

## MI North Studio FAQ

### Movie Institute ("MI") Purpose

The Movie Institute has developed an effective and unique method of using the creativity and discipline of the motion media arts and sciences to mentor and train vital life and leadership skills in young people so that they can create contributing, purpose-driven and successful lives.

Using the disciplines and tools of Motion Media (*motion pictures/film, video, animation and video games*), **The Movie Institute** accomplishes a three prong approach to executing its mission:

- 1) To train and empower people in necessary/needed life skills through the disciplines, techniques and creativity of Motion Media;
- 2) To find and train those interested and talented in Motion Media arts and sciences for success in that field.
- 3) To create professional content as a training tool for both adults and youth.

Not to be confused as *only* an arts program, **The Movie Institute** is a mentoring and training community charity focused on building skills in *all* people to make them more employable and more successful in life.

### MI History Brief

Back in the mid 1990's, over coffee, award-winning producer/director Keith Randal Duncan, along with media buyer/commercial producer Martha Duncan, were discussing how Keith had lacked a mentor in his field of interest, motion pictures, while growing up in Dallas. There were also very few "film geeks" he could relate to in his peer group when young, so he was almost alone in his passion. This prompted them to take a look at current young people and they saw that many had a similar plight, so it was decided that something should be done for those needing mentorship in the Motion Media industry.

To this end in February 2000, Keith, with Martha's assistance, created The Movie Institute, with the first MI program: "GETTING INTO MOVIE MAGIC", a weekend video production workshop. This was done with the now defunct production company "Thornhill Productions" as the production sponsor and The Studios at Las Colinas (now Glen Beck's "Mercury Studios") as the location sponsor. The data gathered from the first weekend "beta test" led to the creation of the "KAMP HOLLYWOOD" moviemaking camp that same summer. Kamp Hollywood (or "KH") was the first camp in the State of Texas to integrate both production and acting into one program.

Weekend workshops were added and in 2009 The Movie Institute, Inc. became a 501(c)(3) nonprofit corporation.

At first a part-time effort, MI has grown into a full time organization to help as many kids as possible.

Over the years, MI programs have been hosted by AMS Pictures Studios, MediaTech Institute and the Frisco School of Music and Performing Arts.

In 2012-2015 a beta test of the "moviemaking studio for kids" idea was put in place by MI at Valley View Mall in Dallas (now demolished and the home of the Dallas Midtown Project). Important data were gathered there.

The next step was to do outside programming with school districts and community partners to gather programming intel there.

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Now, with all these vital data sets in place, a strong board of directors with Keith Randal Duncan, Chairperson and Organization Founder, an effective and knowledgeable core staff consisting of Stacey Vail, Chief Executive Officer, Tracy Anderson, Chief Operations Officer and Keith Wilson, Chief Financial Officer along with a contingent of top-notch office professionals, mentors, production technicians, sponsors and donors, MI is embarking on building a larger proof-of-concept production and training center at The Shops at Willow Bend called "**The MI North Studio**" ([www.minorth.org](http://www.minorth.org)).

### THE NEED

*How will building this training studio help kids and the community?*

**The MI North Studio** will be a safe place for kids and teens to come to once a week or every day; safe physically and safe emotionally and creatively.

Participants will be at ease to be themselves and learn vital life skills like critical thinking, teamwork, earned accomplishment and how to create a successful, purpose-driven life through a fun learning process: making movies.

Annual estimated participants served at the studio: 1,600-2,200

*Real Production/Job Training*

**The MI North Studio** is a real job training facility for those wanting to be in the motion media industry and will also assist participants with getting real world jobs, finding the right adult training and education to be successful in the "business".

