



VISION MAKER MEDIA



ANNUAL REPORT 2022





Welcome from our Executive Director



Yá'át'ééh, ahéhee', O'siyo, and Hau. These are greetings in my Native languages, Diné, Tsalagiya Detsadanilvgi, and Sisseton-Wahpeton Dakota (or Navajo, Cherokee and Sioux) respectively,

Vision Maker Media (VMM) is making more and more of an impact supporting Native storytellers through public media and film. We kicked off the 2022 fiscal year, October 1, 2021, by starting a new 5-year organizational strategic plan, as the previous 3-year strategic plan came to a close. I am happy to say that we met all of our markers in the 2020-2022 strategic plan and have some lofty targets to reach in our new 2023-2027 strategic plan.

One of VMM's greatest public media highlights in 2022 was the VMM-funded film, "Bring Her Home," which was widely successful with festival screenings, filmmaker panel discussions, regional news coverages, and was selected for the INPUT International Public Television Conference held in Barcelona, Spain May 9-13, 2022. VMM partnered with Twin Cities Public Television (TPT) and PBS to produce this film on the important topic of missing and murdered Indigenous women. Its worldwide attention was significant.

In the spring we convened more than 40 Native filmmakers to Lincoln, Nebraska for the first-ever Producers Summit that included a public forum on curated film topics for the filmmakers to share and discuss their work. The event was hybrid to reach audiences nationally who could enjoy and learn from the talented filmmakers on such topics as Indian Mascots, Native languages, cultural preservation, warrior societies, and Nebraska Native history. Sixty-five percent attended virtually from around the nation, while thirty-five percent attended in-person. Here are a couple of comments to the event,

- "All the sessions had really great information with outstanding presenters! It's great to be a part of this community."
- "Very holistic, inspiring weekend with great people and great conversations. Miigwech (thank you)!"

In August, we celebrated 100 years of Indian art at the annual Indian Market in Santa Fe, New Mexico. In September, we collaborated with Lincoln Calling to bring a line-up of five Native musicians to the annual music festival held in downtown Lincoln, Nebraska.

New challenges are nothing new to Vision Maker Media staff and board. One of the new 5-year strategic plan markers is to travel back into Indigenous communities and create more partnerships. We hope to see more faces when we head out into the field. As such, fall 2022, we attended the National Indian Education Association and Association of Tribal Archives, Libraries and Museums conferences to promote VMM's SHOP film catalog to educators and Native centers and museums. In the upcoming year, we will be working harder to promote some 80 films in the SHOP catalog to help generate revenue for filmmakers through educational distributions.

Overall, Vision Maker Media keeps its commitment to its mission of empowering and engaging Native people to share stories by film funding, providing film professional development opportunities, youth media trainings, and film mentorships to lead the next generation of Native media makers into public media and film.

Ahéhee', Mado, Pidamaya (Thank you)



Francene Blythe-Lewis

Executive Director
Vision Maker Media



Our Mission & Vision

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.

Vision Maker Media (VMM) is the premier source of public media by and about Native Americans since 1976. We work with VMM funded producers to develop, produce and distribute programs for all public media. VMM supports training to increase the number of Native Americans and Alaska Natives producing public broadcasting programs. A key strategy for this work is in partnerships with Tribal nations and Native organizations and communities.

Staff in 2022

EXECUTIVE DIRECTOR

Francene Blythe-Lewis
(Diné, Sisseton-Wahpeton Dakota, Eastern Band Cherokee)

DIRECTOR OF PROGRAMS & PROJECTS

Georgiana Lee (Navajo/Diné)

DIRECTOR OF ACCOUNTING & FINANCE

Gregg Jablonski

CONTRACTS & ACCOUNTING ASSOCIATE

Brittany Grove

PROJECT MANAGER

Alana Stone (Sicangu Lakota)

PROJECT COORDINATOR

Kris Stanley

ADMINISTRATIVE PROJECT COORDINATOR

Ann McKeighan

VISION MAKER MEDIA supports 3-6 student workers annually.

