



ANNUAL REPORT
2020

VISION MAKER MEDIA

visionmakermedia.org

INTRODUCTION

DEAR VIEWERS, SPONSORS, SUPPORTERS, DONORS, PRODUCERS AND PARTNERS,

Yá'át'ééh, O'siyo, and Hau. These are greetings in my Native languages, Diné, Tsalagiyi, and Sisseton-Wahpeton Dakota (or Navajo, Cherokee and Sioux) respectively, which mean far more than just hello. Together my traditional words mean welcome, friend, nice to meet you, and friendly greetings. Since July 2020, I am the new Executive Director of Vision Maker Media. I step into an honorable position as formed by my predecessors from the founding Executive Director, my father Frank Blythe and then followed by Shirley Sneve (Sicangu Lakota).

Like many in this country, 2020 was a year of transitions for Vision Maker Media, from staff positions to dealing and adjusting with the COVID-19 pandemic to implementing remote working from home. With great team work, we were able to accomplish so much with forward thinking, creative innovation and nimbleness. Among these changes, our greatest accomplishment was educating more audiences by developing our online film festival and the additional Indigenous Day, Halloween, Veterans Day, and Native American and Alaska Native Heritage Month online film programming.

After postponing the March Vision Maker Media Film Festival several times, the team decided to move to an online film festival and did

so in swift manner from planning to launch. Alongside transitioning the film festival from in-person to online, came new learning and an updated website. Between the launch of the new website beginning August 1, 2020 and the beginning of the film festival August 31, 2020, we experienced an unpredictable outcome—our fundraising and marketing dramatically increased with new support. We were now reaching new audiences worldwide with more than 164,000 streams to view films by and about Native Americans, Alaska Natives, and Indigenous peoples of the world. For the remainder of 2020, we continued to reach new audiences who engaged with our content through our online programs and panel discussions with nearly 15,000 new email subscribers, a 140% increase in website traffic and a huge growth in our social media following. We also maintained our existing partners, while working with new local and national partners, within public media and the Lincoln community in Nebraska. We are very proud and appreciative of all these partner collaborations.

Among our support to film producers, we witnessed the following films finish their post-production work and brought them to premiere in PBS broadcasting: ***ATTLA***, ***Return to Rainy Mountain***, ***Skindigenous Season 2***, ***The Blackfeet Flood***, and ***Words from a Bear***. We launched our new Short Films Program by funding short narrative film projects that includes a mentorship with recognized master producers in the film industry. In our thirty years of film funding for television, we were able to maintain our long documentary film support through our Public Media Fund, where selected projects head toward future PBS broadcasting.



IN SUMMARY, VISION MAKER MEDIA:

- **Supported 16 new film projects in short and long formats,**
- **Funded \$825,306 in film project support, and**
- **Sent 5 films to PBS broadcasting.**

We were very fortunate and are ever so grateful to our individual donors, sponsors and major funders, including the Corporation for Public Broadcasting (CPB), all whose sustaining support in 2020 enabled us to continue our funding to Native American storytellers through this pandemic.

With all our lessons learned from 2020, we look forward to continuing our online programming; building new partnerships with producers, public media entities, Native communities and PBS stations; and we prepare for more challenges as we all endure the pandemic.

Hózhó (Navajo life practice that encompasses harmony and balance within and surrounding us),



FRANCENE J. BLYTHE-LEWIS
EXECUTIVE DIRECTOR

(Diné, Sisseton-Wahpeton, Eastern Band Cherokee)

OUR VALUES

COMMUNITY

We bring Indigenous storytelling to your home through community-based digital events, social media feeds and online film programs.

NURTURING YOUTH

We nurture the next generation of storytellers through partnerships with sustainable Native youth media training programs.

MENTORSHIP

We provide Native filmmakers with professional workshops, internships and mentorship programs.

EDUCATION

We help educators effectively cover present-day and historical Native topics through free viewer discussion guides.

LEADERSHIP

We propel our staff and filmmakers to lead the next generation of Native media-makers in creative thinking.

