

Hello Chair Riley and Members of the Committee,

My name is Dawn Jones Redstone. I'm a filmmaker in Portland and I own a small production company since 2012. Additionally, I am preparing to make my first feature film this summer. I hope to use the film incentives program to do that.

As a queer, Mexican American filmmaker and business owner, it has always been important to me that cast and crew on my sets look like my community. That's partly because I know the toll it can take to never see your stories on tv or never see heroes that look like you on the big screen. I've sought to change that by telling the stories that are important to me with people that look like me.

While there are tiny signs of progress in front of the camera, there is still much work to be done-- especially behind the camera. HB3010 can help increase living wage employment to groups that are often disadvantaged and underrepresented in media: people of color, veterans, women, Indigenous folks, LGBTQ+ folks, people living with disabilities, people in Frontier communities and more.

In my previous career as a union carpenter, top down policy has made a huge impact in workforce diversity in the construction industry. I want something similar to happen for the media world as well. I've seen how often production companies don't want to take a chance on hiring someone new while at the same time they complain that there are no skilled women or people of color who can do this work, for example. How can diverse storytellers come up through the ranks if they can't have access to industry jobs that would sustain them and their families on their way? They can't.

Last summer, a group of media makers including myself began a conversation with the Film Office about how we could tie equity to the incentives. We volunteered our time researching other programs around the country and learning all about how our own incentive program functions. We had a part in getting this bill before you today and I can tell you that the elements of HB3010 are similar to what we've seen in states like California, Illinois, New Jersey and New York and are very basic in nature.

In addition to the DEI and anti harassment/discrimination policies, I'd also like to call your attention to the data collection that this bill would require. When our group began working on this issue, the thing that became immediately apparent is that 1) there is little to no data about our industry and 2) data is essential to show the extent of the problem and inform policy. For us, this piece is critical and might actually be the key to even greater change in the future.

In closing, we can't rely on the good intentions of a handful of individuals to implement inclusive hiring practices. We have to use policy to push for this change and correct this historical inequity. When large productions want to film in Oregon and take cash back from the State's incentive program, they need to be willing to take some minimal actions as outlined in HB3010.

This would encourage providing equal access to the jobs they bring so that everyone has the chance to benefit for a more equitable Oregon. I urge you to support it.

Thank you.

Dawn Jones Redstone
Dawnjonesredstone.com

