

RAFAEL A. FLORES

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EDUCATION

Master of Fine Arts (*summa cum laude*), Cinema Production & Directing

Specialization: Screenwriting & Post-Production

2011 - San Francisco State University, San Francisco, CA

Bachelor of Arts (*cum laude*), Comparative Literature & Cinema Studies

Honors Thesis: Latin American and Chicano Cinema.

2007 - University of Washington, Seattle, WA

HONORS/ AWARDS

Best Feature Film – 2020 Latino Film Market (New York)

Latino Cultural Heritage Award – 2020 Official Latino Film Festival

Award for Exceptional Merit – 2019 Docs Without Borders Film Festival

Best Avant-Garde Film – 2016 Chicano International Film Festival (Los Angeles)

Silver Award – 2016 International Independent Film Awards (Los Angeles)

Award of Recognition for Social Justice Cinema – 2016 NYC Indie Film Fest Awards

Award of Recognition for Latino Cinema – 2016 Indie Film Fest Awards (Los Angeles)

Award of Recognition – 2016 NYC Indie Film Awards (New York)

Honorable Mention – 2016 International Independent Film Awards (New York)

TED-X Lecture – 2013 Expression College of the Arts (Emeryville, CA)

Distinguished Achievement and Contribution to the Field of Cinema – 2011 San Francisco State University's Graduate Student Award

Best Local Filmmaker Award - 2011 Seattle International Black Film Festival

Golden Palm Award - 2010 Mexico International Film Festival

Best Student Film – 2010 Burbank International Film Festival

Wilbur Eugene Smith Endowed Scholarship: 2010

Americorps Scholarship: 2010

Phi Beta Kappa National Honor Society: 2006, 2007, 2008, 2009, 2010

Honorable Mention - 2009 International San Francisco Latino Film Festival

Golden Key National Honor Society & Certificate of High Scholarship: 2006 & 2007

University of Washington's Annual Dean's List: 2003-2007

University of Washington's Certificate of High Scholarship: 2004 & 2005

Membership in National Society of Collegiate Scholars: 2004

President's National Education Award: 1999

GRANTS/ FELLOWSHIPS

The California Endowment – Hidden GEM Creative Pathways Grant. 2021-Present.

Renewable grant for \$75,000. Funds salary, equipment, software, planning, and program implementation of the video career pathways program at the Hidden GEM Creative Studio in Oakland, CA. Served as lead writer and grant administrator for proposal, design, implementation and budget.

The California Endowment - United Roots Media Grant. 2014-2021.

Renewable grant for \$150,000. Funds salary, equipment, software, planning, and program

implementation of the video production department at United Roots/Youth Impact Hub in Oakland, CA. Served as co-writer and grant manager for proposal, design, implementation and budget.

City of Oakland Cultural Arts Fund. 2019. One year grant to fund film production for \$20,000. Funds all production, personnel, and promotional expenses associated with the creation of an docu-fiction film centered on displacement in Est Oakland.

Akonadi Foundation Beloved Community Grant. 2015. One year grant for \$15,000. Funds all production, personnel, and promotional expenses associated with the creation of an experimental documentary film, soundtrack, mobile application and poster series about the Black Panther legacy in West Oakland. Served as lead writer and manager for project proposal, budget and design.

City of Oakland Cultural Arts Fund. 2015. One year renewable grant for \$14,000. Funds all production, personnel, and promotional expenses associated with the creation of an experimental documentary film, soundtrack, mobile application and poster series about the Black Panther legacy in West Oakland. Served as lead writer and manager for project proposal, budget and design.

Game Changers Fellowship. 2015. National fellowship for emerging filmmakers of color. \$3,000. Award funds production of three micro-cinema projects grounded in social justice campaigns connected to non-profits.

City of Oakland Cultural Arts Fund. 2013. Two year renewable grant for \$70,000. Funds operational expenses, salaries and program supplies for non-profit Arts & Expression department at Youth UpRising in Oakland, CA. Served as lead writer and manager for program proposal, budget and design.

The California Endowment (Video Game Education Grant). 2012. Two year grant for \$200,000. Funds salaries, equipment, software, planning, and program implementation of video game design program *Project A-Game* at Youth UpRising in Oakland, CA. Served as lead writer and grant manager for proposal, design, and implementation.

