

Tracy Nguyen-Chung

CV

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EDUCATION

- 2010 M.A., Conflict Studies, Middlebury Institute of International Studies
- 2007 Certificate, Management, Stanford University Graduate School of Business
- 2007 B.A., International Affairs, Lewis & Clark College

AWARDS, FELLOWSHIPS, GRANTS

- Bend Film Production Grant, FRUIT OF SOIL, producer, 2024
- Sundance Producers Lab Fellow, FRUIT OF SOIL, producer, 2022
- Redford Center Grant, FRUIT OF SOIL, producer, 2022-23
- IF/Then x The Redford Center Nature Access honorable mention, FRUIT OF SOIL, 2021
- BAFTA, Best Documentary nomination, THE GREAT HACK, co-producer, 2020
- Emmy Awards, Best Documentary nomination, THE GREAT HACK, co-producer, 2020
- Outside Magazine, Outsider of the Year Award, 2019
- Orvis Breaking Barriers Award, 2019
- MacArthur Foundation documentary film grant, grant writer, 2017
- Ford Foundation documentary film grant, grant writer, 2016
- Catapult Film Fund development grant, grant writer, 2015-16

FILM & PRODUCTION EXPERIENCE

After Bruce, *Founding Principal; Producer & Publicist*. 2014 to present

Lead strategy, PR, and film production. Clients have included: POV, International Documentary Association, A24, Color Congress, Represent Justice, Firelight Media, Hawaii International Film Festival, ITVS, Blackstar Film Festival, Sundance Institute, Slamdance, Oregon Food Bank, Seeding Justice, Oregon Bird Alliance, City of Portland, Northwest Native Chamber, Alliance for Children's Rights, and more.

Freelance, *Producer, Director, & Impact Producer*. 2011 to present

Working across independent and commissioned nonfiction, scripted, brand, and new media formats, I produce and direct intimate, character-driven films and moving image projects at feature, short, and commercial lengths. Clients include but are not limited to: Wild Salmon Center, Fender Play Foundation, Portland Streetcar, Safer Streets, Travel Portland, Powell's Books, Northwest Native Chamber, and more.

Brink Communications, *Director of Production & Creative Services*. 2019 to 2023

Developed and managed Brink's first production department, effectively expanding Brink's creative team offerings across video, photo, and radio, increasing year one revenue by over \$4 million dollars. Developed and produced content for organic, paid, broadcast, terrestrial, and digital platforms..

Noujaim Films / the OTHRS, *Producer*. 2013 to 2019

As a producer at Noujaim Films and its sister company, the OTHRS, I developed and produced a number of projects across feature, episodic, and short form, including the

Emmy and BAFTA-nominated documentary, THE GREAT HACK, on which I was a producer in development and production, and led the impact campaign.

David Magdael & Associates, *Publicist*. 2012 to 2014

David Magdael & Associates specializes in publicity and marketing of documentary and independent films. I successfully led PR and engagement campaigns for dozens of documentaries, including but not limited to: THE SQUARE, AMERICAN PROMISE, EVOLUTION OF A CRIMINAL, I AM BIG BIRD, RICH HILL, FACING FEAR, THROUGH THE NIGHT, and more.

Visual Communications, *Director of Marketing & Sponsorships; Producer*. 2010-2012, 2014-2015

Led marketing and sponsorships efforts in support of the LA Asian Pacific Film Festival and produced C3: Conference for Creative Content. Visual Communications (VC), the first non-profit organization in the US dedicated to the honest and accurate portrayals of the Asian Pacific American peoples, communities, and heritage through the media arts.

SELECTED CRITICAL MEDIA & RESEARCH EXPERIENCE

The Orvis Company, 2023 - current

Leading a research initiative for The Orvis Company that applies critical media theory to examine equity, representation, and belonging in angling and environmental justice.

Oregon Health Authority, 2020-2023

Developed and led the strategic approach for Oregon's COVID-19 response campaign in 15 languages, aimed at reducing the media, information, and resource gaps for people most impacted by health inequities across the state. Twitter's most successful public health campaign of all-time. Oregon was projected to rank in the lower half of states for vaccine uptake and by the end of the pandemic, finished 5th in the nation.

THE GREAT HACK digital media literacy impact campaign, 2019-2020

Led a national impact campaign to increase digital literacy, introduce and pass policy to improve digital privacy, and apply pressure on Facebook to mitigate and address the platform's policies that enabled Cambridge Analytica's exploitation of personal data.

Persuasion Machines, 2019

Sundance Film Festival AR installation that used mixed reality and surveillance technologies to bring to life the invisible world of data. Audiences experienced how smart devices harvest data from personal devices and how this data is then used to control and persuade.

