

FEATURING



Twanna A. Hines
Director



Kristen Grimm
Founder and
President



Adey Fisseha
US Senior Program Officer





Introducing Mindful Messaging



Who are you messaging for?



What's At Play?



Create a Game Plan



Seeing This in Action



Learn More



MINDFUL MESSAGING

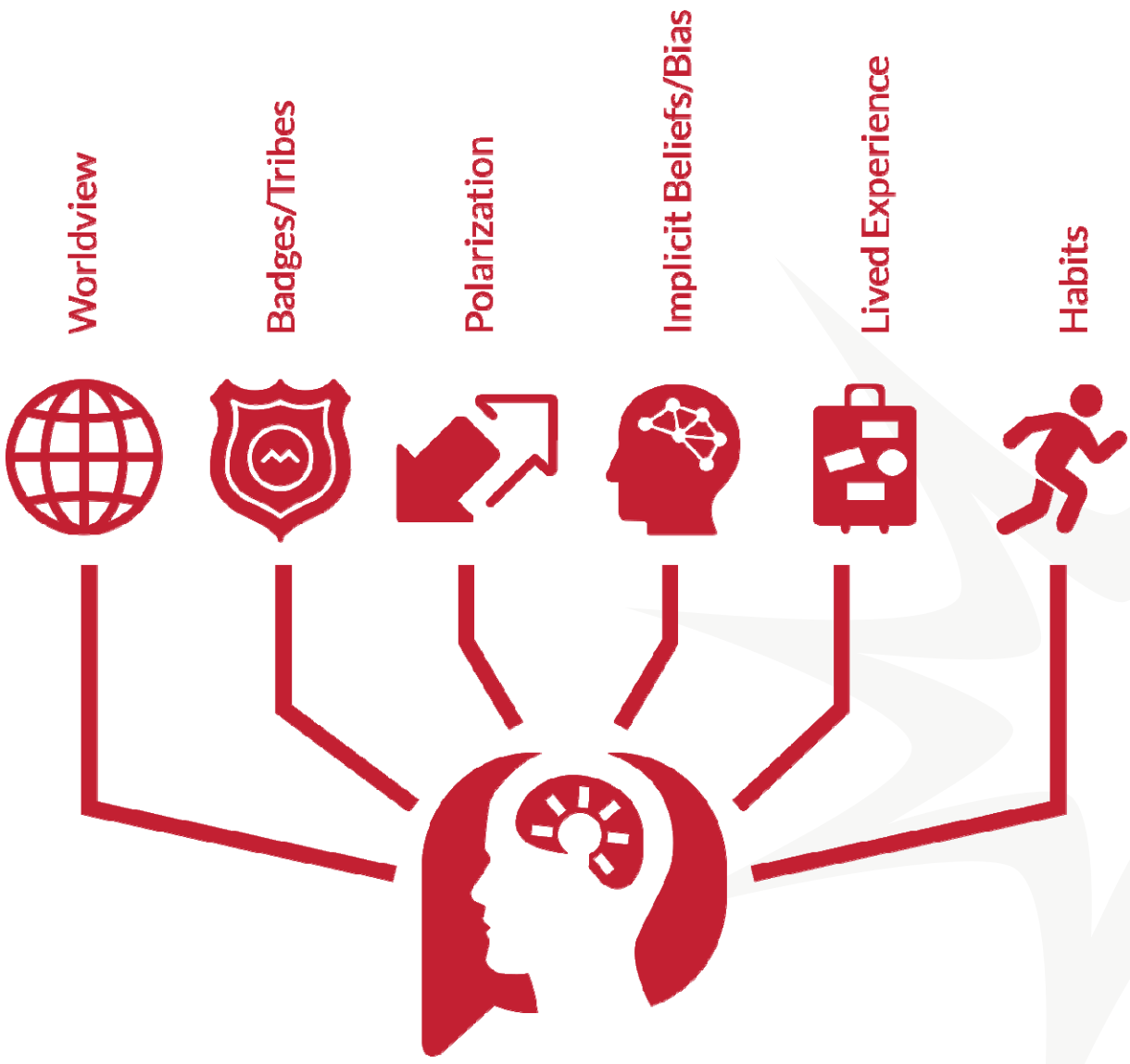
SPITFIRE 

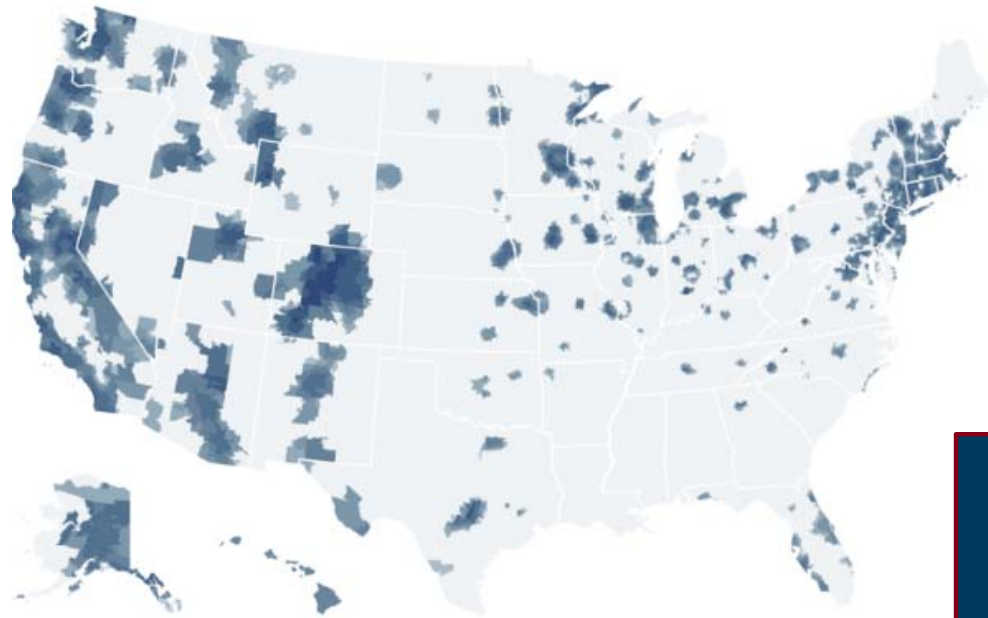


Government
Keep my Medicare Hands of
my Medicare!

Steal From Medicare to Support
SOCIALIZED MEDICINE

