

7/16/2024

The PKZ Collective

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THE PKZ COLLECTIVE

Prosperity Media - Koalaty Entertainment - The Zhanra Group

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About the Collective

The **PKZ Collective** is a collaboration of three creative development companies in the DMV - *Prosperity Media*, a nonprofit media arts organization, *Koalaty Entertainment*, a film/video production company and *The Zhanra Group*, a communications company.

MISSION

According to the National Assembly of State Arts Agencies, there is clear evidence that arts “drive economies and build resilience.” Based on this knowledge, it is the collective’s mission to engage and inspire artists to tell and produce stories of various genres and formats that promote cultural pride and stimulate income from America’s robust creative economy. Through stage productions, film screenings, conferences, and workshops that focus on the full realm of production, we introduce new generations to the craft and offer viable ways for artists to generate revenue from creative work representative of America’s trillion dollar arts industry.

WHY WE COLLABORATE

Several statistics are driving this initiative. While the arts industry is booming, 27.4 percent of Blacks in the U.S are living in poverty, according to The State of Working America. That figure climbs to 45.8 percent when singling out Black children.

Black representation in the American entertainment industry varies by role and industry:

- Acting - In 2023, Black actors made up 14.8% of theatrical roles and 16.2% of streaming roles. Black actors also played 12.9% of leading roles in cable-scripted shows in 2022, which is roughly proportional to the Black

population's share of the US population at the time. However, in 2022, only 12.8% of actors in the workforce were Black.

- Behind the scenes - In 2021, a McKinsey & Company report found that only 6% of writers, directors, and producers working on US films were Black, and that number had remained relatively unchanged for 15 years. In 2018, 2019, and 2021, Black directors made up only 0.85%, 0.86%, and 2.48% of directors working on competition films at major festivals, respectively.
- Overall employment - In 2023, about 10% of people employed in the US motion picture and video industries identified as Black or African American. Black people also made up 14.5% of employees in the US broadcasting industry in 2023.

We believe there is an imbalance in America's Creative Economy between the dollars generated by the arts and the artists who create the work. Many artists are not benefitting from the "creative economy." Having access to funds generated from their art would greatly stimulate their lives.

We believe that theater arts and filmmaking have a synergy that is largely untapped by people of color. It is our hope that major funding for the collective will come from plays written and produced through collaborative efforts that can be optioned for major motion pictures and other uses.

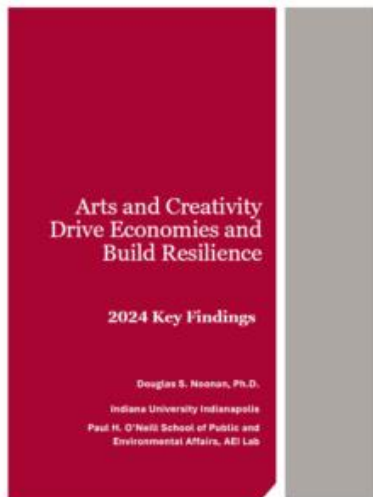
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America's Creative Economy

The arts and Culture Contribution to Economic Resiliency

2024 ARTS AND CULTURE CONTRIBUTION TO ECONOMIC RECOVERY REPORT

2024 research commissioned by NASAA demonstrates further evidence that arts and creative industries promote growth during economic downturns. Using data from 2001 to 2021, the study, conducted by Douglas S. Noonan of Indiana University Indianapolis, shows that arts and creative industries offer a powerful strategy for states and localities to reignite economic growth and diversify and stimulate economies. The 2024 research is a follow-up to research conducted in 2021, using economic data during the pandemic, also found on this page.



To get the full story on America's Creative Economy go here:

https://nasaa-arts.org/nasaa_research/facts-figures-on-americas-creative-economy/

2024 Key Findings: [Arts and Creativity Drive Economies and Build Resilience](#)

Highlights from a follow-up empirical study exploring arts economic data from years 2001-2021, authored by Douglas S. Noonan, professor at Indiana University Indianapolis. Findings cover how the arts economy fares through economic downturns and its influence on economic trends.

2024 Technical Report: [The Arts and Culture Sector's Contributions to Economic Recovery and Resiliency in the United States: 2001-2021 Update](#)

A companion report that describes the statistical methods used to conduct the 2024 analysis

RS/24 the Teleplay on TOUR

Mr. LeBouef's ethereal drama *RS/24* explores how the lives of characters Hubie, a record shop owner, and a distressed Street Worker, collide one night on a chance meeting. Each is unaware of how this encounter will play a significant role in carving out their destinies.

The PKZ collective is currently developing a tour schedule for the screening of *RS/24* the teleplay. If you'd like to have a screening in your area, please send an email to: prosperitymedia100@gmail.com.



RS/24 Teleplay Screening Tour Schedule Locations and Dates

Location	Tour Dates
Washington, DC	July 18, 2024
Atlanta, GA	TBD
Baltimore, MD	TBD
Detroit, MI	TBD
Harlem, NY	TBD
Yonkers, NY	TBD
Philadelphia, PA	TBD
Norfolk, VA	TBD

If you attended a screening of *RS/24*, please tell us about your experience. Send your comments to: prosperitymedia100@gmail.com. Or visit our website at prosperitymediaent.net.



THE ROYAL RECORD REPORT

The Royal Record Report, a free bi-monthly subscription newsletter covering vinyl records is livicated to
Stephanie Royal – H.S.L.

July 18, 2024



Teleplay Special Screening – Play List

Selections on this playlist were specifically curated by Clayton LeBouef of The Zhanra Group. The play list was presented at the special screening of RS/24, the teleplay, at Justice Forum at The REACH, The John F. Kennedy Center for the Performing Arts on July 18, 2024.

1.

Offering – Gil Scott Heron and Bryan Jackson

<https://www.youtube.com/watch?v=Bk25GePt1xc>

2.

If I Ruled the World – James Brown

<https://www.youtube.com/watch?v=VLPz-CPEPE>

3.

Human Nature – Miles Davis and Michael Jackson

<https://www.youtube.com/watch?v=pV7M04R9vME>

4.

Under the Moon and Over the Sky – Angela Bofill

<https://www.youtube.com/watch?v=BtPec862uyY>

(continued)

5.

The Artists' Rightful Place – Oliver Nelson

<https://www.youtube.com/watch?v=V-YccmNeibU>

6.

New Day – George Benson

<https://www.youtube.com/watch?v=ZWSIAW2YkE4>

7.

God is Love – Marvin Gaye

<https://www.youtube.com/watch?v=1aNmq-tOtYg>

8.

What's Going On – Donnie Hathaway

<https://www.youtube.com/watch?v=TM6OgiRrAnE>

9.

Closer to the Source – LeRoy Hutson

<https://www.youtube.com/watch?v=ri1RLL7E7lc>

10.

Daddy's Gonna Tell You No Lie - Sun RA

<https://www.youtube.com/watch?v=lcEfBNGPxwI>

11.

Forever is a Long Time - Horace Silver

<https://www.youtube.com/watch?v=g4sHvCUw4KI>

12.

Message in Our Music – The O'Jays

<https://www.youtube.com/watch?v=mWEowHtxa04>

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