



Connections & Accomplishments

A 2021 Pop Culture for
Social Change Network Analysis

April 2022

USC Annenberg

*Norman Lear Center
Media Impact Project*

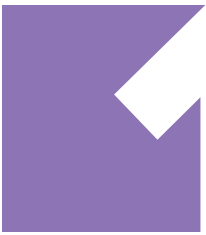
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COLLAB

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INTRODUCTION

In 2021, with the support of the Pop Culture Collaborative, the Norman Lear Center began the research and design process of a Field and Funder Impact and Learning System, developing the early frameworks for the Pop Culture for Social Change (PCfSC) field and philanthropic stakeholders. Included in this work, was the development and testing of a first-ever “state of the field” and mapping survey. This survey was intended to begin the process of identifying the many ways in which the PCfSC’s strengths and resources are collectively leveraged, field members’ analysis of their own and collective impact and evolution, as well as an initial visual mapping of the field’s relationships.

In February 2021,¹ 93 organizations were identified as part of the PCfSC field and all were sent a survey to participate in the social network analysis. Of these, 76 organizations responded for an 82% response rate. This brief shares highlights from this analysis.

The long-term goal is to iterate from this report, based on feedback from field and philanthropic partners, and create an annual survey to track and articulate the field’s growth, capacities and networks.

Visible
Network
Labs

About Our Social Network Analysis Tools

Visible Network Labs’ (VNL) Program to Analyze, Record, and Track Networks to Enhance Relationships (PARTNER Tool) was developed over a decade ago to leverage concepts of network science and social network analysis (SNA) to provide a validated survey, measures, and analysis tool for network evaluation.² PARTNER allows users to track and visualize community partnerships over time. With over “7,000 users in all 50 states and 40 nations,...VNL is a Leader in Research and Innovation for Strengthening Social Connectedness.”³

USC
Annenberg
School for Communication
and Journalism
*Norman Lear Center
Media Impact Project*

About Norman Lear Center

The Norman Lear Center is a nonpartisan research and public policy center that studies the social, political, economic and cultural impact of entertainment on the world. From its base in the USC Annenberg School for Communication and Journalism, the Lear Center translates its findings into action through testimony, journalism, strategic research and innovative public outreach campaigns.

¹ The survey was held open until March 15th to accommodate requests for additional time.

² Varda, D. M., & Sprong, S. (2020). Evaluating Networks Using PARTNER: A social network data tracking and learning tool. In A. W., K. K. Brown, & S. M. Wolfe (Eds.), *Evaluating Community Coalitions and Collaboratives. New Directions for EPricevaluation*, 165, 67–89.

³ <https://visiblenetworklabs.com>

FOREWORD

from the Pop Culture Collaborative

Dear Reader,

Over the last five years, the Pop Culture Collaborative has invested in expanding and coalescing the pop culture for social change field — the artists, industry professionals, strategists, social justice organizations, and researchers who use pop culture storytelling and mass audience experiences to promote just and humane narratives about groups of people historically excluded from the American story and society.

We believe that shared vision and work of the pop culture for social change field can transform the narrative environment, the narrative waters in which we all swim. To support the field in this work, we need shared methods and metrics that allow field members to not only track their individual progress and impact, but allow us to track the evolution of the field over time, and its collective, long-term impact towards the creation of a just and pluralist society. This report, one of the first steps towards these goals, aims to establish a baseline self-analysis of the state and strength of the field, and an early visual map of the relationships among this fast growing field. Over time, as the survey is repeated annually, field and philanthropic partners will have an assessment of the state of the field, developed with input from the field. In addition, through accompanying maps and visualizations, field members and philanthropic partners will also have the ability to assess the growth and change of networks and their individual relationships, as well as determinants of that growth.

We are pleased to support the launch of this initiative and look forward to ongoing insights that will support this powerful field's expansion, evaluation, and impact.

Sincerely,

Tracy Van Slyke

Pop Culture Collaborative



The Pop Culture Collaborative is a donor collaborative and learning community unleashing the power and scale of pop culture to transform the narrative landscape around people of color, immigrants, refugees, Muslims, and Indigenous people — particularly those who are women, queer, transgender, and/or disabled — through grantmaking, convening, narrative strategy, and research.

SUMMARY

of key findings

The goal in surveying the Pop Culture for Social Change (PCfSC) field was to identify connections between different organizations, investigate how closely field members work together, and illuminate the many ways in which members' strengths and resources are collectively leveraged. At the time the survey was conducted, about 20% of the members were connected to one another. A follow-up survey will enable us to track growth in the field ecosystem over time. In examining members' responses, we noticed the following areas of general agreement within the field, and aspirations for its future.

Experience and Issue Areas:

- Most respondents have been in the field between 3 and 10 years.
- Three-quarters of Network Members listed Racial Justice as a top issue area. Immigrant Rights and Gender Justice were also highly ranked.
- Racial Justice, Gender Justice, and Immigrant Rights were selected most frequently as powerful opportunities for partnership and collaboration.

Knowledge, Expertise, and Field Resources:

- Network members considered culture change strategy and content production as their most important contributions to the field.
- Content production is also highly desired from new relationships.
- Members seek collaborations that will provide more community connections and industry relationships, knowledge resources, and incubation as key contributions in future relationships.

Relationships and Collaboration:

- In most of the current relationships in the field, partners collaborate once or twice a year or less.
- Field members desire more connectivity in future relationships, including working together more often with coordinated or co-developed activities.

Field Accomplishments:

- Network members indicated that collaboration has increased their ability to access and organize an expanded group of artists/influencers, to build new cross-sector relationships, and increased BIPOC content creators.
- They point to network building, PCfSC grantmaking, and field leader development as key mechanisms that have contributed to the field's success over the years.
- There is a great desire to increase budgets and funding sources, as well as to further increase the number of BIPOC content creators.
- Overall, a majority believe the Field has been largely successful in its efforts to forefront BIPOC artists/leaders, and over half see it as very or extremely successful in seeding pluralist narratives.

IN THIS SECTION

Methods

To begin visually mapping the Pop Culture for Social Change (PCfSC) field, the USC Annenberg Norman Lear Center conducted a baseline network mapping survey. The goal was to document how closely members work together and how their strengths and resources are collectively leveraged.

- Network and Network Maps
- How Can Network Information Be Used in Practice

METHODS

overview

An Overview

To begin visually mapping the Pop Culture for Social Change (PCfSC) field, the USC Annenberg Norman Lear Center conducted a baseline network mapping survey.⁴ The goal was to document how closely members work together and how their strengths and resources are collectively leveraged.

- Network analysis uses this data on VNL's PARTNER⁵ platform to address the following questions:
 - What organizations are part of the network and how are they working together?
 - What activities do members of the network do together?
 - What resources are exchanged?
 - What has collaboration with organizational partners enabled them to achieve?

Methods

Ninety-three organizations were identified with input from the Pop Culture Collaborative team, as part of the PCfSC field. All were emailed an invitation to complete the PARTNER survey online, with an explanation that their responses would be used to conduct a social network analysis⁶ and begin field mapping the network of organizational partnerships. Seventy-six organizations responded, for an 82% response rate.

The survey asked respondents to describe themselves and their work (e.g., issue areas, length of time doing narrative change work), then to answer questions about organizations they currently collaborate with, and finally to answer questions related to potential partnerships they desire to establish.

⁴ Visible Network Labs' (VNL) validated instrument was modified to focus on types of collaboration, issue areas, specialized knowledge, and collaboration outcomes unique to the PCfSC field.

⁵ Visible Network Lab's Platform to Analyze, Record & Track Networks to Enhance Relationships.

⁶ Social network analysis is "a research method developed primarily in sociology and communication science, focuses on patterns of relations among people and among groups." Definition from the Encyclopedia of Social Measurement, 2005.

NETWORKS

and network maps

Why Use a Network Science Lens?

