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#PopJustice: Volume 2

Mapping the Players

Organizations and Practitioners at the Intersection of Popular Culture and Social Justice

by Liz Manne, Joseph Phelan

with Betsy Fagin, Ashley Weatherspoon



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Contents

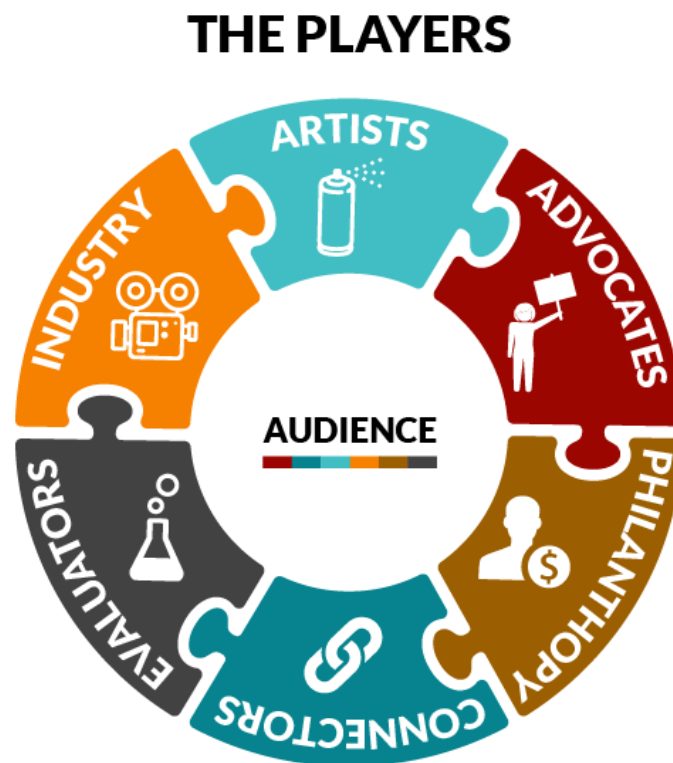
	Page
Introduction	4
1 Artists	7
2 Advocates	13
3 Industry	18
4 Evaluators	26
5 Connectors	31
Appendix: About the Team	34

Mapping the Players

Organizations and Practitioners at the Intersection of Popular Culture and Social Justice

Introduction

This volume maps organizations and practitioners that are relevant to building a field at the intersection of popular culture and social justice. We cluster them in categories that match the “players” described in the Theory of Change and Recommendations chapters in *#PopJustice, Volume 1: Artists, Advocates, Industry, Evaluators, and Connectors*. These groups should be considered potential grantee categories, and the specific entities listed as potential grantees. (In the case of the corporate entities listed herein, they are not necessarily prospective grantees, but should be considered important partners in the #PopJustice ecosystem.)



Amongst the nonprofits, some advocate in Hollywood for the quantity and quality of media representation for communities of concern (GLAAD, MANAA, Women’s Media Center, etc.); some are artist-centric and have pop culture central to their theory of change (Sankofa, RPM, and more); some seek to leverage pop culture for social justice and campaign purposes (NDWA, Color of Change, Rock the Vote, Voto Latino, And...ACTION). On the for-profit side, we include industry players as well as the entertainment industry labor guilds and unions that are powerful networks of influence (WGA, DGA, SAG-AFTRA). There are also many important and relevant academic centers and research groups, not to mention the cadre of connectors: the pop culture strategists, interpreters, and organizers.

The #PopJustice field is a “big tent,” embracing art, commerce, advocacy, and science in equal measure. If we have tried to draw a boundary on our map, it has been to stay in the neighborhood of popular culture—entertainment in particular—rather than arts and culture more generally (though certainly there is plenty of migration and cross-fertilization).

There is not an easy or simple way to capture—or cluster—all of the social justice organizations that are involved in pop culture, nor the legion of pop culture professionals and institutions that profoundly influence social justice. Despite the length of this listing, and the countless hours involved in developing it—we’re not complaining; it’s been interesting!—we no doubt have left off some important organizations and practitioners. For that, we apologize. This list does contain almost all the people and organizations specifically mentioned or referenced in the #PopJustice report series.

We hope this collection will be viewed as a living database, or open mapping, ideally evolving to a user-generated interactive database (like an IMDB).

Please also note that inclusion in this list is not an endorsement of an organization’s or practitioner’s efficacy or strategy; that level of analysis is beyond the scope of this report, but is a worthwhile question to be engaged when it comes to grantmaking decisions.

Here are the clusters of “Players” included in our listings:



This section is divided into the subcategories of Film & TV, Music, Video Games, and Misc. These entertainment discipline-related nonprofit organizations (and some pro-social for-profit firms) seek positive social change in a number of ways: by empowering and creating pathways for excluded professionals in their respective field, by funding or supporting artists or creative projects with a social impact intention, by supporting networks of artists engaged with activism and philanthropy, by promoting engagement with entertainment properties, and more.



This cluster includes advocacy organizations, watchdogs, and other organizing entities. They fit squarely in the social justice category, with primary missions related to social change at societal, institutional, and individual levels. While organizations in the Artists list also focus on social justice, the Advocates are generally “outsiders” to pop culture industries. Some use “name and shame” strategies to challenge defamation and shift language and concepts in pop culture and news media, while other use celebrity engagement and endorsement to elevate causes, and others hitch campaigns and advocacy to existing pop culture products and moments.



The Industry cluster includes the following sub-categories: Talent Agencies, Other Hollywood Agencies and Advisors, Industry Associations, Academies and Labor Groups, Corporate Entities, and Celebrity-Driven Fundraising Platforms. The Agencies and other Advisors are some of the largest and most influential players when it comes to representing artists, athletes, and other high profile talent. They can be viewed as gatekeepers or, conversely, powerful allies for accessing and creating strategic partnerships with pop culture personalities. The Industry Associations, Academies, and Labor groups are well established networks that reach to all corners of the entertainment industry. Finally, we include a new model of celebrity-driven fundraising and engagement platforms that can be leveraged for social change purposes.



This group studies the impact of pop culture on society at large from various academic and professional disciplines, monitors and sometimes intervenes in pop culture institutions, and evaluates programs and initiatives within nonprofits and industry. We have broken them out as follows: Academic Institutions, and independent research and evaluation centers (both nonprofit and for-profit). We believe strongly that monitoring, evaluation, and research should be conducted by trained social scientists and other professional researchers.



These individuals and organizations are cultural strategists and organizers who are grounded in either social justice or pop culture, and at the same time straddle the two, making connections for organizations, and interventions to shift how each world relates to each other and works together. They develop strategy, serve as interpreters, build bridges, and organize collaborations of diverse players.



1. Artists

Pop Culture Nonprofits and Pro-Social Organizations

Film & TV

African American Women in Cinema

<http://www.aawic.org>

African American Women in Cinema is a nonprofit organization whose mission is to support minority women filmmakers by providing resources in the film industry.

And ... ACTION

<http://andaction.org>

Started by Kristen Grimm of Spitfire Strategies, And ... ACTION connects cause organizations and storytellers together to expose viewers to powerful stories that motivate audiences to think differently and turn inspiration into action.

Asian CineVision

<http://www.asiancinevision.org>

Asian CineVision is a nonprofit media arts organization dedicated to promoting and preserving Asian and Asian American media expressions by helping to develop and support both emerging and experienced Asian American film and video makers and other media artists working in a range of genres and styles; and helping to ensure that the full spectrum of Asian and Asian American media works reach diverse audiences in Asian American communities and beyond.

BlackFilm.com

<http://blackfilm.com>

BlackFilm.com is an online resource which links the Black film community while cultivating national and international audiences interested in their work. The site provides a forum for filmmakers, scholars and organizations to present information and promote artistic expression.

Black Hollywood Education & Resource Center

<http://www.bherc.org>

The Black Hollywood Education & Resource Center, a nonprofit, public benefit organization, is designed to advocate, educate, research, develop, and preserve the history and the future of blacks in the film and television industries.

BritDoc (Good Pitch)

<http://britdoc.org>

<https://goodpitch.org>

BritDoc is committed to enabling great documentary films and connecting them to audiences globally. Its flagship program, Good Pitch, brings together documentary filmmakers with foundations, NGOs, campaigners, philanthropists, policymakers, brands, and media around leading social and environmental issues—to forge coalitions and campaigns that are good for all these partners, good for the films and good for society.

BULLY Project

<http://www.thebullyproject.com>

The BULLY Project is the social action campaign inspired by the award-winning film *Bully*. It has sparked a national movement to stop bullying that is transforming kids' lives and changing a culture of bullying into one of empathy and action.

CAPE New Writers Fellowship

<http://capeusa.org>

CAPE New Writers Fellowship is dedicated to discovering and nurturing Asian American and Pacific Islander voices and talents. Each accepted writer will participate in an intensive 6-week program consisting of seminars, workshops, and writing labs taught by top industry writers, producers, agents and executives to empower them with the tools they need to succeed as a professional writer in film and television. Each writer or writing team receives a \$1,500 stipend.

Chicken & Egg

<http://chickeneggpics.org>

Chicken & Egg Pictures supports women non-fiction filmmakers whose artful and innovative storytelling catalyzes social change.

Cinereach

<http://www.cinereach.org>

Cinereach offers adaptive financial and creative support that frees the filmmaking process from systemic barriers and commercial pressures to make way for innovative work.

