

**ARIZONA HISTORICAL ADVISORY COMMISSION**  
**Application for Arizona Centennial 2012 Legacy Project Designation**

Local, regional and statewide commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

**Local:** Programs that take place in one location or community.

**Regional:** Themes of cultural heritage or natural resources that extend beyond a single entity or enterprise, that may include multiple jurisdictions, and that may incorporate groups of significant cultural or natural resource sites. (See [www.azcentennial.gov](http://www.azcentennial.gov) for details.)

**Statewide:** Publications, web sites, touring companies and similar projects that are available statewide or move around the state.

**Legacy Project Criteria:** This is a request for official designation as a local, regional or statewide Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to a large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; and 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources. Grant money may not be used to cover indirect costs.
7. Provide letters of support from project partners and sponsors. These are in addition to the three-page maximum.

Name of project: African American Firsts In Arizona

Scope of project:  Local       Regional       Statewide

Applicant: Free Soil Films

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Signature (authorizing official)



May 25, 2011

Date

The Arizona Historical Advisory Commission will review the Program Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application **before February 14, 2012** to:

Arizona Historical Advisory Commission  
1700 West Washington, Suite 200  
Phoenix, AZ 85007

**Application for Centennial 2012 Legacy Project Designation  
African-American Firsts in Arizona**

1. General Description of Project.

African American Leaders in Arizona is a five part mini-documentary series that will explore the backgrounds and perspectives of African-American leaders who are the first African Americans to hold their position in their perspective career. The series will include DVD's, a robust companion website and a strong educational element. Our goals are threefold; to create engaging content that entertains and educates a general audience about Arizona's rich heritage, to provide Arizona educators with quality content and educator guides and training aligned to regional standards, and to create the best, most diverse and most accessible history content as we explore Arizona and it's African American Firsts.

This five part mini-documentary series will be narrated by the Honorable Ronald A. Wilson. Judge Wilson is the Presiding Judge for the City of South Tucson. He is the 1st full-time Judge for the City of South Tucson and the 1st African American Chief Magistrate in Arizona. In addition, he is a former lecturer and adjunct professor for the Black Studies Department at the University of Arizona. Judge Wilson is an internationally renowned jurist, educator, speaker and author.

2. Legacy Project Criteria.

a. Significant Aspect of Arizona History

Every element of African American Leaders in Arizona content accurately portrays Arizona history. We painstakingly research each subject. We actively seek the counsel and participation of history scholars across the state. Each interview will be 30-minutes in length. We will explore the areas of law, business, education, politics, community, military, medicine, religion, sports, arts and entertainment.

b. Accessible to a large number of visitors/users

Once the African American Leaders in Arizona documentary is complete we will premier it free and open to the public. Discussions with school districts, public libraries, museums and universities have started and they believe this project would be a wonderful part of the Arizona Centennial Celebration. These free screenings will make this very accessible to the public. Additionally, copies of the finished program will be donated to every library and museum in Arizona.

c. Demonstrates collaboration in the planning

African American Leaders in Arizona documentary is possible because the collaboration of content partners across the state and beyond. Additionally, each leader showcased for this documentary will be approached for input into their individual stories and potential sources of information and collaboration. Our project is a visual one requiring the use of countless historic photographs, moving images, ephemera and other historic objects and locations. We will partner with many entities including this small sampling: Arizona State University, University of

Arizona, Phoenix Black Chamber of Commerce, The Southern Arizona Black Chamber Of Commerce, Phoenix Urban League, Tucson Urban League, NAACP, Arizona Informant Newspaper, Vanguard Newspaper and the Arizona Historical Society.

d. Enduring project that will live on after 2012

African American Leaders in Arizona documentary is an original and unique educationally rich product whose content that will broadcast, streamed online and used by educators for years to come, well beyond 2012.

e. Educational component

The resources and professional development are available to schools and districts at no charge in the form of DVD, VHS and other forms; with support for educators in their work with K-12 students to reach academic goals in the areas of social studies, humanities, history and liberal arts.

f. Plan for implementation

Our plan for implementation is to strategically engage all necessary outlets for the African American Leaders in Arizona series to be seen over an extended period of time on an ongoing basis' particularly during Black History Month, moreover to teach, as well as share facts that are important to the state of Arizona.

