



MAR 31 2020

From the Desk of Rep. Tawna Sanchez



OREGON MEDIA PRODUCTION ASSOCIATION

March 31, 2021

PLEASE VOTE YES ON HB 3010

What does HB 3010 do?

[HB3010](#) requires all incentivized film and video productions, i.e. productions seeking to use Oregon's tax credit, to have a written hiring policy and actively engage the community to hire according to that written policy. This includes efforts to further the engagement and hiring of veterans, creators from low income communities, people of color and other creative community members. It also allows [Oregon Film](#) to gather data on these hiring practices in order to better serve all participating projects and Oregon producers. Lastly, it asks each participating production to establish a process for addressing claims of harassment, discrimination and other misconduct related to the production in a manner that does not seek to avoid law enforcement when a crime has been committed; something many production companies and studios have already instituted.

HB 3010 will have a positive economic impact on Oregon

The industry self-initiated this effort through HB 3010 in order to better address the needs of the creative community and production companies working in Oregon to engage and develop a deeper, more diverse talent pool. This creates more jobs, more content and more opportunity for all. And, in turn, this increases the amount of small businesses and the amount of content being created by Oregon producers.

In fact, [a study published](#) in September 2019 by economists at Stanford and the University of Chicago found that *40% of the US's per-worker economic growth since 1960 can be directly tied to policies that fight discrimination and invite diversity and inclusion*, like HB 3010. Policies that bring equity to the workplace, making them representative of the wider community, helps the entire industry and its surrounding financial ecosystem grow and thrive, bringing more wealth to everyone. It's a win for talented freelancers, staff, business owners, the audience for the work and for the wider economy as a whole.

This keeps Oregon at the front of the effort to find better and more effective ways to enact change with content creators in positions both in front of and behind the camera. HB 3010 only applies to productions that utilize state incentive funds.

THANK YOU FOR YOUR CONSIDERATION!

Information provided by
Phillip Kennedy-Wong, Strategies 360
phillipk@strategies360.com