Board Members in 2022

BOARD CHAIR

Joely Proudfit (Luiseño/Payómkawichum) - Director
California Indian Culture and Sovereignty Center

VICE CHAIR

Walt Pourier (Oglala) - Nakota Designs

SECRETARY

Franz Joachim
General Manager & CEO - New Mexico PBS

TREASURER

Randal P. Hansen
Chief Financial Officer - Nebraska Public Media

Kate Beane (Flandreau Santee Sioux)
Executive Director - Minnesota Museum of American Art

Paul Hunton
General Manager - Texas Tech Public Media

Liz La quen náay Medicine Crow (Haida/Tlingit)
President & CEO - First Alaskans Institute

Mary Kathryn Nagle (Cherokee Nation)
Partner - Pipestem Law

Elizabeth Weatherford - Indigenous Media Initiatives



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VisionMakerMedia.org





Native Youth Media Project

Empowering the next generation of media makers!

The Vision Maker Media Native Youth Media Project works with existing Native organizations to engage Native American and Alaska Native youth ages 15 to 24 years old. The primary goal of the collaboration is to nurture the next generation of Native media makers by furthering the development of creativity and production skills through a sequence of conceptualizing, investigating, and producing short format media. Youth may

produce short-format videos around such topics as science, health & wellness, climate & environment, education, art, culture, history, language, and empowerment.

Current Partners:

Migizi

Native Movement



* Images courtesy of Filmmakers.

Creative Shorts Fellowship

Vision Maker Media is unleashing the harness and barriers of Native storytelling through the Vision Maker Media Creative Shorts Fellowship. The Creative Shorts Fellowship supports Emerging Native filmmakers to produce a short film: documentary, drama, experimental, or animation piece; and supports a mentorship with a career professional film producer or director.

Vision Maker Media funded six short film fellowships in 2022. Our Fellows will be funded and provided mentorship throughout the production of their short film. Meet our next generation of Indigenous storytellers!

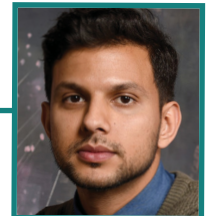
FILMMAKER

MENTOR

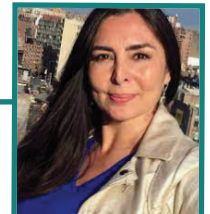
1 [Native] Fire as Medicine (Documentary Short),
 Filmmaker: **Tisina Ta-till-ium Parker** (Southern Sierra Miwuk Nation/Kudadiki Paiute/Kashia Pomo)
 Mentor: **Cecilia Shakerley**



2 Four Nights and A Fire (Dramatic Short),
 Filmmaker: **Alexander Nystrom** (Red Cliff Band of Chippewa Indians)
 Mentor: **Amman Abbasi**



3 Glenburn 12 WP (Dramatic Short),
 Filmmaker: **Tanis Parenteau** (Métis Nation of Alberta/Cree)
 Mentor: **Yvonne Russo** (Sicangu Lakota)



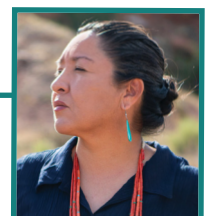
4 íiná (Dramatic Short),
 Filmmaker: **Lonnie Begaye** (Navajo)
 Mentor: **Leya Hale** (Sisseton Wahpeton Dakota/Diné)



5 Lookout 32 (Dramatic Short),
 Filmmaker: **Littlebear Sanchez** (Lipan Apache Band of Texas)
 Mentor: **Sheila Rocha** (Tarasco/Pure'pecha)



6 The Circle of Chawce (Animated Short),
 Filmmaker: **Randi LeClair** (Pawnee)
 Mentor: **Ramona Emerson** (Navajo)

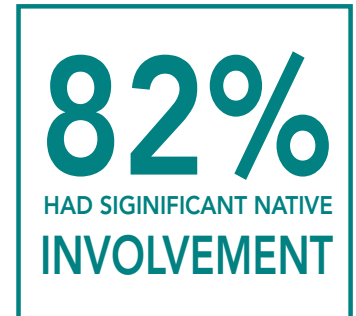
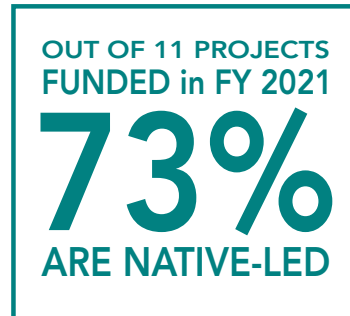




Public Media Fund

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 Native Americans and Alaska Natives.

