

# HOLLYWOOD 4BLACKLIVES

## PROVE BLACK LIVES MATTER TO HOLLYWOOD

### To our allies in Hollywood,

Hollywood has a privilege as a creative industry to imagine and create. We have significant influence over culture and politics. We have the ability to use our influence to imagine and create a better world. Yet, historically and currently, Hollywood encourages the epidemic of police violence and culture of anti-Blackness.

The way that Hollywood and mainstream media have contributed to the criminalization of Black people, the misrepresentation of the legal system, and the glorification of police corruption and violence have had dire consequences on Black lives. This includes stories that demonize our mental health as violent. People use these stories to justify the killings of Black people like Deborah Danner, who was murdered by NYPD Sgt. Hugh Barry. It also includes the perpetuation of transphobic stories that people use to justify the murder of Tony McDade in Florida, Nina Pop in Missouri, Dominique Fells, in Philadelphia, and Riah Milton in Ohio. We must end the exaltation of officers and agents that are brutal and act outside of the law as heroes. These portrayals encourage cops like Derek Chauvin, the murderer of George Floyd.

The lack of a true commitment to inclusion and institutional support has only reinforced Hollywood's legacy of white supremacy. This is not only in storytelling. It is cultural and systemic in Hollywood. Our agencies, which often serve as industry gatekeepers, don't recruit, retain or support Black agents. Our unions don't consider or defend our specific, intersectional struggles. Unions are even worse for our below-the-line crew, especially for Black women.

Hollywood studios and production companies that exploit and profit from our stories rarely have any senior-level Black executives with greenlighting power.

Even with the recent successes of Black-led and produced films and television, myths of limited international sales and lack of universality of Black-led stories are used to reduce our content to smaller budgets and inadequate marketing campaigns. White people make up the smallest racial demographic globally, yet their stories are seen as internationally universal. When we do get the rare chance to tell our stories, our development, production, distribution, and marketing processes are often marred, filtered, and manipulated by the white gaze.

Due to Hollywood's immense influence over politics and culture, all of the racism, discrimination and glass ceilings Black people in Hollywood experience on a regular basis have direct implications on Black lives everywhere.

Every time a Black executive or assistant is passed over for a promotion, or the marketing or production budget for another Black led film is limited, or when Black agents aren't supported, Black writers are shut out, outnumbered or diminished, Black hair stylists are neglected, Black grips, gaffers, and camera assistants and operators are shut out of below the line unions - EVERY SINGLE TIME - this gives us less control over our narratives, continues the legacy of white supremacy's influence over our stories and makes Black people in Hollywood and all over America less safe.

# PROVE BLACK LIVES MATTER TO HOLLYWOOD

## #HOLLYWOOD4BLACKLIVES

By allowing white people to control and oppress the narratives that affirm Black lives, Hollywood has directly and indirectly inflicted harm and oppression onto our communities. Because Hollywood has been a huge part of the problem, we demand it be a part of the solution. We, as Black people, bring immense, immeasurable cultural and economic value to the industry. We are also suffering from the oppression perpetuated by this industry. We have every right to demand this change.

We demand better. Prove that Black Lives Matter to Hollywood by taking bold moves to affirm, defend and invest in Black lives. Follow the examples of the Minneapolis School District, Denver Public Schools, the University of Minnesota and many other institutions in divesting from the policing system and investing in Black community.

### DIVEST FROM POLICE

- Commit to no police on sets or events or for any other purposes. For security, we can use private unionized security officers from SEIU-USWW - if they drop their ties with police unions\*
  - Pressure Los Angeles City Council and Mayor Garcetti and Governor Newsom (and any applicable shooting location) to move jurisdiction for permits and traffic coordination to the City, County or State offices (instead of police, sheriff or CHP) and to reduce its spending on police according to the outline that Black Lives Matter - Los Angeles and PeoplesBudgetLA.com has provided.
  - Pressure every state, county and city from which Hollywood benefits from tax rebates to divest from police budgets and to invest in Black communities based on the model outlined at PeoplesBudgetLA.com

### INVEST IN ANTI-RACIST CONTENT

- Every major studio should have multiple senior level Black executives with budget authority and greenlighting power.
- Invest in developing, producing and distributing anti-racist content that humanizes and advances nuanced portrayals of Black people.
- Financial comp systems and marketing budgets for Black content should go through regular implicit bias reviews and consultation to ensure that Black stories are given adequate support. Empower Black executives to determine the value and authenticity of Black stories.
- Invest in culturally competent social justice consultants to inform projects from development through distribution to help identify conscious and unconscious bias and prevent racist, anti-Black LGBTQIA+ and other culturally insensitive portrayals of Black people.
- Create a system of public disclosure for anti-racist efforts.



# DEMANDS (CONTINUED)

## DIVEST FROM RACIST CONTENT

- End the intentional glorification of police brutality and corruption in our storytelling and all content that dehumanizes or criminalizes Black people (cis, trans, queer, and mentally ill) and/or champions abuse by law enforcement.

## INVEST IN OUR CAREERS

- Every agency and management company should have Black partners and board members and provide substantial support for its Black agents and managers [cisgender and trans]
- Every Hollywood institution should have a system of recruitment and ongoing support of Black professionals [cisgender and trans] in every department with clear paths to promotion all the way up to the highest senior levels and boards.
  - Unions - including above-the-line (SAG, WGA and DGA) and especially below-the-line (IATSE, Teamsters etc) - must reconcile with their racist and discriminatory practices while actively recruiting and creating opportunities and protections internally and externally for Black (cis and trans) employees, execs and membership - talent, crew, department heads, background performers, hair and make up, camera operators etc. to increase their Black membership and leadership to a point that is at least reflective of the Black share of the population.
- Every studio and production company should adopt the inclusion rider as their inclusion policy.

