

cavaa

get the credit you deserve





what is Cavaa?

The Acronym

Cavaa:

The Central Archive for Visual and Auditory Artists

What is it?

A true, artist focused credit archive* which seeks to facilitate equal representation of artists with underrepresented backgrounds (e.g. disabilities) in the entertainment industry.





How does Cavaa help with equal representation?

Primary: Forced Focus

Every aspect of our user interface is geared towards giving every artist access to our industry tools and the website's premium real estate. This can range from site accessibility, sponsorships, scholarships, job boards, and giving front page focus to artists with underrepresented backgrounds.

The site is controlled by artists for artists and the tent-pole budget of a production is not a deciding factor of website focus, nor is the level of familiarity with any celebrity.

Secondary: We Remove Distraction

There are no competing ads or unrelated information listed on a profile or production pages, and we limit sponsorship areas on our website to encourage distraction-free gazing.



How does Cavaa help artists and employers?

The Artist:

Every production credit an artist completes in the entertainment industry is entered by the artist or a production representative.

Credits have two states: validated and unvalidated. Multiple methods are available to streamline validation in a timely manner*.

Other perks include Privacy Control, Job Boards and Availability Status to make finding new projects easier because everything is in one place.

The Employer

Crew up and research various artists by availability, demographics, experience, location, media type, role, and more. Then save those profiles to a private or shared personal list for later consultation.

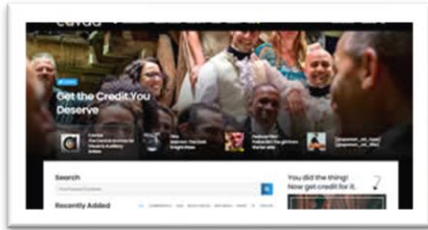
Create job listings and have immediate access to validated resume material on each applicant via our credit archive.

List production pages for each project with detailed information.

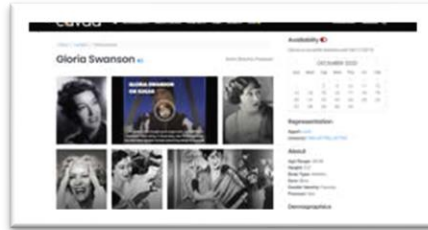
***Take a snapshot tour on the next slide.**

Sample Snapshots

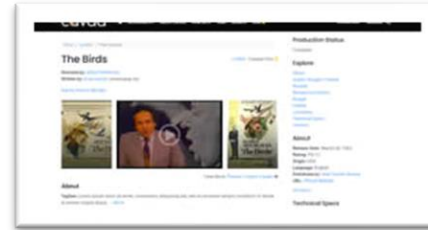
Home Page



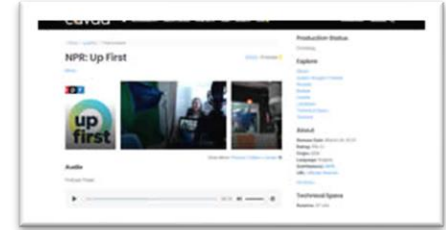
Profile Example



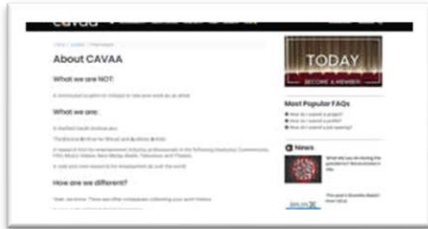
Content Example (film)



Content Example (podcast)



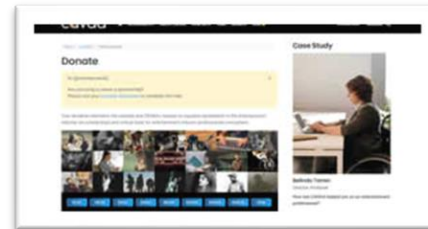
About Page



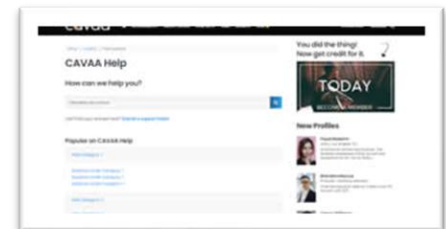
Submission Process Overview



Donate Page



FAQ Page



[\[View Full Size Gallery Below Presentation\]](#)



Why Cavaa?