Films are funded at all stages of the production process, with some still in research while others are nearing the end of production.



FILMS FUNDED IN 2022

Decolonizing the Plate (Working Title)

Long Documentary, Production

Natalie Benally (Navajo),
Writer/Executive Producer/Host

The Good Relative (Working Title)

Long Documentary, Production

Judith LeBlanc (Caddo), Executive Producer

Under the Battle Tipi: Kiowa Blackleggings Warrior Society

Long Documentary, Production

Charles Kennedy (Kiowa Tribe of Oklahoma),
Producer/Director

Alaska Native Health Equity Project

Short Documentary, Production

Jaclyn Sallee, (Inupiaq), Executive Producer

Without Arrows

Long Documentary, Production

Elizabeth Day (Leech Lake Band of Ojibwa),
Director/Producer

Crossing the Line

Episodic, Production

Ramona D. Emerson (Navajo), Director/Writer/Co-producer

Boucha (working title)

Long Documentary, Production

Leya Hale (Dakota, Diné), Director, Producer

Indigenous Genders (working title)

Episodic, Production

Raven Two Feathers (Cherokee, Seneca, Cayuga,
Comanche), Producer/Director

Whose Land? O'odham Land! (working title)

Long Documentary, Research and Development

Victoria Westover, Producer/Co-Director,
Co-director, **Mike Wilson** (Tohono O'odham)

Red Power Rising: Heirs to the Revolution (working title)

Long Documentary, Research and Development

Jeff Bieber, Co-Executive Producer

The Bigger Picture: Frances Densmore and Mountain Chief (1916)

Episodic, Post-Production

Stephanie Carter, Executive Producer



2022 Public Media Projects



Crossing the Line



Indigenous Genders



Under the Battle Tipi: Kiowa Blackleggings Warrior Society



Decolonizing the Plate



Without Arrows

* Images courtesy of Filmmakers.



2022 At A Glance

Summary of Native Films Aired On Public Television

Ongoing
Projects
Active
Films in Contract

24

TOTAL
Broadcast Airings

45,876

Source: Trac Media, Oct 1, 2021 – Sept 30, 2022

TOTAL FILMS
In Broadcast 40

Films Released for
Broadcast
Premiere

10

TOTAL
PBS Station Coverage

97.5%

Source: Trac Media, Oct 1, 2021 – Sept 30, 2022

Films Released To Broadcast

A Qayaq to Carry Us

Premiered: March 19, 2022
 Distributor: National Educational Telecommunications Association
 Producers/Directors: **Mark Blaine, Sven Haakanson Jr., PhD (Alutiiq), Torsten Kjellstrand**

Almost An Island

Premiered: November 2, 2021
 Distributor: American Public Television
 Producers/Directors: **Jonathan Vanballenberghe, Sharon Wahl, Victoria Westover**

Bring Her Home

Premiered: March 21, 2022
 Distributor: PBS
 Producers/Directors: **Leya Hale (Sisseton Wahpeton Dakota/Dine), Sergio Rapu**

Daughter of a Lost Bird

Premiered: May 5, 2022
 Distributor: WORLD Channel, America ReFramed
 Producers/Directors: **Brooke Pepion Swaney (Blackfeet/Salish), Jeri Rafter, Kendra Mylnechuk (Lummi)**

Groundworks

Premiered: October 1, 2022
 Distributor: American Public Television
 Producers/Directors: **Ian Garrett, Justine Garrett**

Home from School: The Children of Carlisle

Premiered: November 23, 2021
 Distributor: Independent Lens
 Producers/Directors: **Geoff O'Gara, Jordan Dresser (Northern Arapaho), Sophie Barksdale**

Manzanar, Diverted: When Water Becomes Dust

Premiered: July 18, 2022
 Distributor: P.O.V. (A co-production of the Center for Asian American Media and Vision Maker Media.)
 Producers/Directors: **Ann Kaneko, Jin Yoo-Kim**

Searching for Sequoyah

Premiered: November 1, 2021
 Distributor: American Public Television
 Producers/Directors: **James Fortier (Ojibway), LeAnne Howe (Choctaw), Joshua Nelson (Cherokee)**

Sweet Land: The Making of a Myth

Premiered: October 27, 2021
 Distributor: KCET, Artbound
 Producers/Directors: **The Industry, KCET/Public Media Group of Southern California**

The Bigger Picture

Premiered: September 20, 2022
 Distributor: PBS
 Producers/Directors: **Stephanie Carter**



Acquisitions

Skindigenous Season 3

Long Documentary Series
Applicant: Jason Brennan



* Images courtesy of Filmmakers.