Entertainment Industry Foundation (EIF)

<http://www.eifoundation.org>

The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, harnesses the collective power of the entire industry to raise awareness and funds for critical health, educational and social issues in order to make a positive impact in our community and throughout the nation.

FilmAid International

<http://filmaid.org>

FilmAid is a humanitarian NGO that uses the power of film and media to transcend language and literacy, bringing life-saving information, psychological relief, and much-needed hope to refugees and other communities in need around the globe.

Film Independent

<http://www.filmindependent.org>

Film Independent's mission is to champion the cause of independent film and support a community of artists who embody diversity, innovation, and uniqueness of vision. Film Independent helps filmmakers make their movies, builds an audience for their projects, and works to diversify the film industry.

Fledgling Fund

<http://www.thefledglingfund.org>

Fledgling Fund is a private foundation that believes film has the power to unite and engage communities, inspire action, and strengthen movements behind social issues. It supports their grantees/filmmakers with grants that support outreach and audience engagements.

Impact Producers Group

<http://borderlinemedia.net/impact-producers-group>

The Impact Producers Group is an international network of independent service providers who design and implement social impact strategies with film, technology and other media.

Independent Filmmaker Project (IFP)

<http://www.ifp.org>

The Independent Filmmaker Project (IFP) champions the future of storytelling by connecting artists with essential resources at all stages of development and distribution. IFP fosters a vibrant and sustainable independent storytelling community, represents a growing network of 10,000 storytellers around the world, and plays a key role in developing 350 new feature and documentary works each year.

JustFilms (Ford Foundation)

<http://www.fordfoundation.org/issues/freedom-of-expression/justfilms>

JustFilms empowers and supports a community of intrepid, inspired film and digital storytellers. JustFilms strategy is informed by the foundation's long history of supporting transformative independent documentaries that have had a profound effect on the public consciousness.

Media Impact Funders

<http://mediainpactfunders.org>

Media Impact Funders (formerly Grantmakers in Film + Electronic Media) is a network of funders, working broadly on media and technology issues, in order to create social change. They serve as a learning resource for grantmakers interested in using media to further their missions; a catalyst for philanthropic partnership and networking; and a convener to advance media and technology focused philanthropy.

Muslims On Screen and Television (MOST)

<http://www.mostresource.org>

A resource center that provides research, data and expert consultations, free of charge, for television, film and new media writers and producers on any character or storyline pertaining to Muslims and Islam.

National Black Programming Consortium (NBPC)

<http://blackpublicmedia.org>

The National Black Programming Consortium develops, produces and funds media content about the black experience for public media outlets, including television, digital radio, and online.

National Hispanic Media Coalition

<http://www.nhmc.org/writersprogram>

The National Hispanic Media Coalition Writers Program is not for beginners. It is for those writers who can write at least one half-hour comedy or one-hour dramatic television script in English within a five-week period of time. During the program each participant is expected to complete at least one script by the end of the five-week session, which will then be read by network executives. Those writers whose scripts show promise will be interviewed and mentored by the network executives with the idea of placing them on a show.

Nosotros

<http://www.nosotros.org>

The organization was founded in 1970 by Ricardo Montalbán and was formed to help fulfill the goals of persons of Spanish-speaking origin in the motion picture and television industry. It continues to provide training, employment advocacy, and to improve the image of people of Spanish-speaking origin as they are portrayed on screen.

Organization of Black Screenwriters (OBS)

<http://www.obs-writer.com>

The Organization of Black Screenwriters, Inc. (OBS) began in 1986 to address the lack of black writers represented within the entertainment industry. Its primary function is to assist screenwriters in the creation of works for film and television and to help them present their work to the industry.

Picture Motion

<http://www.pictureemotion.com>

Picture Motion is the leading marketing and advocacy firm for issue driven films. It works with filmmakers and changemakers to amplify awareness, expose injustice, and drive activism, with the goal of advancing social change.

Population Media Center (PMC)

<https://www.populationmedia.org>

PMC changes behavior to improve the health and well-being of people around the world using entertainment-education. Soap operas, it turns out, can change the world.

Sundance Institute

<http://sundance.org>

As a champion and curator of independent stories for the stage and screen, Sundance Institute provides and preserves the space for artists in film, theatre, film composing, and digital media to create and thrive.

The Trevor Project

<http://www.thetrevorproject.org>

Founded in 1998 by the creators of the Academy Award-winning short film *Trevor*. The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to LGBT young people ages 13-24.

Tribeca Film Institute

<https://tribecafilminstitute.org>

<http://www.tribecafilminstitute.org/taa>

Cutting-edge storytelling for social change in local communities and around the world. It's a simple premise that has achieved great success in less than three years: provide unheralded and established filmmakers with unprecedented access to industry professionals, giving them the contacts and confidence they need to make their movies. For industry representatives, TAA is a place to meet exceptionally talented filmmakers, find new and exciting scripts covering a range of genres and budgets, and get a first look at new documentary works-in-progress.

Visual Communications

<http://www.vconline.org>

The mission of Visual Communications is to promote intercultural understanding through the creation, presentation, preservation and support of media works by and about Asian Pacific Americans.

Writegirl

<http://www.writegirl.org>

Matches high school girls from under-privileged communities in Los Angeles with professional women writers who mentor them on a weekly basis in creative writing, journalism and other styles of writing.

Women in Film
New York Women in Film & TV

<http://www.wif.org>
<http://www.nywift.org>

Women In Film (WIF), and its New York counterpart New York Women in Film & TV, are nonprofit organizations dedicated to promoting equal opportunities for women, encouraging creative projects by women, and expanding and enhancing portrayals of women in all forms of global media.

Women's Media Center
<http://www.womensmediacenter.com>

Women's Media Center aims to change the face of media by infusing more progressive voices of women and partnering with other networks for women.

Working Films
<http://workingfilms.org>

Linking nonfiction film to cutting edge activism.

Music

Action Support Committee (ASC)
<http://actionandsupport.com>

The Action Support Committee is a committee of activists, organizers, and artists established by hip hop artist Talib Kweli. ASC is committed to supporting the ongoing social justice work of individuals and organizations based in Ferguson, Missouri and at large.

Citizen Change
<http://www.mtv.com/chooseorlose/voter101/news.jhtml?id=1489561>

Citizen Change launched in 2004 when P. Diddy had a vision of making political participation cool and driven by culture, for example he teamed up with a fashion designer to make attractive t-shirts for the campaign. The most popular, and skewered through satire, was the "Vote or Die!" t-shirt.

Fender Music Foundation
www.fendermusicfoundation.org

The Fender Music Foundation is a music charity funded by people who want to strengthen the state of music education, people who believe music is an integral part of society, and want to make music more accessible to everyone.

Firebrand Records
<http://firebrandrecords.com>

Firebrand is a bold new project from Ryan Harvey (Riot-Folk) and Tom Morello (Rage Against the Machine) dedicated to the global release and distribution of radical, socially conscious music.

HeadCount
<http://www.headcount.org>

HeadCount uses the assets of the music industry and the incredible influence artists have over their fans to mobilize this audience into action. Stretching beyond just registering voters, HeadCount also aims to become "the community organizing arm of the live music scene," giving every socially conscious music fan an avenue toward activism.

Herb Alpert Foundation
<http://www.herbalpertfoundation.org>

The Foundation supports youth and arts education as well as environmental issues.

Let's Free America
<http://letsfreeamerica.com>

#FREEAMERICA is a multi-year culture campaign initiated by John Legend to change the national conversation about our country's misguided policies and transform America's criminal justice system.

Music Empowers
<http://musicempowersfoundation.com>

Created in early 2010, Music Empowers Foundation was established as a private foundation for the purpose of providing funding to nonprofit organizations that offer engaging and innovative music instruction to children in communities where music education either does not exist or is underdeveloped.

Music Is Hope Foundation

<http://musicishopefoundation.org>

Music Is Hope Foundation is a 501(c)(3) tax-exempt organization devoted to aiding children's nonprofit music and cultural organizations by producing and marketing music with the children along with notable musicians, writers, and producers.

REVERB

<http://reverb.org>

REVERB creates and executes comprehensive, custom programs to green the tour itself while engaging concertgoers to take action for the environment.

Revolutions Per Minute (RPM)

<http://revolutionsperminute.net>

RPM is a nonprofit agency that provides artists with strategy and support for their activism and philanthropy.

Rock the Vote

<http://www.rockthevote.com>

The largest nonprofit and nonpartisan organization in the United States driving the youth vote to the polls.

Sankofa

<https://www.sankofa.org>

Sankofa is a social justice organization founded by Harry Belafonte that enlists the support of today's most celebrated artists and influential individuals in collaboration with grassroots partners to elevate the voices of the disenfranchised and promote justice, peace, and equality.

VH1 Save The Music Foundation

<http://www.vh1savethemusic.org>

Save the Music is a nonprofit organization dedicated to restoring music programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education.

Women in Music

<http://womeninmusic.org>

Women in Music is a dynamic group of individuals in music working together to support, cultivate and recognize the talents of women in our field.

Video Games

Games for Change

<http://www.gamesforchange.org>

Games for Change facilitates the creation and distribution of social impact games that serve as critical tools in humanitarian and educational efforts. It aims to leverage entertainment and engagement for social good.

Misc.

Burning Man

<http://burningman.org>

The mission of the Burning Man organization is to facilitate and extend the culture that has issued from the Burning Man event into the larger world.

Creative Coalition

<http://thecreativecoalition.org>

The Creative Coalition was formed for the charitable and educational purposes of bringing together artists and entertainers to learn about pressing issues so they can better inform and influence the community and nation.

