

## COUNTDOWN TO NEGOTIATIONS

### *What YOU Can Do*

The Animation Guild's Negotiations Committee has been working together since last summer to plan for the upcoming contract negotiations with AMPTP – the producers at the studios where we work. Following a series of craft meetings, a core group of active and engaged members came together to talk about the issues brought up at those meetings. Since then, that core group has been working with many more members in smaller subcommittees to put together a package of proposals to bring to the bargaining table in May.

Who's on the Negotiations Committee and subcommittees? Concerned members like you! Several committee members have taken part in previous contract negotiations, whether in the planning stages or at the actual bargaining sessions with AMPTP, and they have shared their experiences with the group. Others have attended IATSE's Officer Institute or other training sessions to learn how labor unions and collective bargaining work. And some of those helping to plan negotiations are taking part for the first time, simply because they want to join in and have a say about our next contract. It takes active and engaged members to make changes in the industry and the committee members and those working on subcommittees know that! So if you're

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the  
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guild**

IATSE LOCAL 839

not working directly with the Negotiations Committee, what can you do to affect the planning and outcome of contract negotiations? You can actually do quite a lot!

First of all, talk to other members about union issues. Our bargaining session with AMPTP is currently scheduled for May 23rd and 24th, so talk or write to a committee member (see who's volunteered in last month's issue of The Pegboard) or a member of the Executive Board NOW to make sure that they know what's important to you. It's not too late to volunteer to work with a subcommittee to gather research and bring findings back to share with others at the union. You can help craft the actual proposals that we bring to the bargaining table!

And if you can't join a subcommittee or reach out personally to the core planning group, you can still give us your opinion by responding to surveys that the union sends out to members. A group of concerned Color Stylists recently sent out a survey to those in their craft in order to gather information and craft a proposal for negotiations. If you receive a survey request from the Guild, take the time to respond so we can have the best and most complete information ready to back up our proposals. We'll be sending out a survey soon to ask members to rank the importance of each of our planned proposals and we need to hear from everyone so that we can push for what's most important.

In the coming weeks, your union needs your support. We are stronger when we all stand together to get what we want and need, so show your support and inspire others to do the same.

- Respond to a survey on the issue and indicate your stance.
- Sign a petition to be delivered to management at your workplace.
- Take a scheduled, simultaneous break from work during the workday to demonstrate to management your ability to act in solidarity with other workers.
- Attend union events to show support. There's a mixer at Story Tavern on the 24th!
- Wear your Animation Guild T-shirt to work! Talk to your coworkers to coordinate and post in social media. TAG T-shirts aren't just for Union Pride Day!
- Tell three friends – spread the word about negotiations!

— **Paula Spence**, *Pegboard Editor*

**FROM THE PRESIDENT  
KC JOHNSON**

**THE IA WOMEN'S  
COMMITTEE & REEL STORIES**



The IATSE Women's Committee is dedicated to providing networking and mentorship opportunities, to be a meaningful resource for educational tools, social media campaigns and community outreach and activism for women of the IATSE.

One of the ways the Committee endeavors to create a sense of community is by advocating support for a local worthy cause in the city of the IA's General Executive Board meetings. These locations rotate, and this past January, the GEB meeting was here in Los Angeles.

The IA Women's Committee found a young organization called Reel Stories, that works to address the problem of female underrepresentation in the entertainment industry. They offer women of all ages an opportunity to learn how to make films and tell their stories.

Reel Stories believes that when women and girls are better represented behind the scenes in the media they are better reflected on the screen. In order to build equity in the film and media industry, Reel Stories creates a path for young women and gender non-conforming youth to make their own content and enter media careers. Reel Stories empowers our participants with the skills, experience, and connections to succeed in the film industry and aspire to leadership in their field.

In July 2013 in the Bay area, Camp Reel Stories held their inaugural camp with 30+ young women and 40 professional volunteers. Over the course of five days, these young women wrote, shot, and edited 6 outstanding short films, which they then presented to more than 250 people at the Camp Reel Stories Film Festival. In the space of a week, the campers become more confident in their voices, in their creative decisions, and in their ability to produce their own work.