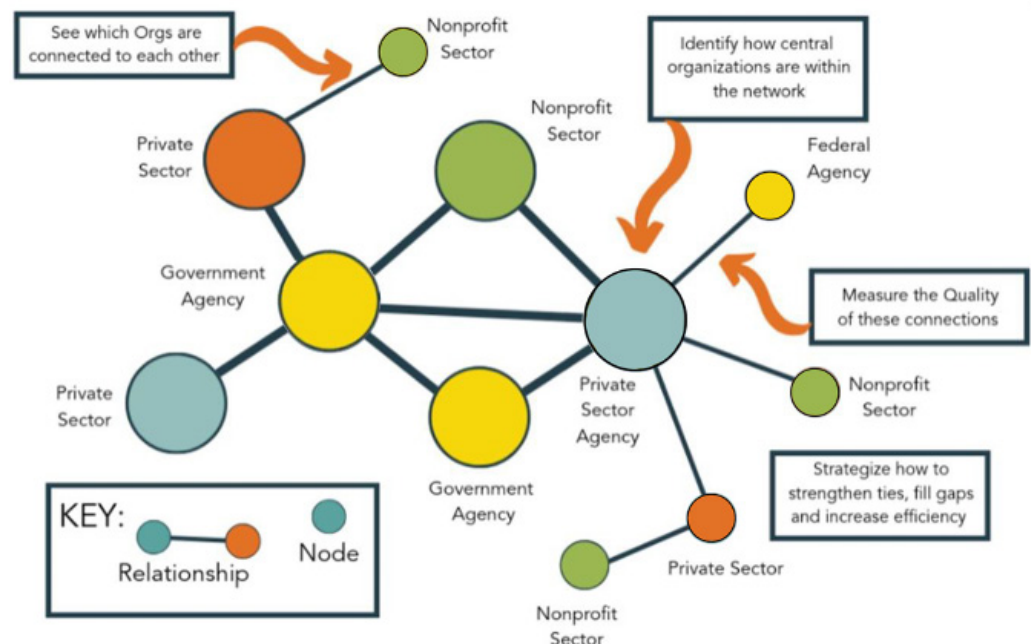
Network science can provide the theories and methods that together provide an evidence-based approach to building networks that are based on data and lead to strategies, actions, and interventions. Social network analysis (SNA), which is the study of the **structural relationships among interacting network members** — individuals, organizations, etc. — and of how those relationships produce varying effects — is a tool that provides unique data to inform these practices.

Network Science is an especially useful analytic lens to understand the Pop Culture for Social Change field, as the field is emerging and interdisciplinary with diverse organizations across multiple industries and sectors. The Field would benefit from obtaining baseline data about the strength, growth and dimensions of the field at this early stage of learning and analysis. Connections between the diverse players across multiple industries and sectors can be diagramed within VNL's PARTNER platform. A future survey will be conducted to document new relationships and the growth of the network.

How to Interpret a Network Map

A network map shows each organization represented in the survey as a circle (node). and “edges” (lines), which represent the network members and the relationships between them, respectively. Nodes are colored by partner organization type or sector. The size of node indicates the number of connections

and the lines shown demonstrate medium and high involvement relationships that were reported by each respondent. Organizations that indicated more connections are represented as a larger nodes.



HOW CAN INFORMATION/DATA

be used in practice?

Using Social Network Analysis (SNA) to understand how a network functions can help network leaders, members, funders, and other stakeholders identify ways to continuously improve how they work with one another to achieve common goals. The information can be used to help plan and implement relationship building and resource leveraging among network members, assess the quality,⁷ content, and outcomes of partnerships, monitor change in networks over time, and develop strategies and action steps to fill gaps and leverage expertise and resources in networks.

How to Use the Results in this Report?

Members of the network and other stakeholders may use this report to learn how to continuously work with one another to collaborate and form partnerships. Using this report, you can:

- Assess the quantity, and outcomes of partnerships;
- Identify areas of strength and opportunities for improvement in the network;
- Track growth and measure progress in partnerships; and
- Create a strategic plan to invest in relationships that leverage resources, reduce redundancy, and capitalize on areas of collaboration and opportunities among network members.

Your Individual VNL Results

Maps for individual organizations, will be provided separately to each respondent along with the record of their survey responses that were reported. In some instances these results may include information on other organizations that have expressed desire and interest in increasing collaborations and forging new relationships with your organization.

⁷ Includes level of intensity and relational outcomes. PARTNER also offers other validated Trust and Value indicator questions that could be incorporated into future mapping surveys.

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IN THIS SECTION

Field Overview

In addition to questions about relationships with others in their network, field members were asked a series of questions about their organizations. These questions were meant to provide additional detail about how long individual organizations have been working in the field as well as common issue areas across sectors.

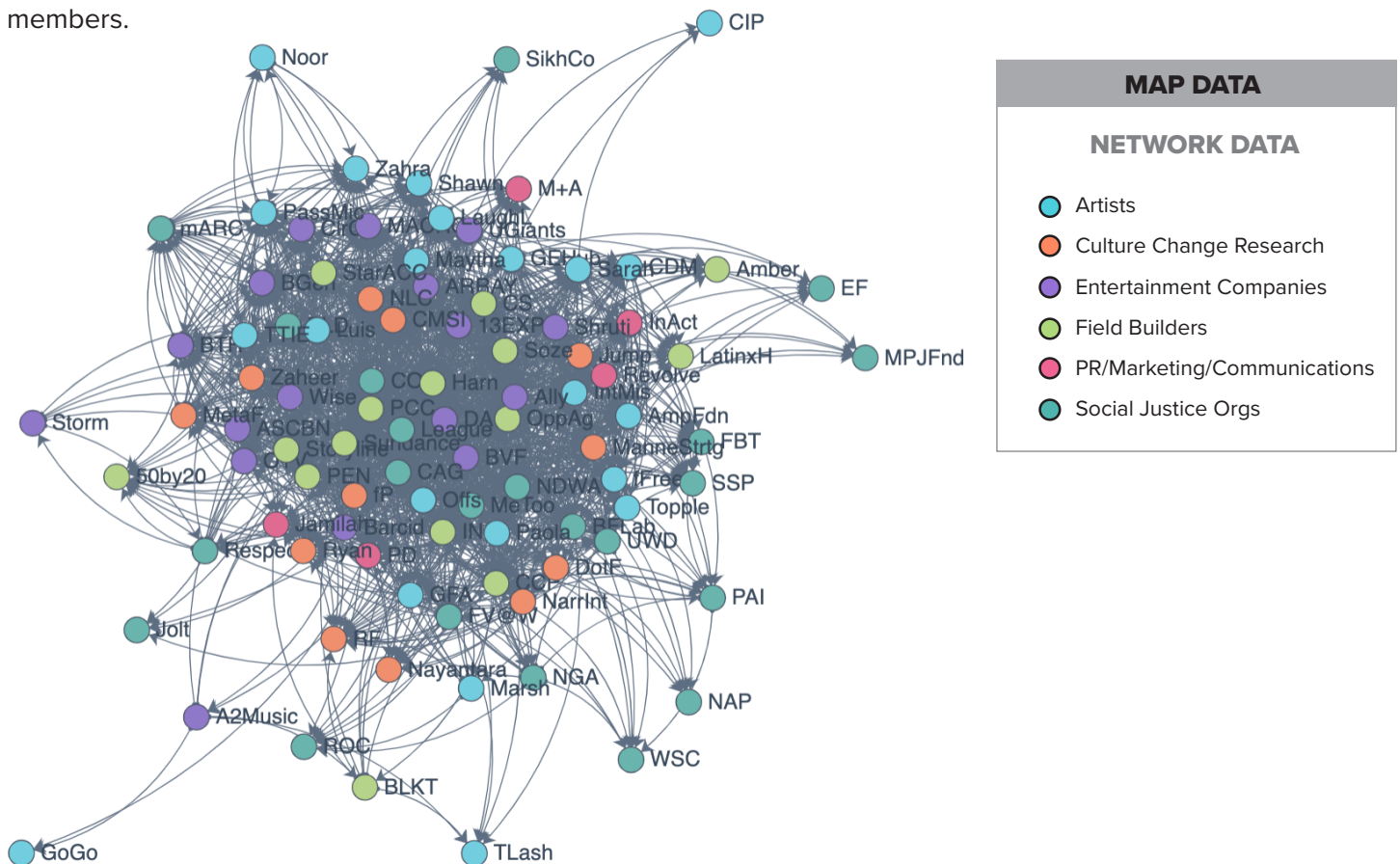
- 2021 Network Structure
- Network Characteristics

NETWORK STRUCTURE

2021

Below is a social network map of the reported PCfSC Network as of February 2021. Members of the PCfSC network were asked, “From the list below, select organizations/projects with which you have an established relationship (either formal or informal). In subsequent questions you will be asked about your relationships with these organizations.” The map shows all 93 members represented in the network as circles (nodes) and the lines show all coordinated and integrated relationships reported by respondents. Nodes are colored by organization type. The node size shows which organizations have reported the greatest number of connections (they are larger).