NEW IDEAS

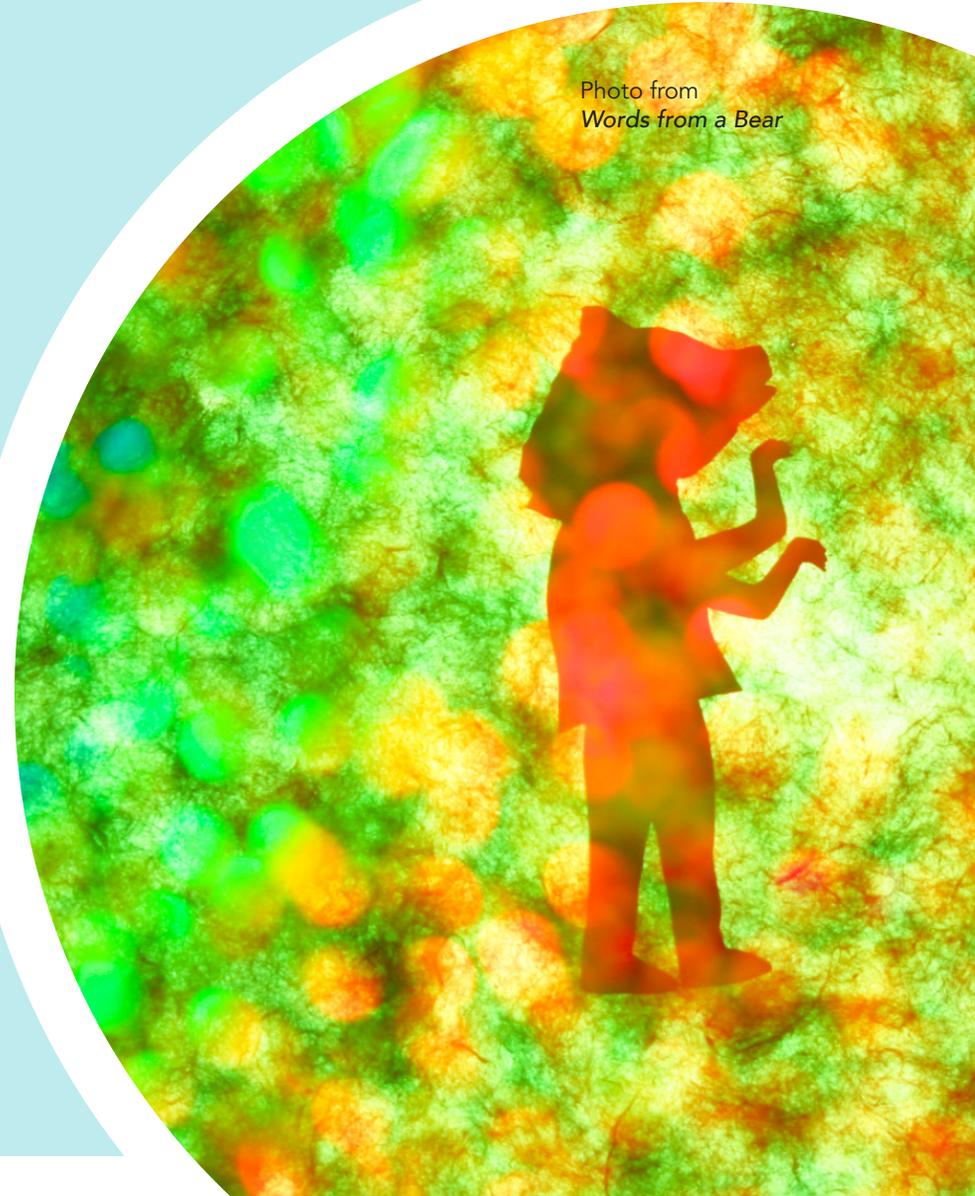
We develop new and innovative outlets to present Indigenous knowledge to new audiences.

OUR MISSION

EMPOWERING AND ENGAGING NATIVE PEOPLE TO SHARE STORIES

Vision Maker Media (VMM) is the premiere source of public media by and about Native Americans since 1976. Our mission is empowering and engaging Native people to share stories. We envision a world changed and healed by understanding Native stories and the public conversations they generate. We work with VMM funded producers to develop, produce and distribute programs for all public media. VMM supports training to increase the number of American Indians and Alaska Natives producing public broadcasting programs. A key strategy for this work is in partnerships with Tribal nations, Indian organizations and Native communities. Reaching the national public and a global market is the ultimate goal for the dissemination of Native public media that shares Native perspectives with the world.

Photo from
Words from a Bear



2020 AT A GLANCE

164K

VIEWS DURING OUR FIRST
**ONLINE INDIGENOUS
FILM FESTIVAL**

5 **NEW
FILMS
SENT TO
BROADCAST**

NATIVE FILMS
**AIRED
46K
TIMES ON
PUBLIC TELEVISION**

28 **ONGOING
PROJECTS
INCLUDING
SIX NEW
SHORTS**

34 **TOTAL
FILMS
IN BROADCAST**

OUR TEAM

FRANCENE BLYTHE-LEWIS

EXECUTIVE DIRECTOR

(Diné, Sisseton-Wahpeton Dakota,
Eastern Band Cherokee)

