

## Promoting Gallup in film, art

Written by gallupsun  
Tuesday, 12 March 2024 12:04

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As the City of Gallup works to increase its presence on the big screen, it is again partnering with the National Indian Youth Council and several other organizations to host the second Gallup Film & Media Expo.

The Expo is slated for 10 am - 4 pm on March 20 at The University of New Mexico-Gallup's Gurley Hall and Calvin Auditorium, 705 Gurley Ave. It is free to attend and booth spaces are also free. This second event is planned to be much larger than the first and will include unique offerings and opportunities for local residents to network and learn more about working in the industry. There will be demonstrations by professional film crews, question and answer sessions, and casting representatives of the popular series, *Dark Winds*, will be in attendance.

Gallup-McKinley County Schools and its School of Media Pathways program students are also planned to attend the event to help show students the opportunities of working in film and media. Julius Roanhorse, of the National Indian Youth Council, is also an actor and director and has been working hard to help Gallup position itself to participate in training programs and more film projects.

"This will be a great opportunity for Gallup to learn more about working in the industry and make connections with professional organizations and companies," Roanhorse, who is from Gallup, said. "Gallup is in a great position, and through these partnerships, we hope to continue developing and promoting the community as a world class location for film and media projects."

The Gallup Film Office is part of the City's Tourism & Marketing Division. Matt Robinson, who heads the division, also serves as the area Film Liaison to recruit and support local projects. He previously worked in Southern New Mexico as a film liaison and helped land several projects. He has been working with Roanhorse and partners to plan the second event and bring more opportunities to Gallup.

"Gallup has incredible assets to leverage for more film projects, but our people and the natural beauty of our landscape are the biggest opportunities for the community," Robinson said. "We are trying to build our community, particularly youth, toward an increased presence in the industries and the economic benefits that can be realized through these projects."

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Collaborations with organizations and businesses from around the state and country have been increasing since the first Expo held in 2023, thanks to significant support from Roanhorse and the NIYC. The second Expo will include collaboration with the Albuquerque Film Office, Santa Fe Film Office, IATSE Local 480, Stagecoach Foundation, Inc., Navajo Nation Film Office, and Casting Directors Rene Haynes and Jennifer Schwalenberg. Robinson points to the growing list of partners as proof industry organizations are interested and excited about Gallup.

“It is incredible to receive such support from organizations outside Gallup, particularly the Santa Fe and Albuquerque film offices,” he said. “They are genuinely interested in supporting Gallup and promoting the state and our community for projects.”

***For more information about the Expo, contact (505) 863-1227 or [mrobinson@gallupnm.gov](mailto:mrobinson@gallupnm.gov). To register for a booth, go to [tinyurl.com/FilmGallup2024](https://tinyurl.com/FilmGallup2024).***