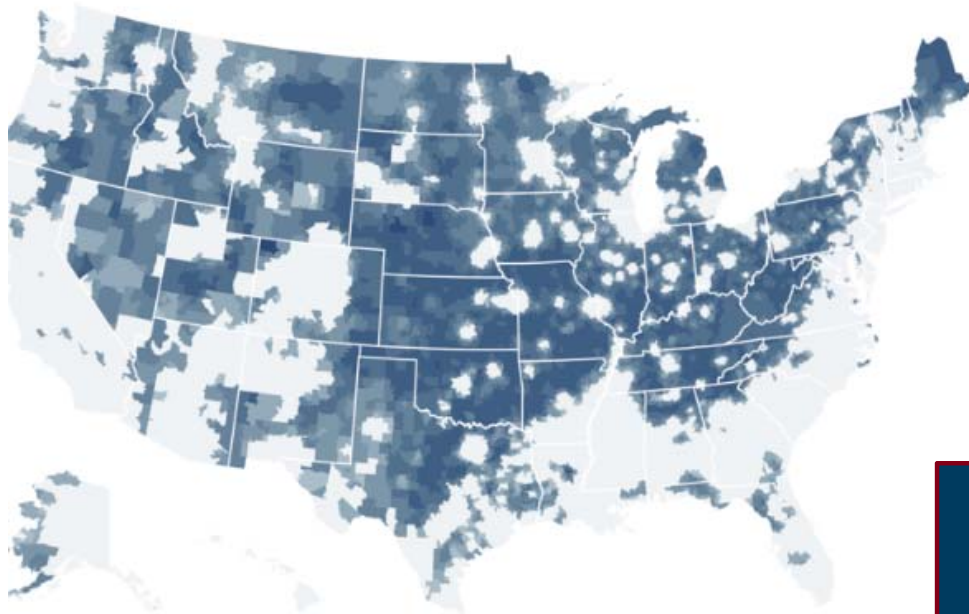
“People are acting against their own self-interests”





- | | |
|-----------------------------------|----------------------------|
| Adventure Time | Orange Is the New Black |
| American Horror Story | Saturday Night Live |
| Family Guy | So You Think You Can Dance |
| Game of Thrones | South Park |
| It's Always Sunny in Philadelphia | The Big Bang Theory |
| Modern Family | The Daily Show |
| MythBusters | The Simpsons |
| Once Upon a Time | The Tonight Show |
| | Tosh.O |