Creative Time

<http://creativetime.org>

Creative Time presents the most innovative art in the public realm. It works with artists who ignite the imagination and explore ideas that shape society, initiating a dynamic conversation among artists, sites, and audiences, in projects that enliven public spaces with free and powerful expression.

Culture Lab (a project of Citizen Engagement Lab)

<http://engagementlab.org/culture-lab>

The Culture Lab was created to use tech-savvy strategies to fill the gap in cultural organizing. The Culture Lab develops cost-effective systems and resources to help changemakers leverage culture and advance social progress.

Entertainment Industry Foundation (EIF)

<http://www.eifoundation.org>

The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, harnesses the collective power of the entire industry to raise awareness and funds for critical health, educational, and social issues in order to make a positive impact in our community and throughout the nation.

Future of Music

<https://futureofmusic.org>

Future of Music Coalition is a national nonprofit organization that works to ensure a diverse musical culture where artists flourish, are compensated fairly for their work, and where fans can find the music they want.

Halal in the Family

<http://halalinthefamily.tv>

Halal in the Family is a sitcom web series that challenges stereotypes and misinformation about Muslims.

Laughing Liberally

<http://livingliberally.org/laughing>

Laughing Liberally is a comedy show which uses humor and laughter to spread understanding of liberal ideas and advance progressive values.

StoryCorps

<http://storycorps.org>

StoryCorps' mission is to provide people of all backgrounds and beliefs with the opportunity to record, share, and preserve the stories of their lives.



2. Advocates

Advocacy Organizations, Watchdogs, and Community Organizers

18 Million Rising (18MR)

<http://18millionrising.org>

18MillionRising.org was founded to promote Asian American Pacific Islander (AAPI) civic engagement, influence and movement by leveraging the power of technology and social media. 18MR is comprised of a network of AAPI activists, artists, organizations, and digital media influencers, ranging from community-based organizations and print magazines to Asian American blogs and YouTube channels.

Alliance for Inclusion in the Arts

<http://www.inclusioninthearts.org>

Alliance for Inclusion in the Arts is a national nonprofit advocacy organization based in New York City, established in 1986 to address and seek solutions to the problems of racism and exclusion in theatre, film, and television. Today, its mission is to serve as an expert advocate and educational resource for full inclusion in theatre, film, television and related media focusing on issues of race, culture, ethnicity, and disability.

Alliance for Women in Media (AWM)

<http://allwomeninmedia.org>

The Alliance for Women in Media (AWM) connects, recognizes and inspires women across the media industry. Formerly American Women in Radio & Television, AWM is the longest-established professional association dedicated to advancing women in media and entertainment.

American-Arab Anti-Discrimination Committee (ADC)

<http://www.adc.org>

ADC is a civil rights organization committed to defending the rights of people of Arab descent and promoting their rich cultural heritage. ADC supports the human and civil rights of all people and opposes racism and bigotry in any form.

American Jewish Committee (AJC)

<http://www.aic.org>

For more than a century, AJC has been the leading global Jewish advocacy organization. With offices across the United States and around the globe, and partnerships with Jewish communities worldwide, AJC works to enhance the wellbeing of the Jewish people and to advance human rights and democratic values for all.

Anti-Defamation League (ADL)

<http://www.adl.org>

The mission of ADL is to expose and combat the purveyors of hatred in our midst, responding to whatever new challenges may arise.

Arab Community Center for Economic and Social Services (ACCESS)

<https://www.accesscommunity.org>

ACCESS strives to enable and empower individuals, families and communities to lead informed, productive and culturally sensitive lives. As a nonprofit model of excellence, The National Network for Arab American Communities (NNAAC), a project of ACCESS, is a growing network of independent Arab American community-based organizations around the country.

Asian American Journalists Association (AAJA)

<http://www.aaja.org>

The mission of AAJA is to encourage Asian Americans and Pacific Islanders to enter the ranks of journalism, to work for fair and accurate coverage of Asian Americans and Pacific Islanders, and to increase the number of Asian American and Pacific Islander journalists and news managers in the industry.

Asian Pacific American Media Coalition (APAMC)

<https://apamediacoalition.wordpress.com>

The Asian Pacific American Media Coalition (APAMC) has agreements with ABC, CBS, FOX, and NBC committing them to work to increase diversity on-screen and behind the camera.

#Black Lives Matter

<http://blacklivesmatter.com>

#Black Lives Matter is an online forum intended to build connections between black people and their allies to fight anti-black racism, to spark dialogue amongst black people, and to facilitate the types of connections necessary to encourage social action and engagement.

Breakthrough

<http://us.breakthrough.tv>

Preventing violence against women by transforming the norms and cultures that enable it.

Caring Across Generations

<http://www.caringacross.org>

Caring Across Generations is building a national movement to transform the way we care in this country. They are harnessing the power of social action, social media and storytelling to spark connections across generations and to strengthen family and caregiving relationships.

Center for Media Justice (CMJ)

<http://centerformediajustice.org>

CMJ is a nationally recognized organizing hub representing the media policy interests and building the cultural leadership of hundreds of social justice groups across the United States. Its mission is to create media and cultural conditions that strengthen movements for racial justice, economic equity, and human rights.

Coalition of Asian Pacifics in Entertainment (CAPE)

<http://capeusa.org>

CAPE champions diversity by educating, connecting, and empowering Asian American and Pacific Islander artists and leaders in entertainment and media.

Color of Change

<http://colorofchange.org>

Color of Change—headed by Rashad Robinson, a leading cultural strategist formerly with GLAAD—exists to strengthen black America's political voice. Its goal is to empower its members—black Americans and their allies—to make government more responsive to the concerns of black Americans and to bring about positive political and social change for everyone.

Define America

<http://www.defineamerican.com>

Define America has established a presence in Los Angeles to better engage Hollywood producers, directors, screenwriters, and actors in the representation of immigrants, both documented and undocumented.

Electronic Frontier Foundation (EFF)

<https://www.eff.org/about>

The Electronic Frontier Foundation is the leading nonprofit organization defending civil liberties in the digital world. Founded in 1990, EFF champions user privacy, free expression, and innovation through impact litigation, policy analysis, grassroots activism, and technology development. It works to ensure that rights and freedoms are enhanced and protected as our use of technology grows.

Emma L. Bowen Foundation for Minority Interests in Media

<http://www.emmabowenfoundation.com>

The Emma L. Bowen Foundation was created in 1989 to prepare minority youth for careers in the media industry. The Foundation's program is unlike traditional intern programs in that students work for partner companies during summers and school breaks from the summer following their junior year in high school until they graduate from college.

Environmental Media Association

<http://www.ema-online.org>

The Environmental Media Association believes that through television, film, and music, the entertainment community has the power to influence the environmental awareness of millions of people.

Free Press

<http://www.freepress.net>

Free Press fights to save the free and open Internet, curb runaway media consolidation, protect press freedom, and ensure diverse voices are represented in our media.

Geena Davis Institute on Gender in Media

<http://seejane.org>

The Institute is the only research-based organization working within the media and entertainment industry to engage, educate, and influence the need to dramatically improve gender balance, reduce stereotyping, and create diverse female characters in entertainment targeting children 11 and under.

GLAAD

<http://www.glaad.org>

GLAAD rewrites the script for LGBT acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

Harry Potter Alliance

<http://thehpalliance.org>

The Harry Potter Alliance turns fans into heroes. It is changing the world by making activism accessible through the power of story. Since 2005, they have engaged millions of fans through their work for equality, human rights, and literacy.

Hip Hop Caucus

<http://www.hiphopcaucus.org>

The mission of the Hip Hop Caucus is to organize young people to be active in elections, policymaking and service projects. It mobilizes, educates, and engages young people, ages 14 to 40, on the social issues that directly impact their lives and communities.

Human Rights Campaign (HRC)

<http://www.hrc.org>

As the largest national lesbian, gay, bisexual and transgender civil rights organization, HRC envisions an America where LGBT people are ensured of their basic equal rights, and can be open, honest, and safe at home, at work, and in the community.

Imagine Better Network (a project of Harry Potter Alliance)

<http://thehpalliance.org/imagine-better>

The Imagine Better project takes a grassroots approach to harnessing the energy of popular culture, modern mythology, and social media for social change.

Jews for Racial and Economic Justice (JFREJ)

<http://jfrei.org>

Jews For Racial and Economic Justice (JFREJ) has pursued racial and economic justice in New York City by advancing systemic changes that result in concrete improvements in people's everyday lives. The movement to dismantle racism and economic exploitation will be led by those most directly targeted by oppression.

Latino Public Broadcasting

<http://www.lpbp.org>

Latino Public Broadcasting supports the development, production, acquisition and distribution of non-commercial educational and cultural television that is representative of Latino people, and addresses issues of particular interest to Latino Americans.

Look Different (a project of MTV)

<http://www.lookdifferent.org>

MTV's "Look Different" campaign is here to erase hidden racial, gender, and anti-LGBT bias all around us. It will help you unlearn biases, open up conversations with family & friends and always give you specific things you can do to make things better.

Media Access

http://www.disabilityemployment.org/med_acc.htm

The Media Access Office was established in 1980 by the California Governor's Committee on Employment of People with Disabilities, and entertainment and media industry professionals. They recognized the need to provide a liaison between performers with disabilities and the media and entertainment industry.