CHARLIE PERRY

ASSISTANT DIRECTOR

(Prairie Band Potawatomi Nation)

DAWN AMORY

**DIRECTOR OF MARKETING
& DEVELOPMENT**

GREGG JABLONSKI

**DIRECTOR OF ACCOUNTING
& FINANCE**

ALYSSA RANARD

**MARKETING & CREATIVE
SPECIALIST**

ALANA STONE

PROJECT COORDINATOR

(Sicangu Lakota)

ANN MCKEIGHAN

DEPARTMENT ASSISTANT

STACY PRICE

ACCOUNTING ASSISTANT

ASHLEY RAPP

INTERN

RACHAEL WELLER

INTERN



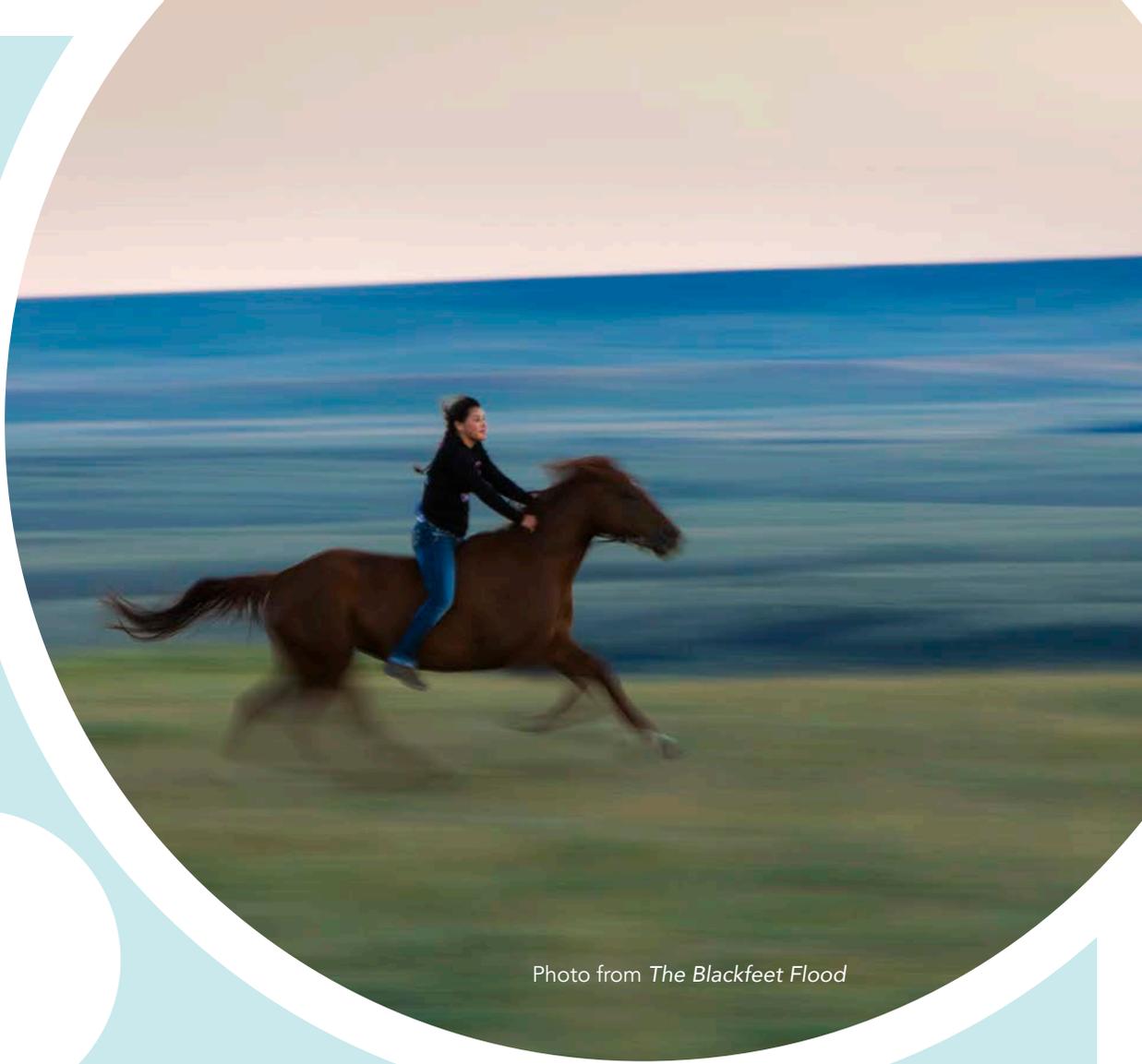


Photo from *The Blackfeet Flood*

FILMS RELEASED TO BROADCAST

Photo from *Words from a Bear*

WORDS FROM A BEAR

Words from a Bear examines the enigmatic life and mind of Pulitzer Prize-winning writer Navarro Scott Momaday, one of Native America's most celebrated authors of poetry and prose. The film visually captures the essence of Momaday's writings, relating each written line to his unique American experience representing ancestry, place, and oral history.