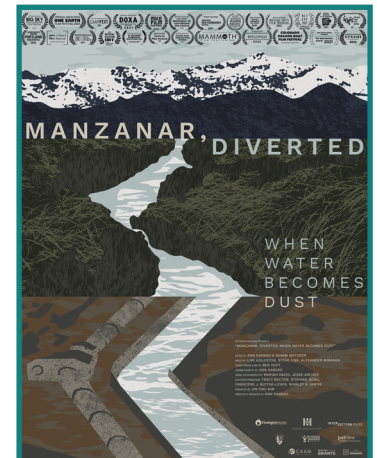
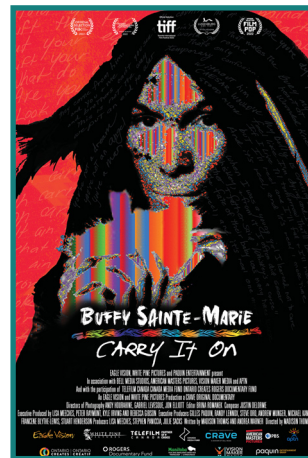
Co-Productions

American Masters: Buffy Sainte-Marie: Carry It On

American Masters and Vision Maker Media partnered to bring the film to public television.

P.O.V.: Manzanar, Diverted: When Water Becomes Dust

A co-production of the Center for Asian American Media and Vision Maker Media.



Vision Maker Media's Producer Summit

A 3-day producer summit took place in Lincoln, Nebraska April 28-30, 2022 that included a welcome reception, a film and media training day, and a public forum to view, hear and learn about selected filmmakers' film stories. There were Native American and Alaska Native filmmakers that attended the Summit by invitation and open submission. The second and third days of the Summit occurred online and in person.

The final day of the Summit was open to the public to engage audiences with 36 Native producers on curated program themes. Outreach efforts did reach Nebraska Native American communities, the University of Nebraska-Lincoln (UNL) and other Nebraska universities' faculty and students, Nebraska Public Media staff, Lincoln Public Schools teachers and students.

The summit provided the opportunity for the public to learn more about Native American perspectives on various topics of Native knowledge, topical social issues, and diverse tribal cultures by hearing and discussing the different Native American film stories.

“More than any professional gathering I can remember, yours reminded me, again, of how lucky we are to be storytellers. It was (especially the youth panel) hugely inspirational. And when you've been at it for as long as I have, inspirational is something few gatherings like this manage to pull off.”

— VMM Producers Summit attendee

VMM programmed the entire Summit on the Whova app for online accessibility to the public and to capture data from the 258 people attending.

Vision Maker Media's Producer Summit



* Images courtesy of Torsten Kjellstrand and Charles "Boots" Kennedy.

Vision Maker Media's 9th Indigenous Film Festival

Vision Maker Media's ninth biennial Film Festival took place October 10 to November 13, 2022, streaming for free. Vision Maker Media celebrated "Together" as the theme, with a graphic of worldwide Indigenous language interpretations of the word "together."

The Vision Maker Film Festival featured 5 weeks of different Native and Alaska Native films topics.



2022 DATES	TOPICS	FILM TITLES
Oct. 10-Nov. 13	Youth	Injunuity x 8, Sister Wolves
Oct. 10-16	Social Justice (Indigenous Peoples' Day)	The Little Shepherd, Seeds, TwoBears
Oct. 17-2	Alaska Natives (Alaska Day)	Aleut Story, Finding Refuge, We Breathe Again, Smokin' Fish
Oct. 24-30	Language	Keep Talking, Chasing Voices, Rising Voices
Oct. 31-Nov. 6	Ooh Scary (Halloween)	The Dead Can't Dance, The Vampire Upstairs, Shadow Dancer
Nov. 7-13	History (NAHM, Veterans Day)	Indigeneity Learning Media x 3, What Was Ours, Standing Bear's Footsteps

SWAIA 100th Anniversary

Reception

Vision Maker Media in collaboration with New Mexico PBS held a reception in Santa Fe during 100th Anniversary of the Southwestern Association for Indian Arts Santa Fe Indian Market. Vision Maker Media staff, board, and filmmakers welcomed guests from around the country to meet and form connections.

