

Tatenda Jamera Trustee Election Statement



I would like to apply for the opportunity to become a board member as I resonate with Cinema for All's vision about cinema being available to all communities. I believe, along with yourselves that cinema can truly transform peoples lives and I am passionate about exposing people to the beauty and richness of storytelling through cinema.

I completed my undergraduate degree in digital film making at the School of Audio Engineering (SAE) in Oxford. Following on from that, I furthered my studies by attending the National Film and Television School (NFTS). I truly believe that I would bring a fresh perspective to the board meetings because of my vast experience within production, distribution and exhibition.

In 2021 I launched Maona, a community cinema which seeks to help support those from a minority background to exhibit their work and this was supported by Cinema for All . Following on from this' I got the opportunity to be part of the Barbican emerging curators in 2022 which strengthened my curatorial skills and insights. Maona has since grown from its inception and now we work with several venues across the UK including Hyde Park Picture House, Kinokulture, Midlands Arts Centre, Northampton Film House, Showroom Cinema, ARC and Ultimate Picture Palace and several more.

Working with multiple venues has given me a strong foundation in audience and partnership development. Partnering with multiple venues has honed my skills to engage and expand viewer communities. I have strategically crafted marketing campaigns that have begun to cultivate an ever growing following that have become interested in African cinema. As well as the above, working with multiple venues has also been a strong foundation in strengthening my business relational skills due to contractual agreements that I have had to set up and implement.

I also have experience of being part of a management committee at the Ultimate Picture Palace which is currently steering a huge development project after the community successfully acquired the business as it was at risk of closing down. I am passionate about seeing the survival of cinemas in the future due to their importance in the community.

Earlier this year Maona was awarded a research and development fund by the BFI for the year 2023/24. The project has a specific focus on the current African Film Heritage Project which was launched by Martin Scorsese. The key skill I have obtained on this project is negotiating licensing fees for Archive titles which have been restored and are more costly than any other titles. I was intrigued by this project as it was important for me to see these lost African titles being restored and brought back to the wide screen.

I really do believe that one of my strengths is that I resonate with all of your goals and will be unafraid to challenge thinking/viewpoints within meetings. I am confident with my opinions and value honest and real discussions that will profit an organisation. I would value the time that I would have to also learn from an organisation that is doing phenomenal work in the distribution and exhibition space. I will take every opportunity to learn and ask many questions from the many practitioners who are well seasoned in the industry. It would be an absolute honour to be able to serve on the board and I would endeavour to do so diligently and faithfully. Thank you for your consideration.