

December 1, 2015

Honorable Susana Martinez, Governor  
Honorable Don Tripp, 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 2015 of the Council took place on February 23<sup>rd</sup>, May 7<sup>th</sup>, August 13<sup>th</sup>, and November 5<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.

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

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

Per statute, the Council is created to advise the New Mexico Economic Development Department/New Mexico Film Office (NMFO) 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 2015, the Council invited the Director of the NMFO to address the Council regarding Legislative issues and updates; the Sr. Manager of Production for the NMFO updated the Council regarding the annual Film and Media Industry Conference; the Sr. Manager of Operations and Workforce Development Programs, updated the Council on film and media training programs which include the Film Crew Advancement Program and the Pre-Employment Training Program; the Council was introduced to the NMFO Training Consultant and the new State Outreach Coordinator. Other guests included: the New Mexico Film Foundation Director. Please see all notes, agendas and minutes below and attached.

In addition to the above, we continued to focus on empowering our sub-committees in Outreach and Emerging Media to work with the 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 2015.

### **OUTREACH SUBCOMMITTEE REPORT - Chairperson, Talia Kosh**

In consideration of work performed throughout 2014, in alignment with (1) the Council's strategic plan; and (2) working closely with the State Outreach Coordinator of NMFO on two key Outreach efforts, the Council will continue on its path of programmatic and outreach support at the service of the new State Outreach Coordinator. Through this close working relationship, it is clear to the Subcommittee on Outreach that continuing to strengthen this relationship and working with and assisting State Outreach Coordinator throughout the 2016 year with both (a) the NM Film Conference and (b) the Film Education Summit; and (c) the Newsletter will continue to be the focus for 2016.

One area wherein the Council and Subcommittee has not seen any progress is in the program developed by the Council - 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 still exists. This website has been partially built but is not viewable to the public. NMFO has informed the Council there is no funding to build out this program through at least 2017. This subcommittee asks, what can the Council do to ensure that funding for this program will occur in 2017? The Council has now been waiting over a year for funding for this program.

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

1. To continue to strengthen a close working relationship with Outreach Coordinator/Director. **The Sub-Committee recommends that the Council and the NMFO use its best efforts to continue to ensure that the relationship between the Outreach Coordinator/Director and the Sub-Committees be a key collaborative partnership between the NMFO and the Council for the following programs and outreach efforts:**
  - a. **Film Education Summit:** The NMFO hosted its second annual Film & Media Education Summit on October 4, 2014 in Albuquerque at the National Hispanic Cultural Center. The mission of this Subcommittee on Outreach, Annual Report 2015 event, developed by the subcommittee and State Outreach Coordinator, 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. 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. **A sub-committee was formed (with both Council members and non-Council members) to create the agenda and program.**

- b. 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 Sub-committee (Outreach and Emerging Media) is recommended.**
- c. 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.**

The structure of the Summit in 2014 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:

- 2. **Newsletter:** 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 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.
  - a. The Sub-committee on Outreach recommends that the Council continue to discuss ways it can strengthen or provide assistance Subcommittee on Outreach, Annual Report 2015 regarding this newsletter as a vehicle for communication and strengthening film education in New Mexico.**
- 3. **Internship Database:** It was found that a State-wide 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 leg work collecting this information. There was much interest and willingness to assist in developing this database.
  - a. 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.**
- 4. **Including Students in both the Film & Media Conference and the Educational 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.** 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.
  - a. It is also recommended by the Sub-Committee 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.**
- 5. **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, after much request that they have a representative at the Summit. The Sub-committee on Outreach has discovered that without the approval of and partnership with NM H.E.D, that film educators in higher education would not have incentive to use the network. There has 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. A survey regarding NM STARS was filled out at the Summit.

- a. 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.**
  - b. The subcommittee also recommends that the Council consider and discuss ways the Outreach legs 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.
- 6. 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 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.
  - a. The Sub-Committee recommends that the Council (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.**

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 Sub-Committee on Outreach 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.

#### **EMERGING MEDIA SUBCOMMITTEE REPORT - Chairperson, Teresa Farley**

Following the guidelines laid out in the Council's strategic plan, the Emerging Media subcommittee has been following, supporting and promoting the efforts of the Emerging Media Coordinator 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 incoming Emerging Media Coordinator throughout the 2016 year with (a) Emerging Media Outreach (b) the Film Education Summit (c) the NM Film Conference (d) the Emerging Media Accelerator Program; and (e) the Newsletter will continue to be the focus for 2016.**

One project that the Emerging Media Coordinator and the NMFO Director were working on and making promising headway was the Emerging Media Accelerator Program. During the last Council meeting, however, 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 when a new Emerging Media coordinator is hired, this program will once again find traction.

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

1. **Emerging Media Outreach:** The Emerging Media subcommittee would also like to foster a close working relationship with the new State Outreach Coordinator 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 new State Outreach Coordinator could help bring to light the areas in which some much needed promotion of NMFO rebates and incentives could help to address this issue.**
2. **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 request that more of an Emerging Media theme be present at the upcoming Film 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 were primarily focused on traditional film. If we are to 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. **The Emerging Media subcommittee chair would like to offer any assistance needed in creating focused content for this event.**\*(See the same recommendations as from the Outreach Subcommittee listed below).

**The structure of the NM Film and Media Education 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 subcommittees and participants.** This was at the suggestion of Council members. These matters warranting further consideration, deliverables and action items are in the following areas:

- a. **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). 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. **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.**
- b. **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. 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.**
- c. **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.**

3. **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.). NM H.E.D. was not present during the Summit, after much request that they have a representative at the Summit. 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. A survey regarding NM STARS was filled out at the 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.**
  - a. **The subcommittee also recommends that the Council consider and discuss ways the Outreach legs 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.
  - b. **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 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 (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.**
4. **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.**

5. **Emerging Media Accelerator Program:** Over the past year 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 startup. 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.**
  
6. **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 subcommittees would like to continue to receive updates from the 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.

The Council recommends additional operating funds be allocated to the NMFO budget to address the Council recommendations.

In conclusion, we are honored to be appointed to the 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 Nirmalakhandan  
 Steve Rooney  
 Kara Sachs

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