Network structures can be depicted at different levels of involvement and other criteria to investigate the current connections taking place in the PCfSC Network. The network map indicates that the network is diverse with a low level of density. Of all the possible connections in the network, 20% were reported. This means that there is some connectivity already taking place with opportunities to develop more connections between members.



This data can be visualized in different ways using VNL's PARTNER platform to select, for example, just Artists and Social Justice Organizations to investigate which members of these groups collaborate. Alternatively, the map could be filtered by narrative issue area or expertise. We can only show static images in this report. However, the interactive map will be demonstrated in our release event, which will be archived for later viewing.

LENGTH OF TIME

within the field

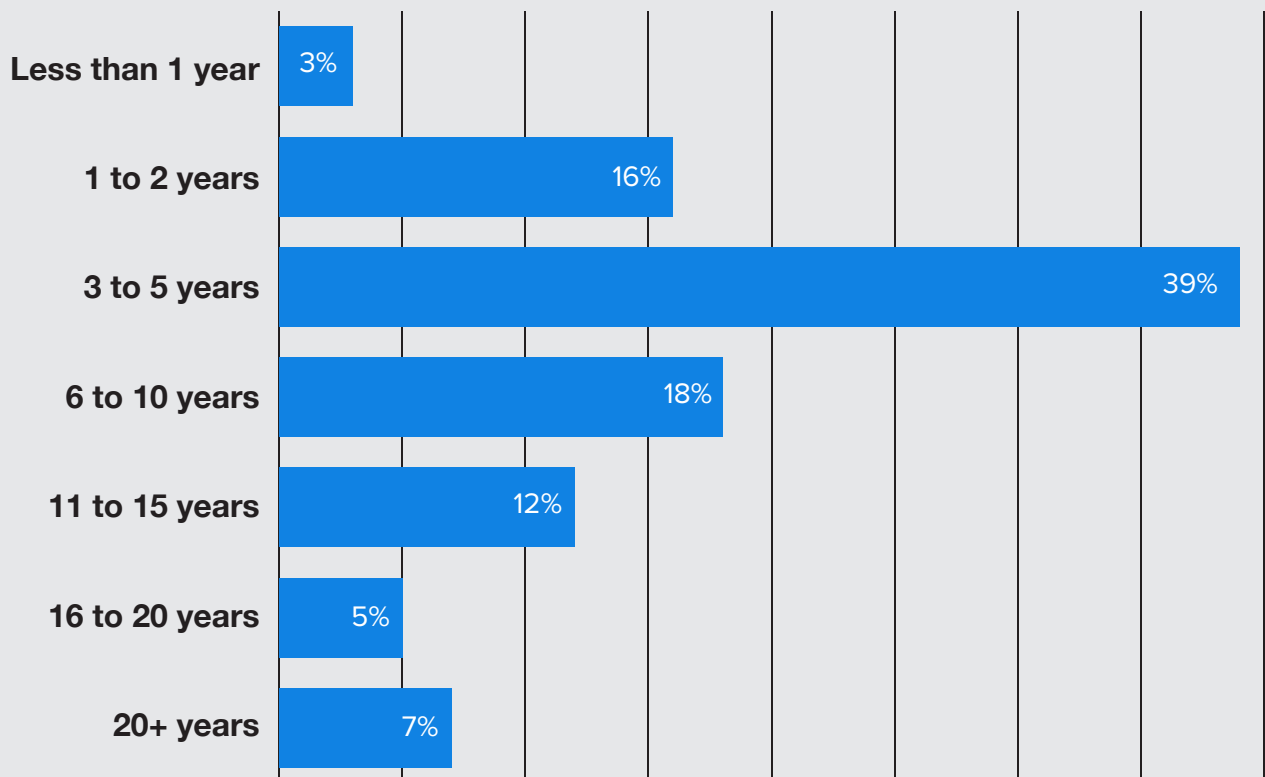
Network Characteristics: Members Time in Field

Respondents were asked about how long they and/or their organization has been doing narrative change work within the field. A plurality (39%) of members have been doing narrative change work within the PCfSC Field for 3-5 years, while 18% have for 6-10 years and 16% have for 1-2 years.

Q1:

How long has your organization been doing narrative change work within the Pop Culture for Social Change (PCfSC) Field?

Of the 76 members that reported for this question



CURRENT

narrative issue areas

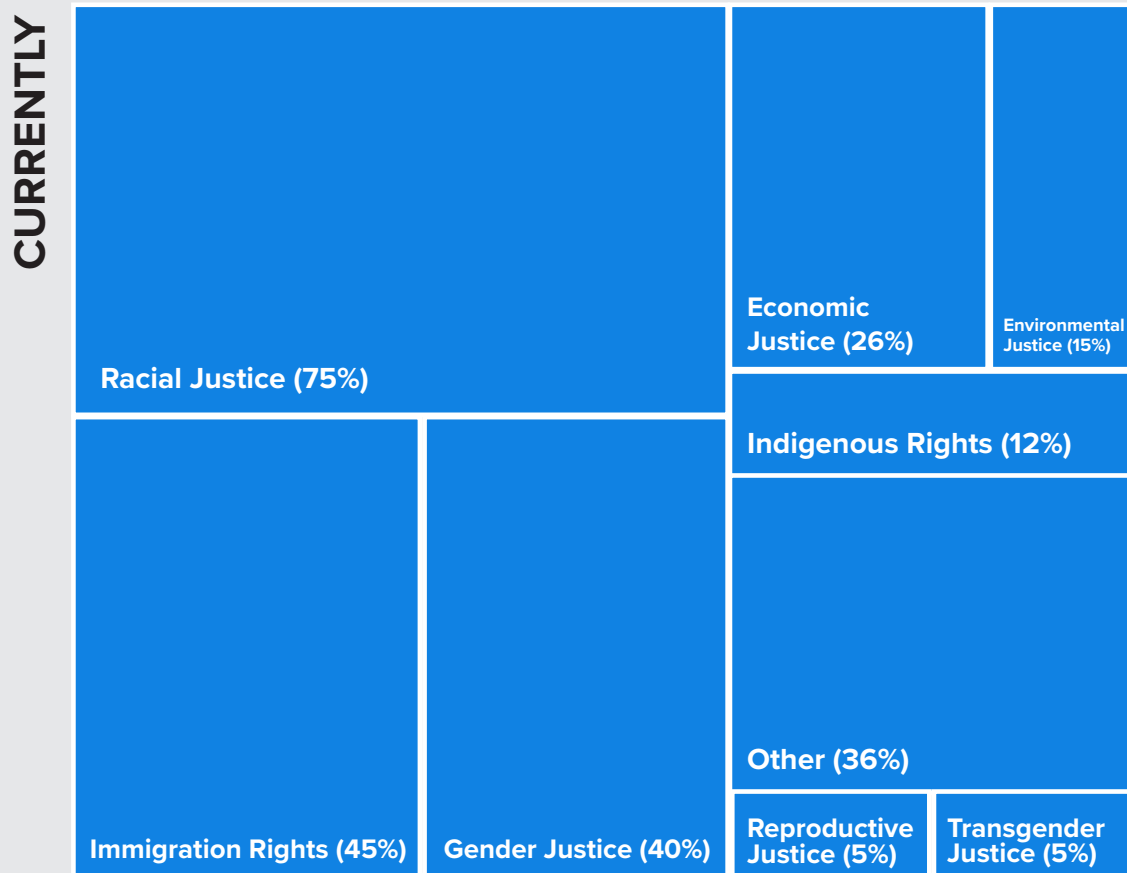
Network Characteristics: Issue Areas

Respondents were also asked:

