

## **Institute of American Indian Arts**

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### **The National Center for the Production of Native Images**

The National Center for the Production of Native Images, at the Institute of American Indian Arts is the only national film and video training and production center in the country managed by American Indians. Native Images grew out of the IALA, Communication Arts Department and operates as a professional video production and graphic design center. We are dedicated to providing technical support, training and programming about and for American Indians. The professional enterprises of Native Images are integrated with the curriculum requirements of the Institute's Communications Arts Department. Students are taught technical and vocational skills needed to work as professionals in graphic arts and video productions through both classroom and on-the-job experience. We have a track record that has set a precedent in working within Native American Communities in the area of film and video. Because our staff is entirely American Indian and we hire predominantly American Indian technical crew, we bring to each project not only a respect for our subject, but also an awareness and sensitivity of the ways of American Indians and Alaska Natives.

In 1992, Native Images co-produced with KNME-TV the Peabody Award winning two hour PBS Special, *SURVIVING COLUMBUS*, which was broadcast nationally on PBS stations. It received the *Best Feature Documentary Video* award at the American Indian Film Festival in November 1992 and the *New Visionary 1992 Award* at the Two Rivers Native Film and Video Festival, and the *Golden Apple Award* at the San Francisco Film Festival, and the Juror's Citation at the Black Maria Film Festival. Native Images also co-produced with KNME-TV in Albuquerque, a 30 minute pilot, entitled, *THE PUEBLO PEOPLES STORY*, First Contact, which was broadcast nationally on PBS stations in 1991. *THE PUEBLO PEOPLES STORY*, First Contact, was nominated for three Emmys and won one for best cinematography.

In addition to PBS documentary programming, Native Images produces promotional and industrial videos for tribes and national organizations such as *"A GIFT of TRADITION"* for the Indian Pueblo Cultural Center, Albuquerque, N.M., *"Healing the Land"*, a community solid waste reduction project for the Pueblo of Zuni. The American Indian Leadership documentary, *"One Voice Under One Sky"* was produced after a series of meetings where National Indian Leaders addressed issues and concerns affecting Indian People. Native Images is finalizing *"OUR VISION"* The Story of the IALA New Campus Master Plan, the video documentary of the development, planning and National Indian community outreach of the IALA Master Plan review for presentation to Congress in the Spring 1993. Native Images also develops print campaigns and Ad materials. Native Images has provided promotional campaign material to the U.S. Census Bureau, White House Conference on Indian Education, the National Museum of the American Indian, the Department of the Interior, and the Native American Business Association, and the Indian Pueblo Cultural Center.

Projects in pre-production are, *"Courage and Culture": The Lisa Tiger Story* and *"IN GOD WE TRUST"*.

If you need more information, call (505)988-6420 or (505)473-0469.