



February 1, 2016

**To the Senate Finance & Revenue Committee (Chair: Sen. Mark Hass),**

My name is Tara Johnson-Medinger and I am a Film Director/Producer and the Executive Director of The Portland Oregon Women's Film Festival (POWFest).

I am writing to thank you for your past and continued support of the media industry here in Oregon and to request your support of SB1578 which will increase incentives for OPIF, iOPIF and rOPIF.

POWFest is now gearing up for its ninth season at the historic Hollywood Theatre, March 3-6, 2016. Over the past nine years we have been able to showcase over 600 films directed by women from all over the world - placing a spotlight on films directed and filmed in Oregon! This year we welcome director Catherine Hardwicke as our Guest of Honor. Ms. Hardwicke filmed the highly successful film *Twilight* in our state providing many local crew, talent and vendors with jobs. In addition to showcasing strong works by women directors we have produced over 20 educational panels and workshops and hosted over 400 women filmmakers. We have also launched a year-round extended festival, POWMonthly and a very successful media program for girls, POWGirls.

In 2014 we launched POWGirls with the mission to help girls 15-19 realize their power, creativity and voice in media production, encouraging them to explore opportunities as future media-makers. We encourage girls to be creative, tech-savvy leaders who will close the gender gap in media industries. Since our launch, we have produced over five workshops with three more planned in 2016. Many of the participants come back and take part in our advanced programs. We have also seen the direct success of this program with participants going on to seek higher education in media programs at PCC, PSU and UO and activity participating as interns on shows such as *Portlandia*. One of our first POWGirls booked a featured role on the series *Significant Mother* and is currently starring in the indie feature, *Undeserved*. It is our hope to foster and encourage many of our POWGirls participants into crew and talent positions in the media industry here in Oregon and it is possible with our thriving film and television industry. With your support of SB1578 the opportunities for future POWGirls are limitless! Thank you for your support! Check out the POWGirls' work here: <https://vimeo.com/channels/powgirls>

Best Regards,

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Check out my latest work:  
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