Premiered: November 18, 2019

Distributor: American Masters/PBS Plus

Filmmaker: Jeffery Palmer

RETURN TO RAINY MOUNTAIN

Return to Rainy Mountain is a documentary film that tells the story of N. Scott Momaday. It is a personal account of his life and legacy told in his own voice, and in the voice of his daughter Jill. Momaday speaks of his Kiowa roots, family, literature, oral tradition, nature, identity, and the sacred and important things that have shaped his life.

Premiered: November 19, 2019

Distributor: PBS Plus

Filmmaker: Jill Momaday (Kiowa)



Photo from *Return to Rainy Mountain*



Photo from *The Blackfeet Flood*

THE BLACKFEET FLOOD

On June 8, 1964, a driving rain buckled dams and flooded vehicles on the Blackfeet Reservation, sweeping crying children from mothers' arms, and ferrying homes and bodies across the prairie. By the time it ended, more than two-dozen Blackfeet Indians had drowned in the worst natural disaster in Montana history. More than a half-century after the worst disaster in Montana history, two Blackfeet families struggle to come to terms with the 1964 flood.

Premiered: November 25, 2019

Distributor: WORLD

Filmmaker: Ben Shors

ATTLA

ATTLA tells the gripping but virtually unknown story of George Attla, an Alaska Native dogsled racer who, with one good leg and a determined mindset, rose to international fame to become a legendary sports hero among both western and native communities across the country.

Premiered: December 16, 2019

Distributor: Independent Lens

Filmmaker: Catharine Axley



Photo from ATTLA

SKINDIGENOUS SEASON 2

SKINDIGENOUS returns for its second season with 13 new episodes profiling some of the most talented Indigenous tattoo artists in the world. The adventure once again takes us deep into the world of various tribes and communities using the art of tattoo as a lens. Through this series, tattoo becomes a point of entry into our characters' lives, their spirit and their soul.

Premiered: April 9, 2020

Distributor: APT

Filmmaker: Nish Media



Photo from *Skindigenous*
Season 2



THE PUBLIC MEDIA PROJECT FUND

Each year, Vision Maker Media, with funding from the Corporation for Public Broadcasting (CPB), funds an average of 10-12 media projects that represent the cultures, experiences, and values of American Indians and Alaska Natives. Films were reviewed and approved based on Native involvement, topics, guideline eligibility, relevance and quality.

Films are funded at all stages of the production process, with some still in research while others are nearing the end of production. Keep up-to-date with Vision Maker Media's newsletter and social media to watch these films develop and catch their big premieres!

90% NATIVE-LED

100% SIGNIFICANT NATIVE INVOLVEMENT

GROUNDWORKS

DOCUMENTARY | POST-PRODUCTION

At the historic moment in California's history half a century in the making, where Columbus Day becomes Indigenous People's Day 50 years after the occupation of Alcatraz, a group of native artists/activists address issues of contemporary indigeneity.

APACHE 8: BEYOND THE FIRE (WORKING TITLE)

DOCUMENTARY | RESEARCH & DEVELOPMENT

The recent catastrophic fires caused by climate change are a wakeup call to recognize the importance of Apache methods of fire prevention and fuel management. Young Apache women firefighters are taking on the responsibility to protect their 1.67 million acre reservation and set an example for the rest of the world.

HEALTHY ACTIVE NATIVES SERIES

DOCUSERIES | RESEARCH & DEVELOPMENT

Frustrated with the lack of information about Native health, Waylon Pahona founded the Facebook page Healthy Active Natives (HANs) to empower Native People. Now over 74,000 members, HANs is one of the world's largest Native American Health and Fitness groups on Social Media today. This journey follows three Native individuals struggling with physical and emotional limitations who derive inspiration and the strength to be healthy from the HANs community.



Photo from Apache 8

THE LAND REMEMBERS

DOCUMENTARY | RESEARCH & DEVELOPMENT

More than 2.4 billion acres. That's how much land Indigenous people of the United States once held. Today they control just 56 million acres, or 2 percent of what was once theirs. But across the country, farmers, local governments and environmental advocates are returning that land, acre by acre. Not because they have to, but because they want to. **The Land Remembers** chronicles this story of a growing grassroots movement of reconciliation.