POPULAR SHOWS ON TELEVISION BY URBAN AREAS



- | | |
|--------------------------------|------------------------------|
| 16 and Pregnant | NCIS |
| American Dad! | Pawn Stars |
| America's Funniest Home Videos | Pretty Little Liars |
| Bones | Ridiculousness |
| Cake Boss | Rob Dyrdek's Fantasy Factory |
| Criminal Minds | Supernatural |
| Dancing With the Stars | Teen Mom |
| Deadliest Catch | The Vampire Diaries |
| Duck Dynasty | The Voice |
| Fast n' Loud | The Walking Dead |
| Grey's Anatomy | Wipeout |

POPULAR SHOWS ON TELEVISION BY RURAL AREAS

Universal truth

IF THEY FIND IT, THEY'LL PLAY WITH IT.

Worldview

=

2nd amendment sacred





Lived Experience



STRATEGIC AIMS

**Speak Truth
to Power**

**Challenge the
Status Quo**

**Combat Stigmas
with Stories**

**Create a
Social Norm**

Spotlight a Problem

**Demonstrate Model
Behavior with
Stories**

**Challenge
Stereotypes**

**Create a
Community**

**Increase Empathy
with Stories**

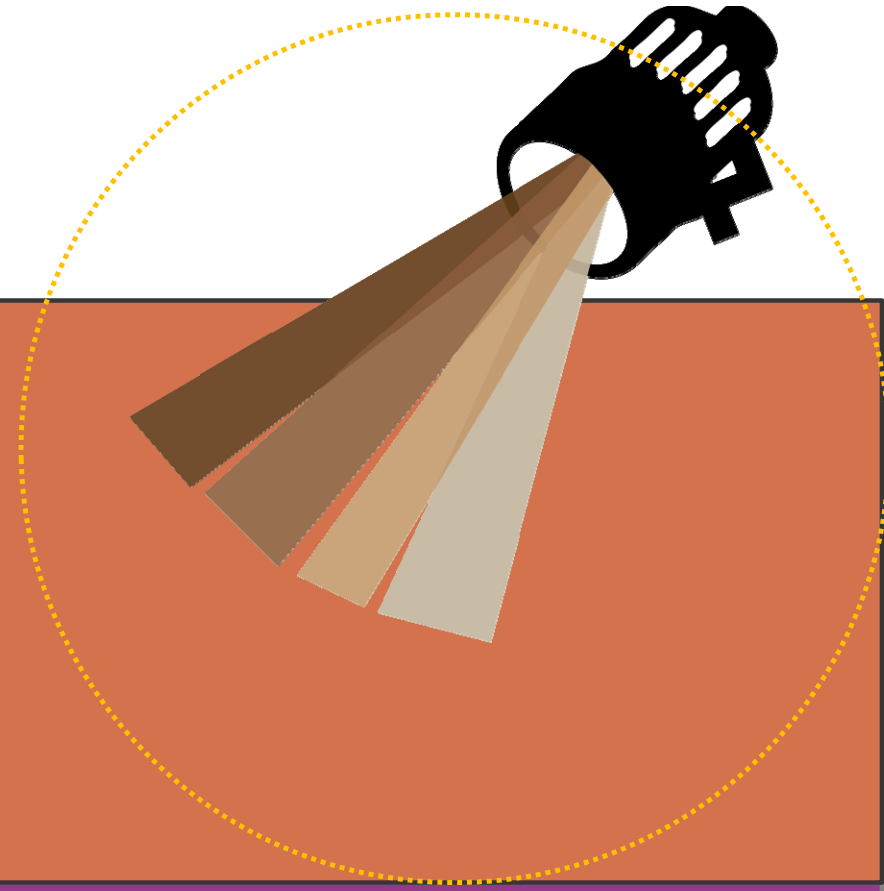
Seizing the Moment:

Using Pop Culture to Amplify Your Message

Adey Fisseha

US Senior Program Officer

Unbound Philanthropy





Welcoming Newcomers.
Strengthening Communities.

Unbound Philanthropy envisions a world where all people can enjoy a life free of barriers to their full participation in society. Where everyone can realize their potential.

And, where we can all live peacefully alongside each other.