After five successful years in the Bay Area, they launched a pilot program in Los Angeles in 2017. Reel Stories partnered with Glendale Community College to host their proven program in a new location. Fifteen girls attended, making three short films in five days. Reel Stories helped provide initial career steps and training to young women living at the center of film production who want to get more involved and change

how filmmaking can look. In 2017, Reel Stories program workshop leaders included: Amy Zeirling, director of *The Hunting Ground*; Lynn Sternberger, writer *The Bold Type*; and Megan Lloyd, *Dreamworks*. Two hundred fifty people came to the inaugural Camp Reel Stories LA (CRS-LA) film festival at Glendale Community College.

This summer the Los Angeles filmmaking program will expand from 15 girls to 30 girls and from a one-week program to a two-week program, giving more hands on training, media education, and opening doors for young women into the film industry.

Reel Stories is training the next generation of female filmmakers. In 2017 over 100 girls in the Bay Area and LA trained to become filmmakers at Reel Stories. Their films have already been seen by thousands at film festivals, community events, and online. In 2018 they will expand further serving 200 girls and adding even more year round programs.

Reel Stories intends to close the gender gap in the media by connecting young female and gender non-conforming youth to professionals, so they learn that their stories and ideas have value, that there are a plethora of career options available and that their audience is waiting.

We invite you to be part of the solution in 2018 by learning more at [campreelstories.com](http://campreelstories.com).

In solidarity,

KC Johnson



# FROM THE BUSINESS REPRESENTATIVE JASON MACLEOD



## STATE OF THE INDUSTRY: ANIMATION DRIVING PROFITS

The entertainment industry is experiencing record profits worldwide, and animation is a key driver of this prosperity. Compelling storytelling, appealing characters, and broad interest across age ranges make animation a steady performer. Theme parks and consumer products depend on the creative engine of animation to create attractions and offerings. All of the major studios (CBS, Comcast, Disney, Fox, Sony, TimeWarner, Viacom) have plans that include producing animation. It is a bright future.

*Across the different platforms, here is an overview:*

### Theatrical

In Features, Animation has consistently been found to be a very profitable type of film. Repeated analysis from SNL Kagan has shown that over more than a decade, the average return on an animated film meets or exceeds that of every other category of filmed entertainment. This was first reported on over a decade ago, as the following excerpt shows.

**2003-2007 Average Film Profits by Genre for Major Studios**

Film Genre	Avg. Domestic Gross (\$000)	Avg. Net Profit (\$000)
Animated	106,521	230,631
Sci-Fi/Fantasy	115,652	195,260
Family	78,967	120,563
Action	79,288	97,270
Drama	42,715	38,615
Comedy	49,773	35,905
Romance	35,443	22,164
Horror	34,494	21,862
Thriller	38,644	18,553
<b>Tot./Wtd. Avg.</b>	<b>58,106</b>	<b>66,353</b>

© 2008 SNL Kagan, a division of SNL Financial LC, est. and analysis of industry data. All rights rsvd.

*Source: SNLKagan website*

In 2016, three of the top ten grossing films worldwide were animated. Extending to the top twenty grossing films, that number of animated films climbs to eight. That's right, close to half of the top twenty grossing theatrical releases in 2016 were animated.



