

MISSION LOVE

CELEBRATING THE FILMS OF RAY BALBERAN
& MISSION MEDIARTS



An evening of unique and rarely seen 16mm films featuring selections from Ray Balberan's work as a filmmaker with Mission Mediarts, a film collective founded in 1971.

October 22, 2022

Doors Open: 5:30pm

Films + Talk: 6:30-8:30pm





RAY BALBERAN is a filmmaker, activist, community leader and a lifelong advocate for youth rights and has documented the history of the Mission District for over five decades.



VERO MAJANO is a multi-disciplinary artist born and raised in San Francisco's Mission District. As a storyteller and curator, Majano's practice includes live cinema, archival film, performance, collage, which preserve stories and work towards a collective goal of including untold narratives in a greater San Francisco history, like the flowers on hippies on Haight Street. Her work creates space to acknowledge and remember the queer Latinx communities that have shaped one of San Francisco's most iconic yet contested neighborhoods.



DEBRA KOFFLER is an independent documentary filmmaker with a passion for music, oral history, and personal storytelling. Debra is also an arts educator with over three decades of experience starting at the Real Alternatives Program High School, and later as the founder of Conscious Youth Media Crew, a non-profit youth leadership media production program established in 2002 in San Francisco's Mission District and specializing in bringing 21st century digital filmmaking training and resources to community youth. Debra is a member of the Mission Mediarts Archive and has worked with her mentor Ray Balberan in support of the custodianship of the collection's 16mm films

and half inch videos for the last 20 years. Her widely acclaimed documentary film "Beats, Rhymes, and Life: The Travels of A Tribe Called Quest" (BRL), is a winner of several festival audience awards, the prestigious 2012 Producers Guild Award, and a 2012 Grammy nomination. Debra earned a degree in City and Regional Planning and Urban Anthropology from Cornell University. Her vast network of resources and relationships help provide avenues for community building and empowerment through film, music, and cultural arts.



LORIZ "GINGER" GODINES is a filmmaker based in the Bay Area. She learned film archiving as an intern at Oddball Films under Stephen Parr in San Francisco's Mission District in the early 2000s. Ginger's short films have been recognized by the Latino Film Festival in San Francisco. Ginger began volunteering at Conscious Youth Media Crew in 2004 and is also a member of the Mission Mediarts Archive. Ginger's giant sense of humor and positive energy have helped keep the archive in motion. Ginger recently received her Associates Degree in Cinema Production and is pursuing her BA at San Francisco State University.

The Brava screening includes the following films: **The Family** (1971), **Back on the Streets** (1972), and the **Mission Coalition Organization Demonstration and Press Conference** (1973).

This event is produced by CYMC, Film Activation Fund, Mission Love Presents and the Ray Balberan Mission Mediarts Archive (Vero Majano, Debra Koffler, Loriz Ginger Godines, and Ray Balberan).

The Ray Balberan Mission Mediarts Archive (RBMMA) holds a unique collection of 16mm films shot by Mission Mediarts in addition to other film, photography, and ephemera collections documenting local Mission District history. Established in 2001, Conscious Youth Media Crew provides media training, resources and opportunities for lifelong learning in underserved communities throughout southeastern San Francisco.

Event Schedule

6:00pm - Theater Doors open

6:30pm- Aztec Dance + Blessing

7:00pm - Film Screening

8:15pm - Moderated Discussion with Ray Balberan and Jason Ferreira of the Department of Race and Resistance at SF State's College of Ethnic Studies.

MISSION MEDIARTS HISTORY

Founded in 1971, Mission Mediarts was formed as a Mission District community-based youth media training program, made up of working class Indigenous, Latino, African American and Asian Pacific Islander students, artists and activists who documented their hopes, aspirations, and artistic, cultural, and political expression taking place in their neighborhood during the seventies and early eighties. Mission Mediarts fought for access to the local and national airwaves on mainstream television, as well as resources and youth employment opportunities in the media industry.



“Mission Mediarts was truly by and for the Mission community”, said Ray Balberan, “These films represent a time in Mission District history when young people took to the streets in the struggle to gain access to the broadcast airwaves to serve the community, share our own views, and create systematic change around issues like empowerment, poverty, youth employment, police brutality, and racial discrimination.”