Media Action Network for Asian Americans (MANAA)

<http://manaa.org>

Media Action Network for Asian Americans is the only organization solely dedicated to monitoring the media and advocating balanced, sensitive and positive depiction and coverage of Asian Americans. MANAA is part of the Multi-Ethnic Media Coalition and Asian Pacific American Media Coalition which regularly meets with the top four television networks (ABC, NBC, CBS, Fox) to encourage diversity in their programming.

Mexican American Legal Defense and Educational Fund (MALDEF)

<http://www.maldef.org>

Founded in 1968, MALDEF is the nation's leading Latino legal civil rights organization. Often described as the "law firm of the Latino community," MALDEF promotes social change through advocacy, communications, community education, and litigation in the areas of education, employment, immigrant rights, and political access.

Muslim Advocates

<http://www.muslimadvocates.org>

Muslim Advocates is a national legal advocacy and educational organization that works on the frontlines of civil rights to guarantee freedom and justice for Americans of all faiths.

National Association for the Advancement of Colored People (NAACP)

<http://www.naacp.org>

<http://www.naacp.org/pages/hollywood-bureau-about>

The mission of the NAACP is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination. Through its Hollywood Bureau, the NAACP monitors offensive and defamatory images in film and television and campaigns for greater minority participation in the entertainment industry.

National Association of Latino Arts & Culture (NALAC)

<http://www.nalac.org>

The National Association of Latino Arts and Cultures is the nation's leading nonprofit organization exclusively dedicated to the promotion, advancement, development, and cultivation of the Latino arts field. In this capacity, NALAC stimulates and facilitates intergenerational dialogues among disciplines, languages, and traditional and contemporary expression.

National Association of Latino Independent Producers (NALIP)

<http://www.nalip.org>

NALIP's mission is to promote, advance, and advocate for Latino content creators across media.

National Congress of American Indians (NCAI)

<http://www.ncai.org>

As the nation's oldest, largest, and most representative American Indian and Alaska Native advocacy organization, NCAI has long held a clear position against derogatory and harmful stereotypes of Native people—including sports mascots—in media and popular culture.

National Day Laborer Organizing Network (NDLON)

<http://www.ndlon.org>

NDLON works to unify and strengthen its member organizations to be more strategic and effective in their efforts to develop leadership, mobilize, and organize day laborers in order to protect and expand their civil, labor, and human rights.

National Domestic Workers Alliance (NDWA)

<http://www.domesticworkers.org>

The nation's leading voice for dignity and fairness for the millions of domestic workers in the United States, most of whom are women.

National Hispanic Media Coalition (NHMC)

<http://www.nhmc.org>

Leading the way to ensure media is fair and inclusive of Latinos, and access to communications is universal, affordable, and open.

Opportunity Agenda

<https://opportunityagenda.org>

The Opportunity Agenda is a social justice communication lab. They collaborate with social justice leaders to move hearts and minds, driving lasting policy and culture change. (Also, see Creative Change in the Connectors section.)

Pacific Islanders in Communications

<http://www.piccom.org>

The mission of Pacific Islanders in Communications is to support, advance, and develop Pacific Island media content and talent that results in a deeper understanding of Pacific Island history, culture, and contemporary challenges.

Presente.org

<http://presente.org>

Presente's mission is to advance Latino power and create winning campaigns that amplify Latino voices; expand the political imagination and traditional boundaries; and foster inspiration for freedom, equity, and justice. Presente is the largest national Latino online organization advancing social justice with technology, media, and culture.

Prometheus Radio Project

<http://www.prometheusradio.org>

The Prometheus Radio Project builds participatory radio as a tool for social justice organizing and a voice for community expression. To that end, it demystifies media policy and technology, advocates for a more just media system, and helps grassroots organizations build communications infrastructure to strengthen their communities and movements.

Race Forward

<https://www.raceforward.org>

Race Forward's mission is to build awareness, solutions, and leadership for racial justice by generating transformative ideas, information and experiences. They define racial justice as the systematic fair treatment of people of all races, resulting in equitable opportunities and outcomes for all and they work to advance racial justice through media, research, and leadership development.

Studio REV

<http://www.studioREV.org>

A nonprofit art organization, Studio REV (as in, to "rev" an engine) combines bold ideas and sound research to produce creative media that impacts the lives of low-wage workers, immigrants, and women. It creates opportunities and meets the information needs of specific communities by involving them in codesigning tools that communicate complex issues.

Voices for Internet Freedom

<http://www.internetvoices.org/voices-home>

Voices for Internet Freedom works to protect the open Internet and to fight for affordable and universal Internet access.

Voto Latino

<http://www.votolatino.com>

Voto Latino is a nonpartisan organization that empowers Latino millennials to claim a better future for themselves and their community.

Welcoming America

<http://www.welcomingamerica.org>

Welcoming America's national membership program offers tools, resources, and a national network to help nonprofit and government partners transform their communities into more welcoming places.

Women's Media Center

<http://www.womensmediacenter.com>

Their work in diversifying the media landscape is critical to the health of our culture and democracy. The media is the single most powerful tool at our disposal; it has the power to educate, effect social change, and determine the political policies and elections that shape our lives.



3. Industry

Corporates, Labor, and Agencies

Talent Agencies

(including their foundations, where applicable)

APA

<http://www.apa-agency.com>

An industry leader in the field of talent and literary representation for nearly fifty years, APA represents many of today's most talented artists in all areas of the entertainment industry, with principal offices in Beverly Hills, New York, and Nashville.

Artist Group International (AGI)

<http://artistgrp.com/index.html>

Artist Group International is a leading live entertainment agency that books an expansive roster of musicians, comedians, and sporting events worldwide.

Artivist Entertainment

<http://artivistentertainment.com>

Artivist Entertainment is an independent entertainment company founded by Maya Jupiter, Aloe Blacc, Quetzal Flores, Alberto Lopez, and Veronica Gonzalez dedicated to representing artists whose art and music inspire positive social change. From record label to community events, Artivist Entertainment creates thought-provoking music, art, and community events.

Boras Corporation

<http://www.borascorp.com>

Boras Corporation is a sports agency based in Newport Beach, California, that represents roughly 175 professional baseball clients, including many of the game's highest-profile players.

Creative Artists Agency (CAA)

<http://www.caa.com>

<http://foundation.caa.com>

CAA is the world's leading entertainment and sports agency, representing many of the most successful professionals working in film, television, music, video games, theatre, fashion, and the Internet, and provides a range of strategic marketing and consulting services to corporate clients. The CAA Foundation activates the power of CAA's staff to create a network of the next generation of volunteers and community leaders. Its motto is "using pop culture to create social good."

Equitable Stewardship for Artists (ESA)

<http://esartists.com>

A triple bottom line talent agency and talent management firm.

ICM Partners

<http://www.icmpartners.com>

ICM Partners is one of the world's largest talent and literary agencies, representing creative and technical talent in the fields of motion picture, television, books, music, live performance, branded entertainment, and new media. The ICM Community Partners Foundation provides guidance, manpower, and financial resources to arts and social services organizations that enrich the lives of young people living in Los Angeles, New York City, and Washington, DC.

Paradigm

www.paradigmagency.com

Since its founding in 1992, Paradigm has established itself as a leading entertainment talent agency, guiding the careers of an elite roster of actors, musical artists, directors, writers, and producers.

Relativity Sports

<http://www.relativitysports.com>

Relativity Sports is a powerhouse sports agency, formed from the combination of basketball agency Rogue Sports, industry leader SFX Baseball, and top football agency Maximum Sports Management.

RocNation Sports

<http://rocnation.com/sports>

Roc Nation Sports focuses on elevating athletes' careers on a global scale both on and off the field by fully conceptualizing and executing marketing and endorsement deals, community outreach, charitable tie-ins, media relations, and brand strategy.

United Talent Agency (UTA)

<http://unitedtalent.com>

<http://www.unitedtalent.com/#foundation>

UTA is one of the largest talent agencies in the world, representing creative artists and other professionals and rights holders in a variety of practice areas including film, television, music, digital media, intellectual property, computer and video games, commercials, fine arts, voiceovers, endorsements, branding and licensing, corporate consulting, and entertainment marketing. The UTA Foundation guides its employees in effective and rewarding philanthropic activity and to provide strategic counsel to UTA clients on a local, national, and international level. The UTA Foundation activities include mentoring youth, building homes for low-income families, and restoring our community's natural resources.

Wasserman Media Group (WVG)

<http://www.wmgllc.com>

<http://www.wassermanfoundation.org>

Wasserman Media Group is a global sports, entertainment, marketing, and management company with expertise in media rights, corporate consulting, athlete management, and partnerships. The Wasserman Foundation funds in the areas of education, arts and culture, service, and global initiatives.

William Morris Endeavor Entertainment (WME)

<http://www.wma.com>

WME represents artists across all media platforms, specifically movies, television, music, theatre, digital, and publishing. It also represents the NFL. WME Foundation assists and organizes the agency's clients' philanthropic ventures, along with the agency's and each individual agent's own work in the community.

Other Agencies & Advisors

Aria Foundation

<http://www.ariafoundation.org>

Aria ("Artistic Resources in Action") serves as a charitable organization to which individuals and businesses associated with the music entertainment industry are encouraged to provide contributions and other support for use in promoting a variety of causes including the environment, arts, and social justice. Aria also provides support to fellow artists who are in need.