Q2: What issue areas do you identify with/work in? (Please select up to your top 3)

Below are some of the issue areas that organizations currently work in. A majority of the respondents indicate that racial justice narratives were a top issue area, followed by immigrant rights narratives and gender justice narratives. Although these issue areas are represented as separate blocks to show proportions, in practice much of this work may overlap: Immigrant and Gender Justice issues include Economic issues.

Of the 73 members that reported for this question



Over one-third of respondents indicated they work in other narrative issues. Those open-ended responses are provided in Appendix A.

OPPORTUNITIES

for partnerships across issue areas

Issue Areas

Respondents were also asked:

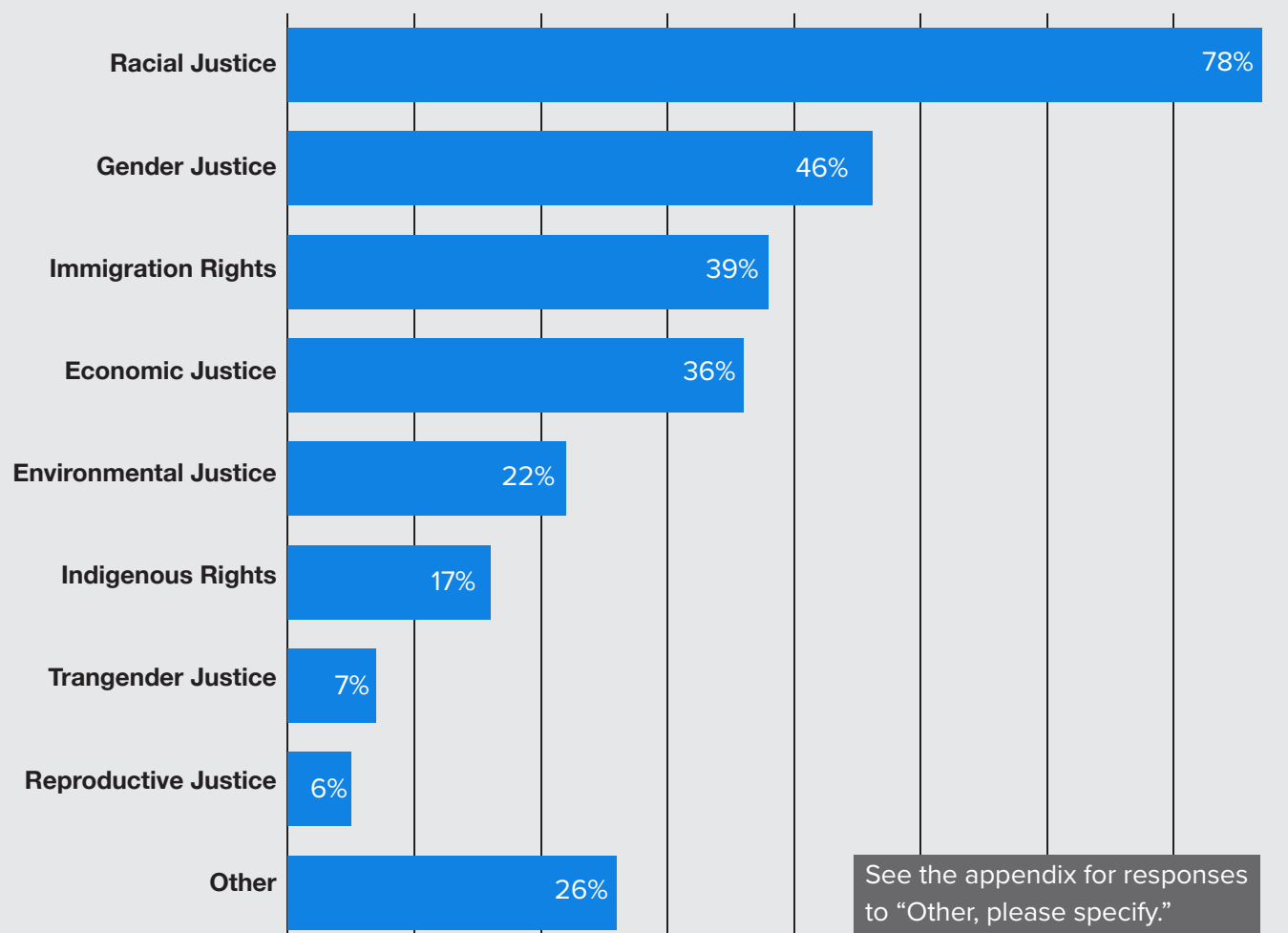
Q3:

Across which issues are you seeing the most powerful opportunities for partnership and collaboration for your organization with other members of the PCfSC field? (Please select up to 3)”

A majority of the respondents selected racial justice narratives, followed by a substantial number of members who selected immigrant rights narratives and gender justice narratives.

This suggests that there continues to be ongoing opportunities to build partnerships in issues areas respondents currently work on.

Of the 72 members that reported for this question



IN THIS SECTION

Field Expertise & Collaboration

Members were asked a series of questions about the knowledge and resources they contribute to the field, contributions their partners make when collaborating on projects, how frequently they collaborate with different partners, and the levels of these involvements. Respondents could also indicate the types of knowledge and resources they would like to obtain from partnerships, and how often they would ideally like to collaborate with other organizations.

- Member Contributions
- Partner Contributions
- Field Relationships and Collaboration

MEMBER CONTRIBUTIONS

specialized knowledge and expertise

Contribution of Knowledge and Expertise from Members

The knowledge and expertise that the members most frequently selected among their own contributions include content production (73%), narrative strategy, (73%) and culture change strategy (72%). Meanwhile, the knowledge and expertise that the most members believe are their most important contributions include culture change strategy (17%) and content production (13%).