*Outcome/ Results*

For over 24 years MI's proven mentoring methods have helped young people achieve success and accomplishment in their lives, making the community a better place for them and for everyone else. Some stay in the motion media business, but many do not, and in either case, the young benefit from the training they receive at The Movie Institute and become purpose-driven tax paying citizens in good standing. [Click here for some testimonials](#)

*Community Need*

**Their future is our future.**

Children and teens need to explore building their own self-esteem and empowerment through accomplishment and to learn life skills that will serve them as adults. Better trained and successful kids now mean better future adults, which is good for everyone.

*Additional Community Involvement and Help*

**The MI North Studio** will be an integral part of the community and of the local motion media industry.

*Free Event Space for Nonprofits\**

Event space for other nonprofits to hold events for the community are at no charge.

*MI Studio Group Motion Media Co-Op*

Facilities and equipment will be affordably available to independent filmmakers and artists who become subscription members of the MI Studio Group Co-Op.

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### **Executive Staff**

Stacey Vail CEO / Board Chair Elect  
Tracy Anderson COO/ Program Director  
Keith Wilson, CFO  
Keith Duncan CIMO/ Curriculum Writer, Founder

### **Current Staff & Mentors**

Jordan Jewell, MI North Studio Director-Production & Sr. Mentor, Editor  
Amanda Elkins, MI North Studio Assistant Program Director, Admin  
John Cann, Sr. Mentor, Acting for the Screen, Stage Combat, Martial Arts & Set Safety  
Logan Harris, Mentor, Commercial Production & Editor  
Lee Shapiro, Sr. Mentor, Production, Commercials, Screenwriting, Television, Editor  
Gabriel Lee, Mentor, Production and Editor/Acting for the Screen  
Eric Jewell, Sr. Mentor, Production, Post production supervisor, Editor  
Justin Hall, Mentor – Animation, graphic design  
Cameron Gossett, Production Tech, Editor  
Bradley Glanzer, BTS Videographer, Editor, Production Tech  
Zach Whitehorn, Graphics & 2D Animation Tech  
Cory Parker, Sound Design & Foley Tech  
Marlo Matthews, Production Tech  
Ny Love, Production Tech & Acting Mentor  
Cyrus Sales, Production Tech, BTS & Editor

### **Volunteers**

Orlando Vargas, Volunteer  
Ryan Jones, Volunteer Production Tech  
Brian Alexander, Volunteer IT & A/V Tech  
Jason Vail, Volunteer  
Ariana Vail, Volunteer  
Fiona Hall, Volunteer  
Martha Duncan, Volunteer & Parent Liaison  
Johan Gerdtz, Volunteer  
Howard Gee, Volunteer, IT & SVFX  
Sid Curtis-Gouveia – Graphic Design Volunteer  
Paul Trimble, Volunteer Audio Production  
Ian Johnson-Graphics Consultant Volunteer  
Justin Anderson, Volunteer  
Daniel Egnal, Volunteer Production Tech

### **Planned Facilities**

2 Training Rooms  
1 Makeup Lab  
1 Dressing Room  
2 Production Stages, One with an Infinity Cyc

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Pro Video & Audio Editing Suite w/ VO Booth

1 Costume & Prop Makers Space

***To Book Production Space, Please Email Keith Duncan at [Keith@movieinstitute.org](mailto:Keith@movieinstitute.org)***

### Onsite Program List Overview (2024)

After School Programs

Flash-Frame Classes to include acting, directing, screenwriting, cinematography, video production

Workshops to include acting, directing, screenwriting, cinematography, makeup FX, editing, VFX  
Camps

Movie Martial Arts, Stage Combat & Set Safety Training

Ongoing Courses in Many Motion Media & Screen Acting Topics

MI Production Dept. Work/Study Program ([www.miproductiondept.com](http://www.miproductiondept.com))

MI Ed-Talks Symposiums

### Onsite Services

Professional Video Production (MI Production Dept. ([www.miproductiondept.com](http://www.miproductiondept.com)))

***Go Team Hollywood<sup>SM</sup>*** Unique Team Building Events ([www.goteamhollywood.com](http://www.goteamhollywood.com))

Audio Recording

Audio & Video Podcast Services

Studio Event Organization Services

Production & Event Space Rentals

Equipment & Lighting Rentals

To inquire about saving money on your next video production and helping kids at the same time, please contact ***Keith@movieinstitute.org***.