SELECTED FILMOGRAPHY

UNTITLED ASIAN AMERICAN ARCHIVES FILM (in development) *Director/Producer*, feature documentary

UNTITLED WHITENESS FILM (in development) *Producer*, feature documentary, dir. Kate Trumbull-LaValle

MARTY (in development) *Director/Producer*, animated short

UNTITLED MOTHERS FILM (in development) *Producer*, feature documentary, dir. Faith Briggs
FRUIT OF SOIL (in production) *Producer*, feature documentary, supported by The Redford Center and Sundance Institute Producer's Lab; dir. Faith Briggs
OUR STORIES (2023) *Producer/Creative Director*, micro-documentary portraits, Alliance for Children's Rights
SAFER SUMMERS (2023), *Director/Producer*, short documentary series
THIS IS OUR FAMILY (2022-23) *Producer/Creative Director*, micro-documentary series, Family Justice Network
SAFE + STRONG, (2020-23) *Producer/Director*, over 70 micro-documentary, commercial, and animated videos as part of Oregon's COVID-19 response campaign; all-time best performing public health campaign content of all-time
FOOD WASTE STOPS WITH YOU (2022) *Producer/Creative Director*, short documentaries, dir. Kate Trumbull-LaValle, Oregon Metro
MANY ROADS (2022) *Director/Producer*, animated short, Save Lives Oregon
PLAN ON IT (2022) *Director/Producer*, branded short, Travel Portland
FOREST STORIES (2021) *Director/Producer*, micro-documentary series, Wild Salmon Center
CONNECTION (2020) *Director/Producer*, short documentary, co-dir. Ciara Lacy
NICK & NANGI (2020) *Producer/Creative Director*, micro-documentary, dir. Ciara Lacy, Foster Plus
THE GREAT HACK (2019) *Co-Producer*, feature documentary dir. Karim Amer and Jehane Noujaim, Netflix Originals
BALLAD OF THE GLOBAL PATRIOT (2017) *Producer*, short documentary, dir. Jehane Noujaim, Sundance Now Take 5 Series
PROPHETS OF RAGE (2016) *Producer*, music videos, dir. Karim Amer
SUPPLY CHAIN REACTION (2014) *Producer*, short documentary, dir. Jehane Noujaim, We The Economy Series, Vulcan/Cinelan

EXHIBITIONS, SCREENINGS, COMMISSIONS

2023

American Indian Heritage Day Film Festival, Bozeman, MT

2022

Flagstaff Mountain Film Festival, Flagstaff, AZ

Redford Center Doc Series

VIMFF Tour, multiple cities

2021

DC Environmental Film Festival, Washington DC

Devour! The Food Film Fest, Nova Scotia, Canada

DisOrient Film Festival, Eugene, OR

Environmental Film Festival Australia, Melbourne, Victoria, AUS

Lunafest, multiple cities

Mill Valley Film Festival Mill Valley, CA

Vancouver International Mountain Film Festival, Vancouver BC, Canada

2020

Big Sky Documentary Film Festival (world premiere), Missoula, MT
Ethics & Aesthetics, "Growing Our Souls" program, Detroit, MI
Hawaii International Film Festival, Honolulu, HI
Humanities Montana Gather Round series, multiple cities
IFC Center, Oscars Spotlight: Documentaries 2020, New York, NY
Los Angeles Asian Pacific Film Festival, Los Angeles, CA
Native Spirit Film Festival, London, UK
Portland Film Festival, Portland, OR
Orvis Holiday Campaign, photography

2019

Sundance Film Festival (world premiere), Park City, UT
Glasgow Film Festival, Glasgow, UK
Woodstock Film Festival, Woodstock, NY
Design Week Portland exhibition (photography), Portland OR

2012

Los Angeles Asian Pacific Film Festival (world premiere), Los Angeles, CA

COMMITTEES, BOARDS, & OTHER PROFESSIONAL ACTIVITIES

Brown Girls Doc Mafia, Executive Board member, 2019 - present
Angling for All Initiative, founder, 2019 - present
Brown Folks Fishing, founder/organizer, 2016 - present
International Documentary Association Awards Committee, member, 2019-2022
Film Independent Project Involve, advisor, 2017-2018
Oregon State University's Outdoor Recreation Economy Initiative, member
JEDI Federal Recreation Policy Working Group, member
Asian American Media Alliance affiliate, 2021 - present
Sundance Film Festival Press Inclusion Initiative review committee member, 2021
Organization of Chinese Americans, board member, 2015