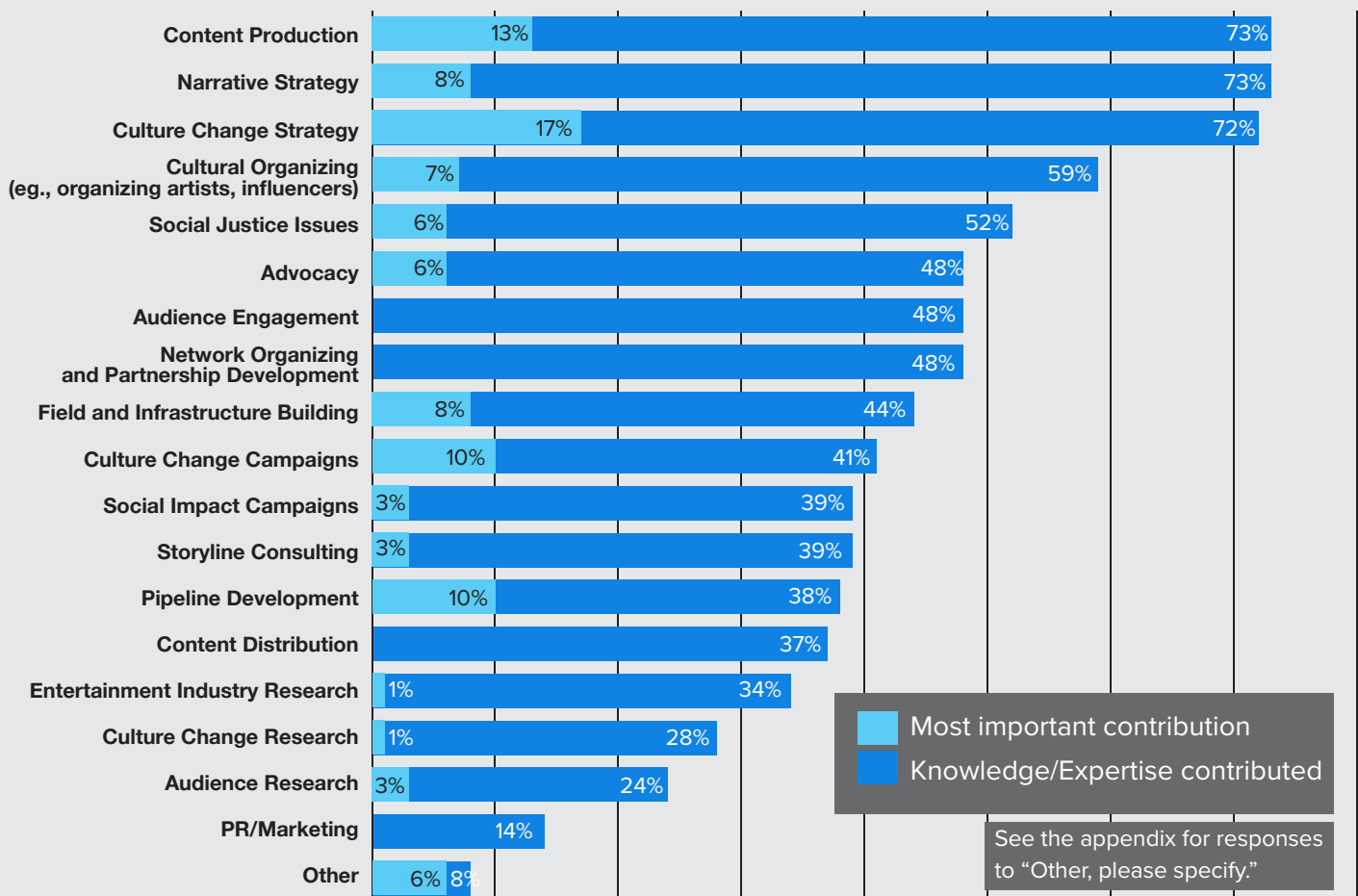
Q4:

Please indicate what kind(s) of specialized knowledge or expertise your organization currently contributes to the PCfSC Field: (Choose as many as apply).

Q5:

Which of these is your organization's most important contribution to the PCfSC Field?

Of the 71 members that reported for Q4 and 72 members that reported for Q5



MEMBER CONTRIBUTIONS

additional resources

Resources Members Contributed

The additional resources that the majority (90%) of members indicated they contributed to their relationships within the PCfSC field are in forming community connections/ facilitating introductions. However, only 10% of respondents indicated that they consider this to be their most important contribution to the PCfSC Field. Most members (21%) noted they consider entertainment and/or other mass media industry relationships and connections to be their most important contribution.

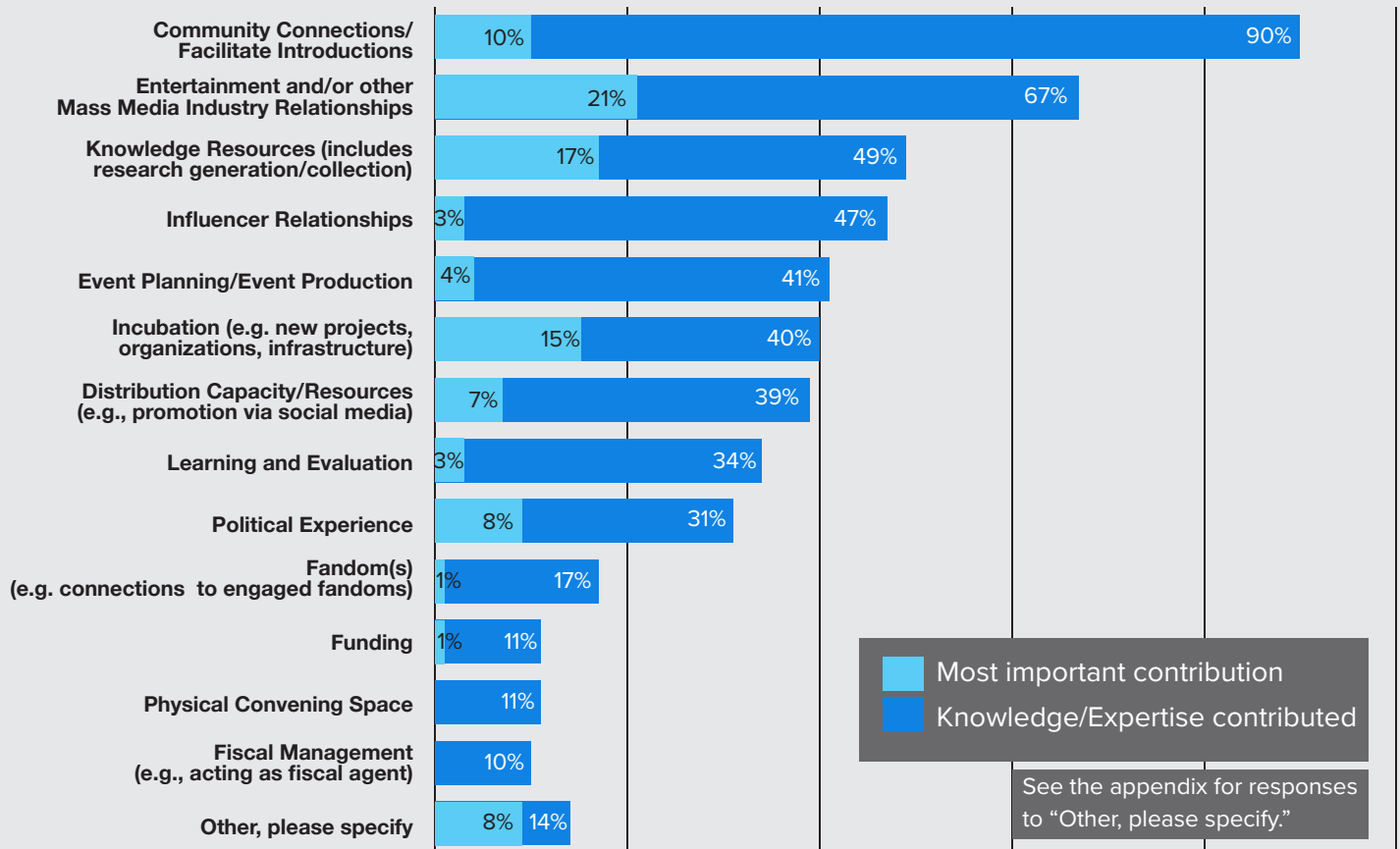
Q6:

Please indicate what additional resources your organization currently contributes to the PCfSC Field and/or to activities with other organizations. (Choose as many as apply).

Q7:

Which resource is your organization's most important contribution to the PCfSC Field?

Of the 70 members that reported for Q6 and 71 that reported for Q7



PARTNER CONTRIBUTIONS

specialized knowledge and expertise

Contribution of Knowledge and Expertise from Partners

Current and desired future contributions of specialized knowledge or expertise are reported similarly. Members were asked to indicate what specialized knowledge or expertise their partners contribute to the field or within their shared activities. The knowledge or expertise respondents indicated as most shared currently is Culture Change Strategy and Content Production. While the knowledge or expertise respondents are most looking for in future relationships is Content Production.

