



FILM PRIZE JR NEWMEXICO

Creating a **bright future**
for New Mexico's youth

Photo credit:
Megan James
The Sound of Drums, Miyamura HS Gallup
2022 Founder's Circle Winner

About

Film Prize Junior New Mexico is a statewide youth film educational program and competition. The competition is free for any middle school or high school student in New Mexico. We provide resources and guidance to help students tell their own stories through the creative and collaborative craft of filmmaking. In our inaugural year, Film Prize Junior New Mexico supported over 500 students from 38 schools in 16 counties across the state to create 60 short films that screened at our festival in April 2022. Over 3,000 people also viewed films and voted in our online festival. We anticipate even greater participation for the 2022-23 school year.

In 2021-22, thirteen schools that primarily serve Native students participated in the program, producing four films, three of which won awards at the festival. This year, our goal is to increase participation among Tribal communities and to create a Native Film Division that will support the students to complete their films. Plans for this division include partnerships with Tewa Roots Society at Nambé Pueblo, Native Stars Studios, interns from IAIA, and an amazing team of Native Professional Film Mentors.

Film Prize Junior is an award-winning program of the Prize Foundation, a 501c3 celebrating its 10th year. The program was invented by a 14 year-old in 2017, and has since grown to serve thousands of teachers and students. The program is creating a pathway to academic success and professional development for our youth.

How does it work?

Film Prize Junior New Mexico is a free program that teaches middle school and high school students how to plan, create and market their own independent films. Through a combination of in-person workshops, live zoom webinars, mentorship from industry professional filmmakers and standards-aligned, anytime lessons provided by the Jacob Burns Film Center, we guide students and teachers through the filmmaking process. Students learn technical skills to create their films as well as interpersonal skills such as collaboration, communication, and task management. Every completed film is featured both on the big screen at our in-person festival in Albuquerque and online at our virtual festival to our global audience. Students compete for scholarships, media grants and prizes awarded in a variety of genres and categories.



For more information,
contact rose@prize.foundation
or visit filmprizenm.com

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Frequently Asked Questions

1) What was the demographic breakdown of participants in the 2022 festival?

In 2022, Film Prize Junior had 60 film submissions (17 MS, 43 HS) from 38 schools in 16 NM counties. 68% of the participating schools were from rural communities. Of the filmmakers, 58% were female and 42% were male; 47% were Hispanic and 7% were Native American.

2) What are the award categories? What do they win?

All films that screen at our festival qualify for awards in middle and high school categories for best of genre (comedy, drama, sci-fi/thriller, and documentary), best animation, Audience Choice, Founder's Circle and Grand Prize. Films awarded Grand Prize and the Founder's Circle Award can receive student scholarships, media equipment grants for their schools and stipends for teachers.

3) Did any Indigenous films win awards?

Three films by Native students won awards at our 2022 festival:

Pinwel Tah (Best Middle School Documentary) – an interview with a Tribal elder about language and culture preservation.

The Sound of Drums (Founder's Circle Award) – a teen on the Navajo Reservation searches for his higher calling.

Life in the Rez (Middle School Audience Choice) – middle schoolers' perspective on Navajo culture and traditions.

4) What partnerships has FPJRNM facilitated to provide resources to participating classrooms?

- Jacob Burns Film Center providing standards-aligned, anytime lessons
- Haa'ku Community School (Acoma Pueblo) and We Make Movies
- Robertson High School (Las Vegas) and New Mexico Highlands University
- Gallup Schools and Native Stars Studio
- Albuquerque Public Schools and Central New Mexico Community College
- Santa Fe Schools and Santa Fe Community College
- Raton High School and El Raton Media Works
- 8 Northern Pueblos and Tewa Roots Society

5) Is there a cost for schools to participate?

Our program is FREE and open to all middle and high school students of New Mexico.

6) What is the cost of program operations? How is the program funded?

In 2021-22, our organizational cost was \$140,000; which was \$2,000 per classroom (70 classrooms), and \$280 per student (500 students). Funding was provided by Prize Foundation, sponsors, grants and donors. Some funders included Santa Fe Community Foundation, Robert F. Keeler Foundation, LOR Foundation, Adobe, RDC, Town of Taos, City of Santa Fe, and Santa Fe Film Office. The 2022-23 budget is \$300K, with additional funding from Thornburg Foundation, and SB49. Paid training for APS teachers at CNM will be provided with CTE funding. By 2023-24, our goal is to expand participation throughout New Mexico, particularly in Tribal and rural communities, with ever higher success rates and better films.

7) What types of career paths does this program support for participants?

FPJRNM participants could pursue any career paths within the film, tv or media industries, including the film trades supported by New Mexico's new Next Gen Academy, as well as above the line careers such as editors, writers and cinematographer. Students also develop soft skills such as collaboration and creative problem solving, which are essential for any jobs in the modern economy.



Photo Credit:

(Right to Left) Teacher Sponsor Jordan Fragua and student filmmakers of Picuris Pueblo hold their award for Best Middle School Documentary with Rosey Hayett, Director of Film Prize Junior New Mexico April 24, 2022



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2021-2022 Participation from Primarily Native Schools

- Santa Fe Indian School - Santa Fe
- Tohatchi High School - Tohatchi
- Haak'u Community Academy - Acoma Pueblo
- Native American Community Academy - Albuquerque
- Vista Grande High School - Taos
- TóHajiilee Community School - TóHajiilee
- Hozho Academy - Gallup
- Navajo Prep - Farmington
- Aztec High School - Aztec

2021-2022 Film Submissions from Primarily Native Schools

- *The Sound of Drums, Founder's Circle Winner*
Miyamura High School - Gallup
- *Pinwel Tah, Best Documentary - Middle School*
Tiwa Language Class - Picuris Pueblo
- *Life in the Rez, Audience Choice - Middle School*
Tse Bit Ai Middle School - Shiprock
- *A Zombie Stole My Homework*
Cuba High School - Cuba



Life in the Rez Promotional Poster created by student filmmakers of Tse Bit Ai Middle School in Shiprock, NM.