### Planned Events- 2024

Monthly VIP Founders Advisory Board (FAB) Luncheons

Monthly Studio Cocktail Hours

Quarterly Open Houses

Sunday Movie Matinees

Limited House Concerts



### Testimonials

Keith Duncan and company really prepared me for film school. MI gave me what I needed to discover my career.”

Andrew Disney, Program Alum

NYU Film Graduate/CAA Director/Working Filmmaker

**“The Movie Institute is consistently our most impactful community partner.”**

Peter Burns, Frisco Education Foundation

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“Kamp Hollywood gave me the opportunity to find my passion in producing. Every camper gets hands-on experience and ultimately decides what their role will be. I learned all the film lingo and experienced the process of making a movie from writing out the ideas to screening the projects for our families, but most importantly I learned how to collaborate as a member of a team. I looked forward to going to Kamp Hollywood every summer and frequently reference my experience in job interviews. I cannot recommend this program enough”

Shannon Cloud, Alum

UT Austin student, Radio/TV/Film Dept./ Producer and  
Professional Comedienne

For More Testimonials, Please Visit:

<https://greatnonprofits.org/org/movie-institute>

**Community Support  
From YOU  
Is  
Critical to Success  
For  
Our Kids**

### CAPITAL CAMPAIGN – THE MI NORTH STUDIO

**One-Time Legacy Studio Founding Sponsor: \$50,000** (Available)

*(Only One Legacy Donation Position Available)*

***Stacey.Vail@movieinstitute.org.***

**~~Studio Dedication Sponsor: \$30,000~~** (No Longer Available; Studio dedicated to Andrew L. Sandlin, Alum)

### Founders Circle - One--Time Legacy Donation

\$7,000: Founders Circle (Company/ Organization, 12 positions total/ **9 available**)

5,000: Founders Circle (Family/ Individual, 12 positions total/ **7 available**)

***For more information on being in the Founders Circle, please email [keith@movieinstitute.org](mailto:keith@movieinstitute.org).***

### Production Studio Naming Rights - Annual Renewal Donation

\$5,000 - Headline Studio Sponsor 1 available)

\$2,500 - Studio One / Main Stage (1 available)

\$1,250 - Studio Four / Insert Stage/Events (1 available)

\$1,000 - Studio Two / Tech Training (1 available)

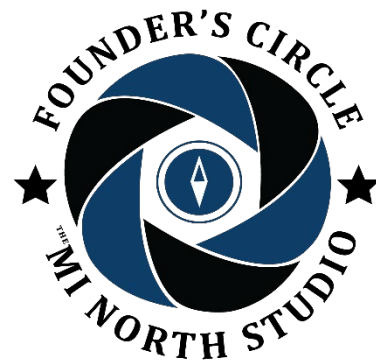
\$1,000 - Studio Three / Acting & Stage Combat / Martial Arts (1 available)

***For more information on Facility Naming Rights, please email***

***Keith Duncan at [Keith@movieinstitute.org](mailto:Keith@movieinstitute.org).***

### THE MI NORTH STUDIO Supporting Donors

One-Time or Recurring Donations



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***Please visit the MI North Studio GoFundMe!***

<https://www.gofundme.com/f/movie-institute-willow-bend-studio>

*Donors with donations totaling \$500 or more within a calendar year will be recognized in the MI Annual report. This information will be used at MI events and published on the MI website annually.*

\$2,000 or greater: Executive Producer Level

\$1,000 - \$1,999: Producer Level

\$500 - \$999: Director Level

\$100- \$500: Assistant Director Level

\$100 or Below: Crew Level