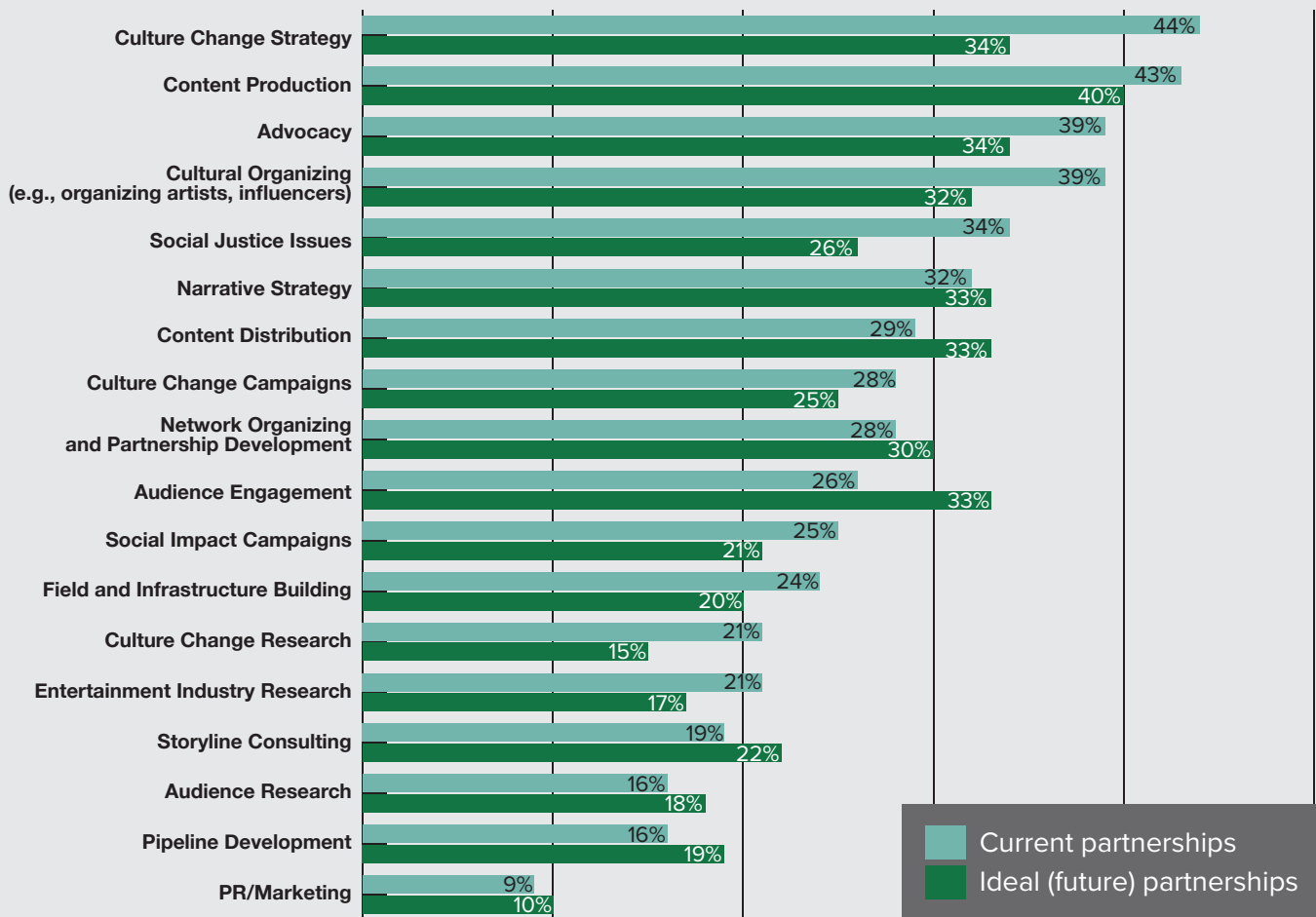
Q11:

What kind(s) of specialized knowledge or expertise has this organization/project contributed to the PCfSC Field and/or to your shared activities? (Choose all that apply)

Q21:

Please indicate what kind(s) of specialized knowledge or expertise you anticipate this organization could contribute to your collaborations within the PCfSC field. (Choose as many as apply)

Of the 1,033 relationships reported for Q11 and 335 responses for future relationships reported for Q21



PARTNER CONTRIBUTIONS

additional resources

Contribution of Resources by Partners

Most resources currently shared between partners and desired from future partners involve community connections and entertainment and/or other mass media industry relationships. Compared with their partners' current resource contributions, respondents indicated that they would like their future partners to contribute more community connections and industry relationships, knowledge resources, and incubation.

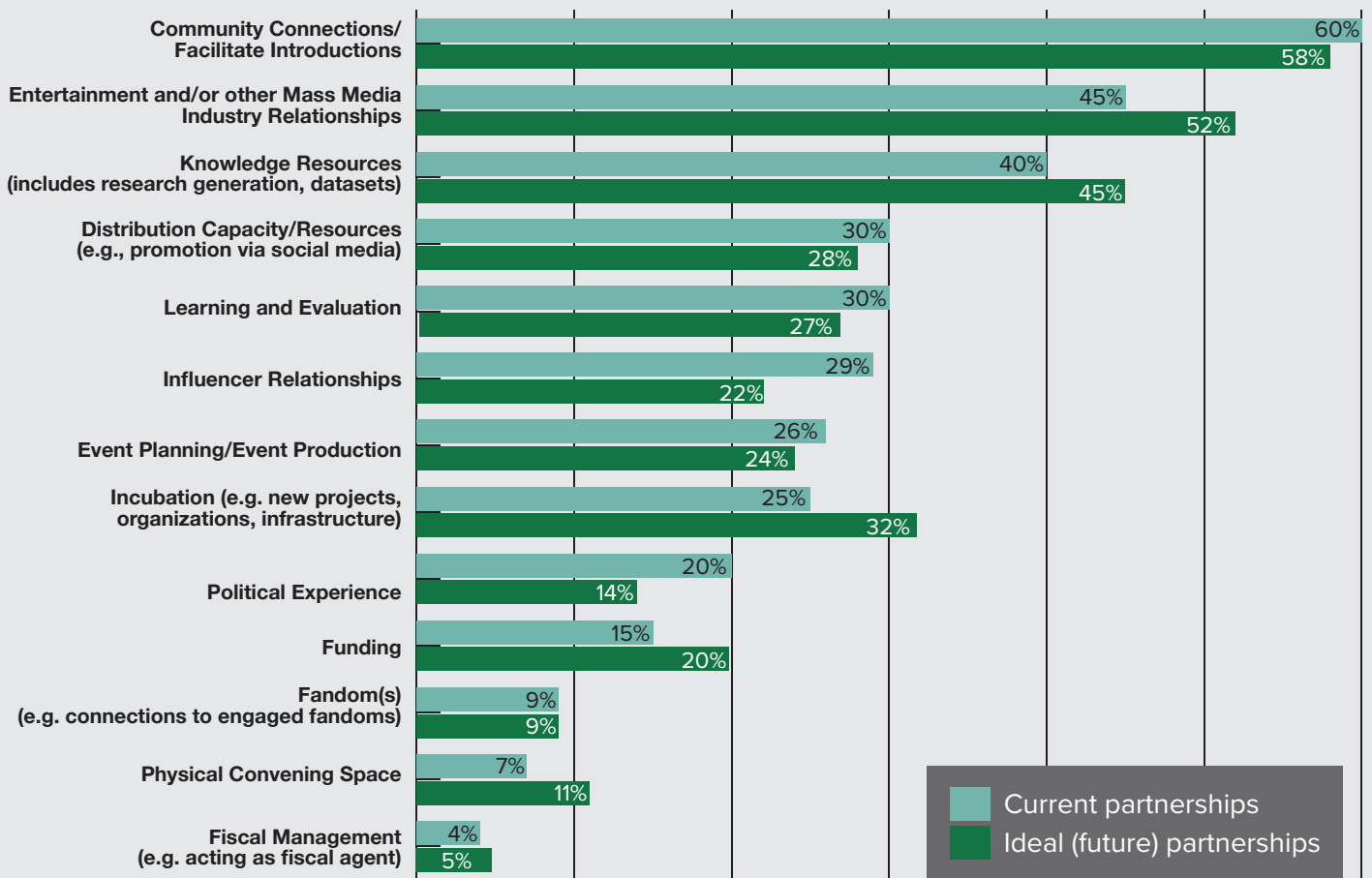
Q12:

