Case Study • August 25, 2026 • Verbatim transcript

Hi, my name is Roxanne. I have 3 kiddos who are in the industry. Two of them are SAG, one is SAG eligible. I had reached out to the film office because there is a person here in New Mexico who was preying on families. Families, especially with kids. Making promises of having their kids make it big in the industry. This person states that they know people, that they work hand in hand with the Film Office. I personally was approached because I was on set with this person. And at the time, again, like I said, I have 3 kiddos. All three kiddos were working. They've consistently worked and I was getting overwhelmed.

She made the promise to me that she would help me with their online platforms, their Actors Access, helping me edit and do things because my kids were already in the industry. She takes payment immediately. And it's anywhere between $5,000 to $7,000 a kiddo. And she makes you pay up front.

Again, she makes promises. She was just gonna help me because my kids were already in the industry. She makes promises that she'll get you an agent. And she actually was working at the time with an agent who represented a lot of the families that paid this person. The agent would recommend her and then these families would pay to work with her. And that's when I reached out to the Film Office.

Because again, this person was supposed to be representing us. Basically protect my kids. We were on set with this person and she wasn't doing what she needed to do when we were on set. My kids were being targeted by another family that she represented. My kids are Jemez and Prairie Band Potawatom. My son was getting called Navajo Joe on set and when I went to this person that's supposed to be representing me, supposed to be protecting my kids, I was told to stay quiet, not to say anything about, you know, the racism that was happening.

So that's when I reached out to her and I confronted her. And I was like, hey, you know, you're not doing what you're supposed to be doing. She kind of got defensive and I fired this person. Stories started coming out and I started talking to other families.

There was another family. She's a single mom. This person reached out to her and this mother sold her car so she can pay this person to represent her. She makes the promises of getting these kids jobs…that she knows people in the industry. She can get them agents. And then after this woman paid her, a couple months later, it was like, “I'm sorry. Your kid is not talented. I can't help you.” And this is after she had already took thousands of dollars.

Another family whom I've talked to, they had two children. One of them was actually on Dark Winds and she was really upset. She's like, “I spent all my son's Dark Winds money from that season he was on,” I went to this person and she didn't help me. She reached out, and then she was also upset because her agent recommended this person. This person was supposed to help her out again with everything. And the money that this person made, even the residuals, she was making those payments to this person again and never got help.

But there's so many families. I've personally spoken with 7. Everyone is scared of this person. I reached out to the Santa Fe Film Office when it first happened and they couldn't help me they said because they didn't have her on a roster. And when I reached out, they told me that they couldn't help me because they don't work with her. And then after learning more about what was

going on and learning that she was hurting more families, I reached out again to the big Film Office, and I was like, “Hey, we need to get something done.” And I told them my whole story. And then that's when they connected me with Bronwen. And now we're here.

Case Study • July 29, 2026 • Jennifer LaBar Tapia, Executive Director Santa Fe Film Office

We had an example also of somebody who was background — Indigenous — and he was really upset because he was not given enough time to have breakfast before call time. And it was a cultural thing, and he felt very disrespected. He called everybody. He called the network, he called our office, and I think he called the state office.

This is one example, and we don’t get these often at all. But, you know, it was an education thing. It was kind of that thing, like, well, if you need to have appropriate time for your meal before call time, then you should have shown up. Maybe he wanted an hour for breakfast (laughing). He showed up 20 minutes before call time and expected to have his hour for breakfast.

He said that was a cultural thing, and the elders were upset about it because they also did not get their full hour for breakfast. And so it turned into a whole cultural thing.

He was upset with us for permitting the production, but the production was on Tesuque Pueblo, so we don’t have jurisdiction. We don’t permit on Native lands. We have the production do a permit with our office only because we are first responders — God forbid anything happens.

Tesuque Pueblo is in Santa Fe County, so our first responders [would respond]. We still have them pull a permit, but we don’t give them permission to film on Tesuque Pueblo. That comes from the Governor’s Office at Tesuque Pueblo.

So I told this individual how that works, and then also told him, well, this could be your time to educate the government offices if this is a thing, because I don’t know. I was ignorant to it. Then let the Governor’s Office know that you need to speak up for the Indigenous background talent, or whoever is filming on your lands. And then he hung up on me. The conversation was over, and he hung up on me.

Verbatim transcript