## 2016 WORLDWIDE GROSSES

Pink highlight = official revisions of older movies

Gold highlight = now playing or recent movies

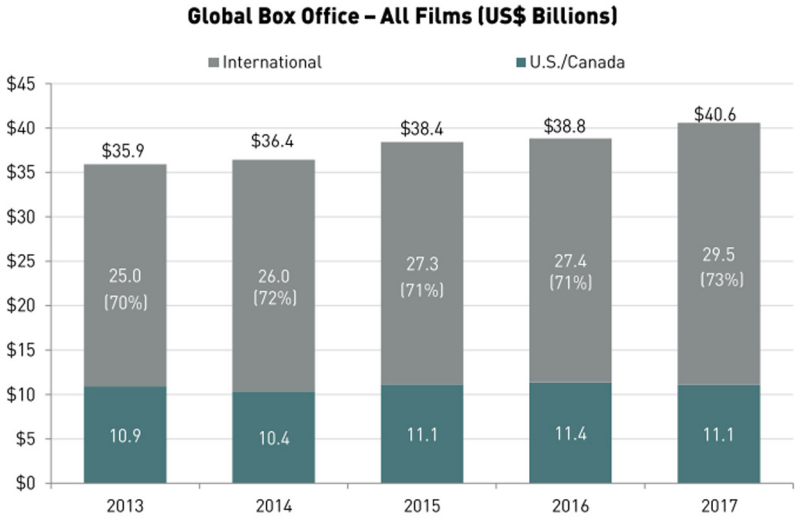
Rank	Title (click to view)	Studio* Filter ▾	Worldwide	Domestic / %		Overseas / %	
1	<b>Captain America: Civil War</b>	BV	<b>\$1,153.3</b>	\$408.1	35.4%	\$745.2	64.6%
2	<b>Rogue One: A Star Wars Story</b>	BV	<b>\$1,056.1</b>	\$532.2	50.4%	\$523.9	49.6%
3	<b>Finding Dory</b>	BV	<b>\$1,028.6</b>	\$486.3	47.3%	\$542.3	52.7%
4	<b>Zootopia</b>	BV	<b>\$1,023.8</b>	\$341.3	33.3%	\$682.5	66.7%
5	<b>The Jungle Book (2016)</b>	BV	<b>\$966.6</b>	\$364.0	37.7%	\$602.5	62.3%
6	<b>The Secret Life of Pets</b>	Uni.	<b>\$875.5</b>	\$368.4	42.1%	\$507.1	57.9%
7	<b>Batman v Superman: Dawn of Justice</b>	WB	<b>\$873.6</b>	\$330.4	37.8%	\$543.3	62.2%
8	<b>Fantastic Beasts and Where To Find Them</b>	WB	<b>\$814.0</b>	\$234.0	28.8%	\$580.0	71.2%
9	<b>Deadpool</b>	Fox	<b>\$783.1</b>	\$363.1	46.4%	\$420.0	53.6%
10	<b>Suicide Squad</b>	WB	<b>\$746.8</b>	\$325.1	43.5%	\$421.7	56.5%
11	<b>Doctor Strange</b>	BV	<b>\$677.7</b>	\$232.6	34.3%	\$445.1	65.7%
12	<b>Moana</b>	BV	<b>\$643.3</b>	\$248.8	38.7%	\$394.6	61.3%
13	<b>Sing</b>	Uni.	<b>\$634.2</b>	\$270.4	42.6%	\$363.8	57.4%
14	<b>The Mermaid (Mei ren yu)</b>	Sony	<b>\$553.8</b>	\$3.2	0.6%	\$550.6	99.4%
15	<b>X-Men: Apocalypse</b>	Fox	<b>\$543.9</b>	\$155.4	28.6%	\$388.5	71.4%
16	<b>Kung Fu Panda 3</b>	Fox	<b>\$521.2</b>	\$143.5	27.5%	\$377.6	72.5%
17	<b>La La Land</b>	LG/S	<b>\$446.1</b>	\$151.1	33.9%	\$295.0	66.1%
18	<b>Warcraft</b>	Uni.	<b>\$433.7</b>	\$47.4	10.9%	\$386.3	89.1%
19	<b>Jason Bourne</b>	Uni.	<b>\$415.5</b>	\$162.4	39.1%	\$253.1	60.9%
20	<b>Ice Age: Collision Course</b>	Fox	<b>\$408.6</b>	\$64.1	15.7%	\$344.5	84.3%

Source: Box Office Mojo





In 2017, worldwide box office hit an all time record of \$40.6 billion - and while domestic box office is a mature segment, global box office has been consistently increasing.



Source: MPAA 2017 Theme Report

In summation, Feature Animation has been and continues to be very profitable, and the global market is healthy and growing.



## Linear

Although the domestic market for TV and basic cable audiences is relatively stable, it is a different story internationally. And, even in a mature market, animated programs still stand out.