ELMA Foundation (Music Education Grant). 2011. Three year grant for \$225,000. Funds operational expenses, salaries, and program supplies for music program for Youth UpRising in Oakland, CA. Served as grant manager for proposal, program design, implementation, and budget.

PUBLICATIONS

Toward a Rasquache Cinema: Chicano Third Cinema in the First World. Flores. *Cine Source Magazine*, Oakland edition. April 2014. Oakland, CA. © 2014. Article investigating the history of avant-garde Chicano cinema and possible reasons why this movement has been excluded from classic “American” film history and cannon.

Revolución Rasquache: A Manifesto for the Modern Guerilla Filmmaker. Flores. *Cine Source Magazine*. April 2014. Oakland, CA. © 2014. Following in the activist tradition of Third Cinema from Latin America, experimental filmmakers declare war on neo-colonial and conformist practices within Hollywood.

Digital Healthcare: The Importance of Social Media in Long-term Public Health. Flores & Murphy. *Community-Oriented Health Services: Practices Across Disciplines*. Springer Publishing. New York, NY. © 2013. Chapter focusing on the role of social media in public health practice, medical treatment, and economic development.

CEOD in Year 2040. Flores & Murphy. *Community Engagement and Organizational Development for Public Health Practice*. CDC & Morehouse School of Medicine.

Springer Publishing, New York, NY. © 2011. Co-Author of chapter about future of digital media in community engagement and organizational development.

CONFERENCES/
LECTURES/
EXHIBITIONS

National Association for Chicana & Chicano Studies Conference. Irvine, CA. 2017
Exhibition and lecture centered on a self-produced documentary about the impact of the 1930s Mexicans Repatriation phenomenon on my family.

Google Black History Film Exhibition. Guest Artist and Presenter. Cupertino, CA. February 2016. Exhibition and discussion for Google staff and creative partners of my Narrative, Documentary and Experimental Cinema produced in the non-profit industry.

TED-X: Northern California. Lecturer. *16 Rounds or 24 Frames: The Youth Media Revolution.* Expressions' College of the Arts. October 2013. Emeryville, CA. Ted Talk lecture about creative workforce development strategies to bridge the private sector, academia and the non-profit industry, while using digital media to treat existing health conditions and improve long-term care.

The White House National Music Conference and Music Series. April 2013. Special Guest and Presenter. *Soulsville, USA: The History of Memphis Soul.* Washington D.C., Hosted by Michelle Obama and the Grammy Foundation, national conference for educators and students from various music programs in the United States.

Health Happens Here Interactive Exhibit. The California Museum, Sacramento, CA. February 2012. Project funded by The California Endowment. Produced and edited multimedia content for interactive fundraising exhibit for public health initiatives in California.

The California Endowment Digital Media Conference. May 2011. Los Angeles, CA. Conference of non-profit grantees from The California Endowment, strategizing how to best use digital media to build healthy communities.

San Jose State University's Human Rights Conference. Lecturer. *Community Transformation in East Oakland.* March 2012. San Jose, CA. Art's influence on systems change, personal transformation and economic development in Oakland.

National Association of American Geographers Conference. Lecturer. *Divide & Conquer: The Psychological Effects of Gentrification in Seattle's Central District. Race, Space and Struggle.* February 2012. New York, NY.

San Francisco State University Cinema Conference. Lecturer and Chair of Ethnic Diversity Panel. *Towards a Rasquache Cinema.* May 2009.

PROFESSIONAL
EXPERIENCE

Director & Co-Founder of Green Eyed Media Production Company. Oakland, CA. 2007-Present. Director, screenwriter and editor for narrative, documentary and commercial film productions for foundations, corporations & public institutions. Oversees west coast operations of 3 production facilities for visual artists in Seattle, Los Angeles & Oakland.

Administrative Director & Producer at Hidden GEM Creative Studios. Oakland, CA. 2016-Present. Manager of operations, programs and development for creative studio recruiting, training, and advancing entrepreneurs and visual artists in the Bay Area.

Lecturer, San Francisco, CA. San Francisco State University. College of Education. 2016-Present. Lecturer for Latin American Cinema, Documentary Studies, Film Production and many other 400 level courses.

