

## Action Steps for ERMP, NC Citizen and Local Government Regarding the Television and Movie Industry in North Carolina

### ERMP Staff Goals:

- Provide online training, in both traditional production and post production skills
- Provide online training on industry equipment
- Provide online training on social media and marketing
- Provide education on cinema media literacy and film appreciation
- Advocacy for net neutrality and production incentives
- Discuss and inform industry professionals on disruptive technology innovation
- Promote film critics to increase curatorial oversight to increase word of mouth
- ERMP to develop best practices within the industry

### North Carolina Citizen Proposed Action Steps:

- Keep in touch with elected officials asking them to support the industry and incentives
- Make property available for filming <http://www.ncfilm.com/locations.html>
- Speak positive about the industry
- Attend nearest film festival
- Watch a movie a month at your local movie theatre

### Local Government Official Proposed Action Steps:

- Have county or city boards issue proclamations indicating support of the NC Film Incentives.
- Establish a single point of contact for filmmakers to communicate with government officials
- Become familiar with the North Carolina Film Office staff
- Become familiar with the regional film commission for their area
- Develop a list of local geographic or business sites that would be good film locations
- Provide free parking on city lots
- Provide free access to city water and electrical outlets
- Issue a yearly directive from the Mayor's Office requesting departments and offices to cooperate and assist with filmmakers
- Request filmmakers vet their project through the NC Film Office in early stages of pre production
- Offer production company's discounts for city bus and bench advertising of films made in the city and provides a "concierge service" that, for instance, smooth's the way for approving the shutdown of a bridge for filming.
- Create one location fee for filming on city property, allowing filming free at City Hall and other prime locations and promoting locally filmed movies with banners on major city streets.
- Promote private industry to create a movie or TV show to highlight and supplement city, county or state initiative, project or event

### North Carolina Film Office Proposed Action Steps:

- NC Film Office to hold annual awards show to highlight industry professionals
- NC Film Office to conduct polls at theatres throughout state in person and online to develop statistics on industry audience participation
- NC Film Office to develop industry best practices preventing piracy
- NC Department of Insurance to develop and encourage insurance for industry professionals
- UNC school system to develop and conduct new technology seminars for industry professionals