



## **CREATE PA! Pittsburgh Film and Theater Works**

### **Description of Program**

CREATE PA: Pittsburgh Film and Theater Works is a new partnership between Pittsburgh Public Theater and Pittsburgh Film Office to attract, develop, and retain crew work talent in film and theater to support the growing arts industry of Pittsburgh and Southwestern Pennsylvania.

CREATE PA aims to grow and diversify the behind-the-scenes, and behind-the-stage crew work by centering marginalized communities 18 and older – including: Black, Indigenous, people of color, women, LGBTQIA+ communities, individuals with disabilities, etc.

CREATE PA ties schools, universities, institutions, and community-based training programs together to allow for communication and collaboration to occur. Through partnership, it will create a space to increase diversity in the region's creative film, theater, and tv sector – advancing the diversity of the labor force for economic vitality.

### **Intended Outcomes:**

- Generate economic impact in our region.
- Grow and diversify the creative workforce by centering marginalized communities – including: Black, Indigenous, people of color, women, LGBTQIA+ communities, individuals with disabilities, etc.
- Retain and attract Pittsburgh talent through Union and family-sustaining jobs.
- Provide opportunities for professional development and cross-training within Unions.
- Provide cultural competency training within Unions to ensure belonging.

### **Ongoing Functions:**

- Attract high quality talent and develop their skills for behind-the-screen and behind-the-stage crew positions, including Grips, Electric, Hair, Wardrobe, Carpentry, Set Decorating, and Accounting.
- Coordinate and growing job training partnerships with local unions, community organizations, and media companies.
- Mentor film and theater students in the region to develop their skills and experience through vibrant internship and observership opportunities.

- Promotion of CREATE PA on the Pittsburgh Film Office and Pittsburgh Public Theater social media pages, websites, podcasts, and YouTube channels.
- Develop intentional and sustained partnerships with arts organizations, theaters, schools, universities, and other institutions.

**What’s Been Done:**

- Grip, Electric, and Hair, Production Assistant Trainings in 2022-23, with approved curriculum from IATSE.
  - Local 52 and Local 798 started training with non-profit, Reel Works, in NYC, which lead to approvals to do training in Pittsburgh

**Trainings to Come:**

<b>Fall 2023</b>	Sound Utility Wardrobe HVAC	40 Trainees 12 Trainees 10-15 Trainees
<b>Winter 2023</b>	Set Construction/Carpentry	8 Trainees
<b>Spring 2024</b>	Grip Electric ( <i>Lighting</i> ) Set Decoration	12 Trainees
<b>2024 (TBD)</b>	Makeup	12 Trainees

### **About Pittsburgh Film Office**

Pittsburgh Film Office (PFO) is a 501(c)3 non-profit economic development agency dedicated to the mission of marketing the southwestern Pennsylvania region to the film industry. The PFO markets the southwestern Pennsylvania region to the film industry, successfully generating over \$2.5 billion for the Pittsburgh region since 1990 through 200+ feature film, television, and commercial productions. The return on investment is \$218 in economic impact to every \$1 contributed to the Pittsburgh Film Office. Supported by a Board of Trustees, the Pittsburgh Film Office is guided under the direction of director Dawn Keezer.

### **About Pittsburgh Public Theater**

Pittsburgh Public Theater strives to serve as a true public theater to the Pittsburgh region, producing more than 120 performances each season and welcoming more than 70,000 guests through the O'Reilly Theater's doors every year. The theater is renowned for its exceptional mix of programming, featuring international classics, fresh new works, and favorite musicals. Its commitment to education and engagement initiatives is a hallmark and includes the signature Shakespeare Monologue & Scene Contest and innovative community partnerships. The organization, under the leadership of Artistic Director Marya Sea Kaminski and Managing Director Shaunda McDill, celebrates its 49th season in 2023.