Lecturer, College of San Mateo, CA. Language Arts and Cinema Department. 2020-Present. Lecturer for Screenwriting, Film Production and Latino studies.

Media Arts Director. Oakland, CA. United Roots. July 2013-July 2020. Media Director and Producer for non-profit media education and production studio. Responsible for all production, development, curriculum and implementation of career pathways program. Also managed all contracted work for Film, Design & Audio/Music departments.

Lecturer. San Francisco, CA. San Francisco Arts Institute. June 2015-September 2015. Instructor of cinema production, cinematography and lighting courses.

Creative Content Producer, San Francisco, CA. New America Media. April 2014 - June 2015. Contracted freelance film producer, journalist and consultant for national journalism agency based in San Francisco. Worked directly with Executive Director to plan pre-production, recruitment, production, and delivery of online content.

Director of Arts & Expression, Oakland, CA. Youth UpRising Non-Profit Community Transformation Center. November 2011 – November 2013. Responsible for management of film/video, multi-media, music, visual arts, dance, and performing arts programs, staff and projects. Duties involved hiring, lecturing, curriculum development, outreach, grant development, career pathways, partnerships and overall vision. Con-currently instructed Chicano studies, screenwriting and digital filmmaking.

Media Coordinator, San Francisco, CA. San Francisco State University. Graduate College of Education. Jan 2014 – August 2014. Responsible for video production and post-production training for graduate students pursuing California State teaching credentials.

Lecturer & Special Consultant, San Francisco, CA. San Francisco State University. College of Education. Spring 2011. Lecturer, course for graduate students on teaching strategies in public high schools. Also, special consultant for digital video production in tutoring program, *GEAR UP*. Responsible for program design, curriculum development, lecturing, and evaluation.

Video Production Specialist. San Francisco State University's Cahill Media Facility. 2009-2010. Work as a video production instructor for faculty and graduate students seeking state teaching credentials.

Screenwriter, Assistant Director & Instructor. Oakland, CA. 2010-2011
Worked for Lunchbox International, a state-funded educational outreach program and production company. Responsible for curriculum development in high school workshops and pre-production for contracted projects with various non-profit organizations in California.

Editor. San Francisco, CA. 2010-2011. Work as editor for weekly public access program "Greek TV". Responsible for final cut and preparation for broadcasting on KTSF Comcast (Channel 8).

Camera Operator. Seattle, WA. University of Washington's EDGE Multimedia Facility. 2005-2007. Responsible for video/audio production, recording, troubleshooting, encoding and streaming live lectures

WRITER/
DIRECTOR/
EDITOR

BLACK & BROWN POET SERIES. HD Video. 5 episodes. IN PRODUCTION
Web series on famous Latino, Asian and Black Poets in California. Poetic segments intercut with interviews for 30 sec spots.

Official Selection – 2019 Pan African Film Festival – Episode 3 (Oakland)

Official Selection – 2019 Oakland International Film Festival – Episode 3 (Oakland)

E.14. 4K Video. 85 min. 2020.

Multi-Narrative Film based on the true stories of a sex worker, reformed pimp,

undocumented immigrant, can collector and homeless teen, and their subsequent criminalization and displacement from East Oakland's International Blvd.

Best Feature Film – 2020 Latino Film Market (New York)

Best Director – 2020 Los Angeles Cinematography Awards

Official Selection – 2020 Oakland International Film Festival

Official Selection – 2020 Ramsgate International Film Fest (London)

Official Selection – 2020 Tryon International Film Festival (North Carolina)

Official Selection – 2020 Tylerman Film Festival (Chicago)

Distribution – Amazon, Google Play, Tubi TV - Indie Right Distribution (Los Angeles)

A MI MATRIA. HD Video. 30 min. 2017.

Experimental documentary about the Repatriation of an American born Mexican woman in 1925 and her journey back to her hometown in California 85 years after never returning.

Award for Exceptional Merit – 2019 Docs Without Borders Film Festival

Official Selection – 2020 Official Latino Film Festival

Official Selection – 2017 Cannes International Film Festival (France)

Official Selection – 2017 Hollywood Independent International Film Awards

Distribution – Kanopy Distribution Co. and Flourishing Films

MY PEOPLE ARE RISING. HD Video. 60 min. 2017

Documentary based on the autobiography of Seattle Black Panther Captain, Aaron Dixon.