Gonring, Spahn & Associates

<http://gonring-spahn.com>

Gonring, Spahn & Associates, Inc. is a strategic consulting firm that specializes in government relations, issue advocacy, public relations, and strategic philanthropy. Its clients include high net worth and high profile individuals, corporations, charitable foundations, trade associations, and nonprofit organizations seeking to expand their reach, deepen their impact, and make a difference in their communities.

The Endeavor Group

<http://www.theendeavorgroup.com>

The Endeavor Group is an innovative consultancy offering an integrated suite of strategic, legal, and communications solutions to advance its clients' complex global agendas. They use their diverse experience to help corporate CEOs, ultra high net worth individuals, and influential global leaders find solutions that bridge the business, government, and social realms.

Entertain Impact

<http://entertainimpact.com>

Entertain Impact (formerly Commit Media) is a leading cause entertainment agency that mobilizes the power of entertainment for positive social change. Entertain Impact also bridges the worlds of entertainment and philanthropy with the entertainment industry, especially film studios and television networks, to create innovative co-marketing social impact campaigns to benefit both.

Giving Back Fund (GBF)

<http://www.givingback.org>

Led by Marc Pollick, GBF is a nonprofit organization that provides philanthropic consulting, management, and administrative services to individuals and corporations. Whether you want to establish a donor-advised fund or a sponsored project, have already established a charitable entity, or are simply looking for help creating a corporate giving program, they can help you achieve your goals with maximum impact and efficiency.

Global Philanthropy Group

<http://www.globalphilanthropy.com>

Led by Trevor Nielsen, Global Philanthropy Group works with individuals, foundations and corporations to design and implement strategies informed by their rigorous approach and breadth of experience. They only focus on one thing: providing leading-edge philanthropic services.

ID-PR

<https://www.id-pr.com>

ID began as a boutique publicity firm and has evolved into the intersection of entertainment public relations and brand communications. With a client roster that reads like a "who's who" of influential talent and brands, ID is a fully-integrated agency which takes a creative approach when addressing clients' goals as they relate to media, marketing, and communications.

Margery Tabankin & Associates

<http://www.linkedin.com/pub/margery-tabankin/16/508/a34>

Margery Tabankin provides a spectrum of philanthropic consulting and management services to high net worth individuals, private foundations, and corporate charitable programs. Among her clients are Steven Spielberg's Righteous Persons Foundation and The Streisand Foundation.

Rally (formerly Griffin Schein)

<http://wearerally.com>

Rally works with change-making individuals, foundations and philanthropic organizations, nonprofit and advocacy groups, as well as socially responsible companies, to help them promote critical social issues, elevate their profiles, advance their causes and achieve their visions.

Sunshine Sachs

<http://www.sunshinesachs.com>

Sunshine Sachs specializes in corporate image programs, crisis communication, reputation management and issues management, consumer and lifestyle marketing, public affairs, media relations, event promotion, and communications skills training.

Industry Associations

CreativeFuture

www.CreativeFuture.org

CreativeFuture promotes the value of creativity in today's digital age. They are united in opposition to for-profit theft of creative works, which jeopardizes the rights of all creative individuals, puts jobs at risk, and undermines new business models and distribution platforms.

Entertainment Software Association (ESA)

<http://www.theesa.com>

The Entertainment Software Association (ESA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish computer and video games for video game consoles, handheld devices, personal computers, and the Internet.

Motion Picture Association of America (MPAA)

<http://www.mpa.org>

The MPAA was founded in 1922 to resist mounting calls for government censorship of American films. Today, it represents the dedicated creators and continue to promote and defend the First Amendment and artists' right to free expression.

National Association of Music Merchants (NAMM)

<http://www.namm.org>

The National Association of Music Merchants is nonprofit association that promotes the pleasures and benefits of making music. NAMM's association and trade shows serve as a hub for people wanting to seek out the newest innovations in musical products, recording technology, sound and lighting.

Recording Industry Association of America (RIAA)

<https://www.riaa.com>

The Recording Industry Association of America (RIAA) is the trade organization that supports and promotes the creative and financial vitality of the major music companies. Its members create, manufacture, and/or distribute approximately 85% of all legitimate recorded music produced and sold in the United States.

Academies, Unions, and Guilds

(including their foundations and diversity programs, where applicable)

American Federation of Musicians (AFM)

<http://www.afm.org>

Whether negotiating fair agreements, protecting ownership of recorded music, securing benefits such as healthcare and pension, or lobbying legislators, AFM is committed to raising industry standards and placing the professional musician in the foreground of the cultural landscape.

Academy of Motion Picture Arts & Sciences

<http://www.oscars.org>

The Academy of Motion Picture Arts and Sciences is the world's preeminent movie related organization, comprised of 7,000+ accomplished men and women working in cinema. It recognizes and upholds excellence in the motion picture arts and sciences, inspires imagination, and connects the world through the medium of motion pictures.

Academy of Television Arts & Sciences

<http://www.emmys.com>

<http://www.emmys.com/foundation>

The mission of the Television Academy is to promote creativity, diversity, innovation, and excellence through recognition, education, and leadership in the advancement of the telecommunications arts and sciences. The TV Academy Foundation shapes the art of creating television by engaging and educating the next generation of television professionals.

Directors Guild of America (DGA)

<http://www.dga.org>

<http://www.dga.org/Resources/DGA-Foundation.aspx>

<http://www.dga.org/The-Guild/Diversity>

The Directors Guild of America is a labor organization that represents the creative and economic rights of directors and members of the directorial team working in film, television, commercials, documentaries, news, sports, and new media. Founded in 1945, the Directors Guild Foundation (DGF) has a rich history of generosity. The current trustees continue this proud tradition of service by providing confidential loans to Directors Guild of America members who are facing short term financial hardship. Several DGA committees are dedicated to building communities within the Guild of those who are members of ethnic or gender groups that are underrepresented in the entertainment industry. Each of these committees works to increase diversity in the industry through meetings, seminars, networking, training, and events hosted at the DGA headquarters in Los Angeles and New York.

International Alliance of Theatrical and Stage Employees (IATSE)

<http://iatse.net>

Its members work in all forms of live theater, motion picture and television production, trade shows and exhibitions, television broadcasting, and concerts as well as the equipment and construction shops that support all these areas of the entertainment industry. It represent virtually all the behind-the-scenes workers in crafts ranging from motion picture animator to theater usher.

International Brotherhood of Teamsters

<http://teamster.org/divisions/motion-picture-theatrical-trade>

The Teamsters are known as the champion of freight drivers and warehouse workers, but have organized workers in virtually every occupation imaginable, both professional and nonprofessional, private sector and public sector.

Pride at Work

<http://prideatwork.org>

National Pride at Work is affiliated as the newest constituency group of the AFL-CIO (American Federation of Labor & Congress of Industrial Organizations). The purpose of Pride at Work is to mobilize mutual support for social and economic justice between the organized labor movement and the LGBT community.

Screen Actors Guild

<http://www.sagaftra.org>

<http://sagfoundation.org>

http://www.sagaftra.org/EEO_Diversity

SAG-AFTRA represents approximately 160,000 professional actors, announcers, broadcast journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists, and other media professionals. SAG-AFTRA members are the faces and voices that entertain and inform America and the world. The Screen Actors Guild Foundation is dedicated to providing the most comprehensive, educational and state-of-the-art resources to the performance community. SAG-AFTRA's EEO & Diversity Department monitors discriminatory employment practices, including sexual harassment, and works to increase opportunities for its diverse pool of members. In addition to enforcing and strengthening nondiscrimination provisions in collective bargaining agreements, the Department provides support, counsel and strategic advice to members, administrative and technical assistance to support policies, programs and initiatives aimed at diversifying the entertainment and news media, and is a vocal advocate challenging discrimination in the industry.

Writers Guild of America (WGA)

<http://www.wga.org>

<https://www.wgfoundation.org>

<http://www.wga.org/content/default.aspx?id=1042>

The Writers Guild of America is a labor union representing film and television writers as well as employees of television and radio news. The Writers Guild Foundation is the premier resource for emerging writers and movie and TV lovers in Hollywood. Its mission is to promote and preserve the craft, history, and voices of screen storytelling. WGA's Diversity department works with producers, studio and network executives, and writers to increase employment opportunities and the availability of writing assignments for writers who are Asian/Pacific Islander, American Indian, African-American, Latino, women, over 40, gay, lesbian, or disabled. The department works with industry personnel to develop access and talent development programs and also hosts events, panels, and seminars to promote a more positive image of historically underemployed writers, to increase the industry's awareness of the unique obstacles often faced by these writers, and to encourage positive change in hiring practices.

Corporates

Major Media Conglomerates

Each of the seven major media conglomerates—21st Century Fox, CBS Corporation, Comcast, Sony Pictures Entertainment, Time Warner, Viacom, and the Walt Disney Company—has policies and programs related to inclusion and diversity, which are detailed in *#PopJustice, Volume 4: Understanding the Entertainment Industry*. Here, we provide links to the companies and, where applicable, to their diversity programs and foundations.

21st Century Fox (21CF)

<http://www.21cf.com>

<http://impact.21cf.com>

21st Century Fox is home to a global portfolio of entertainment companies including cable networks (such as FOX, FX, Fox News), filmed entertainment (20th Century Fox, Fox Searchlight, Fox Television Studios), Television (the Fox Television Stations Group), and satellite (most notably, BSKyB).

CBS Corporation

<http://www.cbcorporation.com>

<http://diversity.cbcorporation.com>

CBS Corporation is comprised of a global portfolio of cable and broadcasting networks and other media properties, including CBS Television, CBS Sports, The CW, Showtime, Smithsonian Channel, CBS Radio, and Simon & Schuster.