That's a great question.

It has a lot to do with the founder, Stacy Porter, our Team, and the mission of The Sweater Fish Society, a 501(c)(3) organization.



Meet the Founder

Stacy Porter, CEO - Sweater Fish Society

I grew up in an unusual cosmic midwestern* bubble with children that represented multi-cultural, multi-racial, and multi-ability backgrounds. That sense of representation in my world set the temperature for what I expected from the entertainment industry as a kid and as an adult.

As I left that idyllic world to work in the industry, I discovered that it was ripe with inequality behind the camera as well. It gnawed at me. How can I, a prop master, with a newly launched web development business, change any of this?

After seeing inequality year after year, as well as experiencing it as a woman, it made no sense for me to continue working in the industry but instead, pause to fix it, or at least make the attempt.

It was that frustration which created The Sweater Fish Society and spawned Cavaa.



***Purdue University, West Lafayette, Indiana.**

Known for attracting engineering students (and their families) from all over the world.



Meet our CTO

Devin Watson, CTO/Chief Programmer - Sweater Fish Society

As a film professional, Devin Watson has worked hard behind-the-scenes since 1996 to help other filmmakers achieve their goals.

He is a published author and holds a degree in Computer Science. In the private sector, Mr. Watson has worked to build MoviePartners and Screenwriter's Utopia, which are some of the earliest filmmaking-related sites on the Internet.

His programming skills have also been repeatedly relied upon by the U.S. Military and NASA. His addition to our organization, without question, protects our Cavaa users, donors, and our entire company infrastructure.

Beyond his expertise behind the laptop, Devin is a passionate advocate for equal representation in the industry and a person with disabilities.



Tell Me More



Where are we in our process to launch?

We feel confident that a beta version of Cavaa will be live by Fall of 2022 provided we have the funds necessary to support server and customer service requirements.

What will Cavaa.org look like?

While we can't share all of our internal workings just yet for a myriad of legal and technical reasons, we have photographs of our current layouts in progress.

Who else is 'behind the curtain'?

[Our Current Board of Directors.](#)



Other goals?

Scholarships

With ongoing donations, a set of scholarships will be created for artists and projects that contain environments with equal representation in construction and/or content.

Research

Every year UCLA puts out a diversity report. We will also offer access to diversity data, but the information can be accessed with up-to-the-minute reporting.

Our research portal contains anonymized data to protect the identity of the artist. Demographics are coupled with production data and separated from personally identifiable information.

Data sets based on customized parameters can also be requested for a fee.



Challenges

Adoption

Our market research reveals that adopting a new system to archive production credits presents challenges with certain groups within the industry. Primarily actors.

Solutions

Winning over a negative audience has a few solutions.

- Listen to their complaints about the current system and adjust accordingly. E.g., control over names or 'hiding' credits without losing historical accuracy.
- Offer more tools and a better user interface to reduce the amount of time an artist must spend maintaining their account.
- Present an authoritative front as the body which now handles production credits in the interest of the artist.

Contact Information

General Inquiries:

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Specific to Cavaa:

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Snail Mail:

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Los Angeles, CA 90064

Organizational Information

[Financial budget statement](#)

[GuideStar profile](#)





Credits

Special thanks to all the people who made the following resources free for commercial use:

Presentation template by [SlidesCarnival](#)

Photographs by [Pexels.com](#)

- Microscope: <https://www.pexels.com/photo/concrete-structure-of-a-microscope-with-silhouette-of-a-man-3395507/>

- Woman behind Camera: <https://www.pexels.com/photo/woman-standing-in-front-of-video-camera-2918590/>

- Man doing handstand: <https://www.pexels.com/photo/flexible-man-doing-handstand-on-seafront-5370378/>