

# New film festival has regional ambition

By **ELVA K. ÖSTERREICH**  
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Branching off the Las Cruces International Film Festival, Borderlands Film Festival will debut in October, offering another local avenue for filmmakers and audiences.

The first festival will be held in Las Cruces and in Truth or Consequences, Managing Partner Michael Evans said. Future locations may include Silver City and even Marfa, Texas.

“Inclusivity is absolutely paramount to success,” Evans said. “When you have a festival in multiple cities, you get to carry your brand.”

Festival Executive Director Dave Witt said organizers are beginning with a philosophy of taking care of the filmmakers.

“Hopefully they get their film distributed, meet some new filmmakers and do something for their career if they are going to spend the money to be here. We want them to actually leave here with some-

thing that they have gained rather than coming here and leaving saying ‘why did I come?’

“So, we are really focusing on the filmmakers (as) the stars.”

The festival will include panels and workshops on topics such as how filmmaking works, distribution, how to make money in the business and where to get money to make films.

Witt said the Borderlands Film Festival is also dedicated to developing and promoting Latino culture by presenting a variety of Spanish-speaking programming from around the world, including Latin America, Spain, Portugal and the United States.

Evans said Borderlands will augment the mission of the Las Cruces International Film Festival, held in March and run by the Creative Media Institute at New Mexico State University, by extending into October southern New Mexico’s appeal

to the film industry. “We are the continuation,” Witt said. “You want people to come and see (southern New Mexico) as a viable location. We are going to show them the (Film Las Cruces) studio and the possibilities. When they write their next film maybe they think of Las Cruces.”

“Keeping students and filmmaking here, providing distribution channels for their films, is what we are doing with Borderlands. If you are all working together you are going to be working on a common goal.”

Submissions are currently being accepted through Film Freeway for the six-day kick-off in Las Cruces Oct. 2-7. Sponsors and volunteers are still needed. For more information visit [www.BorderlandsFilmFestival.org](http://www.BorderlandsFilmFestival.org), call 575-408-9026 or email [info@BorderlandsFilmFestival.org](mailto:info@BorderlandsFilmFestival.org).

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**Partnering to create the Borderlands Film Festival are David Salcido, Dave Witt and Michael Evans.**