunities in the Emerging Media industry to augment programs already available.
4. Create a list of Emerging Media organizations that meet regularly here in NM. For example: Rio Grande ACM SIGGRAPH, Rio Grande IGDA, TechJunction, NM Tech Council, etc.
5. Evaluate the creation of a "New Vision" type of grant to be awarded to professionals in this field who are producing educational, interactive, multimedia programs that would augment the education in the NM classrooms. By creating a friendly competition to create computer programs/games to enhance what is already being taught in the k-12 grades with technology available through the Emerging Medias industry, we would be promoting the in-state talent, improving the educational tools available to students and teachers, and possibly even start making a positive impact in where NM ranks in the educational polls.

Outreach (Kara Sachs- Chairperson):

1. Assist in identifying educational institutions and their activities in film and media throughout New Mexico.
2. Develop and build a resource website aimed at unifying and connecting higher educational institutions focused on film, television and digital media across the State. Including:
 - a. Assisting in identifying educational institutions and activities in film and media throughout NM
 - b. Presenting Student Profiles and Student Productions
 - c. Educational Institutions profile pages.
 - d. Educational/Instructional Videos

SECTION III (OPERATION SOUNDSTAGE)

The Council was also involved through our Outreach Subcommittee in supporting Operation Soundstage - a new pilot program announced by Governor Susana Martinez in August, 2013, to put military veterans to work on movie and TV productions in New Mexico. It is a multi-state agency partnership by the New Mexico Film Office, the New Mexico Department of Veterans' Services and the New Mexico Workforce Solutions to recruit and hire qualified veterans. Military veterans provide an excellent pool of skilled and talented professionals who would be ideal to fill "off-camera" job openings such as carpenters, electricians, production assistants, makeup artists, caterers, drivers, locations, and dozens of other positions typically needed for television and movie projects. The state will reimburse part of the wages of a veteran being trained as a crew member by a film or television production in New Mexico.

SECTION IV (MISSION/STRATEGIC PLANNING)

As noted previously, the Board participated in a non-mandatory strategic planning retreat lead by board member, Talia Kosh. Please find the comprehensive strategic document attached. Most notably, during that meeting we evaluated the Council's mission statement and altered it to read as follows:

"To serve as a resource and recommending body to the Governor and the NM Film Office 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."

SECTION V (RECOMMENDATIONS AND INITIATIVES)

1. Understand and assist in the design and implementation of the strategic plan of the Economic Development Department, as per statute.
2. Promote Film Production in New Mexico, including reviewing and gathering information regarding above-the-line educational programming and promotion of above-the line jobs in New Mexico.
3. Make recommendations for incentives as needed.
4. Unifying and presenting the currently available higher educational opportunities for digital media and film & television within the State.
5. Represent the Governor's Council and offer support and expertise at Town Hall Meetings around the State and at the NMFO Educational Summit.
6. Work with NMFO to encourage the development of digital media in New Mexico.

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

Jon Rick Clemente

Chris Eyre

Teri Farley

Greg Hewett

Talia Kosh

Anne Lerner, Film Liason, Albuquerque

Rajeev Nirmalakandan

Kara Sachs

cc: Keith Gardner, Chief of Staff
Nick Maniatis, Director, New Mexico State Film Office
Tobi Ives, Senior Manager of Production, New Mexico State Film Office
Rochelle Bussey, Senior Manager of Operations & Workforce Development, New Mexico State Film Office