Comcast

<http://corporate.comcast.com>

<http://corporate.comcast.com/our-values/community-investment/philanthropy-partnerships>

<http://corporate.comcast.com/our-values/diversity-inclusion>

Comcast Corporation is a global media and technology company with two primary businesses: Comcast Cable (including XFINITY) and NBCUniversal (includes NBC, Telemundo, Universal Pictures, and Universal Parks and Resorts).

Sony Pictures Entertainment

<http://www.sonypictures.com>

<http://www.sonypictures.com/corp/corporateimpact.html>

Sony Pictures Entertainment, a division of the Japanese electronics giant, includes Sony Pictures Entertainment Group (Columbia Pictures, TriStar Pictures, Screen Gems, Sony Pictures Animation, Sony Pictures Classics, Sony Pictures Imageworks, Sony Pictures Home Entertainment); Sony Pictures Studios; and Sony Pictures Television.

Time Warner

<http://www.timewarner.com>

<http://www.timewarner.com/careers/working-with-us/diversity>

<http://www.timewarnerfoundation.org>

Time Warner's operating divisions are HBO (including Cinemax, HBO Family, HBO Latino, and HBO GO); Turner (TBS, TNT, CNN, HLN, Cartoon Network, Adult Swim, truTV, and a variety of digital sports properties including NBA.com and NCAA.com); and Warner Bros. (Warner Bros. Pictures, Home Entertainment, TV Group, New Line Cinema, DC Comics, and DC Entertainment).

Viacom

<http://www.viacom.com>

<http://www.viacommunity.com>

<http://www.sumnermredstonefoundation.org>

Viacom is home to Viacom Media Networks (VMN) as well as Paramount Pictures. VMN is divided into four main groups: BET Networks (BET, Centric); the Entertainment Group (Comedy Central, Spike, and TV Land); the Music Group (CMT, Logo, MTV, and VH1); and the Nickelodeon Group (Nickelodeon, Nick Jr., and Nick at Night). Paramount Pictures includes Paramount Pictures, DreamWorks Pictures, DreamWorks Animation, Paramount Vantage, Paramount Classics, Marvel Studios, MTV Films, Nickelodeon Movies, and Epix.

Walt Disney Company

<https://thewaltdisneycompany.com>

<https://thewaltdisneycompany.com/citizenship>

The Walt Disney Company is a leading diversified international family entertainment and media enterprise with five business segments: Media Networks (ABC, Disney Channel, A&E, and Hulu); Parks and Resorts (Disney World, Epcot Center, and Disney Cruise Lines); Studio Entertainment (Disney Animation, Pixar, Lucasfilm, Touchstone, Marvel Studios, Hollywood Records, and Disney on Ice); Consumer Products; and Interactive Media.

Major TV Networks Diversity Programs

The diversity programs of the major television networks are described in *#PopJustice, Volume 3: Understanding the Entertainment Industry*. Here we provide links to the companies and their diversity programs.

ABC

<https://thewaltdisneycompany.com/disney-companies/media-networks>

<http://abctalentdevelopment.com>

ABC Television Network provides broadcast programming to more than 200 affiliated stations across the U.S. The Network encompasses ABC News, which is responsible for news programming on television and other digital platforms, and ABC Entertainment Group, a partnership between ABC Studios and ABC Entertainment, responsible for the network's daytime, primetime, and late-night entertainment programming. ABC Talent Development provides a variety of programs to help aspiring individuals in the fields of acting, writing, directing, and production.

CBS

<http://www.cbscorporation.com>

<http://www.cbsdiversity.com>

CBS Corporation is comprised of a global portfolio of cable and broadcasting networks and other media properties, including CBS Television, CBS Sports, The CW, Showtime, Smithsonian Channel, CBS Radio, and Simon & Schuster. The CBS Diversity Institute pairs mentees in the writing and directing programs with working professionals.

FOX

<http://www.fox.com>

<http://www.fox.com/diversity>

<http://www.foxaudiencestrategy.com>

The Fox Broadcasting Network is a subsidiary of 21st Century Fox. Fox T is expanding opportunities for writers, directors, and actors within the creative African American, Latino American, Asian American, and Native American communities.

NBC

<http://www.nbc.com>

<http://www.nbcunicareers.com/our-culture/diversity-inclusion>

<http://www.nbcunicareers.com/diversity-initiative-writers>

The NBC Talent Diversity Initiative was created to promote and sustain on-camera diversity through community involvement and development, showcasing nontraditional casting choices, and creating programs to raise awareness at NBC.

Other Corporates

Amazon

www.amazon.com

Amazon is the largest Internet-based retailer in the US. It has evolved to become a major video streaming service, and producer of original content.

Cablevision

<http://www.cablevision.com>

Cablevision Systems Corporation is a leading telecommunications and media company with a portfolio of operations television, Internet services, and media properties. CSC is home to: AMC, Fuse, IFC (The Independent Film Channel), WE: Women's Entertainment, Madison Square Garden Network, Madison Square Garden, Radio City Entertainment, and Newsday among others.

E-Line Media

<http://elinemedia.com>

E-line Media is an entertainment and educational publisher harnessing the power of games to help youth thrive in a globally connected and rapidly changing world.

Electronic Arts (EA)

<http://www.ea.com>

Electronic Arts Inc. is a leading global interactive entertainment software company. EA delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, and tablets.

Funny or Die

www.funnyordie.com

Funny Or Die is a comedy video website that combines user-generated content with original, exclusive content. Its new program Funny or Die DC, led by a former Obama White House staffer, will work with the private sector, advocacy groups, campaigns and lawmakers to produce politically themed content. The D.C. office will also provide consulting services on social media, talent outreach, writing, and brand strategy for clients.

Gamechanger Films

<http://gamechanger-films.com>

Gamechanger aims to shift the huge gender disparity in the film industry and marketplace. It is the first equity fund that finances narrative features by women.

Hispanic Communications Network (HCN)

<http://www.hcnmedia.com>

HCN is the leading producer and distributor of educational and informational media serving US Hispanic communities. As a full-service social marketing company, HCN aims to provide clients cost-effective solutions to produce, distribute and place multimedia campaigns with its Spanish-language media affiliate networks.

Hulu

www.hulu.com

Hulu is a premium streaming TV destination that offers thousands of hours of current season programming, premium original content, and full seasons of hit series to subscribers across millions of internet-connected devices in the US.

Netflix

www.netflix.com

Netflix is the leading provider of on-demand Internet streaming media. Their legacy home video business delivers DVDs direct to homes.

Participant Media

<http://www.participantmedia.com>

Participant Media is dedicated to entertainment that inspires and compels social change. Founded in 2004 by Jeff Skoll, Participant combines the power of a good story, well told, with opportunities for viewers to get involved.

South by Southwest (SXSW)

<http://sxsw.com>

The South by Southwest (SXSW) Conferences & Festivals offer the convergence of original music, independent films, and emerging technologies.

Upworthy

<https://www.upworthy.com>

Upworthy draws massive amounts of attention to things that matter. Every day, its curators scour the web to find compelling, meaningful media—stories, information, videos, graphics, and ideas that reward you deeply for the time you spend with them.

Celebrity-Driven Fundraising & Auction Platforms

Charitybuzz

www.charitybuzz.com

Charitybuzz is the place to find extraordinary experiences and luxuries to benefit remarkable charities making an impact. Its online auctions bring together hundreds of the world's most acclaimed celebrities, inspiring luminaries and beloved brands to give you unforgettable access to your passions.

Charity Folks

www.charityfolks.com

Charity Folks is a philanthropic marketplace that offers extraordinary experiences with today's most beloved luminaries and access to private, sold-out and otherwise unavailable events. Directing 100% of the net proceeds from every sale to charity, they have raised \$25 million for worthy nonprofit organizations around the world.

CrowdRise

<https://www.crowdrise.com>

CrowdRise is the world's largest community raising money for great causes.

IfOnly

www.ifonly.com

IfOnly believes that true luxury is not another bauble or thing, but rather the extraordinary experiences we remember and share. They believe that seizing the moment can transform the world within us, and around us. They believe we can ignite inspiration by connecting individuals with luminaries at the top of their fields.



4. EVALUATORS

*Academic Institutions, Independent Research & Evaluation Centers
(nonprofit and for-profit)*

Academic Institutions

American University
School of Communication
Center for Media & Social Impact
<http://www.cmsimpact.org>

The Center for Media & Social Impact is an innovation incubator and research center that creates, studies, and showcases media for social impact. Focusing on independent, documentary and public media, the Center bridges boundaries between scholars, producers, and communication practitioners across media production, media impact, public policy, and audience engagement.

Bowling Green State University
College of Arts and Sciences, School of Cultural and Critical Studies
Center for Popular Culture Studies
<https://www.bgsu.edu/arts-and-sciences/cultural-and-critical-studies/popular-culture/center-for-popular-culture-studies.html>

The Center for Popular Culture Studies promotes the interdisciplinary study of Popular Culture through excellence in teaching, learning, scholarly activity, and engagement with the diverse and multicultural communities of Ohio, the United States, and the world.

Florida International University
Department of Psychology
Health Disparities and Cultural Identities Lab (HDCI)
<http://hdcifiu.edu>

The Health Disparities and Cultural Identities Lab is housed in the Department of Psychology at Florida International University. Using interdisciplinary approaches, its research brings attention to the ways psychological and sociocultural factors affect health outcomes in diverse communities across the lifespan.