Increasing Public Understanding Grantmaking

Immigrant and
refugee
leadership

Research &
Strategic
Communicatio
ns

Connect
Artists and
Activist

Expand pipeline
of POC artists

SCALE



#PopJustice Report



Vol. 1: Social Justice & the Promise of Pop Culture Strategies

Vol. 2: Mapping the Players

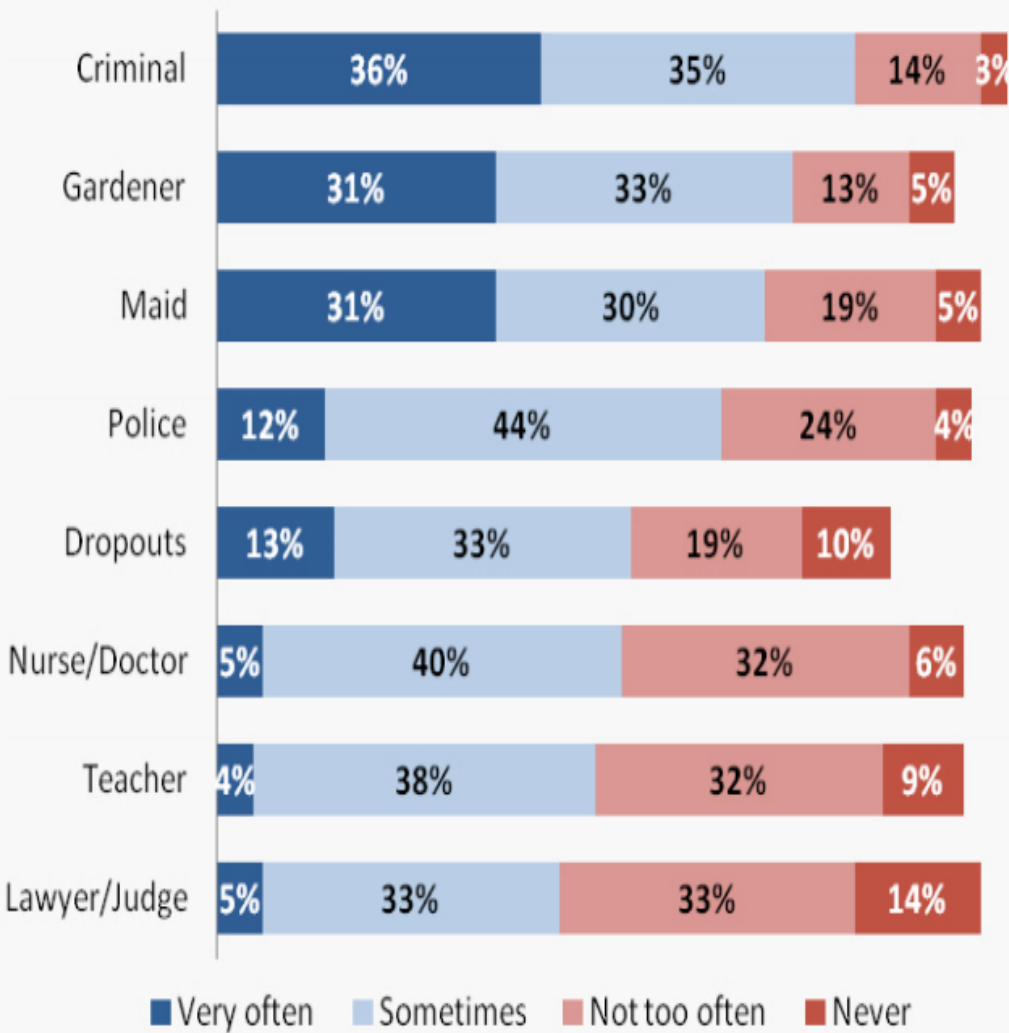
Vol. 3: Pop Culture, Perceptions, and Social Change

