

Empowerment

Transformation

Inclusivity

PITCH DECK

# THE HUE COLLECTIVE

"Empowering youth from all corners to thrive in the world of Post-Production — transforming dreams into cinematic reality."

—The Hue Vision

[www.thehuecollective.com](http://www.thehuecollective.com)





# WHAT IS THE HC?

THE HUE COLLECTIVE

The Hue Collective is dedicated to ushering youth of color into the world of post-production, bridging the gap between rural and urban communities.

Originating in Florida, our initiative has rapidly expanded its reach nationwide, imparting crucial media literacy education along the way.

## Mission

At the heart of The Hue Collective lies a mission to empower young individuals from diverse backgrounds, particularly those in rural and urban settings, to pursue thriving careers within the post-production industry. Founded by A'sia Horne and Keisha Gordon, both hailing from DeLand, FL, our organization is deeply committed to fostering a supportive environment where youth can cultivate their talents and aspirations.

## Vision

Our vision is clear: to inspire and equip the next generation to embrace their creativity, run toward their dreams, and embrace their uniqueness. Through comprehensive educational programs, mentorship opportunities, and access to resources, we aim to instill confidence and passion in every participant.



**What's** the problem?

# The entertainment industry has a diversity issue in post-production

01

## Industry Disparities:

While diversity is celebrated on screen, the behind-the-scenes landscape remains notably lacking in representation. Shockingly, according to the U.S. Department of Labor's 2020 report, a staggering 77% of post-production workers in the United States are white. This glaring statistic underscores a critical gap within the industry that urgently needs to be addressed.

02

## Underrepresentation Challenges:

Underrepresented communities, particularly Black teens, **are more likely to encounter significant** barriers when seeking to enter the post-production sector. A lack of access to essential training, networking opportunities, and mentorship programs greatly diminishes the visibility and representation of these talented individuals.

03

## Impact on Storytelling:

Diversity in post-production isn't merely about achieving equality; it profoundly influences storytelling. By incorporating diverse perspectives, narratives gain authenticity and depth, resulting in content that mirrors the complexity of the real world.



# Our Solution

The Hue Collective leverages representation and inclusion to drive change in post-production. Our camps reflect the rich diversity of our communities, with 42.6% of attendees being young women, 64% identifying as Black, and 27% of Hispanic descent. By fostering an inclusive environment, we aim to inspire and empower the next generation of creative talent.

We recruit volunteers and industry professionals whose demographics mirror our students'. This commitment fosters an environment where every individual feels represented, empowering them to excel in the industry.

## We Work to Influence Change

Our focus is to introduce youth of color to Post-Production

97.5%

Participants were youth of color

42.6%

Identify as female

55.8%

Identify as male

1.6%

Identify as non-binary



Since 2019, The Hue Collective has influenced the lives of over 100 students with our programming.

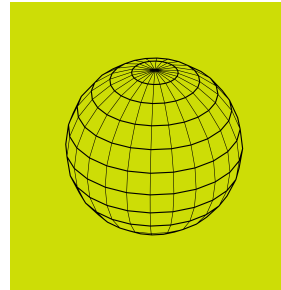


# HOW IT WORKS

THE HUE COLLECTIVE

Our classes are thoughtfully designed to ensure students gain a strong understanding of the software interface used in the industry. More important, we focus on teaching essential editing techniques and the foundational rules of post-production.

Beyond technical skills, we emphasize real-world practices such as organization as a post-production professional. We also highlight the importance of networking and collaboration, equipping students with practical tools to thrive in their field.



