

House Committee on Economic Recovery and Prosperity  
900 Court Street NE  
Salem, OR 97301

February 16, 2021

Dear House Committee on Economic Recovery and Prosperity,

I'm writing to urge you to **vote YES on HB 3010** pertaining to diversity, equity, and inclusion in incentivized Oregon media productions. It's important that the commitment to Diversity, Equity, & Inclusion be reflected in Oregon's policymaking.

I am the Director of Wieden + Kennedy Studios, which is the content development and production studio owned by Wieden + Kennedy. We have a strong post division (JOINT) including editorial, audio, visual effects and color.

I've been in the industry 25 years, 20 spent in Portland. Our projects range in budget from \$20,000 to \$5MM. We are producing some of the highest profile work for iconic brands and Fortune 500 companies.

We are advocating for a robust and sustainable creative community and an industry that provides fair wages to all people. Portland has been a destination for some of the worlds most innovative and clever storytellers, filmmakers and designers. Having equity part of our incentives will continue to build on this legacy. It also is doing right by the taxpayers who fund these incentives.

Please **vote YES on HB 3010** to encourage diversity, equity, and inclusion in our local production industry. I look forward to witnessing the change that comes about when this bill passes!

Regards,

Patty Brebner

Wieden + Kennedy

Director of Wieden + Kennedy Studios and JOINT

Portland, OR 97202