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*Where Communications Meet Craft*

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Subject: Letter in Support of Financial Hardship Consideration

To Whom It May Concern:

The Association of Independent Commercial Producers (AICP) represents the interests of independent companies that specialize in the production and post production of commercials in various media — film, video, digital — for advertisers and agencies. AICP submits this letter in support of our freelance crew members’ request for special consideration of financial hardship during the ongoing public health emergency.

The commercial production industry is an important economic engine providing thousands of high-paying jobs for American families and is often described as the “bread and butter” of the film economy in many production centers across the U.S. — from Los Angeles to New York and many places in between. Unfortunately, like many sectors during this unprecedented pandemic, our industry is experiencing a temporary shutdown.

Commercial production is a logistically complex enterprise that comprises dozens of freelance workers who are employed on a short-term, project-to-project basis.

Amid the ongoing Coronavirus/COVID-19 pandemic, all motion picture production — commercial, television, and feature film — has virtually ground to a halt worldwide for an indefinite amount of time. Due to state and local government orders, as well as federal guidelines restricting social gatherings, mandating physical distancing, and requiring working from home for non-essential businesses, convening a cast and crew to produce a commercial, as we know it, has become inadvisable, if not illegal, in most jurisdictions nationwide.

As a result, our predominantly freelance workforce is in an especially precarious position with an uncertain employment outlook in the near term. While expanded and extended unemployment insurance programs are a critical lifeline right now, these benefits are a fraction of our workers’ regular wages.

AICP strongly believes that no family should go unhoused, unfed or bankrupt due to the temporary disruption in income caused by the global pandemic. We know that sometime in the near future, our industry will be back working again, and we ask that you make every effort to meet our important employee’s request for special consideration due to this temporary financial hardship.

Thank you for your time and understanding.

Sincerely,

Matthew Miller