**Teach real-world workflows**



**Teach editing techniques**



**Hands-on learning**



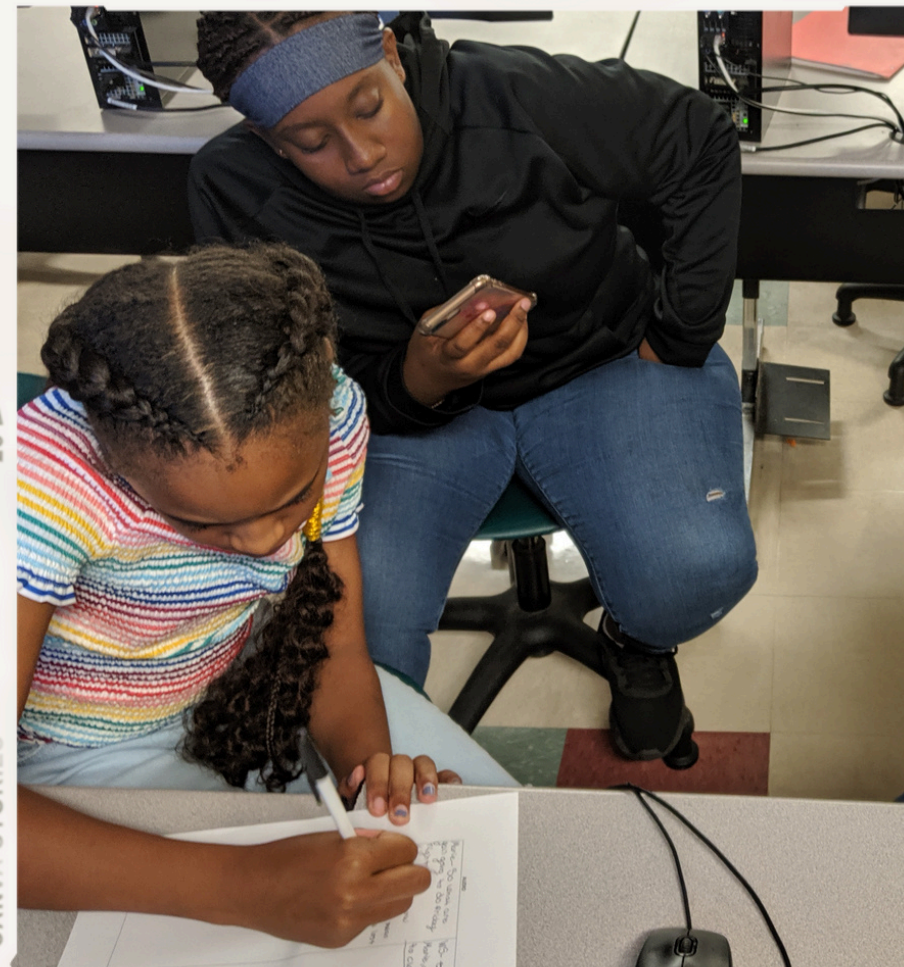
**Networking sessions with professionals**



# OUR BEGINNINGS

THE HUE COLLECTIVE

Our first camp was hosted at DeLand High School in June 2019. We enrolled 16 students. In one week, the students learned a professional editing software called Adobe Premiere, with instruction and guest presentations from professionals of color in media ranging from VFX, television, and radio.





# OUR OUTREACH

THE HUE COLLECTIVE

Since 2019, we've touched the lives of many students across the nation. With just a little funding, we've influenced over 100 students to learn more about post-production. Here's a quick look at where we've held camps:

- 3 Camps in DeLand, Florida
- 2 Camps in Daytona Beach, Florida
- Fairfield, Alabama
- 6 Camps in Los Angeles, California
- Baltimore, Maryland
- Atlanta, Georgia
- Fort Valley, Georgia





# WHAT PEOPLE THINK ABOUT

THE HUE COLLECTIVE



*"This provided an opportunity for him to explore something new that we had never heard of before. And also an opportunity for someone his complexion to be able to see something new. This is the first time we've been introduced to something like this, this close. It was an opportunity that I thought that might have been a once in a lifetime opportunity that we had to take advantage of."*



**Yasmin**

Parent



*"The Hue Collective editing camp wasn't just about learning technical skills; it was about igniting a spark. Seeing these young minds connect with stories, find their voices, and discover the power of visual storytelling... that's where the real magic happened. They didn't just learn how to edit, they learned how to create, to inspire, and to share their unique perspectives with the world. That's a gift that will stay with them long after the camp is over."*



**Madkin Kelly**

Head of Executive and Internal Communications,  
Google Cloud Consulting and Global Partnerships

