

INDEPENDENT ENTERTAINMENT ALLIANCE



2010

MEDIA KIT

film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, film directors, record labels, fashion designers, gospel

stage, lights, camera, action, film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, film directors, record labels, fashion designers, gospel artists, theatre, music, events, stage, lights, camera, action, festival producers,

Hello Prospective IEA Industry Partner,

Statusj owner and Independent Entertainment Alliance founder, Jacqueline Lisenby could be considered a DIY-ER (do-it-yourselfer) She's always had a love for acting and performed in many plays, commercials and industrials. Most of the plays that Jacqueline performed in, lacked diversity and she was typically the only minority. In fact, on an audition for a community play, the theatre owner suggested she try modeling instead because “black people don’t attend theatre.” Shocked, she almost let that deter her.

Then in 1999 she attended a festival. Looking in the crowd she thought how much she would like to see more faces like hers and hear music in which she could relate. Shortly after, she attended a touring play in Nashville with some friends. Watching the all black cast, she felt excitement and envy. “I wish I could do something like this, “ she thought out loud. Her friend turned to her and said ‘so do it.’ And from that moment, Jacqueline set out to do just that. Creating events and productions that catered to a diverse audience.

After producing successful fashion shows and stage productions, Jacqueline decided to get serious and changed the name from Jline Productions to Statusj. In 2006, Statusj produced UrbanFest. UrbanFest has become an annual event that features live R&B, gospel, hip hop and jazz performances, 3 on 3 tournaments, kids corner, fashion shows, comedy, food and more.

Through it all, Jacqueline noticed that although she had worked with some great people in various aspects of entertainment; there wasn’t an organization that fit their needs-while rewarding their successes. So, in 2010 she will launch the Independent Entertainment Alliance.

- The Independent Entertainment Alliance (IEA) will unite the independent entertainment community. Through the IEA, independent producers of events, festivals, stage plays, films, TV and music will have the opportunity to network, be inspired, encouraged, motivated and learn from those that have been there.
- They will also have the opportunity to be recognized for their successes at the Status Awards.
- Members of IEA will share a common ground and common interest. IEA is for those that have ever been told “No” or “It cant be done” or “Black people don’t go to theatre.” It’s for those “do-it-yourselfers” who are working to make their dreams a reality...why don’t you join us...

CREATED FOR YOU

IEA was created for you, the creative entertainment entrepreneur. When you think of IEA, think of family. We've walked in your shoes; in fact, we're still walking in them.

HOLLYWOOD FOR INDEPENDENTS

Passion, drive, perseverance, & ambition are characteristics of our members. We are playing by new rules, rules we've created, the game has changed and IEA members are leveling the playing field.

*"Finally, an organization that understands my needs and my struggles.." -
Event Producer
Dallas, TX*

IEA *is for...*

the independent film producer financing their own film; while using family and friends for cast and crew

the entrepreneur who is his own street team, promoter and producer theatre director that has to step in and play two roles because cast members fall ill hours before curtain

the event producer that has to make tents from garbage bags to act as a Dressing room due to the outdoor fashion show being rained out...

IEA *is for all those that know the show must go on*

that filmmaker that becomes a mega player...on his own terms

that theatre director who takes his show on a 20 City tour-to sold out audiences

that entrepreneur whose record label produces several Grammy nominated artists

its about the journey...and

IEA is the movement towards independence

IEA partner benefits

Industry Partners are essential to the success of IEA members. IEA partnership invitations have been submitted to a select few who are leaders in music, film, theatre, fashion and entertainment. Industry Partners are festival producers, entertainment marketing executives, publicists, producers, writers, and more.

The IEA partnership program is dedicated to providing a forum that unites the independent entertainment entrepreneur with seasoned professionals. As an Industry Partner, you will have the opportunity to provide services/goods integral to the success of IEA members.

Collaboration

IEA partners have the opportunity to serve as guest speakers, panelists, workshop facilitators, and/or members at various IEA events. Industry partners also includes the ability to sponsor other entertainment professionals for membership. The first sponsorship is provided at not charge. This gives IEA partners the ability to pass on the benefits of IEA membership to their owner clients, reinforcing their commitment to integrated project delivery.

Marketing/PR opportunities

IEA industry partners also serve as “Official” sponsors of IEA events-receiving benefits of such IEA industry partners logo listed in IEA newsletter

Status Awards

The Status Awards recognize exceptional talent in independent film, TV, music, and theatre. IEA partners serve as the nominating/voting committee for the awards.