



Governor's Film and Television Commission

September 24, 2008 – 3:00 PM

State Capitol Executive Tower –Governors Conference Room

OVERVIEW

ATTENDEES: Lawrence Moore, Chairman; Tony Astorga; Luci Fontanilla-Perez; Don Livesay; Kee Long; Miguel Valenti; Malachy Wienges
BY PHONE: Fred Johnston; Pete Mangelsdorf
EX OFFICIO: Casey Ambrose (for Kelly Paisley)
GOVERNORS OFFICE: Jeff Schatzki
ADOC STAFF: Harry Tate; Ken Chapa; Mike Smith; Julie Castro

Call to Order – Chairmen Moore

Approval of minutes – Chairman Moore

- Absent a quorum, the February 26, 2008 minutes were not approved.

Commission Announcements – Chairman Moore

- Introduction of the new ADOC Director, Marco A. López, Jr. In lieu of a formal introduction, a biographical handout was included in commissioner's meeting materials.
 - The next full Commission meeting is February 4, 2009
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ADOC Film Office Update – Ken Chapa, Program Manager

Mr. Chapa provided a recap of the film office's marketing efforts. He noted that the original marketing strategy was predicated upon saturation in industry related press/trade journals. Included were two-page, full color spreads in prominent positions within the issues meant to reintroduce the industry to Arizona (locations, crew, and new incentives) while also familiarizing them with the *"Anything can happen in Arizona"* brand. The ad campaign has over 13 versions of the ads as well as two advertorial alternates. Since FY2007, ads have appeared in over 35 issues of prominent trade publications with a combined estimated circulation of 2.4 million. Mr. Chapa noted the ads received the silver and bronze award from the America Advertising Federation Metro Phoenix ADDY Awards for 2008. The brand was also the basis for the *"Film in Arizona"* booths at the 2007 and 2008 AFCI Location trade show. Arizona's booths won first place for "Theme" in 2007 and second for "Content" in 2008. Mr. Chapa noted that there was a problem however in how the film office tracked the increase in phone calls, emails, web hits, e.g. what was it attributed to. Subsequently, there was a modification done whereby a "splash" page was created with a unique URL that would look and operate exactly like the film office internet homepage but allow us to track it separately in-house. That URL is: <http://film.azcommerce.com>. This resulted in a significant increase in web hits from FY2007 through FY2008. Consequently the FY2009 film office marketing strategy has changed. The emphasis now is on web based advertising which so far has resulted in a 40% average increase in home page views; ease of tracking, and will reach an audience who may not necessarily be journal subscription holders. It will alternately offer limited but strong print exposure targeting journals that may not have high circulation but whose readers are industry decision makers.

Presentation on the Arizona Music Project (AMP) by Casey Ambrose, Director of Advertising, Arizona Office of Tourism

The purpose of the Arizona Music Project (AMP) is to highlight the culture, the music, and the people of Arizona in a unique and inspiring way to potential visitors. AMP provided a vehicle for the Arizona Office of Tourism to promote the state in an innovative and exciting way through a documentary and resulting music video. To get the word out for this viral campaign, AOT has utilized PR, social media networks and film festivals to connect in a way that mainstream marketing channels cannot.

The composition of AMP was meant to be as iconic to Arizona as the Grand Canyon itself, showcasing the state's cultural liveliness, exhilarating scenery, geographic diversity and relaxing lifestyle.

AMP was launched on March 6, 2008. Nineteen musicians from around Arizona participated in the project developing a documentary, movie trailer, music video, and a six-minute musical suite. This was all done with the intent on changing the perception of Arizona as a travel destination and to create innovative marketing opportunities. This resulted in nearly \$60,000 in ad value. The documentary has been featured in four film festivals to date: Sedona International Film Festival; Boulder International Film Festival; Chicago International REEL Shorts Festival; and the Sundance Film Festival. An additional 22 film festivals are being evaluated for entry.