COMING ROUND

DOCUMENTARY | PRODUCTION

Very few encounters between European colonists and Native Americans could be considered to have benefited the Native population, either directly or indirectly. Yet a relationship that began over 200 years ago between the Kashia Pomo of the Northern California coast and Russian settlers who founded Fort Ross has recently been revived, energizing the tribe's cultural traditions in their successful quest for ownership and return of ancient lands.



Photo from COMING
ROUND

OLDER THAN THE CROWN

DOCUMENTARY | POST-PRODUCTION

After the deliberate separation and an unjust declaration of extinction, the Sinixt people return to their ancestral land in Canada to continue practicing and protecting their aboriginal rights.

WHEN THEY WERE HERE

DOCUMENTARY | PRODUCTION

Indigenous women and girls face rates of violence unlike any other group. The stories of these women and girls go beyond the statistics and figures used to define them. They were mothers; they were grandmothers; they were daughters; they were loved when they were here.

GOOD HEALTH TV

DOCUSERIES | NEW MEDIA

A mini-series of four short (1-3 minute) videos, each telling a unique story of art, cultural revitalization, community-building, or social justice reformation, as told directly by American Indian people, with the goal of inspiring others to do the same.



Photo from *Older than the Crown*

Photo from *Sweet Land*

CROSSING THE LINE

DOCUSERIES | RESEARCH & DEVELOPMENT

Out beyond the vast and expansive landscapes of the Navajo reservation, a decade's long epidemic of violence and discrimination continues to exist and thrive in the towns and cities that border Navajo communities. This four-part docuseries examines the epidemic of violence that surrounds Navajo communities, identifying and exposing the racial tension that exists in these towns through the history of those who have fought and continue to fight to make a change in these spaces.

SWEET LAND

DOCUMENTARY | PRODUCTION

What happens when an opera imagines myths erased from America's dark past? How does art and culture grapple with the uncomfortable truths at the heart of this country's identity? How can performance and activism rediscover erased aspects of Native culture and the land? These questions and more are what we will explore in ***Sweet Land***, an hour-long Artbound episode, produced by L.A.'s experimental opera company, The Industry, and KCET / Public Media Group of Southern California.

SHORT FILM FELLOWSHIP

Vision Maker Media funded six short film fellowships in 2020. Our Fellows will be funded and provided mentorship throughout the production of their short film. Meet our next generation of Indigenous storytellers and check out their upcoming projects!



MORNINGSTAR ANGELINE

CHIPPEWA CREE/BLACKFEET

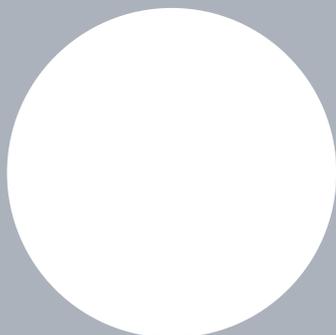
SEEDS: Two young girls, trying to understand love in all its forms after they lose their parents, run an errand for their older sister, Raven, who may be pregnant.



ANTHONY FLOREZ

PYRAMID LAKE PAIUTE

TWOBEARS: Casey TwoBears is a Marine Corps veteran, ex-junkie, and former county inmate. While working as a janitor for a boxing gym, Casey volunteers to be the sparring partner for the local "champ" to prove his worth as a warrior in the ring but also to prove himself as the modern warrior that his daughter and granddaughter can depend on.





CHAD CHARLIE

AHOUSAHT FIRST NATION

FIRECRACKER BULLETS: Through spoken word poetry, a young water protector from the Standing Rock occupation contemplates his PTSD while working at a Native firework stand on the 4th of July.



SONYA OBERLY

NEZ PERCE

RESPECTED BY HER PEOPLE: The film will confront the ideas of representation and preconceived ideas concerning the American Indian female identity. The film examines the idea of Indigenous feminism. Specific emphasis will be placed upon images and language from the Nimiipuu community.



LONNIE BEGAYE

NAVAJO

ÍINÁ (TRANSLATION FOR LIFE): A high school senior works to fix his grandfather's old truck to get his grandmother to the annual Navajo Nation fair for the last time before she takes her journey. Having nothing but a bicycle to gather the needed items, he travels long distances from his home to the nearest town in order to grant his grandmother a wish to spend it back where her life started.



SAKYA CALSOYAS

NAVAJO

THE LITTLE SHEEPHERDER: One day out herding her sheep, a young Diné girl encounters a group of young boys that do something that enormously upsets her, so she takes action. In doing so she starts a feud in their tiny community that plays out in an era where Indigenous rights and freedoms were not guaranteed and often illegal, and this feud will need to rely on "the old ways" to bring the story to a happy ending.