Breakfast Meet-and-Greet

Vision Maker Media in collaboration with New Mexico PBS hosted a Filmmaker Breakfast Meet-and-Greet on August 20, during 100th Anniversary of the Southwestern Association for Indian Arts Santa Fe Indian Market. This was an opportunity for the public to interact and see who and what Vision Maker Media filmmakers are working on.

Native Cinema Showcase

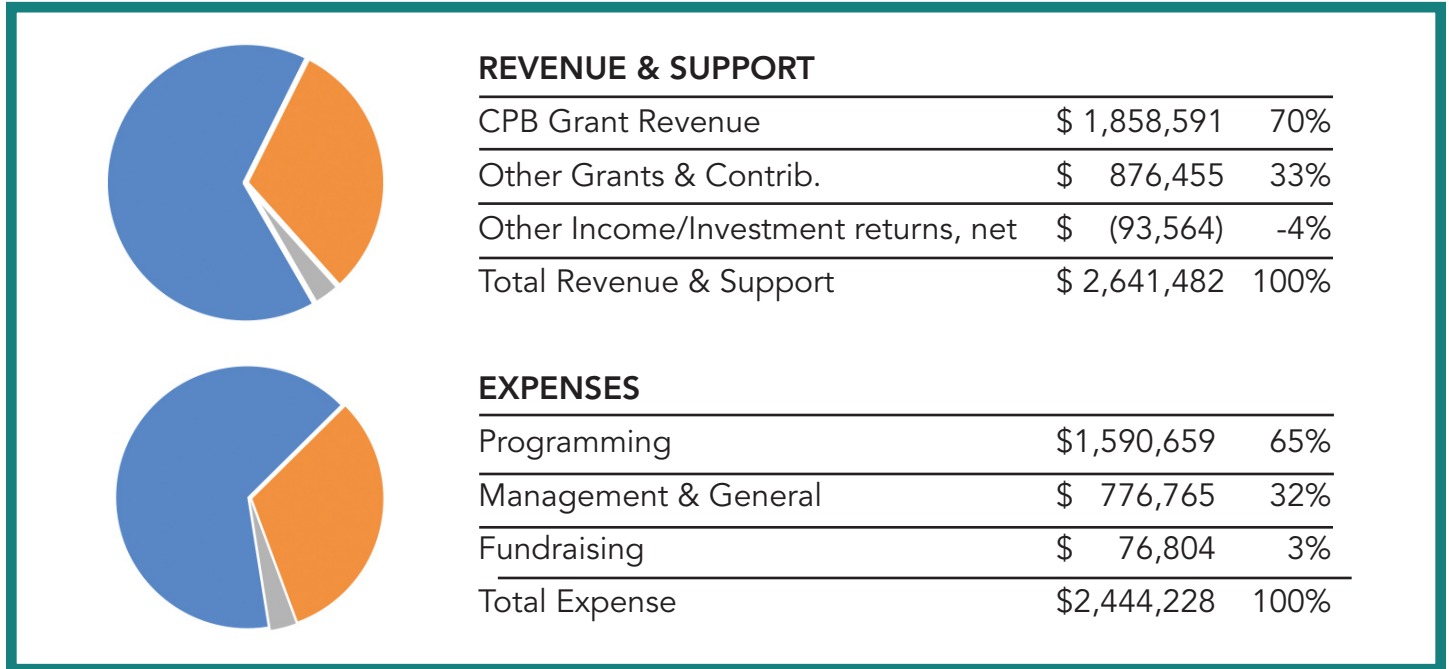
Two Vision Maker Media films, **Daughter of a Lost Bird** and **SEEDS**, were included in the Smithsonian's Native Cinema Showcase in Santa Fe New Mexico. The Showcase included a Q & A forum including one with the **Daughter of a Lost Bird** documentary director Brooke Pepion Swaney and the film's character, Kendra Mylnechuk Potter.



Top left to right: VMM Staff and Board; VMM Board Chair Joely Proudfit with fashion designer Patricia Michaels; Donna Chrisjohn and filmmaker Chris Eyre. Bottom left to right: VMM Reception; Reception attendees with actors Kiowa Gordon and Eugene Brave Rock. * Images courtesy of Alana Stone and Kris Stanley.