The measurable results of the AMP have been; 15,000+ unique views on arizonaguide.com; 8,000+ unique views of the AMP online video trailer, music video and documentary; 5,600+ unique views on myspace.com; and 100+ friends on myspace.com.

Workforce Workgroup Review – Commissioner F. Miguel Valenti

Commissioner Valenti presented an overview of the workgroup's efforts to develop a training curriculum through Community Colleges and Private College programs for below the line industry positions.

The challenges are that Arizona lacks or is perceived to lack workforce for more than a small percentage of productions Arizona could attract to satisfy the 50% Arizona hire requirement which is a cornerstone of the state's motion picture tax incentive program. Commissioner Valenti noted that based upon the 2003-2004 *"Analysis of the Film and Video Industry in Arizona"*, 612 people worked in the industry at the time of the report. He concluded the workforce must be increased by a minimum of 50% by 2010 to maximize the tax incentive value for Arizona and by a minimum of 150% by 2012 assuming removal of the programs sunset provision.

Commissioner Valenti provided a recap of the *"Hollywood Hands-On"* pilot program. The program resulted in 64 students trained via intensive training for entry level production work in October 2007. Each of the 64 students graduated the pilot program surpassing projections by 45%. Maricopa Skill Center (MSC) hosted the hands-on program conducted by MSC, ASU, UAT faculty and industry experts. The curriculum consisted of instruction in Industry Career Paths; On-Set Safety & Etiquette; Business Administration; Cosmetology; and Grip/Electric & Construction. Follow-up meetings were held to analyze the results and planned infusion of curriculum into the MSC course schedule. The strategic partners for the *Hollywood Hands-On Program* included the Governors Film & Television Commission; Arizona Film Office; Maricopa Skill Center; Phoenix Film Commission; ASU; and film industry professionals. As a result, this

brought interested parties into the system to provide training and helped raise awareness of expanding the workforce. It established a solid precedent for training workers. MSC created a database of graduates to be combined with other data to create a non-commercial statewide film resource database.

The workgroup strategy was divided into short and longer term solutions. Options were further divided by categories of individuals to be trained including youth, adults, and working and/or transitioning career adults. Proposed training strategies included a curriculum developed or to be developed by IATSE.

Short term solutions include a “Boot Camp” 2-3 day training sessions staged at private institutions/community colleges; training by IATSE and/or other professionals based on the type of training. The training would be fee based and the groups served would be adults and transitioning adults. The purpose would be to inform individuals of occupations in film& television while providing basic hands-on training and also to provide individuals in training or working in related fields (business, construction, cosmetology) the opportunity to learn about careers in film and television.

More short term solutions include fast track training. This would consist of 3-9 month training by IATSE personnel and/or other professionals based on the type of training and would also be fee based. This type of training would allow for a deeper understanding of film and television and working knowledge and skills to work as below-the-line crew. The groups served would include youths, adults and transitioning adults. Training for youths would consist of two options: models developed the City of Phoenix the Department of Education’s Career & Technical Education (CTE) division. The City of Phoenix models on-the-job training plus wages plus mentor or Achieving Vocational Education (AVE). Career and Technical Education would build on education of graduating high school students to apply to film and television.

The long-term solutions would consist of instruction developed by respective educational institutions (MSC, Collins, SCC, UAT, Zaki-Gordon, ASU etc.) and may ask IATSE to assist as appropriate. Long-term training would be 1-4 years education; usually through public and private postsecondary institutions. A substantial percentage of individuals in long-term training are interested in above-the-line occupations. Individuals in long-term training may participate in short-term training to enhance industry knowledge. Career and Technical Education (CTE) and the secondary level will be available to high school juniors and seniors. Audio/visual career path and Joint Technical Education District (JTED) are being pursued by CTE and the workgroup as a long-term secondary education goal.

Call To The Public – There were no public comments received.

Meeting Adjourned – Chairman Moore