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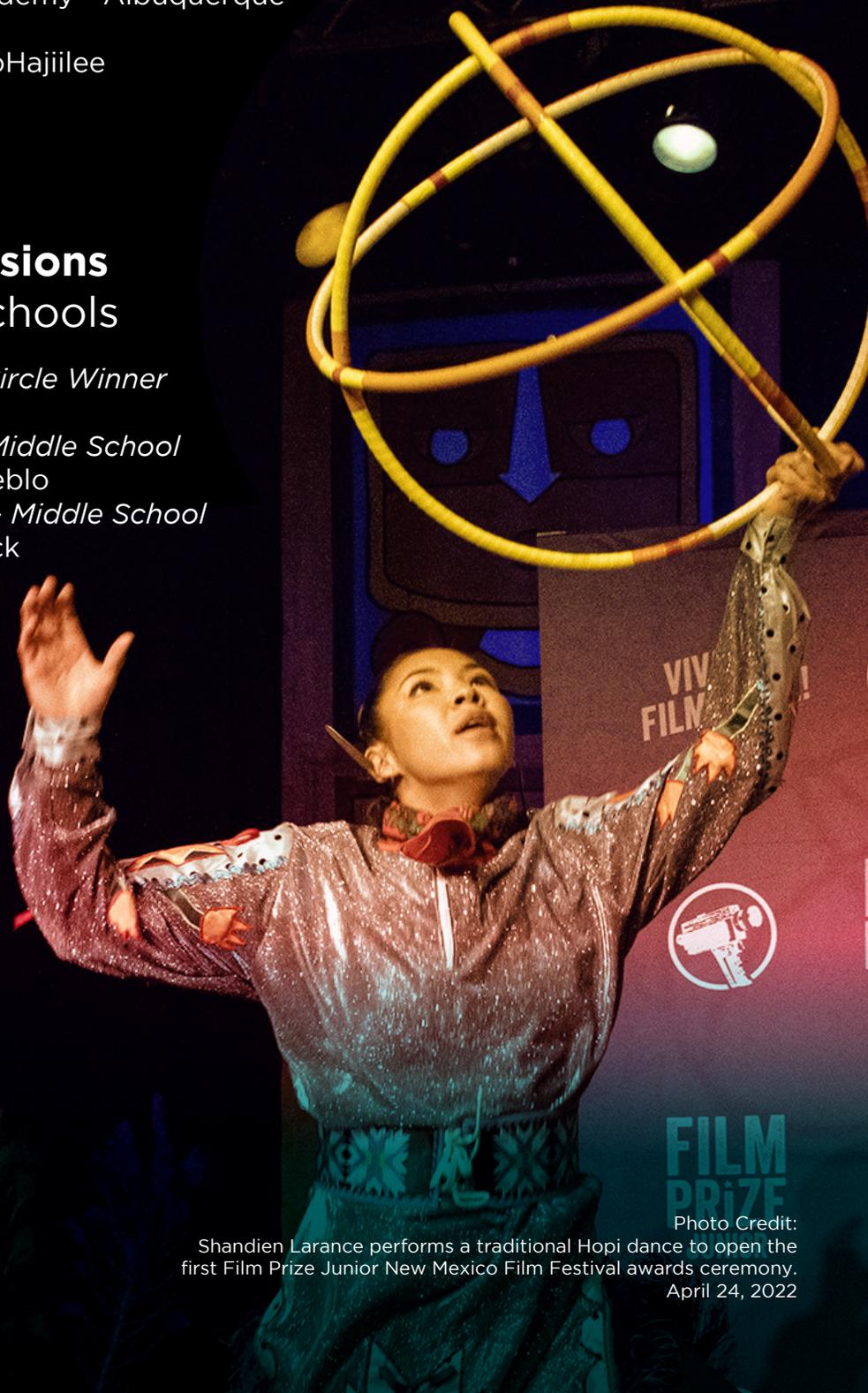


Photo Credit:
Shandien Larence performs a traditional Hopi dance to open the first Film Prize Junior New Mexico Film Festival awards ceremony.
April 24, 2022

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What do people say about our program?

"It's really important to give children the tools to express themselves and tell our stories and to make sure that in the future we have plenty of Native filmmakers, storytellers, writers, media makers and graphic designers – to dictate our voice as Native people."

Ramona Emerson – *Owner, Reel Indian Pictures, member of NM Governor's Film Advisory Council*

"This program that empowers Native youth to tell their own stories through filmmaking is exactly the kind of initiative we should be supporting right now. Through this process, students gain skills that will help them to be successful. It also gives them the opportunity to share their stories and culture with the world at this important time when people are starting to be more open to Native perspectives."

Dr. Joely Proudfit – *PhD, Director of California Indian Culture and Sovereignty Center at California State University San Marcos*

"This program is so vitally important, not just for the communities, but for the students to be able to interact globally with the world."

DezBaa' – *Diné Actor and Filmmaker*

"This is the program that got our students excited about education again."

Dr. Karen Sanchez-Griego – *Superintendent of Cuba Schools*

"It's very important to give our young people on Pueblos and other Tribal reservations access. That's the greatest need. At Acoma Pueblo there's a very storied history of film but it's never been about us. It's always been about our home as the backdrop of somebody else's story. And so here I am teaching young people how to begin to tell their own stories."

Jonathan Sims – *Owner, No Reservations Pictures, Formal Tribal Secretary Acoma Pueblo*



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