Here are some selected successes:

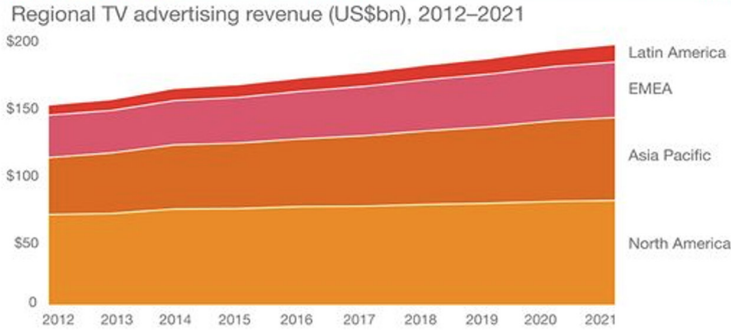
- TimeWarner - #1 Comedy across all television among adults 18-34 - Adult Swim, Rick and Morty
- Fox - consistent high performers on Sunday night with The Simpsons, Family Guy, and Bob's Burgers.
- Nickelodeon - top-rated kids' network among Kids 2-11, Kids 6-11 and Kids 2-5 in total day.
- Disney - DuckTales premiere in 2017 is best offering in eighteen months. Mickey and the Roadster Racers propels Disney Junior to be the #1 preschooler TV network in total viewers.

***“So as Nickelodeon keeps moving forward and growing, we’ll continue to be laser-focused on cementing our position in the hearts and minds of the next generation of kids and families. We have a clear and growing leadership position in television and a clear path to significantly expand the brand with many, many initiatives already underway.”***

**— Cyma Zarghami, President Nickelodeon Group**  
Viacom Q2 2017 Earnings Call

*Image credit: Nancy Borowick for The New York Times*

The promise of animation has been the ability to tell stories in an appealing way that resonates across cultural barriers. For growing international markets, animated programs are a valuable attractor of advertising revenue.



Source: Global entertainment and media outlook 2017–2021, PwC, Ovum

Key international numbers (sources: company websites):

- Disney channels will be seen in 34 languages in 162 countries.
- Warner Bros TV is shown in 40 languages in over 175 countries.
- NBCUniversal delivers content to more than 165 territories across Europe, the Middle East, Africa, Latin America and Asia Pacific.
- Viacom branded networks reach more than 180 countries and territories via some 270 locally programmed and operated TV channels in more than 40 languages.

Takeaway: Animated programming for TV/Cable produces significant revenue domestically and will help drive growth in expanding international markets.

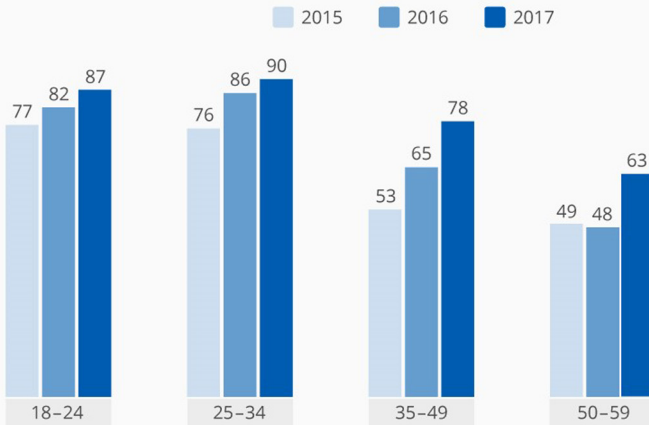


# Streaming

Streaming is the future. Not only has every studio announced streaming plans ( if they did not already have an offering ) but there are newcomers in the form of technology companies that will drive tremendous growth in this segment. In a significant recent shift, Disney has announced that beginning with their 2019 releases, the content deal they had with Netflix for animated films will end. Netflix’s response: they are starting up their own animation division. Here’s is what the growth of streaming looks like across age groups for the past three years:

## The Rise of Video Streaming Across All Age Groups

% of Americans who access TV content via the internet, by age group



Based on a survey of ~2,000 Americans in October 2017 and in previous years

@StatistaCharts Source: PwC



## Conclusion

Animation has been and continues to be the one of the most profitable feature film segments. TV Anywhere has led to rapacious demand for animated programs, which easily translate into expanding foreign markets. The FAANG companies (Facebook, Amazon, Apple, Netflix, Google) are pursuing their own production strategies in addition to continuing their past practice of acquisitions, and studios are responding by establishing their own streaming offerings. The industry has been and continues to be very lucrative, and animation is a key to this success. Animation Guild members should get a fair share of these rewards.