Fiscal Year 2021- 2022 Financials

(October 1, 2021 – September 30, 2022)



Digital Presence Statistics

Website: **146,031 Page Views**

Website Demographics:

VISITOR AGES:

18 – 24: **25%** 35-44: **19%** 55-64: **10%**
 25 – 34: **22%** 45-54: **14%** 65+: **10%**

VISITOR GENDER:

Female: 61%
Male: 39%

 **YouTube: 83,465 Views**

Hours of Watch Time: **3.0K (hours)**

Subscribers: **+382**

 **Facebook:**

Followers: **11,575** Total Page Likes: **10,846**

 **Instagram:**

Followers: **9,799**

INDIVIDUAL GIVING STATS

Raised **\$69,136**

New donors **110**

of donations **490**

Average gift amount **\$141**

GRANTS

- Acton Family Giving
- Claire M. Hubbard Foundation
- Cooper Foundation
- Cotyledon Fund
- Humanities Nebraska
- Lincoln Arts Council
- Lincoln Community Foundation
- National Endowment for the Arts
- Nebraska Arts Council
- NoVo Foundation
- Reis Foundation, Inc.
- The Reva and David Logan Foundation

SPONSORS

- Cherokee Nation Film Office
- Ho-Chunk, Inc.
- Nebraska Public Media
- New Mexico PBS
- PBS
- Union Bank and Trust

Individual Giving List

Chrystie Adams
Jolien Adams
Nadema Agard
Cheryl Alberts Irwin
Alok Amatya
Amazon Smile
Dawn Amory
Mary Amory
John Andrews
Cathryn Antkowiak-Howard
Gwen Archer
Leduina Armijo
Adam Armstrong
Monica Armstrong
Laurie Arnold
T. Lulani Arquette
Molly Ashford
Lindsey Ashley
Georgiana Ausan
Jill Avasthi
Catharine Axley
Nezia Azmi
Heather Baade
Joanna Baker
Machete Bang Bang
Kenna Barnes
Nikki Bates-Rush
Christy Batta
Fran Bauer
Pat Becker
Regina Bennetts
Belyna Bentlage
Helen Bishop
Ann Blodgett
Nancy Bluegill
Francene Blythe
Frank Blythe
Madelon Bolling
Emily Booth
Forrest Boyd
Katie and Jeff Bradshaw
Bozidar Brazda
Bright Funds Foundation
Eric and Ruth Brown
Jeanne Brown
Sharon Buchbinder
Lys Burden
Reagan Burns
Cynthia Burton
Emily Byrd
Mary C
Victoria Canby
Janet Carlson
Switzleone Castro
Marsh Chamberlain
Victor and Joanne Chandler
Ignacio Chavez
Chicken Ranch Rancheria of Me-wuk Indians of California
Rick Christy
CMP / Doc10

Nancy and John Comer
Samantha Cooper
Susan Cooper
Stella Cornett
Steve Cox
Peter Crockett
Jo Anna Dale
Christine Davis
Carolyn Diaz
Deborah DiPlacido
David C. Dister
Dennis Dohner
Elaine Dorough Johnson
Anita R. Ducey
Michael J. Duggan
Jean L. Eden
Megan Elliott
Todd Emanuel
Amy Epstein
G Steven Ferris
Field Time Target and Training (FT3 Tactical)
Nancy Finken
Firespring Foundation
Marguerite Fitch
Soren Fohrman-Tereshkova
Lawrence Forte
Katsitsionni Fox
Lara Francisco
Josje Fransen
Eleanor Fritz
Karyl Fulkerson
Andrew Fuller
Cassandra Gaines
Lydia Garvey
Jo Lynn Gentry
Margaret Gerard
Nancy Ghermer
Mark M. Giese
Jessica Gifford
Gildin Family Foundation
Louis Goldich
Elizabeth Gosnell
Tia Graham
Roberta Grossman
Evelyn Haller
Paul Haluszczak
Laura Hanby
Randal Hansen
Uma Harini Valverde
Carolyn Harp
Martin Harper
Molly Harrigan
Judy Hart
Clay Hathaway
Delynn Hay
Carlotta Hayes
Roy Helm
Charlene Henninger
Gretchen Hewlett
Denise Hinds
Molly Hollenbach
Sophia Hoover Grant