Vol. 4: Understanding the Entertainment Industry

Vol. 5: Creative Voices & Professional Perspectives

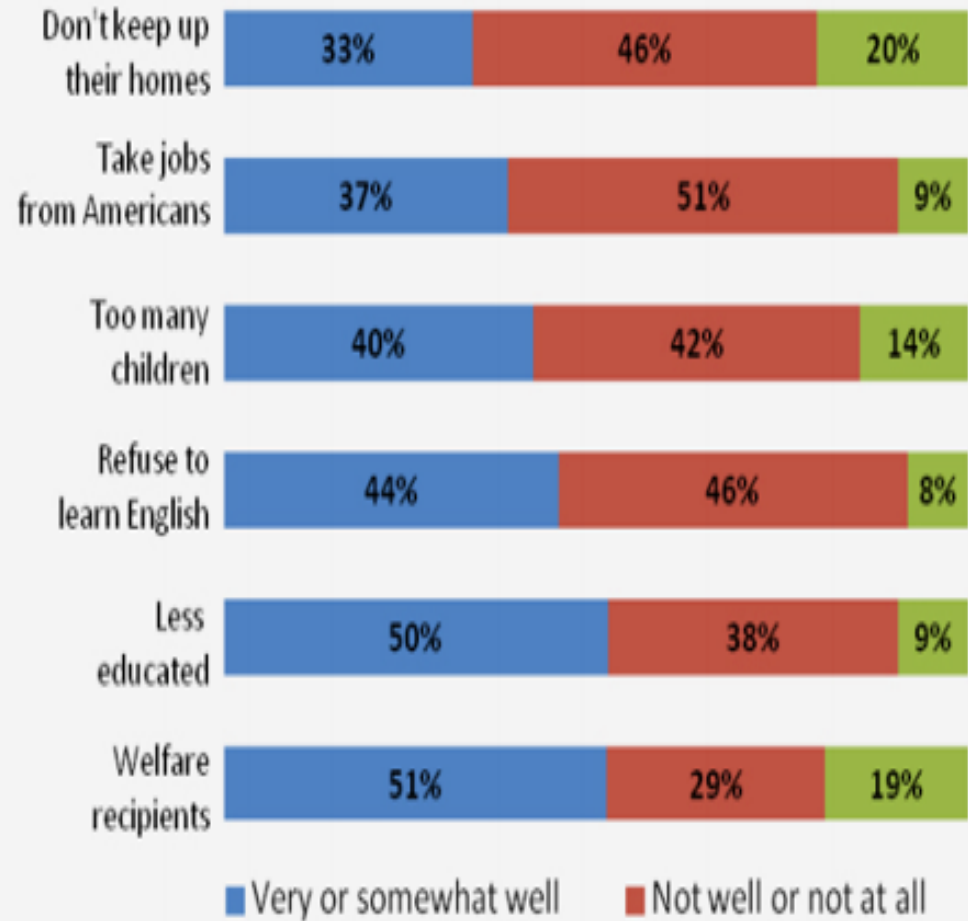
Vol. 6: Economic Data & Foundation Grantmaking

Latinos in stereotypical TV and film roles



Negative Latino Stereotypes

How well does each term describe Latinos?



EXAMPLES FROM THE FIELD

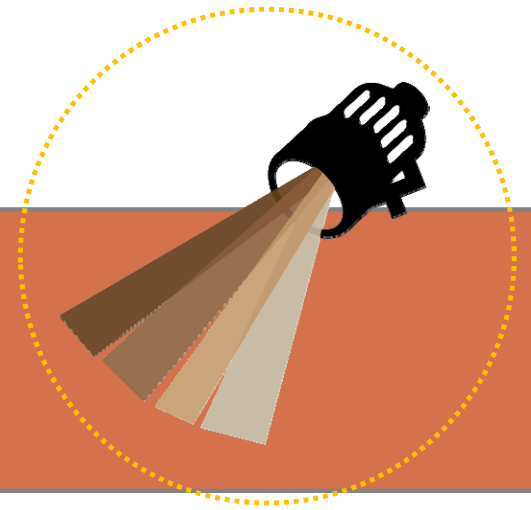


THE GLOBAL MEDIA CENTER
FOR SOCIAL IMPACT

HOLLYWOOD
HEALTH &
SOCIETY

THE NORMAN LEAR CENTER
USC ANNENBERG

Pop Culture Collaborative







This fund is the first coordinated and collaborative effort by philanthropy to influence pop culture narratives about people of color, immigrants and refugees, and Muslims.

expand pop culture narratives
build empathy and consciousness
at SCALE

FIELD-BUILDING + PROOF OF CONCEPT



-  Make the case
-  Build infrastructure
-  Activate mass audiences
-  Expand funder/donor interest