# WHAT PEOPLE THINK ABOUT

THE HUE COLLECTIVE



*"I cannot express how incredible this organization is. They provided a safe and educational space where young people can lean into their passions, build confidence, and build a practical skillset through video editing. This is especially important as they are supporting communities that are often underrepresented in the larger media industry."*



**Karina Anglada**

Strategic Development Manager @Adobe



*"Watching them take ownership of their projects, piece together their own mock travel videos, and see their hard work come to life was a powerful reminder of the impact that mentorship and education can have... In a world where access to such opportunities is not always guaranteed, it was an honor to be part of a program that empowers young minds to explore their potential. Thank you, The Hue Collective!"*



**Diandra Luzon**

Professional Editor & Facilitator for  
Bootcamps

# MEET JAYOHN

2023 Los Angeles Editing Bootcamp

Sponsored by RPA Advertising

[www.thehuecollective.com](http://www.thehuecollective.com)

@thehuecollectivefl



RECAP: THE HC EDITING BOOTCAMP



# PARTNERSHIPS

THE HUE COLLECTIVE

Our partnerships are the cornerstone of our mission at The Hue Collective. Collaborating with like-minded organizations, industry leaders, and community stakeholders allows us to amplify our impact and reach.

These partnerships not only enhance the quality of our programs but also foster a network of support that compels young talent to thrive in the post-production industry and beyond. Together, we are driving positive change and shaping a more inclusive future for all.



# HOW TO GET INVOLVED

THE HUE COLLECTIVE

Join the Hue Collective and make a lasting impact! We empower youth by providing them with the skills and tools needed for a successful career in post-production. Get involved and help us create opportunities for the next generation of creative professionals.

## DONATE

Support our mission to empower youth of color with vital post-production skills.

## VOLUNTEER

Share your expertise and inspire the next generation of editors.

## SPONSOR

Partner with us to provide essential tools and resources for our students.

## FOLLOW US

Stay connected and spread the word about our impactful programs.

# 2025 GOALS

THE HUE COLLECTIVE

This year, we have one major camp planned for Central Florida, but we're eager to host another camp to reach even more future post-production professionals.

We're aiming to raise an additional \$10,000 to bring a camp back to one of our hub cities, such as Baltimore or Atlanta.

To help us please visit our website below to donate.





# SPONSOR OUR CAMPS

THE HUE COLLECTIVE

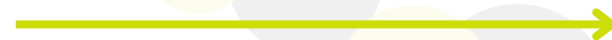
This year we need funding for one camp!  
On average our camps cost about \$10K. This helps us keep the camp free for all attendees.  
What does this figure include, you ask?



**Curriculum**



**Post-Professionals**



**Equipment**



**Documentation**

We prepare a tailored curriculum for each camp series, whether it's focused on commercials, promos, or sports videos. Our goal is to ensure that students leave with a strong foundation.

For each bootcamp, we ensure that post-production professionals and others involved in the post-production workflow serve as facilitators.

Because we aim to reach both urban and rural areas, we often need to provide the necessary equipment for learning how to edit. This includes software as well as hardware like laptops.

We prioritize documenting our camps by hiring a videographer and photographer to capture memorable moments. We make it a point to hire locally, ensuring that the money stays within and benefits the community.