ACTIVE FILMS

PRODUCTION

Ancestors in the Archives
Clans (K'eh)
Chasing Voices
Searching for Sequoyah
Without a Whisper
Daughter of a Lost Bird
Home from School
Indian Country Today TV
MANZANAR, DIVERTED
Sisters Gone: Missing and
Murdered in Alaska
"Untitled" by TPT

BROADCAST

ATTLA
The Blackfeet Flood
Skindigenous Season 2
Words from a Bear
Return to Rainy Mountain

POST PRODUCTION

Almost an Island
Sisters Rising
Blood Memory

NEW MEDIA

Indigenous with Stacey Thunder
A Kayak to Carry Us
Rematriation
Native Music VR Trilogy
Indigeneity Learning Media
Indigi-Genius
Osage Murders

R&D

Violence Against Women Act
When They Were Here

VISION MAKER MEDIA'S FIRST ONLINE INDIGENOUS FILM FESTIVAL

AUGUST 31-OCTOBER 5, 2020

Vision Maker Media hosted an online, five-week-long celebration of American Indian, Alaska Native and worldwide Indigenous films. Accompanying the films, the festival featured a collective of inspiring filmmakers in engaging digital conversations, creating a space for both healing and learning.



Artwork by
Henry Payer

VISION MAKER MEDIA'S FIRST ONLINE INDIGENOUS FILM FESTIVAL

FEATURED FILMS

Blood Memory
And Now We Rise
nîpawistamâsowin:
We Will Stand Up
Sisters Rising
LN3: Seven Teachings of the
Anishinaabe in Resistance
Clearcut
A Kayak to Carry Us:
Stories in Stone
A Kayak to Carry Us:
Lived Knowledge
He Hekenga Tūhura
Now is the Time
The Blackfeet Flood
Wildfire
Keemooch
Leitis in Waiting
I Am Me
Sweetheart Dancers

Nancy From Now On
Inyanka Sni
Hinekura
Rematriation
The Boxers of Brule
Ways to See
Rustic Oracle
Rū
Powwow Highway:
The LEGO Movie
Oh Corbeau! Oh Corbeau!
(Oh Crow! Oh Crow!)
ATTLA
Little Chief
Minnies War Bonnet
The Fake Calendar
Ahkâmêyimo nitânis /
Keep Going My Daughter
Moroni for President



Photo from A Kayak to Carry Us

VISION MAKER MEDIA'S FIRST ONLINE INDIGENOUS FILM FESTIVAL

"This festival has made my month. Watching Netflix and Hulu, you kind of get depressed seeing a couple points of view. I binge-watched the Vision Maker Film Festival, and it made my soul feel different and my emotions found allies through all these films. Thank you for this experience. This is truly one of the bright places in cinema today. Truly humbled by these films."

-ATTENDEE

"Awesome job to everyone who was involved! The experiences shared were insightful, authentic, and powerful. I look forward to seeing what's next and to continue to be an ally for our Native communities."