First 5 Years

POP CULTURE COLLABORATIVE



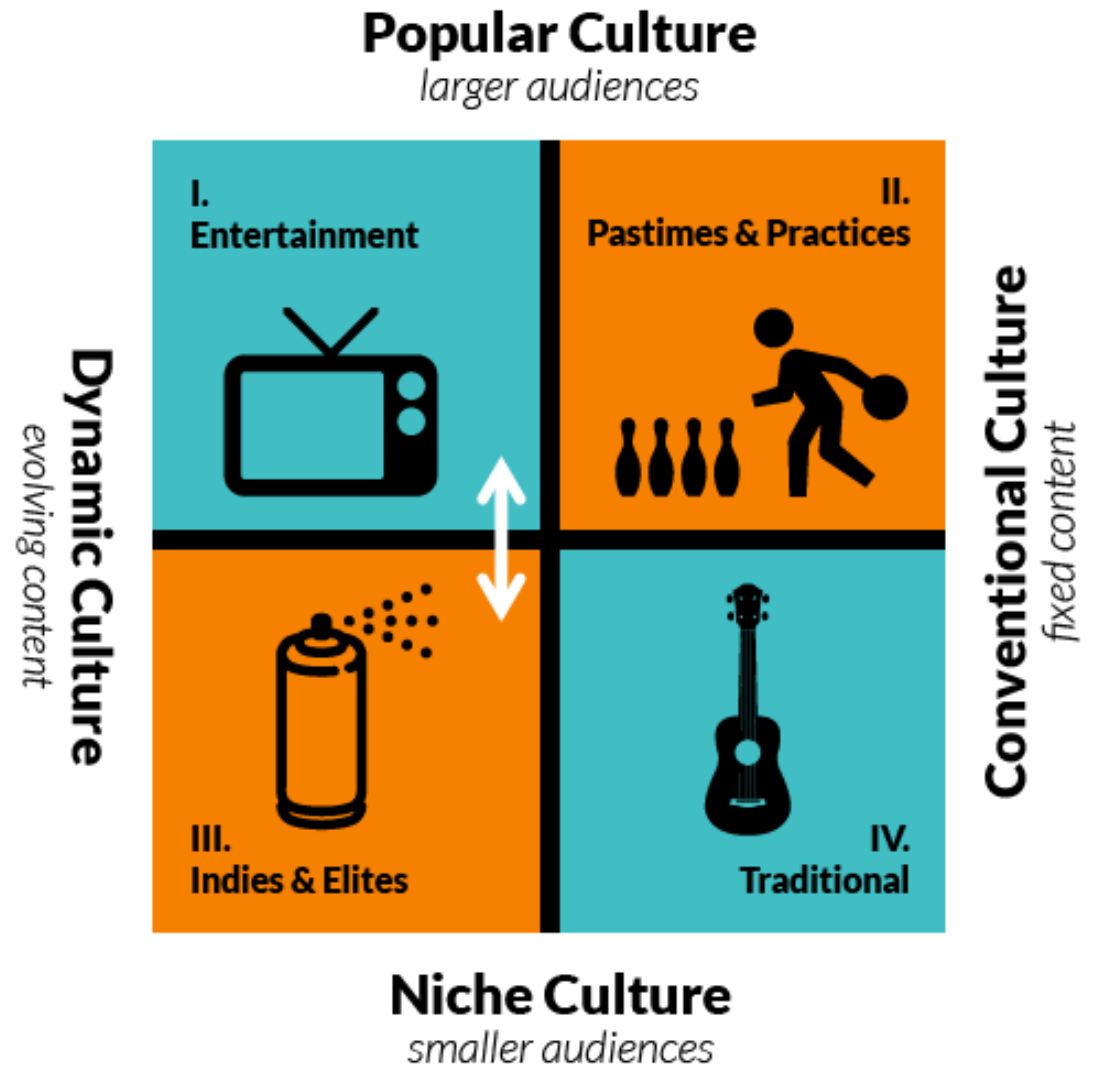
Learn & connect with us.



[@popculturecollab](https://twitter.com/popculturecollab)

Mapping Culture

Culture Matrix



GET INSPIRED

IDEAS TO GET STARTED



RAINN's petition to the next president of the United States and 115th Congress

Planned Parenthood Federation of America's Statement on Donald Trump's Election as Next President of the United States

LEADING RACIAL JUSTICE GROUP: TRUMP'S VICTORY IS A DEVASTATING BLOW TO BLACK COMMUNITIES

Let's plan the fight ahead.