Johns Hopkins University
Bloomberg School of Public Health
Center for Communications Program (CCP)
<http://ccp.jhu.edu>

CCP was founded on the belief that social and behavior change communication (SBCC) is key to solving the world's most pressing health problems. Its projects often include advocacy communication to change behaviors and norms at the political and social levels as well as mass media programming and community-level activities to prompt conversations.

Massachusetts Institute of Technology (MIT)
School of Architecture
Media Lab
<http://www.media.mit.edu>

At the Media Lab, the future is lived, not imagined. In a world where radical technology advances are taken for granted, Media Lab researchers design technologies for people to create a better future.

New York University (NYU)
Kevorkian Center for Near Eastern Studies
<http://neareaststudies.as.nyu.edu/page/home>

The Hagop Kevorkian Center for Near Eastern Studies at New York University was created in 1966 to foster the interdisciplinary study of the modern and contemporary Middle East and to enhance public understanding of the region. The Kevorkian Center's activities focus on the histories, politics, economies, religions, cultures and languages of the area stretching from North Africa to Central Asia, and on the historical processes that have shaped the present.

New York University (NYU)
Psychology Department
Social Perception, Action, and Motivation Lab (SPAM)
<https://sites.google.com/a/nyu.edu/nyu-spam-lab/home>

The Social Perception, Action, and Motivation Lab focuses on the conscious and nonconscious ways people fundamentally orient to the world. In particular, the lab focuses on how the motivations, emotions, needs, and goals people hold impact the basic ways people perceive, interpret, and ultimately react to the information around them.

Northwestern University
School of Communication
Media, Technology, and Society Doctoral Program (MTS)
https://www.communication.northwestern.edu/programs/phd_media_technology_society
The Media, Technology, and Society doctoral program is an innovative, interdisciplinary, and flexible curriculum focusing on the dynamic media and technology environment and its impact.

San Diego State University (SDSU)
Center for the Study of Women in Television and Film
<http://womenintvfilm.sdsu.edu>
The Center for the Study of Women in Television and Film at San Diego State University is home to the longest running and most comprehensive studies of women's employment and portrayals in television and film. Dedicated to producing extensive, original, and forward-thinking research, studies generated by the Center provide the foundation for a realistic and meaningful discussion of women's representation.

Syracuse University
School Of Education
The Institute on Popular Culture
http://soe.syr.edu/academic/cultural_foundations_of_education/projects_institutes.aspx#Pop_Culture
The purpose of the Institute is to explore popular culture as a complex and understudied area of education. Grounded in qualitative research methods, members of the Institute are concerned with how individuals and groups come to make sense of their experiences, and make meanings in their popular culture practices.

Texas A&M
Department of Communication
<http://communication.tamu.edu/html/home.html>
Its 23 faculty members conduct research, publish books and academic articles, lecture, and consult around the world.

University of California, Los Angeles (UCLA)
Fielding School of Public Health
Global Media Center for Social Impact (GMI)
<http://www.gmimpact.org>
The Global Media Center for Social Impact (GMI believes that compelling stories have the power to transform popular culture and catalyze social change. GMI works to unleash the transformative potential of storytelling by supporting writers in their efforts to create the most captivating and realistic stories possible on issues of social value.

University of California, Los Angeles (UCLA)
Ralph J. Bunche Center for African American Studies
<http://www.bunchecenter.ucla.edu>
The Bunche Center has the mission to develop and strengthen African American Studies through five primary organizational branches: research, academic programs, library and media center, special projects, and publications.

University of California, Los Angeles (UCLA)
School of Theater, Film and Television
Skoll Center for Social Impact Entertainment
<http://www.tft.ucla.edu/skoll-center-for-social-impact-entertainment>
The new Skoll Center for Social Impact Entertainment is dedicated to promoting social change through entertainment and performing arts. The work of the Center will be organized around three pillars: research on a global scale that provides a structure to measure the influence of social impact storytelling; education and special initiatives; and public programming and exhibition.

University of Colorado, Boulder
Laboratory for Race and Popular Culture (RAP)
<http://raplab.colorado.edu>
RAP Lab is both a place and an idea. The idea is to cultivate a "humanities hothouse" for cutting edge trans-disciplinary research, teaching, and outreach related to race and popular culture.

University of Illinois, Urbana-Champaign
Graduate School of Library and Information Science
http://people.lis.illinois.edu/~jdiesner/publications/iConf2014_diesner_final.pdf
People use information for analysis, inquiry, collaboration, and play—and in so doing, change the world. The Graduate School of Library and Information Science is dedicated to shaping the future of information through research, education, and engagement, both public and professional. Its mission is to lead the way in understanding the use of information in science, culture, society, commerce, and the diverse activities of our daily lives.

University of Michigan
Institute for Social Research
Media Psychology Lab

<http://mp.isr.umich.edu/index.html>

The Media Psychology Lab is a group of researchers who strive to understand the influence of the mass media on human behavior and individuals' minds. They investigate how the mass media affects thinking, emotions, and behaviors and how these in turn shape the experiences that individuals have with the mass media.

University of Pennsylvania
Annenberg School for Communication and Department of Sociology
Media Activism Research Collective (MARC)

<https://www.asc.upenn.edu/research/research-centers/media-activism-research-collective>

A collaborative, interdisciplinary space at the intersection of media studies and social movement theory, the Media Activism Research Collective links students with peers, scholars, and resources to foster deep learning and insightful research on activism, social movements, and media.

University of Southern California (USC)
Annenberg School for Communication and Journalism
Norman Lear Center

<http://learcenter.org>

Norman Lear Center is a multidisciplinary and nonpartisan research and public policy center exploring implications of the convergence of entertainment, commerce and society. The Lear Center's Media Impact Project (<http://www.mediaimpactproject.org/>) is a hub for collecting, developing and sharing approaches for measuring the impact of media. Its Hollywood, Health & Society (<https://hollywoodhealthandsociety.org/>) provides entertainment industry professionals with accurate and timely information for health storylines.

University of Southern California (USC)
Annenberg School for Communication and Journalism
Media, Diversity & Social Change Initiative

<http://annenberg.usc.edu/pages/DrStacyLSmithMDSCI>

The Media, Diversity, & Social Change (MDSC) Initiative at USC's Annenberg School for Communication and Journalism is a leading think tank dedicated to addressing issues of inequality in entertainment.

University of Texas at Austin
Moody College of Communication and Annette Strauss Institute
Digital Media Research Program (DMRP)

<http://moody.utexas.edu/strauss/dmrp>

The core mission of DMRP is to advance understanding among scholars, practitioners, policy makers, and the general public of today's complex information communication technologies and media effects. DMRP aims to shed light on how new technologies of communication and innovative outreach can be used to increase political understanding and participation in democratic societies.

Independent Research & Evaluation (nonprofit)

Active Voice (AV Lab for Story and Strategy, ACTivate)

<http://www.activevoice.net>

Active Voice harnesses the power of story to tackle the pressing social issues of today. The AV Lab for Story and Strategy is the research and innovation arm of Active Voice. ACTivate is a year-long research project that aims to increase practitioner understanding about the role that story-based film can play in engaging people of various perspectives around social justice issues, and elevate cross-field discussions about how the contribution and impact of film can be measured.

Animating Democracy (a project of Americans for the Arts)

<http://animatingdemocracy.org>

Animating Democracy inspires, informs, promotes, and connects arts and culture as potent contributors to community, civic, and social change.

Center for Evaluation Innovation

<http://www.evaluationinnovation.org>

Their aim is to push philanthropic and nonprofit evaluation practice in new directions and into new arenas. They specialize in areas that are challenging to assess, such as advocacy and systems change.

Media Psychology Research Center

<http://mprcenter.org>

An independent nonprofit dedicated to media and technology research, assessment, and education. They study how people consume, produce and distribute information across all media technologies to better understand and predict behavior and impact.

MediaShift

<http://www.pbs.org/mediashift>

MediaShift explains how traditional media such as newspapers, magazines, radio, TV, music, and movies are changing with digital disruption and adapting their business models for a more mobile, networked world.

Perception Institute

<http://perception.org>

The Perception Institute is a consortium of mind science researchers, educators, and social justice advocates. A catalyst for original research and a translator of existing research, it develops strategies to reduce racial bias and anxiety and influence the public narrative through cultural conversations.

Independent Research & Evaluation (for-profit)

Capstone Global Marketing and Research Inc.

<http://www.capstoneglobalgroup.com>

Capstone is a savvy research and consulting partner providing actionable and attainable solutions in the complex web of the worldwide web. Capstone is expert at reaching consumers at the moments, or touchpoints, that influence their purchasing behavior.

C4

<http://c4-rd.com>

They have successfully merged decades of consumer data with archetypes used for centuries by filmmakers to create over 150 elements that exist across all genres of film.

Gallup

<http://www.gallup.com>

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students, and citizens than any other organization in the world.

Harmony Institute

<http://harmony-institute.org>

Harmony Institute is an interdisciplinary research center that studies the impact of entertainment on individuals and society. Its Story Pilot project (<https://storypilot.org/home>) is a web application dedicated to measuring the impact of documentaries through case studies of a database comprised of 400+ films.

Latino Decisions

<http://www.latinodecisions.com>

Latino Decisions is the leader in Latino political opinion research. Founded by professors of political science, the firm leverages a unique combination of analytical expertise and cultural competencies that are unparalleled in the industry.