Mission Mediarts began as a community-based youth media training program known as the Mission Film Workshop which came out of the social activism taking

place during the San Francisco State University strike in the late sixties. Ray Balberan joined SFSU students Ray Rivera, Tony Miranda, Ray's cousin Rita and his brother Jarmone in establishing Mission Film Workshop as part of their efforts to create community organizations that addressed the lack of diversity in serving community needs around media, education, police brutality, mental health, immigration, and human rights.

They met young radical filmmakers Steve Wax and John Hansen who worked with a small studio called American Zoetrope Films recently started by Francis Ford Coppola and who gave them \$5000 to buy a Bolex camera and Nagra sound recorder to start their training program and make films in their Mission District community.

While training young people in the streets in media production, Mission Film Workshop went to KQED and received contracts to create independent films supported by federal funds from the newly created Public Broadcasting Service (PBS). Under these contracts, Ray Balberan made several films, including *The Family* (1971) and *Back on the Streets* (1972).



They met with KQED station manager

Dick Moore who agreed to help them produce a weekly TV show called "Mission & 24th Street" by assigning a team of broadcast engineers and camera crew which would be directed by the community youth crew now establishing themselves as Mission Mediarts. They produced six episodes covering important community topics of interest, like the UFW and farmworkers rights, local poets and artists, and other subject matter related to social justice. "Mission & 24th Street" aired during the spring of 1973. The program became a source of pride among Mission District residents and enjoyed a growing audience, representing rarely heard voices and experiences of everyday people of color throughout San Francisco. Mission Mediarts began to train young people from the Fillmore and Chinatown who also wanted to produce their own programs. Young women like Ana Montano from *Mujeres de Aztlán* joined trainings and went on to produce 16mm films documenting the *Mujeres Muralistas* making cultural and political mural art throughout the Mission District.

KQED became increasingly unsettled by the program's honest and authentic portrayal of racism, discrimination, economic oppression and criticism of the Vietnam war. By 1973, the Nixon administration threatened to pull PBS funding from local stations if they did not censor any content criticizing the government. Mainstream media feared the fresh, empowered, diverse voices on the airwaves. Mission Mediarts mobilized the community and fought the station to keep the show on the air, but the "Mission & 24th Street" program was taken off the air and ultimately canceled in 1973.



Despite cancellation of the "Mission & 24th Street" program, Mission Mediarts continued to make films and train young people in the Mission, documenting community life. Ray Rivera started working with the Department of Mental Health and hired Ray Balberan to create a media production youth training program at Precita Center. Ray bought portapack, half-inch video recording equipment and trained Precita Center youth in covering community events, including the San Francisco Board of Supervisors meetings which they would then air on Community Access Cable station run by Mission Mediarts trainee Julio Martinez, who became the first

ever Puerto Rican station manager of a community station. Mission Mediarts member Benny Rescate became an award-winning editor at KPIX news. Ray worked with lowriders Roberto Hernandez and party promoter Mitchell Salazar to document the flourishing eighties lowrider culture in the Mission District which led to police harassment of lowriders, which resulted in the community response to demand the creation of La Raza park on Potrero Street.

In the mid-eighties, Ray Balberan joined the Real Alternatives Program (RAP) and became a leader in case management work with youth around gang and violence prevention and mental health in the Mission District. After twenty years at RAP, Ray returned to community youth media production in support of establishing Conscious Youth Media Crew with founders Debra Koffler and Richard "Lucky" Vargas in 2001. Ray soon brought his films out of storage to the CYMC studio and was joined by filmmakers Loriz Godines, Vero Majano and Debra in his efforts to organize a comprehensive archive with an organized and detailed film database of Mission Mediarts films. The archive was named the Ray Balberan Mission Mediarts Archive in January 2022.

Mission Mediarts remains a significant part of Mission District history and community empowerment as told by the people for the people. Power to the people!

UP NEXT AT BRAVA

Get your tickets!

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RAY BALBERAN
MISSION MEDIARTS ARCHIVE



KULARTS WITH BRAVA PRESENTS

NURSING THESE WOUNDS

October 21-30, 2022

Songs from

LARRY

THE MUSICAL

October, 2022

Visit Brava.org to see the trailer!