## INVEST IN OUR COMMUNITY

- Every union must expand their accountability of workplace safety to include racism, sexism, homophobia, transphobia, bi-phobia and other related biases and attacks and create anti-racism task forces with substantial power to hold studios and production companies accountable and include specific intersectional protections in our negotiations.
  - The task force should have a senior level Black executive and anti-racism experts and be reflective and representative of the gender, age, ability and identity diversity within the Black community.
  - The task force should include Black trans, queer and gender non-binary people and make bold moves toward their specific, substantial protections.
- Invest in and contract with Black-owned and Black-led businesses (catering, PR etc), especially for services in sectors that have traditionally excluded Black people.
- Consult with our coalition and organizers throughout implementation.

We know these changes have the power to change Black lives in America. It is time for Hollywood to acknowledge its role and take on the responsibility of repairing the damage and being a proactive part of the change.

In light of continued systemic, brutal murders of Black people, members of the Black community in Hollywood are standing together with the Movement for Black Lives, a coalition of community-based organizations from all over the country including Black Lives Matter, and with the families and loved ones of George Floyd, Breonna Taylor, Tony McDade, Kenneth Ross Jr, Wakeisha Wilson, Rayshard Brooks and countless others in the movement to Defund Police and Defend Black Lives.

**BLD PWR Council • Color Of Change • Movement For Black Lives • NAACP Hollywood  
Bureau • Black Lives Matter • Black Lives Matter - Los Angeles • People's Budget LA  
Coalition • National Black Justice Coalition •  
Patrisse Cullors - Co-Founder Black Lives Matter, BLD PWR Board Member •  
Melina Abdullah - Co-Founder Black Lives Matter - Los Angeles**

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Tarell Alvin McCraney	Queensylvia Akuchie	Meagan Good	Karen Frost
Taraji P. Henson	Queen Latifah	Marquita J. Robinson	Kady Kamakaté
Tanya Hamilton	Prince Baggett	Marissa Jo Cerar	Justina Omokhua
Tamara-Lee Notcutt	Poppy Hanks	Margaret Odette	Jurnee Smollett
Talitha Watkins	Pete Chatmon	Marc Bernardin	Julie Dash
Sydney Park	People's Budget LA	Mara Brock Akil	Josh Kadish
Susan Kelechi Watson	Coalition	Malcolm D Lee	Jonathan Grace
Sterling K. Brown	Paula Patton	Malcolm Barrett	Jon Michael Hill
Stephen Love	Patrisse Cullors	Mahershala Ali	Joi McMillon
Stephanie Lilly Smith	Paige Simpson	Luke James	John Meigs
Stephanie Allain	Octavia Spencer	Lorna Osunsanmi	Joe Robert Cole
Stacey Walker King	Obehi Janice	Logan Browning	Jodie Turner-Smith
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Shiona Turini	Njeri Brown	Leander Sales	Jermaine Johnson
Shihan Van Clief	Nijla Baseema Mu'min	Leah Natasha Thomas	Jeremy Pope
Sheryl Lee Ralph	Nicole Dow	Leah Daniels-Butler	Jeremy O'Harris
Sheronna Osbourne	Nicole Beharie	Laverne Cox	Jelani Johnson
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James Lopez	Derek Dudley	Britt Matt
James D. Wilcox	Denyce Lawton	Brian Tyree Henry
James Cheeks III	Denée Benton	Brandon Lawrence
Jade-Addon Hall	DeMane Davis	Brandon Harris
Jacque Edmonds Cofer	Dee Rees	Brandon Bell
J. August Richards	Debra Martin Chase	Bozoma Saint John
Issa Rae	Dayna Lynne North	Boots Riley
Inuka Bacote-Capigalhuoma	Davita Scarlett	Bobbi Banks
Ofordire	David Oyelowo	Black Lives Matter - Los Angeles
Idris Elba	Daveed Diggs	Black Lives Matter
Huriyyah Muhammad	Darren Anthony	Black Employees of A24
Holly Walker	Danielle Brooks	Billy Porter
Hanelle M. Culpepper	Danai Gurira	Bianca Samms
Gugu Mbatha-Raw	Dana Gills	Benjamin Carlton
Grantham Coleman	Dahéli Hall	Avril Z. Speaks
Grace Byers	D'Kia Anderson	Aurin Squire
Glenn Davis	D.K. Uzoukwu	Ato Essandoh
Gina Prince-Bythewood	Cynthia Erivo	Ashley Blaine Featherson
Gina Atwater	Cynthia Adarkwa	Arron Saxe
Geoffrey Thorn	Craig Hayes	Antoinette Messam
Gabrielle Gloré	Cornelius Smith, Jr.	Anthony Mackie
Franki Butler	Corey Martin	Anthony Hemingway
Felischá Marye	Corey Hawkins	Anna Diop
Felicia Pride	Common	Anita Surendran
Felicia D. Henderson	Color Of Change	Angela White
Fatmata Kamara	Colman Domingo	Angela Nissel
Etienne Maurice	Cindy Agi	Angela Harvey
Ernest Leif Boyd	Chinonye Chukwu	Angela Bassett
Erika L. Johnson	Chiké Okonkwo	Angela Amoako
Emmy Raver-Lampan	Cheo Hodari Coker	Angel Kristi Williams
Ekwa Msangi	Chelsea Tavares	Andrew J. Horne
Effie T. Brown	Chelsea McKinnies	Andrew C. Coles
Edwin Hodge	Charlese Antoinette	Andrew "King Bach" Bachelor
Edward Enniful	Charles D. King	Andrea Nelson Meigs
Ebony Gilbert	Charles D. Holland	Andre Royo
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