



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FOR IMMEDIATE RELEASE:

Contact: Bruce Krasnow

Bruce.Krasnow@state.nm.us

(505) 827-0226, cell: (505) 795-0119

Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark

Jan. 14, 2020

Film Industry supports local school programs

NBCUniversal awards \$17,014 to ENMU as part of Film Incentive Give Back Program

The Portales branch of Eastern New Mexico University (ENMU) is the latest academic program to benefit from a workforce development initiative supported by film productions around the state, Economic Development Department Cabinet Secretary Alicia J. Keyes announced today.

The \$17,014 check was presented on Tuesday to the ENMU Department of Theater and Digital Filmmaking by New Mexico Film Office Director Todd Christensen. The check from NBCUniversal was part of the Film Incentive Give Back program, based on expenditures from the television series *Midnight Texas Season 2*, which filmed in the state over a two year period.

To date, more than \$680,000 has been paid to film and media education programs around New Mexico from production companies who do business in the state under a unique Give Back program to boost workforce training.

The non-resident crew Give Back requirement is just one of the initiatives of the Economic Development Department under the Film Incentives Tax Credit that is helping to sustain a long-term industry cluster in New Mexico.

"This is a unique part of our film incentives law," Keyes said. "The industry is investing in workforce development, which will lead to better careers for our students and more jobs in New Mexico. That's how we create higher paying jobs and diversify our economy."

The ENMU Digital Filmmaking program provides a comprehensive education in all facets of the arts. Students study acting, directing, visual design, sound design, and screenwriting, as well as technical skills like camera operation, lighting, sound recording, and post-production.

"The Digital Filmmaking program at Eastern New Mexico University is immensely pleased to be receiving this donation from NBCUniversal through the New Mexico Film office Give Back program," Neil Rutland, Chair of Department of Theatre and Digital Filmmaking said. "These funds will go toward meeting the financial needs of our students through scholarships, grants, and other assistance that will aid them in the production of their student films and acquiring important industry internships."

In December, Gov. Michelle Lujan Grisham traveled to Grants to present a \$20,000 check to the New Mexico State University Grants Campus Creative Media Program. That program continues to expand, offering courses in industry software like Adobe Photoshop, Illustrator, and InDesign for print, web design, and game design projects.



Gov. Michelle Lujan Grisham presents \$20,000 Give Back check to NMSU-Grants Creative Media Program in December 2019

The new funds will be used to expand the program into video production, virtual reality, and augmented reality, to provide students with experience in the latest creative media technologies.

In Farmington, Luke R. Renner, Director of Film and Digital Media Arts program at San Juan College, said their film industry donation was used to purchase dolly track, grip equipment, and lighting, and to upgrade cameras in the program to meet the needs of 4k production.

Part of the funds will also be used to bring in outside industry professionals to conduct on-campus workshops for both San Juan College students and local high school students.

“The biggest challenge for students in this rural part of the state is the cost associated with internships in metropolitan areas,” Renner said. “These funds provide the students with career development opportunities.”

Contributions have also been given to film and media programs in Carlsbad, Española, Las Vegas, Alamogordo, Taos, Los Lunas, Roswell, Las Cruces, Albuquerque, and Santa Fe.

Under other agreements with the state, both Netflix and NBCUniversal are required to provide \$55,000 a year to the Economic Development Department for workforce development. NBCUniversal has also initiated an aspiring director internship program for students in New Mexico.

###

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

New Mexico Economic Development Department
gonm.biz