Sarah Howell
Jack Hoyer
BJ Huchtemann
Ron Hull
Mary Hungerford
Paul Hunton
Ellyane Hutchinson
Karen Hutt
Barbara Ida
Marc Imlay
Juju Ishmael
Gregg and Sheri Jablonski
Margaret Jacobs
Katrina Jagodinsky
Tracey Janzen
Amory Jendrek
Susan Jennys
Franz Joachim
Chatterpaul Joseph
Vanessa Juley
Julie Kaplan
Kim Kerrigan
Jake Kirkland, Jr.
Linda Kirkpatrick
Torsten and Jean Kjellstrand
Felicia Kongable
Elizabeth Koopman
Theodora Kramer
Sara Kukkonen
Susan Kus
Elsa Larson
Nancy Larson
Lynn LaVerdure
Meghan Leadabrand
Dawn Marie Lemonds
Tereasa Lenius
Kristi Lentz
Mark Leonard
Yvonne Leung
Max Licher
Lincoln Community Foundation
Gilana Lobel
Chesli Lobue
Brenda Loew
John Losito
Dorothy Jo Lower
Sherry Macgregor
Kelly-Ann Maddox
Duncan H. Maitland
Laura Markman
Victoria Marsh
Lauren Martin
Eileen Maxwell
Jennifer Qupanuaq May
Tim McCanna
Ann McKeighan
Kathy M'Closkey
Marilyn McNabb
Angela Meadows
Mary A. Medlin
Joseph Meduna
David Merchan

Karen Mike
Malcom Miles
Heather Milne Barger
Elaine Monnier
Bryn Mooney
Ellen Moore
Lisa Morenoff
Joann S Morris
Mary Kathryn Nagle
Native Heritage Gathering, Inc.
Cynthia Naughton
Joanne Nichols
Barbara Nieveen
Caz Novak
Michael Ogden
Emily Oxford
Carmen Pagliari
James Pagliarini
Patagonia.com
Steven Payne
Wilma Jeanne Perry-Jones
Evon and Enei Begaye Peter
Valerie Peterson
Tami Pfeiffer
Grace Philips
Ann Pierce
Jenny Pond
Erin Poor
Walt Pourier
Jane Preston
Joely Proudfit
redthread
Timothy Remple
Sue Reynolds
Juanita J. Rice
Greywolf Richards
W. Jean Richmond
Kari A Ritter
Rhonda Robles
Ward Romer
Emily Rose
Kelly Rush
Kathleen Rutledge
Alison Ryland
Katri Saarinen
Scott Sackett
Valerie Saidman
Martha Salyers
Greg Sample
Serena Sampler
Mary Santulli
Anastasia Scangas
Lester Schoen
Cheryl Schrader-Gerken
Amanda Seibel
Kerry Semrad
Jane and Steve Shanahan
Emily Shaw
Ryan Shaw
Donna Shoemaker
Amy Shumaker
Richard Silbert

Judy Sinner
Elise Smith
Jenn Lee Smith
N Smith
Paulette Smith
Vance and Virginia Sneve
Shirley K. Sneve
Legia Spicer
Jane Spielman
Cat Splete
Vida Stabler
Linda Stambolian
Martha R. Stampfer
Thomas Starr
Georgia Stevens
Mark and Quita Sullivan
Steven Swanson
Sarah Sweeney
The Blackbaud Giving Fund
Blake Thurman
Aurora Trejo
Marie Tymrak
Tai Uong
Octaviana Valenzuela Trujillo
Irene Van Slyke
Alicia Vasquez
Jennifer Venkatraman
Kasandra VerBruggen
Deanna Rose von Barga
Margaret Vrana
C W
Sharon Wahl
Larry Wainblat
Elizabeth Weatherford
Charlotte Wells
Don Wesely
Adam West
Molly Wexler-Romig
Montoya Whiteman
Martin Wieland
Julie Wilde
Kait Wilder Grey
Ernie and Ellen Williams
Vivien Wilson
Barbara Witemeyer
Catherine Wood
Kristen Wood
LauraLee Woodruff
Patrick Yack
Tracy Yates
Dennis Yonemura
Zucchini Toast

WE ARE
VISION MAKERS



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