



REIMAGINE
ALLIANCE

***United in empowering the
next generation of
storytellers.***

THE WHY

Growth in film and media industries has outstripped the growth of other industries in the general Georgia economy and is expected to continue.

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Nationwide there are currently

1,234,590

jobs in communications, including film, music, broadcast media and digital media, covering the gamut of ATL (above the line) and BTL (below the line) positions.

Of those positions

933,380



are ATL positions including producers, directors, screenwriters, composers, and performers.

With expected

4% GROWTH 

industry-wide through 2024, there will be 39,735 new ATL jobs across the country in film, music, broadcast media and digital media.

This includes new trends in marketing and content creation, where industries previously not media-dependent need to create and deliver information through increasingly digital means.



RE:IMAGINE/ATL IS

responding to this by investing in equipping and empowering the next generation of storytellers, building a workforce that is representative of the diversity of our city, fueled by empathy.

According to re:imagine/ATL student and teacher surveys and focus groups, it's clear that schools are in need of:



Industry professionals visiting classrooms to expose students to potential career paths.



Internships and job shadowing opportunities for high school students.



Training in both soft skills and technical basics.



THE SUPPORT OF THE FILM AND DIGITAL MEDIA INDUSTRY

is critical to closing the education gap and developing a creative workforce of young Atlantans.

The re:imagine/ATL Alliance is a network of organizations who support the mission and work of the nonprofit organization re:imagine/ATL by providing capital and career exposure and preparation to aspiring high school leaders, with a goal of empowering a more inclusive and equipped future workforce in Im and digital production.

What are some of the ways my organization can work with re:imagine/ATL students?



1:1 Skills Based Mentoring



Student Summer Internships



Student Job Shadowing Days



Offer Company Space

(soundstage, audio recording, event screening, tours for students and teachers)



Host Students and/or Teachers for a Skills Demo Night

WHO CAN JOIN?

The Alliance is comprised of local and national organizations who have a vested interest in developing a more equitable workforce in digital media.

Sponsorship costs range from \$1,500 - \$100,000 depending on your desired level of engagement, investment, and recognition.

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MailChimp

JOSH PENNY

“At MailChimp, we’ve learned that innovation happens when people with diverse perspectives and experiences have the freedom to be creative. We share re:imagine/ATL’s belief that all young people should have access to meaningful opportunities in film, digital media, and other creative elds. The re:imagine/ATL Alliance presents a once-in-a-generation chance to make big strides toward that vision. We are thrilled to join re:imagine/ ATL and other partners in support of a genuinely inclusive workforce for Atlanta’s future.”



Third Rail Studios

DAN ROSENFELT

“Third Rail Studios is excited to be part of the re:imagine/ATL Alliance because we feel strongly that we should take an active role in providing a diverse group high school kids with as many tools as possible to ensure they have opportunities to become employed locally in film, TV, and digital production.”

OTHER PARTNERS

You are joining this inspiring group of forward-thinking, community-oriented organizations.

Alston & Bird

The Arthur M. Blank Family Foundation

AT&T

Atlanta Filmworks Studio

BARK BARK

Eagle Rock Studios Atlanta

EUE/Screen Gems Atlanta

Futurus

Georgia Media Workshops

Georgia Studio and Infrastructure Alliance

Mailchimp

Mailing Avenue Stageworks

Pinewood Atlanta Studios

Spanx

Third Rail Studios

Triple Horse Studios

Turner

A black and white close-up portrait of a young woman with long, dark, wavy hair. She is looking directly at the camera with a neutral expression. The lighting is soft, highlighting her facial features.

"Being a part of re:imagine's programs have encouraged me to be involved with social activism in my community. Their mentors constantly support my passions, push me to be creative and teach me the skills that are necessary for success in my future career."

Sierra Isley - re:imagine/ATL teen intern

JOIN THE RE:IMAGINE/ATL ALLIANCE

Together we can create an inclusive, vibrant workforce that fully represents the thriving city of Atlanta.

Contact Susanna Spiccia at Susanna@reimagineatl.com to learn more about the Alliance and how your organization can empower the next generation of content creators.



Executive Director

SUSANNA SPICCIA



*We are so excited to
share in this vision with
you, and it's only the
beginning...*



REIMAGINE