Yours in solidarity,

Jason

# Anti-Harassment and Discrimination Panel

on Thursday, April 19th.  
Dinner will be provided at 6:30 p.m.  
Panel starts at 7:00 p.m.

Join TAG President KC Johnson in conversation  
with Jason Oliver, an attorney who specializes in  
sexual harassment, discrimination, and retaliation cases.

Topics to be covered include, but are not limited to:

- Defining sexual harassment, discrimination, and retaliation
- Explaining your workplace rights and responsibilities
- How to be proactive if you're faced with harassment
- Creating safer work environments in the animation industry
- Audience Q&A



RSVP to: [brooke.keesling@tag839.org](mailto:brooke.keesling@tag839.org)

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# SPRING MEMBER MIXER!

Tuesday, April 24, 2018  
6:00 to 11:00 pm

Story Tavern  
150 S. San Fernando Blvd.  
Burbank, CA 91502

THIS EVENT IS **SOLD OUT**

Watch your e-mail for future events!



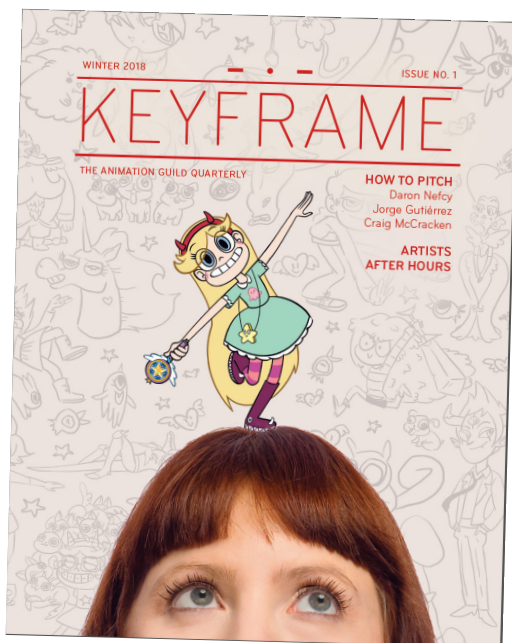


## KEYFRAME

**The Animation Guild Quarterly** magazine was created to serve our members, so tell us what you want to see inside!

If you've got story ideas or want to learn about some aspect of the animation industry, write to our Editor-In-Chief, Alexi Drosu, at [editor@tag839.org](mailto:editor@tag839.org).

If you're not an active member and would like to purchase a subscription, visit [animationguild.org/keyframe](http://animationguild.org/keyframe).



Do you want to show pride in the Animation Guild? Wear your TAG T-shirt on Union Pride Day – the 1st Monday of the month!

Send an e-mail to [brooke.keesling@tag839.org](mailto:brooke.keesling@tag839.org) and we'll help you make a plan to organize your crew with T-shirts (at no cost to active members), take pictures and post them on social media!



# IN MEMORIAM

**David Michener** passed away on February 15, 2018. He worked in story and animation at Disney Feature in the 1970s and 1980s before moving on to other studios as an animation supervisor for TV. After leaving the industry, he taught at Cal Arts.

**Edward Faigin** passed away at the age of 95 on March 8, 2018. He helped bring the world joy and laughter through his work as an animation cartoonist for more than 50 years at Disney, Warner Bros., Hanna Barbera and other studios. In addition to bringing to life The Flintstones, Bugs Bunny, Mickey Mouse and more, he also worked as a voice artist in numerous animated films, an on-stage and radio comedian, and a disc jockey.

**Carlos Lemos** passed away at the age of 84 on March 16, 2018. He made a name for himself in the comic book industry in Manila, Philippines before moving to California in his 50s to pursue a career in animation at SonyPictures, Warner Bros., Hanna Barbera and New World Animation.