-ATTENDEE

15K
REGISTR
ATIONS

164K
VIEWS DURING
OUR 5-WEEK
FESTIVAL

8K
Q&A
ATTENDEES

DIGITAL PRESENCE

SOCIAL MEDIA

10K + 1.9K

FACEBOOK FANS

9.4K + 8.5K

INSTAGRAM FOLLOWERS

16K + 531

TWITTER FANS



DIGITAL PRESENCE

VISIONMAKERMEDIA.ORG

PAGE
30

+140% SESSIONS

+114% NEW USERS

+27% AVERAGE SESSION DURATION



FUNDRAISING

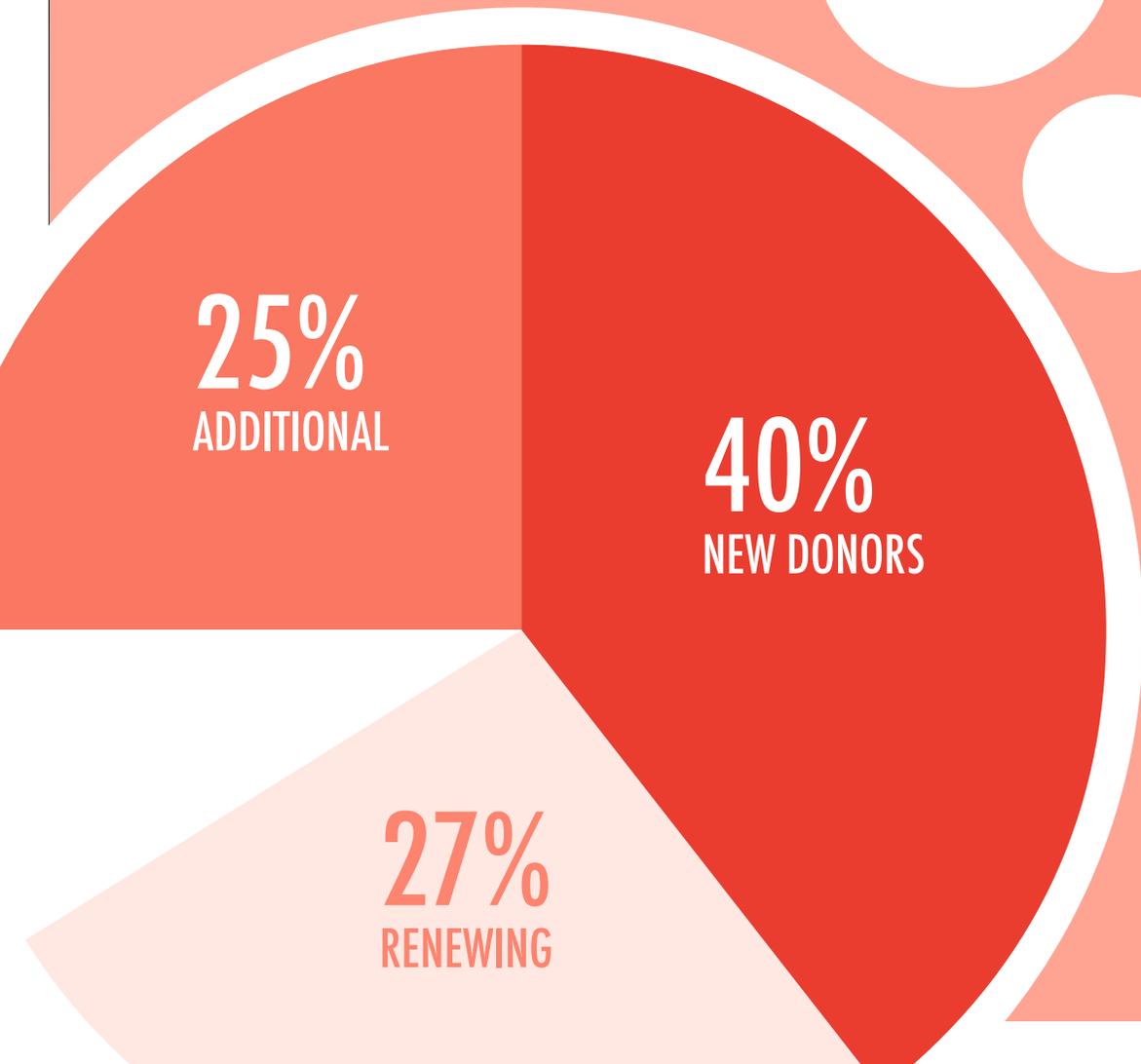
INDIVIDUAL GIVING

\$48.2K +23%
RAISED

154 +31%
NEW DONORS

389 +7%
DONATIONS

\$124 +18%
AVERAGE GIFT



THANK YOU

Generous support for this fiscal year was provided by the following. If you would like to support more Native stories by Native people, please visit visionmakermedia.org

Esra A
Christie Adams
Nadema Agard
Chris & Dawn Amory
Mary Amory
Stephen Amory
John Andrews
Cathryn Antkowiak-Howard
Gwen Archer
Molly Ashford
Callen Aster
Mary Bailey
Mary Barber
Rebecca Barker
Maria Barrera
Ann Beck
Helen Bishop
Kenneth Blume
Frank Blythe
Richard Bosshardt
Allo Boubou
Elizabeth Bowman
Forrest Boyd
Robin Brack
Thomas Bristol
Leif Brostrom
Ruth Brown

Tamzin Brown
Leslie Browning
Ariel Brownstein
Sharon Buchbinder
Louise Burg
Cynthia Burton
Pamela Butler
Sandy Cargile
Janet Carlson
Victor & Joanne
Chandler
Lucille Charley
Sharie A. Chickering
Gail Clarke
Michael Close
Nathan Cole
Kent Convers
Karla Crescenta
Peter Crockett
Krista Cuellar
Jeff D
Jo Anna Dale
Christine Davis
Sofia de Cardenas
Christina de la Cruz
Phyllis Deal
Janice Deeds

Cara Denyer
Allison DeSario
Linda Dick-Olson
Deborah DiPlacido
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Amy Epstein
Jeff & Angie Erks
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Darlene Farrow
G Steven Ferris
Paul Filipkowski
Veronica Flores
Lawrence Forte
Katsitsionni Fox
Josje Fransen
Misty Frazier
Susan Friedenberg