PANELS & PRESENTATIONS

American Fly Fishing Trade Association, "Diversity, Equity, & Belonging" panelist, 2023
Independence Public Media Foundation, "PR for Filmmakers" workshop, 2022-2023
Firelight Media, Documentary Lab advisor, 2019-2022
DisOrient, "Raising Our Voices" panelist, 2021
Design Week Portland, "Redesigning the Narrative" panelist, 2019
Orvis Guide Rendezvous, equity roundtable panelist, 2019
Southern Documentary Fund, "Beyond Branding: Reaching Your Audience" workshop, 2018
Tribeca Film Festival, Firelight Media "The Color of Impact" panelist, 2016
Ray Warren Symposium on Race and Ethnicity, founder & chair, 2004-2007

PUBLICATIONS

Nguyen-Chung, Tracy. Essay in Women and Water: Stories of Adventure, Self-Discovery, and Connection in and on the Water. 2023.
Nguyen-Chung, Tracy. "Brown Girls Doc Mafia Creates a Space for Women and

Nonbinary People of Color,” Sundance Institute, April 12, 2019

PRESS

- Pener, Degen. “The Redford Center Announces Environmental Impact Film Grant Winners (Exclusive),” The Hollywood Reporter, October 25, 2022
- Han, Grace. “Asian and Asian American titles announced at Mill Valley Film Festival,” Asian Movie Pulse, September 14, 2021
- “Bonding on the Water,” Orvis, February 2021
- “Brown Folks Fishing Tackles Racism and Inequality in Fishing Industry with New Pledge,” Angling Trade, July 9, 2020
- Balogh Rochfort, Heather. “Why fly-fishing is a great pandemic sport,” Washington Post, July 7, 2020
- Brownlee, Marcia. “‘CONNECTION’ with Filmmakers Tracy Nguyen-Chung & Ciara Lacy,” Artemis Podcast, September 24, 2020
- Bastone, Kelly. “This Award-Winning Organization Is Welcoming Anglers of Color to the Water,” May 15, 2020
- Studaris, Laura. “The Courage to Combat the Climate Crisis,” Shondaland, April 28, 2020
- Brown, Ann. “20 Things To Know About The History of Black Americans In The Commercial Fishing Industry,” Moguldom, October 30, 2020
- Monahan, Phil. “Brown Folks Fishing Launches the Angling for All Pledge, with Orvis as the First Signee,” Orvis, July 29, 2020.
- Wenger, Tim. “BIPOC Anglers Take a Stand,” Matador Network, October 27, 2020
- Editors. “The 2019 Outsiders of the Year,” Outside Magazine, December 19, 2019
- Salabert, Shawnte. “How the Daughter of Vietnamese Refugees Founded ‘Brown Folks Fishing,’” Adventure Journal, December 13, 2018.
- Block, Erin. “Tracy Nguyen-Chung and ‘Brown Folks Fishing,’” Midcurrent, December 27, 2018
- Pederson, Erik. “Brown Girls Doc Mafia Names Board Of Directors,” Deadline, December 14, 2018

PROFESSIONAL SKILLS & EQUIPMENT/SOFTWARE EXPERIENCE

- Pre-Production* Google Suite, Excel, Studio Binder, Movie Magic Budget & Scheduling Research and concept development, treatments, decks, pitches, building budgets, documentary ethics, casting and pre-interviews
- Production* RED Komodo, Canon EOS R5, Canon EOS 5D Mark II, Sound Devices MixPre Audio Recorder, Zoom recorders, various shotgun and lav mics for different conditions, Litepanels, Quasar, Aputure Producing, directing, location sound, field producing, verité
- Post-Production* Adobe Premiere Pro, directing or producing all stages of post, scripting, paper edits, collaborating effectively with editors, designers, animators, composers, sound, and color

AREAS OF INTEREST

- Class, Race, Gender, and Critical Media
Decolonial Praxis in Film and Media

Developing and Pitching Treatments
Digital Media Production
Documentary Ethics
Documentary Film Production
Documentary Film in Reconciliation and Restorative Justice
Documentary PR and Engagement
Producing Branded Content
Semiotic and Discursive Approaches in Critical Media

REFERENCES

Kate Trumbull-LaValle, Lecturer
Film Department, Creative Nonfiction Track, CSU Long Beach
(619) 519-4513, Kate.TrumbullLaValle@csulb.edu

Sonya Childress, Co-Executive Director
Color Congress
(347) 232-7887, sonya@colorcongressinitiative.org

Tricia Brand, Vice President of Diversity, Equity, Inclusion, and Belonging (DEIB)
California College of the Arts
(503) 703-4372, tricia.brand@cca.edu

Ciara Lacy, Emmy-nominated Filmmaker
(808) 375-6485, ciaralacy@gmail.com