MomsRising on Donald Trump's Victory in the 2016 Presidential Race

Posted November 9, 2016 by Kristin

Donald Trump Is Elected President in Stunning Repudiation of the Establishment

By MATT FLEGENHEIMER and MICHAEL BARBARO NOV. 9, 2016



If Donald Trump Implements His Proposed Policies, We'll See Him in Court



By [Anthony D. Romero](#), ACLU Executive Director

NOVEMBER 9, 2016 | 11:15 AM

CAIR Community Alert: Khatibs Urged to Address Post-Election Concerns in Muslim Community During Jummah Prayers

What a Trump Administration Could Mean for LGBTQ Rights

By HRC staff November 10, 2016



#PopCulturePivot





Photo: ABC News



Photo: ESPN



Photo: HBO



Photo: OWN

CNN FILMS

UNSEEN ENEMY

A WORLD HEALTH DAY PRESENTATION

ONCE IT'S HERE, IT'S TOO LATE.

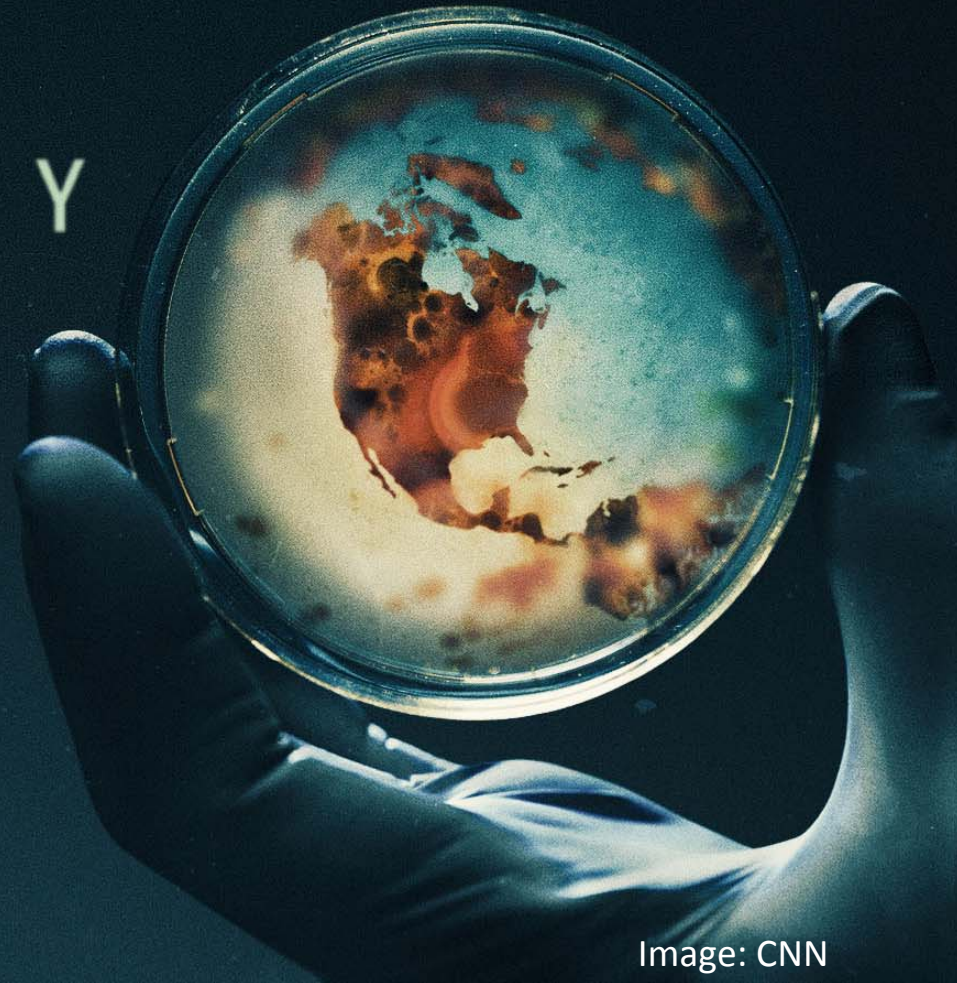


Image: CNN



Photo: PBS

STORIES HAVE POWER.

We connect TV/film dealing with important issues to nonprofits working to spark social change.

