

National Alliance for Media Arts Centers, Inc.
(San Francisco, CA)

Total Award: \$150,000 over 18 months

Giving a Public Face to the Media Arts

To support *Giving a Public Face to the Media Arts*, an effort to increase the public's awareness of independent, noncommercial media and the impact of media policy on the field. In their home communities, NAMAC members introduce citizens to the media arts through screenings, training, technical assistance and programming. In 2005, NAMAC will reconsider its public role and focus its efforts on community organizing, leadership development and training, public awareness and media policy. In 2001 staff leaders representing more than 90 regional media arts organizations took part in a series of discussions, workshops and screenings hosted by regional organizations in Atlanta, Portland, Philadelphia, San Diego, Denver and Chicago. Following extensive discussions, participants were asked what their organization's greatest needs were. The groups recommended strengthening information sharing and collaboration within each region; strategic marketing, engaging in public policy debates and sharing information; as well as joining forces in advocacy and fundraising. Over the course of the next two years NAMAC will organize and identify advocacy issues in 8 communities; develop an on-line toolkit for local and regional community organizing for use by members; support three peer technical assistance projects; sustain the current leadership development and training programs and pilot two new programs; create alliances with public policy organization; and map the independent media arts community so that its issues for the future are clearly identified.

Program Contribution Breakdown:

\$50,000 Arts and Culture Program: *Objective II, Strategy 1*

\$100,000 Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*