Featuring: Bobby Seale, Elaine Brown, and Ericka Huggins

Headliner – Langston Hughes International Film Fest

Nomination for Best Feature Documentary– 2018 Seattle True Independent Film Festival

Official Selection – 2019 Docs Without Borders Film Festival

Official Selection – 2019 Oakland International Film Festival

Official Selection – 2018 San Francisco Black Film Festival

Official Selection – 2018 Dumbo Arts Festival (New York, NY)

Official Selection – 2019 Social Justice Film Festival (Seattle, WA)

Exhibition – 2019 Skyline College (South Seattle, WA)

Distribution – Amazon, Google Play, Tubi TV - Indie Right Distribution (Los Angeles)

PIXAN: THE GHOST OF GÓNGORA. HD Video. 5 min. 2017

In collaboration with the Black Out for Human Rights Collective, UR Media presents "Pixán: The Ghost of Góngora". An experimental Poetic Essay honoring Luis Góngora Pat, a homeless undocumented Mayan immigrant who was murdered by the San Francisco Police Department.

Official Selection – 2019 Pembroke Taparelli Arts Festival

Official Selection - 2017 Chicano International Film Festival

Official Selection - 2017 Black & Brown Unity Film Festival

AMOR FOR ALEX. HD Video. 5 min. 2015

Poetic Short connected to the "Brown Lives Matter" national campaign about the murder of Alex Nieto by the San Francisco Police.

Silver Award – 2016 International Independent Film Awards

Award of Recognition for Social Justice Cinema – 2016 NYC Indie Film Fest Awards

Headliner – 2016 Tribe City Film Festival. San Francisco, CA

Official Selection – 2016 Chicano International Film Festival (Los Angeles, CA)

Official Selection – 2015 Indie Night Film Festival. Chinese Theater, Hollywood, CA

Official Selection – 2015 Matatu Film Festival. Oakland, CA

Exhibition – 2015 Mission Cultural Center for Latino Arts. San Francisco, CA

Exhibition – 2016 Google Black History Month Cinema Showcase

IMMIGRATION TURF. HD Video. 7 min. 2015

Experimental interpretive dance video about ICE raids on Mexican families.

Best Avant-Garde Film – 2016 Chicano International Film Festival (Los Angeles, CA)

Award of Recognition for Latino Cinema – 2016 Indie Film Fest Awards

Award of Recognition – 2016 NYC Indie Film Awards (New York, NY)

Honorable Mention – 2016 International Independent Film Awards
Official Selection – 2016 Chicano International Film Festival (Los Angeles, CA)
Official Selection – 2015 Long Beach Independent Film Festival (Long Beach, CA)
Official Selection – 2015 Matatu Film Festival (Oakland, CA)
Exhibition – 2016 Google Black History Month Cinema Showcase

DETERMINATION. HD Video. 7 min. 2015

Documentary and PSA about Dashawn Clinton, a single homeless father in Oakland, CA and how an innovative community program named “DetermiNation” saved his life.

Official Selection – 2015 Long Beach Independent Film Festival (Long Beach, CA)
Official Selection – 2015 Matatu Film Festival. Oakland, CA
Exhibition – 2016 Google Black History Month Cinema Showcase

THE BLANK CANVAS: HIP-HOP’S STRUGGLE FOR REPRESENTATION IN SEATTLE. HD Video. 93 min. 2013.

Feature documentary about the socio-political struggles of independent Hip-Hop artists in Seattle.

Broadcast – *Backstory: The Filmmakers Vision*. 2013. University of Washington Public TV & Comcast TV Channel 29.

Official Selection - 2013 Langston Hughes Film Festival (Seattle, WA)
Exhibition - 2013 Art Mummur Festival. New Parkway Theater. (Oakland, CA)

23rd & UNION. HD Video. 40 min. 2011.

Experimental docu-drama about gentrification, racial profiling, and the 2008 murder of an Ethiopian storeowner in Seattle’s Central District.

Broadcast – *Backstory: The Filmmakers Vision*. 2012. University of Washington Public TV & Comcast TV Channel 27.