FIND AN UPCOMING STORYLINE ON YOUR SOCIAL OR ENVIRONMENTAL ISSUE

health

HEALTH



GENDER EQUALITY

GUN VIOLENCE

HEALTH

IMMIGRATION / MIGRATION





79.904 -1
+1
+5
Breaking

35
2-8-18-7

137.33 +2
Bad

56
2-8-18-7

Photo: AMC



ALBUQUERQUE
COMMUNIT'
FOUNDATION
leadership • trust • legs



Albuquerque
HEALTH CARE
for the homeless

FOR IMMEDIATE RELEASE

Contacts: Jackamoe Buzzell (310) 493-5114
Jackamoe@jackamoe.com
www.walterwhitefuneral.org



Anita Cordova – Albuquerque Health Care for the Homeless (505) 767-1172
anitacordova@abqchc.org

Walter White Funeral and Final Amends: Fictional character. Real-world problems.

A Benefit for Albuquerque Community Foundation and
Albuquerque Health Care for the Homeless to
Ensure Substance Abuse Services to People who Need them Most

ALBUQUERQUE, NM – October, 9, 2013 – Vernon's Hidden Valley Steakhouse, the stealthy local speakeasy known for its sophisticated menu, password-protected entry and world-class food and ambiance, is bringing you The Walter White Funeral and Final Amends with support from their resident "Goomba" Jackamoe Buzzell, oneheadlightink.com, Joliesse Chocolates, and committed Walter White friends and fans worldwide.

CASE STUDY: STRANGER THINGS

ENERGY.GOV Search Energy.gov

PUBLIC SERVICES SCIENCE & INNOVATION ENERGY SAVER ABOUT ENERGY.GOV OFFICES >

Home » What "Stranger Things" Didn't Get Quite-So-Right About the Energy Department

What "Stranger Things" Didn't Get Quite-So-Right About the Energy Department

August 5, 2016 - 3:01pm

Facebook Tweet G+1 Pinterest



Energy Department Fuels the Future of NASA Missions

The Netflix series "Stranger Things" depicts the fictional Hawkins National Laboratory as discovering a bizarre alternate universe called "The Upside Down." However, the Energy Department does help power the exploration of our solar system by developing plutonium-238 for deep space missions. | Video by [Simon Edelman](#), Energy Department



How cool is **@ENERGY**?? Check out our Case Study **#StrangerThings** & the DOE on making the **#PopCulturePivot**



Stranger Things and U.S. Department of Energy - AndACTION

Science fiction thriller Stranger Things casts the government as an enemy, but the real U.S. Department of Energy shows how to use the story to their advantage.

andaction.org

RETWEETS 7 LIKES 11



10:55 AM - 10 Aug 2016



Focus on what's trending

Stay timely

Use real-world tie-ins

Be authentic

Partner with others

Use more than one tactic

Make the most of existing resources

Through our research and interviews, we learned that organizations are looking for efficient, simple ways to put pop culture to work for their causes. There's no single way to do this work, and organizations are trying a variety of strategies, including:



Public service announcements.



Celebrity spokespeople.



Digital strategies using social media, like Twitter chats and campaigns built around trending topics.



Film and TV screenings.



Photo contests.



Lesson plans and study guides.



Blogs and op-eds.



EMAIL STORY ALERTS



AndACTION
STORIES FOR CHANGE

It's time to put stories to action.

Dear Mohana,

Fresh from AndACTION HQ, here are your latest and greatest issue storyline alerts! Click on the titles below to read the full entries, and then [use the tools](#) in our pop culture hub to put it to work for your organization or campaign. As always, we are just an [email](#) away, so give us a shout if you'd like to do something more with a storyline. We are here to help!

[Patriots Day \(Theatrical Release\)](#)

Release Date: December 21, 2016

This drama re-enacts the 2013 Boston Marathon bombing and its aftermath in the community.

Look for: Disasters, Risks and Threats - Disasters; Resilience of Cities to Disasters; Terrorism

Look for: Mental Health / Learning and Attention Issues

Look for: Race / Ethnicity - Islamophobia / Muslim

Look for: Violence - Violence



AndACTION
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[One Day At a Time \(Season 1\)](#)

Release Date: January 6, 2017

Norman Lear's 1975 sitcom is updated to tell the story of a working class Cuban family in Los Angeles.

Look for: Aging - Family Caregiving for the Elderly

Look for: Children and Teens - Caregiving to Children / Family Support of Children

Look for: Economy / Poverty - Economic Insecurity

Look for: Gender Equality - Feminism

Look for: Immigration / Migration

Look for: Mental Health / Learning and Attention Issues - Anxiety / Depression; Veterans' Mental Health



WORKS FOR SOCIAL CHANGE

Discussion



CLOSING CREDITS



Twanna A. Hines
Director



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US Senior Program Officer