What other resources has this organization/project contributed to the PCfSC Field and/or to your shared activities? (Choose as many as apply)

Q22:

What other resources would you like this organization to contribute to your collaborations within the PCfSC field and/or to your shared activities? (Choose as many as apply)

Of the 820 relationships reported for Q12 and 293 responses for future relationships reported for Q22



FREQUENCY

of collaboration

Respondents indicated that a third of the current relationships (34%) are between organizations whose members work together less than once a year, and in another third of relationships (33%), members work together once or twice a year. Over half of the respondents to the survey (53%) also indicated they would like to work with other organizations up to once or twice a year, while almost a third of respondents (27%) indicated that they would like to partner with other organizations about every 4 months. Over one-fifth (21%) would work with others even more frequently. This indicates that a substantial number of members are willing to devote more time to collaborations than they currently do.

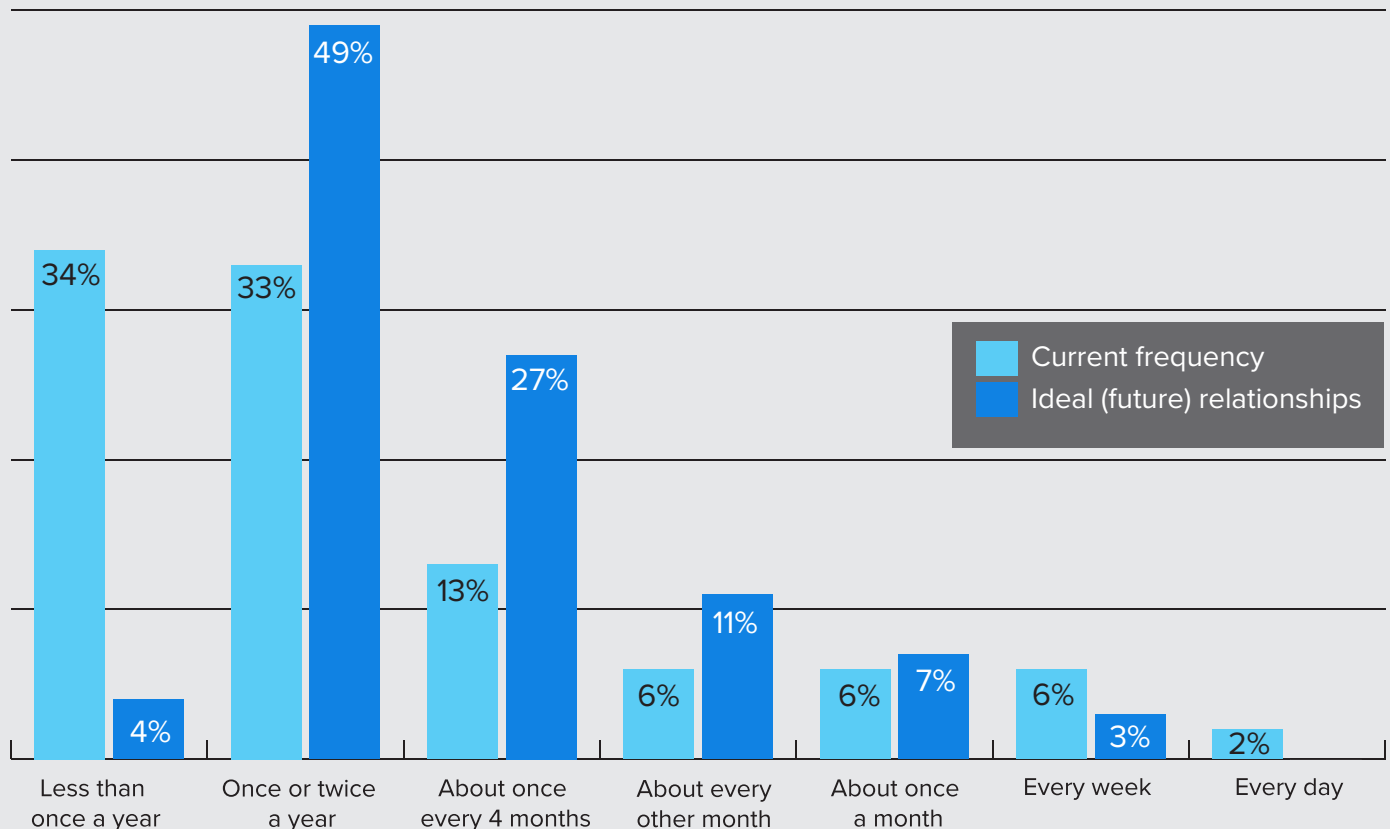
Q9:

How frequently does your organization work with this organization/project within the PCfSC Field?

Q19:

How frequently would you ideally work with this organization within the PCfSC Field?

Of the 1210 relationships reported for Q9 and 369 ideal (future) relationships for Q19



INVOLVEMENT LEVELS

from cooperative to integrated

The survey asked about the various degrees of involvement each organization had with each other. The survey included a description of the types of involvement along a low-high scale and asked the survey participants about their current levels of involvements and desired level of involvement in future relationships.

Levels of involvement and associated activities may fluctuate over time. It is not necessary that relationships between individuals or organizations progress to increasingly higher levels. However, it is generally preferable that partners are in agreement regarding their desired levels and what activities will be shared.

Type	Involvement	Definition/Activities	Example
Cooperative	Low	Involves information sharing, attending meetings together, promoting each other's work. Cooperative activities may include participation without long-term or effortful commitments: transactional and one-time interactions would fit here.	Promoting a peer field members' content via social media
Coordinated	Medium	In addition to cooperative activities, intentional efforts to enhance each other's capacity for the mutual benefit of both organizations. Coordinated activities may still have short-term commitments.	Separate organizations co-developing programs and/or activities, such as a short-term social impact campaign
Integrated	High	In addition to cooperative and coordinated activities, creating unified centers of knowledge, strategy, and/or programming.	Infrastructure building for the PCfSC field; coordinating efforts between multiple other organizations; longer term campaigns and ongoing activities.