LOCO BLOCO PRESENTS

Día de los Muertos:
Una Ofrenda at the Crossroads

Nov. 2, 2022

BRAVA Theatre Altars: 6 - 7pm
2781 24th St., SF, Ca Show: 7pm

with special guest MJ's Brass Boppers
for more info go to IG + FB @LocoBlocosf

LA LENGUA
Teatro en Español
PRESENTA
FESTIVAL MULTILINGUE / MULTILINGUAL FESTIVAL

HISTORIAS DE DESCOLONIZACIÓN

DECOLONIZATION STORIES

SABADO/SATURDAY | NOV. 5 | 2PM

BRAVA CABARET
2773 24th St. SF, CA
BRAVA.ORG

Zellerbach
FLESHACKER FOUNDATION

TICKETS

BRAVA PRESENTS

indó-mitas

LIVE SPANISH PODCAST

HOST:
CHELIS LÓPEZ

GUEST:
MARINA LAVALLE

NOVEMBER 16, 2022 AT 7PM
IN BRAVA'S CABARET

THEY FRIEND

ENBY INTERNATIONAL VIDEO SHOWCASE

HOSTED BY: VIN SEAMAN & LOTUS BOY VIDEO FROM: SYDNEY SCOTT (TORONTO), SYD FRANZ (NY), HENNESSY WILLIAMS (OAKLAND), CECIL OPIA (HELSINKI), THE LIVING ALTAR (NEW ORLEANS), CHRISTIE BLIZZARD (CONCORD, TX), EVAN SPIGELMAN (NY), MOONYEKA (SEATTLE), & MORE! — IN PARTNERSHIP W/ BRAVA FOR WOMEN IN THE ARTS

FRIDAY — NOVEMBER 18 — 8PM — BRAVA'S CABARET, SAN FRANCISCO

TICKETS + INFO: DIAMOND-WAVE.ORG

Brava! for Women in the Arts

Brava! for Women in the Arts was founded in San Francisco's Mission District in 1986 to champion, celebrate, and create space for the voices of women, people of color, LGBTQIA+, and underrepresented communities. For over three decades, Brava has produced vibrant, culturally diverse, provocative work by prominent San Francisco feminists, community leaders, activists, and artists. Brava's producing history includes award-winning new work by Artists in Residence Rhodessa Jones & Cultural Odyssey, Marga Gomez, Edris Cooper-Anifowoshe, and Cherríe Moraga; the world premieres of *The Mathematics of Love* by Cherríe Moraga, and the Off-Broadway hit *Mighty Real: A Fabulous Sylvester Musical*, as well as the annual events *Baile en la Calle: The Mural Dances* and the San Francisco *Son Jarocho Festival*. Brava's current artistic programming encompasses traditional and contemporary music festivals, a variety of film festivals, contemporary and experimental theatrical productions, international comedy shows, lectures, and professional dance productions—making Brava one of the most eclectic and multifaceted arts venues in the Bay Area. Brava's resident youth programs include the long-standing SF Running Crew, pairing youth with professional mentors and hands-on opportunities for technical theater training; Cuicacalli Escuela de Danza, traditional and contemporary dance training for youth; Mariachi teaching students to make beautiful music mariachi style; and Young Thespians Theatre Lab, offering high quality instruction integrating drama, dance, music, and stagecraft. Brava is committed to providing affordable space for artistic development and presentation and quality professional arts training for underserved youth in the San Francisco community.

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Support

Brava receives funding from the Budding Artist Foundation, California Arts Council, City & County of San Francisco, Creative Work Fund, Department of Children, Youth, & Their Families, Fleishhacker Foundation, The William and Flora Hewlett Foundation, National Endowment for the Arts, New England Foundation for the Arts, Kenneth Rainin Foundation, San Francisco Arts Commission, San Francisco Grants for the Arts, Violet World Foundation, Phyllis C. Wattis Foundation, and the Zellerbach Family Foundation.

Individual donors play a key role in supporting innovative new work, while also supporting the next generation of art and audiences through education and outreach programs. Visit brava.org to find out more and give today.

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