Best Local Filmmaker - 2011 Seattle International Black Film Festival
Official Selection - 2011 Golden Lion Film Festival (Swaziland, Africa)
Official Selection - 2011 San Francisco International Black Film Festival
Official Selection - 2011 International Black Film Festival of Nashville
Official Selection - 2011 Bush Fire International Festival of the Arts (Africa)
Official Selection - 2011 Urban-Suburban Film Festival (Philadelphia, PA)

THE SCRAPER BIKE KING. 16 mm & Digital Video. 15 min. 2009. Documentary about the creator of the Scrapper Bike Movement in East Oakland.

Official Selection - 2010 Cannes Independent Film Festival (Cannes, France)
Greatest Hits/Headliner - 2009 International Bicycle Film Festival.
Official Selection - 2009 International San Francisco Latino Film Festival
Official Selection & Nomination - 2010 Eco-Entertainment Awards for the Going Green Festival. Writer’s Guild Theater of America (Beverly Hills, CA)
Headliner - 2009 San Francisco Documentary Film Festival
Official Selection – 2012 Transmedia Film Festival (San Francisco, CA)
Official Selection – 2010 Savannah Urban Arts Festival (Savannah, GA)
Official Selection – 2010 Burbank International Film Festival
Official Selection – 2010 International Sacramento Film Festival

JALE. 16 mm. 10 min. 2009.

Narrative about exploitation of undocumented day laborers in the United States.

Golden Palm Award - 2010 Mexico International Film Festival
Official Selection – 2010 Burbank International Film Festival
Official Selection - 2009 International San Francisco Latino Film Festival.
Official Selection - 2009 Seattle International Film Festival
Official Selection - 2010 International Sacramento Film Festival

PRODUCER

FIX MY KIXX. HD Video. 15 min. 2020

Short documentary funded by Redbull and Amaphiko about a teen entrepreneur in East Oakland who started his own shoe restoration business as a way to stay out of jail.

Official Selection – 2019 Pembroke Taparelli Film Festival

Official Selection – 2019 Oakland International Film Festival

Exhibition – 2019 Google Black History Month Film Fest

Exhibition – 2019 REEL Oakland Film Festival

COLOR CORRECTION. HD Video. 15 min. 2014.

Short narrative about a black filmmaker from Oakland ("Lenz"), who in the midst of filming a violent music video, encounters the real thing in his own community.

Official Selection – 2015 "I Hella Love Shorts" Film Festival (Oakland, CA)

Headliner – 2014 Black & Brown Unity Film Festival (Oakland, CA)

Conference – 2014 Boys & Men of Color Conference (Los Angeles, CA)

Exhibition – 2016 Google Black History Month Cinema Showcase

UNDER THE GUN. HD Video. 15 min. 2013.. Experimental documentary about a young man who investigates the alarming rates of infant murder in Oakland, only to become victim of the same violence.

Best Film – 2013 Relevate Film Festival (Oakland, CA)

Official Selection – 2013 TED-X: Interactivity and Innovation (Emeryville, CA)

Exhibition – 2016 Google Black History Month Cinema Showcase

LAST WORDS. HD Video. 5 min. 2013.

As a therapeutic exercise, young man dramatically reenacts the tragic death of his best friend by a hit-and-run accident, and the last words he recalls saying to him.

Official Selection – 2014 Project Youth View Film Festival (Oakland, CA)

Exhibition – 2014 Western Institute of Social Research (Berkeley, CA)

ASSISTANT
DIRECTOR

LOS 33 Y ELLA. HD Video. 30 min. 2012.

Experimental short film adapted from the true story about thirty-three Chilean miners trapped under the ground.

Official Selection – 2013 Syros International Film Festival (Ermoúpolis, Greece)

Official Selection – 2012 Transmedia Film Festival (San Francisco, CA)

HER INTERSECTING VOICES. HD Video. 120 min. 2010. Documentary about the "Medea Project: Theater for Incarcerated Women", an arts program for formerly women living with HIV in the Bay Area.

SKILLS

Bilingual: English & Spanish

Program/Project Design and Evaluation: Salesforce, Efforts to Outcomes, City Span, Asana, Microsoft Office software, etc.

Advanced Video Editor: Adobe Premiere, DaVinci Resolve, Media Encoder, Final Cut 10, Motion, Compressor, DVD Studio Pro.

Intermediate Audio Engineer; Audacity, Reason, Pro-Tools.

Intermediate Web Designer: Wordpress, Wix