Joshua & Cassandra
Fye
Lydia Garvey
Jennifer Gauthier
Margaret Gerard
Mark M. Giese
Helen Gildred
Mallory Glaser
Martina Gockel-Frank
Louis Goldich
Lori Gottula
Katharine Grant
Rohanna Green
Anne Greene
Roberta Grossman
Fia Grunwald
Veronika Gukova
Isaac Hager
Evelyn Haller
Eleni Haloftis
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Colin Hampson
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Meg Hayes
Ric Haynes
Angelia Hickman
Erik Higgins
Eleanor Hines
Morgan Hoeffel
Duncan Horner

Charles Horton
Jack Hoyer
Ron Hull
Walter F. Hunter
Gerald Hurt
Karen Hutt
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Barbara Ida
Rochelle Igrisan
Marc Imlay
Margaret Jacobs
Katrina Jagodinsky
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Ray & Elizabeth Jenkins
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Franz Joachim
Seva Joseph
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Irene Kao
Charles Kapela
Julie B. Kaplan
Constantin Kehaya
Faye Kennedy
Torsten & Jean
Kjellstrand
Kathleen Kler
Michelle Kobbah
Ramona Kohrs
Elizabeth Koopman
Karla Kozach
Theodora Kramer
Susan Kus
Susan Kyle

THANK YOU

Elinor Langan
Elsa Larson
Jessi Lazcano
Hilary Leavitt
Sylvie Lessard
Yvonne Leung
Max Licher
Mary Ellen Lincoln
Helen Lipham
Ashley Locke
William Lockwood
Myron & Virginia
Long Soldier
John Losito
Robert Louie
Dorothy Jo Lower
Lorene Ludy
Derek Lyne
Jennifer Machiorlatti
Bernard Marhefka
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Kate Mathias
Alix May
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Lester Schoen
Roy Schoen
Lois Schreur
Julie Semp
Pam Shack
Rajni Shah

Elizabeth Shanahan
Emily Shaw
Annie Sherfield
Donna Shoemaker
Dvora Shoshani
Richard Silbert
Carl Sinyard
Jonathan Skurnik
Bonnie Smith
Danielle Smith
Elise Smith
Lori Smith
Shirley K. Sneve
Vance & Virginia Sneve
James Spears Ph.D.
Legia Spicer
Jane Spielman
Cat Splete
Martha R. Stampfer
Allison Starr
Tracy Stelten
Georgia Stevens
Deborah Stone
Eva Stoneburner
Rebecca Stressman
Mark Sullivan
Buck Susag
Steven Swanson
Sarah Sweeney
Les Tate
Megan Thompson
Blake Thurman
Pamela Thurman
Allie Tissot
Melissa Tomlinson
Ruth Tonachel
Mark Trahant

David Tsosie
Marie Tymrak
Uma Harini Valverde
Irene Van Slyke
R. Vaughan
Deanna Rose
Von Bargaen
Margaret Vrana
Raymond L. Wager
Larry Wainblat
Frankie Washburn
Angela Watrous
Elizabeth Weatherford
Richard Weise
Charlotte Wells
Conner Wenzel
Stewart Whiteker
Sarah Whitt
Kathryn Wild
Jerry & Norma Wilson
Mary Wilson
LauraLee Woodruff
Patrick Yack
Kelsey Yale
Dennis Yonemura
Jon Youngbear
Kirk Yousif
Sande Zeig
Marion Zepf
Debra Zimmerman
Beth Zinsli
Zucchini Toast

FINANCIALS

FINANCIAL SUPPORT AND BREAKDOWN

The following is a summary of the audited financial information for the fiscal year ending Sept. 30, 2020 financial statements.

REVENUE & SUPPORT

CPB Grant Revenue.....	\$1,358,591
Other Grants & Contributions.....	\$331,631
Earned Income.....	\$183,326
Total Revenue & Support.....	\$1,873,548

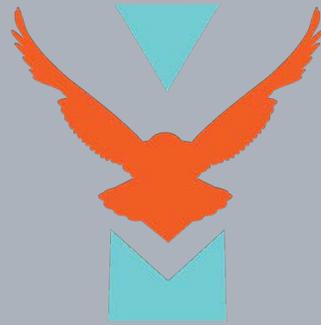
EXPENSES

Programming.....	\$1,431,219
Management & General.....	\$481,232
Fundraising.....	\$44,649
Total Expenses.....	\$1,957,100

NET ASSETS

Net Assets Beginning of Fiscal Year.....	\$2,062,262
Change in Net Assets.....	\$-83,552
Net Assets End of Fiscal Year.....	\$1,978,710





VISION MAKER
M E D I A

The 2020 Vision Maker Media Annual
Report was made in-house by staff.