### 3. Project Timeline. Planning and Implementation.

#### Phase One (June 2011 - August 2011)

- Kickoff meeting of project staff to plan activity
- Hire students, assign and complete readings, train on how to find materials

#### Phase Two (August 2011 - December 2011)

- Begin reviewing archives, nominating items and entering descriptions
- Invite Arizona personalities to participate and submit narratives
- Begin interviewing process for African American Leaders
- Public progress report/discussion at Tucson location (TBD)

#### Phase Three (December 2011 - March 2012)

- Begin starting phases of post-production
- Meet with the staff and crew at check point of project
- Public progress report/discussion at Tucson location (TBD)

#### Phase Four (March 2012 - May 2012)

- Begin pre-productions for the 2013 mini-documentary series of African American Leaders in Arizona
- Begin 2nd phase of post-production
- Update staff and crew at check point of project
- Begin Audio transfers at Garden Level Studios

#### Phase Five (May 2012 - June 2012)

- Final stage of post-production project completed
- Promotion of the African-American Leaders in Arizona begins
- Rental of theatres
- African-American Leaders in Arizona documentary premiers

#### 4. Project Location.

This documentary will be shot in and around Arizona. It will premier at the University of Arizona, Arizona State University and Northern Arizona University.

#### 5. Project Partners.

The African-American Leaders in Arizona mini-documentary series is currently collaborating with The Southern Arizona Black Chamber of Commerce. We anticipate that relationship continuing indefinitely with future partners including;

- Arizona African American Historical Society
- Arizona Supreme Court
- City of South Tucson
- City of Tucson
- Fort Huachuca Military Base
- National Association for the Advancement of Colored People
- Pima County Library
- Southern Arizona Buffalo Soldiers Association
- The United Way of Southern Arizona
- Tucson African American Museum
- Tucson Southern Arizona Black Chamber of Commerce
- University of Arizona
- United States Army
- Vanguard Newspaper

#### 6. Attached Budget.

Included is a summary budget for an entire year. This summary budget includes all out-of-pocket and in-kind production expenses.

#### 7. Letters of Support.

See attached.

2012 Legacy Project  
African American Firsts Budget

<b>PROJECT: African American Firsts in Southern Arizona</b>		
<b>Summary: Preliminary Estimate</b>		
	<b>Description</b>	<b>Amount</b>
	<b>Professional Fees</b>	
	Executive Producer	\$ 36,000.00
	Producer	\$ 32,000.00
	Accounting	\$ 8,000.00
	Legal	\$ 8,000.00
	Development	\$ 5,000.00
	Technical (web and post production)	\$ 38,810.00
	<b>Subtotal Professional Fees</b>	<b>\$ 127,810.00</b>
	<b>Production Cost</b>	
	Media Supplies	\$ 30,000.00
	Camera Equipment and Accessories	\$ 17,070.00
	Research	\$ 12,080.00
	Interns	\$ 9,600.00
	Consultants	\$ 15,500.00
	Licensing (music)	\$ 15,000.00
	Media House Rental	\$ 10,400.00
	Closed Captions	\$ 7,500.00
	Graphic Artist	\$ 7,280.00
	Photographer	\$ 5,000.00
	Office Supplies	\$ 3,500.00
	<b>Subtotal Production Cost</b>	<b>\$ 132,930.00</b>
	<b>Operating Cost</b>	
	Office Space	\$ 15,200.00
	Utilities	\$ 1,500.00
	Insurance	\$ 5,000.00
	Postage and handling	\$ 3,000.00
	Travel, Meals and Lodging	\$ 25,000.00
	<b>Subtotal Operating Cost</b>	<b>\$ 49,700.00</b>
	<b>Total production cost including Allowances</b>	<b>\$ 310,440.00</b>