# MEET THE TEAM

THE HUE COLLECTIVE



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**A'SIA HORNE**

Co-Founder  
Post-Producer/Editor



• • •

**KEISHA GORDON**

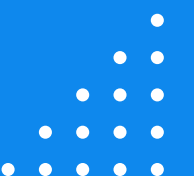
Co-Founder  
Educator



+ + + + +

**JOYCE HORNE-HARLEY**

Retired Federal Aid  
Coordinator for FDOT





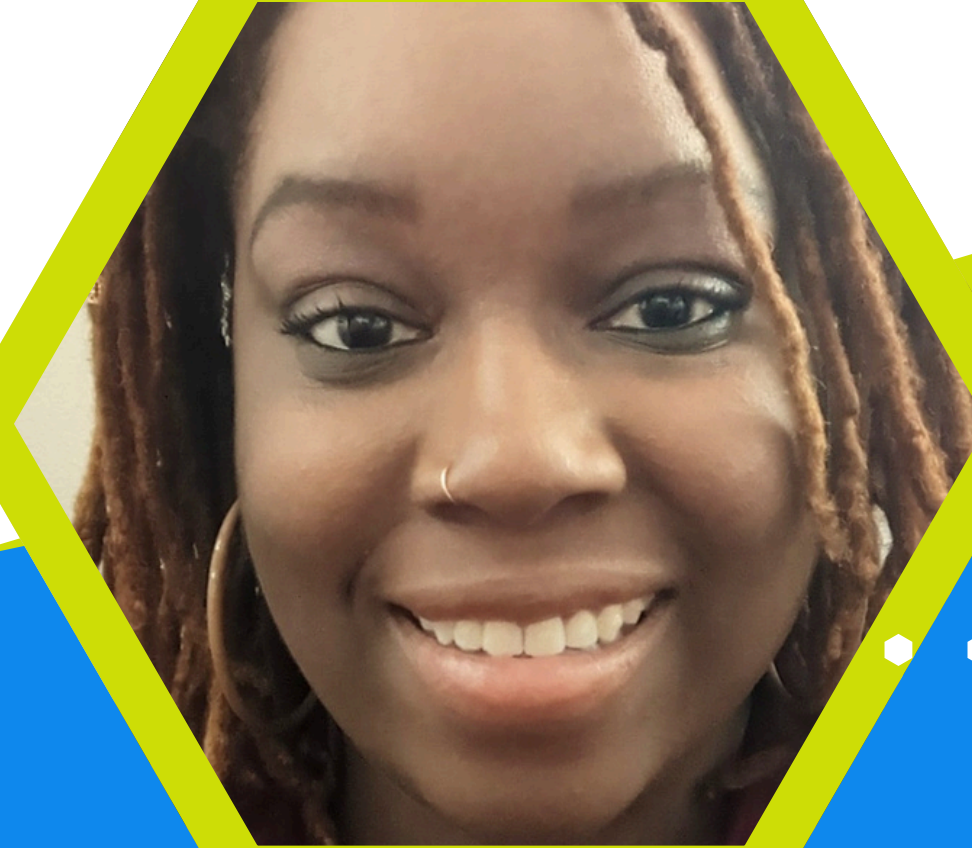
# MEET THE BOARD

THE HUE COLLECTIVE



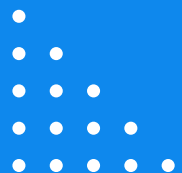
**TINA MABRY**

Writer/Director/Producer



**KEYSHA WATTS**

Post-Supervisor





# RECAP OF THE HC

THE HUE COLLECTIVE AT A GLANCE

We've accomplished a lot in the past few years!

Before you leave our presentation, here's a quick breakdown of what we have done without much funding. Imagine what we could achieve if fully funded!

1

## PARTNERSHIPS

- 2019 DeLand High School
- 2021 Daytona Beach Housing Authority with the L.E.A.D Program
- Fairfield High Preparatory School
- 2022 Media Rhythm Institute in Baltimore, MD
- 2023 Future Successors in Atlanta, GA
- 2023 Adobe
- 2024 Roybal Magnet High School

2

## DONATIONS

- 2020-2023 Recipient of Ms. Foundation Grant for 3 years
- 2021 Buddha Jones and SPARK donate toward computers
- 2023 Adobe provides free software for camps
- 2024 Recipient of Orlando Magic Youth Foundation

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## OUR REACH

- 3 Camps in DeLand, Florida
- 2 Camps in Daytona Beach, Florida
- Fairfield, Alabama
- 6 Camps in Los Angeles, California
- Baltimore, Maryland
- Atlanta, Georgia
- Fort Valley, Georgia

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## MAJOR GOALS

- Host a sports editing bootcamp with the Orlando Magic and/or other sports entity
- Raise funding for an additional 2025 Camp at one of our hubs
- Raise additional funding to give away a computer at the 2025 camps



# THANK YOU

**THE HUE COLLECTIVE**  
A POST-PRODUCTION  
NONPROFIT

To find out more about how you can help, please  
email us at: [admin@thehuecollective.com](mailto:admin@thehuecollective.com)





# THE HUE COLLECTIVE