Learning for Action (LFA)

<http://www.learningforaction.com>

LFA supports learning for action to maximize impact and sustainability among social sector organizations.

MarketCast

<http://www.mcast.com>

MarketCast is a leading provider of marketing research services for the global entertainment industry. MarketCast works in collaboration with marketers and researchers across the entertainment spectrum in the development and execution of their marketing strategies, from early concept exploration through downstream and ancillary distribution windows.

Mission Measurement

<http://missionmeasurement.com>

The mission of Mission Measurement is to predict, measure, and improve the return on social investments.

Nielsen

<http://www.nielsen.com>

Nielsen studies consumers in more than 100 countries to give you the most complete view of trends and habits worldwide. And constantly evolving, not only in terms of where we measure, or who we measure, but in how our insights can help you drive profitable growth.

OTX MediaCT

<http://www.ipsos.com/mediact>

OTX MediaCT is a specialized practice of IPSOS, dedicated to helping clients amplify how media, brands, and consumers connect through compelling content and great communications.

Participant Media: The Participant Index (TPI)

<http://www.participantmedia.com/participant-index>

The Participant Index (TPI) is a new media-impact research system from Participant Media that examines the “social impact” of entertainment on its audience. TPI’s insights are designed to be useful for all content creators, executives, funders, and others who create and distribute storytelling content—and for anyone interested in the social impact of entertainment.

PSB Research

<http://www.psbresearch.com>

Penn Schoen Berland LLC operates as a market research and consulting company. The company’s services also comprise providing healthcare organizations and brands with research and consulting, positioning and segmentation, communications strategy, brand tracking and management; and applying political polling and innovative survey techniques to help magazine publishers, motion picture studios, and video game publishers to find and grow audience.

Rentrak

<http://www.rentrak.com>

As the leader in multiscreen reporting and analytics, Rentrak’s cutting-edge measurement technology is in the middle of this change, delivering precise reporting of the intelligence needed to help move the industry forward.

Screen Engine/ASI

<http://www.asientertainment.com>

Screen Engine/ASI provides television program, infomercial, cinematic, and various media testing services. It specializes in television research, such as pilot testing, series maintenance, cable testing, and international testing capabilities; advertising and infomercial, including infomercial research, promotional content research, advertising recall and awareness, and trailer testing; political campaign and mock jury research; and focus group and online, such as concept testing, online research, and tracking studies.



5. CONNECTORS

Strategists and Cultural Organizers

Art for Change (AFC)

<http://www.artforchange.org>

Art for Change (AFC) is a 501(c)3 organization that encourages the advancement of progressive social change by using art as a catalyst for disseminating information to people.

Art of Change

<http://artofchange.is>

Art of Change is a yearlong initiative from the Ford Foundation exploring the interplay of art and social justice in the world today.

Art Not War

<http://artnotwar.com>

A full service creative agency and production studio based in Brooklyn, NY, that specializes in creating unique cultural campaigns for social justice and progressive issues.

Arts in A Changing America (Artography)

<http://artsinachangingamerica.org>

Arts in a Changing America (Artography) is an effort to use the demographic lens to engage the arts field in cultural equity and social justice issues.

Beautiful Trouble

<http://beautifultrouble.org>

Beautiful Trouble is a book, web toolbox, and international network of artist-activist trainers whose mission is to make grassroots movements more creative and more effective.

Big Bowl of Ideas

<http://bigbowlideas.com>

Big Bowl of Ideas is creative thinking and problem solving on systems and organizational development; creative production, writing, and art direction; creative surfacing and empowerment. creative cultural, political, and coalition strategies.

Center for Story-based Strategy (CSS)

<http://www.storybasedstrategy.org>

Center for Story-based Strategy is a national movement-building organization dedicated to harnessing the power of narrative for social change.

Creative Action Network

<http://thecreativeactionnetwork.com>

Creative Action Network is a global community of artists and designers, harnessing their talents for good.

Creative Change (a program of Opportunity Agenda)

<http://opportunityagenda.org/creativechange>

Creative Change is a national retreat at the intersection of arts and social justice which brings together a diverse group of leaders committed to transformative social change.

CultureStrike

<http://culturestrike.net>

CultureStrike, which includes WordStrike and ArtStrike, seeks to organize artists, writers, and other creative workers to strike back against anti-immigrant laws and attitudes.

Eloveate

<http://www.eloveate.net>

Eloveate is a collective of visionaries that believe in the power of creativity to change the world. They build and execute strategies for artists, organizations, and projects that share the same vision.

Entertain Impact

<http://entertainimpact.com>

Entertain Impact is a leading cause entertainment agency that mobilizes the power of entertainment for positive social change. It raises awareness, supporters, and revenues to drive programs and create impact.

FSG

<http://www.fsg.org>

FSG is a mission-driven consulting firm for leaders in search of large-scale, lasting social change. Through their combination of customized services, powerful ideas, and learning communities, they help foundations, businesses, nonprofits, and governments around the world accelerate progress.

Fuel | We Power Change

<http://fuelchange.net>

Fuel | We Power Change is a creative studio and social movement builder dedicated to helping urgent causes gain a national or global support base through ground-breaking campaigns, strategic communications, and creative productions. These initiatives are developed in collaboration with a range of partners including other social change organizations and entrepreneurs, socially responsible corporate brands, media outlets, and high profile/emerging artists.

futurePerfect lab

<http://futureperfectlab.com>

A boutique creative agency that works with nonprofits, cultural, and educational institutions to develop imaginative and playful applications of integrated media and emerging technology. Basically, pop culture with a purpose.

GEER

<http://geer.com>

GEER is a creative strategy agency expert in grassroots mobilization, creative campaigns, online fundraising, and digital team development.

Helicon Lab

<http://heliconcollab.net>

Helicon collaborates with artists, cultural organizations, foundations, and other creative enterprises to make communities better places for all people—more vital, sustainable and just.

Joseph Thomas Phelan Strategy

<https://twitter.com/JTPspeaks>

Joseph Thomas Phelan provides strategy consulting for social justice campaigns, organizations, and philanthropy with a focus on narrative, strategic communications and creative intervention.

Liz Manne Strategy

<http://lizmanne.com>

Bridging the worlds of art, commerce, and social change, Liz Manne Strategy provides management consulting, cultural strategy, and other customized advisory services to nonprofit organizations, pro-social businesses, and independent media makers.

Michael Skolnik

<https://twitter.com/MichaelSkolnik>

Michael Skolnik is a civil rights leader, cultural organizer, and political advisor to Russell Simmons.

Moore + Associates

<http://www.mooreandassociates.co>

Moore + Associates conceives and implements big ideas around critical issues to help shift culture. They partner with artists, particularly comics, seeking to use their talents to advance a cause or campaign. They produce cultural strategy plans that move clients beyond traditional advocacy and media engagement.

Not An Alternative

<http://notanalternative.org>

Not An Alternative is a unique group that works within institutions and in the public sphere, in collaboration with community groups and social movements. They combine art, activism, and theory to affect popular understandings of events, symbols, institutions, and history.

Project&

<http://projectand.org>

To be cultural alchemists, creating original works across diverse platforms, fields, systems, assumptions, and voices.

Revolution Messaging

<https://revolutionmessaging.com>

Revolution Messaging is a leader in cutting-edge progressive strategies for a mobile world.

TaskForce PR

<http://taskforce.pr/Home/Home.html>

TaskForce is a prosocial marketing and public relations shop that engages leaders of the creative community to raise awareness and build momentum for organizations tackling our world's most pressing challenges.

The Culture Group

<http://theculturegroup.org>

The Culture Group is a collaboration of social change experts and creative producers who believe that cultural change is essential to social change.

The Culture Lab (a project of CEL)

<http://engagementlab.org/culture-lab>

The Culture Lab develops cost-effective systems and resources to help changemakers leverage culture and advance social progress.

Tracy Van Slyke

<http://tracyvanslyke.com>

Tracy Van Slyke is a nationally recognized leader and expert working in the intersection of progressive organizing, strategic communications, and independent media.

Wonder: Strategies for Good

<http://www.wonderforgood.com>

The Wonder network leads audience research and develops branding, messaging, and storytelling strategies that create breakthrough moments for people and organizations trying to make the world a better place.

Appendix: About the Team

For #PopJustice, Volume 2: Mapping the Players

Betsy Fagin (betsyfagin.com) is a writer and librarian whose research and editorial services focus on serving arts communities and movements for social justice.

Liz Manne (lizmanne.com) is a management consultant and cultural strategist providing customized advisory services to companies, nonprofits, and media makers.

Luz Ortiz (www.behance.net/luzo) is a graphic designer specializing in social and environmental justice.

Joseph Phelan (@JTPspeaks) is a creative communications strategist working with social justice organizations and movements to #winbetter.

Ashley Weatherspoon is a researcher and music business specialist.

Project Funders

Unbound Philanthropy works in the field of migration to transform long-standing but solvable barriers to the human rights of migrants and refugees and their integration into host societies. They seek to strengthen social, civic, and economic opportunities and relationships of mutual responsibility and respect across communities. (unboundphilanthropy.org)

The Nathan Cummings Foundation is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. They seek to build a socially and economically just society that values nature and protects the ecological balance for future generations, promotes humane health care, and fosters arts and culture that enriches communities. (nathancummings.org)

Fiscal Sponsor

Revolutions Per Minute (RPM) is a nonprofit agency that provides artists with strategy and support for their activism and philanthropy. (revolutionsperminute.net)

Liz Manne
STRATEGY

lizmanne.com