**Fred Crippen** passed away at the age of 90 on March 22, 2018. He worked as a designer, painter and television director at UPA Pictures before opening his own Los Angeles studio, Pantomime Pictures, in 1959. He created countless animated educational segments for Children's Television Workshop, Sesame Street, Electric Company and Big Blue Marble on PBS, worked with National Geographic Television and John F Kennedy's presidential campaign, and did contract films for Disney Studios and Hanna Barbera, among others. Fred's work earned him gallery exhibits, film festival awards and retrospectives, an Academy Award shared with Saul Bass, and the Windsor McCay Award (the Annie) for his lifetime of work in animation.

**Chuck McGann** passed away on April 8, 2018. He was a host of kiddie shows in the 1960s, and later worked in animation voiceovers for Marvel Cartoons.

# THE ANIMATION GUILD COMPUTER LAB

at 1105 N. Hollywood Way in Burbank can help assist you in developing the skills you need for your career goals and personal projects .

The self-instructed lab is free and open to all active and inactive Guild members, as well as AAI students who contact Lyn Mantta in order to sign up for lab time.

*(Please note that Guild members will get first priority in using the lab.)*

We offer a professional setting in which to work, with equipment such as 22" Cintiq display tablets at your disposal.

Other software and equipment include:

Adobe Photoshop, Flash, Illustrator; Toon Boom Harmony and Storyboard Pro on Mac and PC Windows platforms.

If you don't see the app you're looking for – just ask!

Other assistance includes help with Cintiq basics, printing, scanning, and preparing art for print, file backup, management and understanding of file formats, assistance with internet and email issues, and blogs, video editing using Adobe Premiere and After Effects, demo reels, Final Draft, Microsoft Word, and Maya 3D and Sketchup 3D software.



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The lab hours are:

Monday 3-8 pm

Tuesday 3-6 pm

Wednesday 3-8 pm

Thursday 3-6 pm

Saturday 1-5 pm

(closed Fridays and Sundays)

To reserve lab times or for any questions, contact Lab Administrator Ken Roskos at [lab@animationguild.org](mailto:lab@animationguild.org), or call 818-985-7267 to leave a message.

Please let any Guild members you know that the lab is available to them.

(You will receive a reply from [roskotron@hotmail.com](mailto:roskotron@hotmail.com).)



# Uninstructed Life Drawing

2nd and 4th Fridays!

7 - 10 pm

Life Drawing Room in Back

@The Animation Guild

18 and older

\$15 General Admission

\$10 TAG Members

*\*Cash Only\**

\* drawing by Lisa Dosson

Brought to you with **Model Drawing Collective**

**APRIL 27TH . MAY 11TH . MAY 25TH**

AT GALLERY 839 IN MAY

# C O N V E R G E N C E



**May**  
**Gallery 839**

1105 Hollywood Wy Burbank

Opening Reception Fri May 4 6-9PM  
Show continues through the 25<sup>th</sup>

**ESTHER BARR**  
**METALWORKS**

[estherbarr.com](http://estherbarr.com)

REGULAR GALLERY HOURS: MONDAY THROUGH FRIDAY, 8:30 TO 5PM.

# UPCOMING EVENTS AT THE ANIMATION GUILD

**April 19th** – Anti-Harassment and Discrimination Panel

(Dinner at 6:30, Panel Starts at 7:00)

Please RSVP to [brooke.keesling@tag839.org](mailto:brooke.keesling@tag839.org).

**April 24th** – Member Mixer: Story Tavern, 6 to 11pm

(Taco bar included, cash bar for drinks)

Please RSVP to [brooke.keesling@tag839.org](mailto:brooke.keesling@tag839.org).

**April 27th** – Uninstructed Life Drawing 7-10pm

**May 1st** – Union Pride Day: Wear your TAG T-shirt  
to work and post photos on social media!

**May 4th** – Gallery 839 New Show Opening 6-9pm

**May 11th** – Uninstructed Life Drawing 7-10pm

**May 23rd & 24th** – Contract Negotiations with AMPTP

**May 25th** – Uninstructed Life Drawing 7-10pm

**May 28th** – Contract Holiday: Memorial Day

**May 29th** – General Membership Meeting  
(Pizza at 6:30, meeting starts at 7pm)



## VOICE YOUR OPINION!

**The Animation Guild Local 839 IATSE  
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