FIELD RELATIONSHIPS

current and future involvement

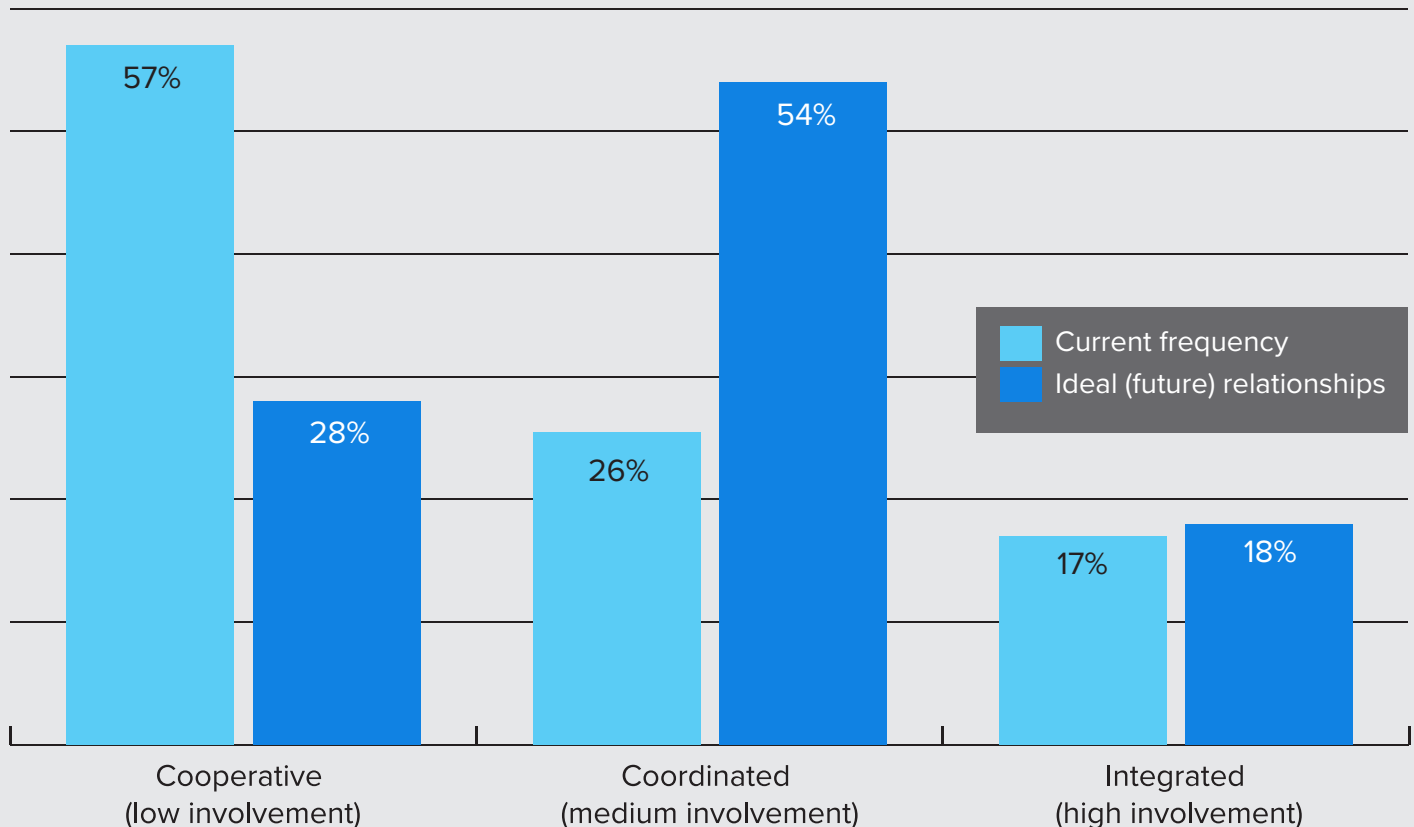
Level of Involvement

Over half of all current relationships (57%) specified by survey respondents were described as cooperative (low involvement), while over a quarter (26%) were described as coordinated (medium involvement), and 17% were described as integrated (high involvement). In survey responses about future desired field partnerships, over half of all of respondents desired to establish coordinated partnerships (54%), followed by cooperative (28%) and integrated partnerships (18%). The pattern indicates that a substantial number of respondents may desire to “level up” their involvements with other organizations.

Q10: How would you describe your relationship with this organization within the PCfSC field?

Q20: How would you envision your relationship with this organization within the PCfSC field?

Of the 1195 relationships reported for Q10 and 353 ideal (future) relationships reported for Q20



IN THIS SECTION

Field Accomplishments and Collective Impact

Members were asked what collaborations within the field had enabled them to accomplish, and what more they hoped to achieve through future collaborative efforts. Questions delved into what aspects of collaboration had contributed to the success of the field's efforts. Finally, members were asked to what degree they felt the field had been successful in achieving important goals.

- Field Accomplishments and Outcomes
- Mechanisms to Support Field Collaboration
- Field Efforts and Success

FIELD ACCOMPLISHMENTS

and outcomes

89% of respondents believed that the PCfSC Field's work increased their ability to access and organize an expanded group of artists/influencers over the past five years. 49% hoped to increase their budget and funding sources in 2021.

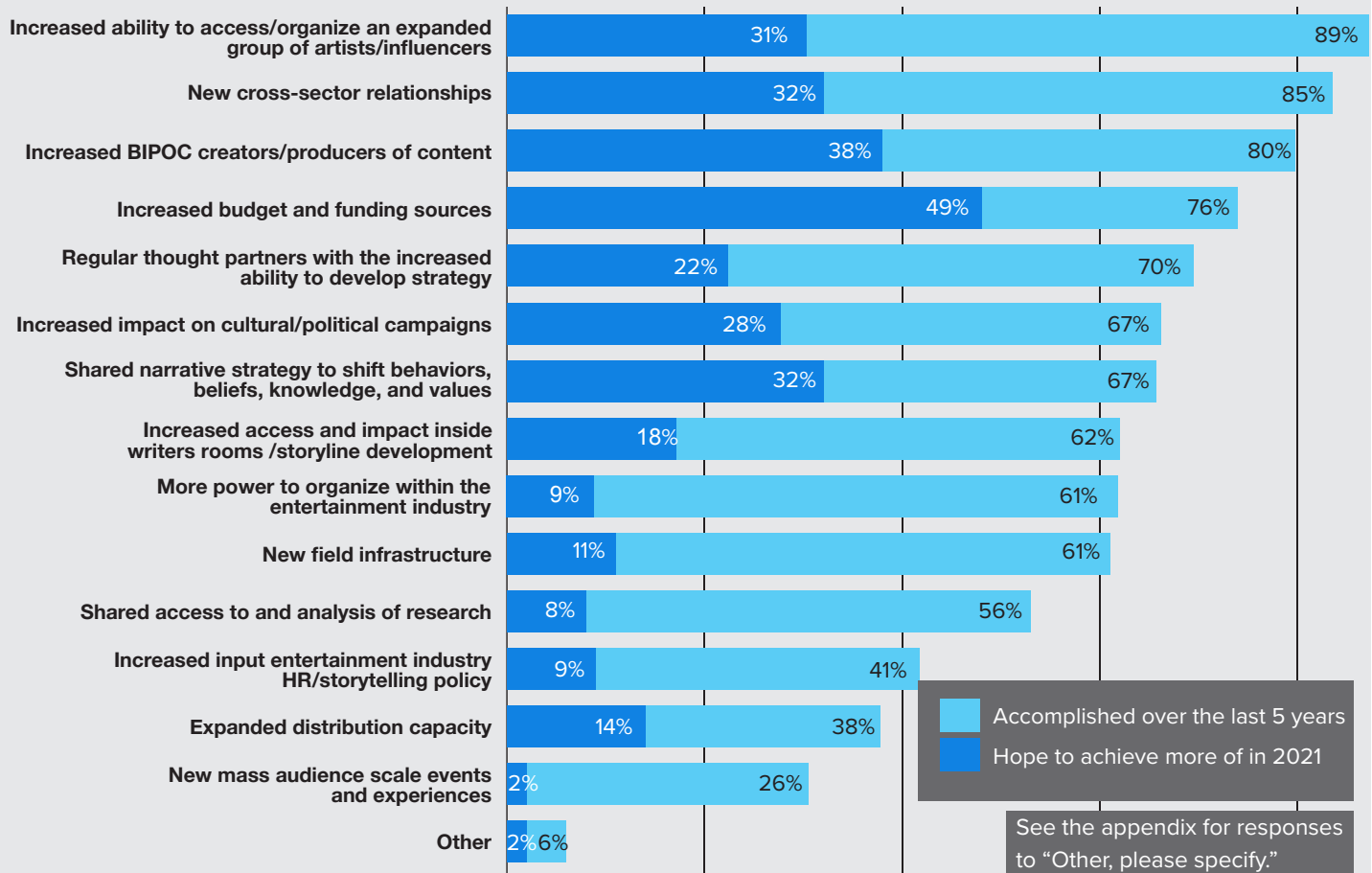
Q14:

In your opinion, what has the PCfSC Field's collaborative work accomplished over the last 5 years? (Choose all that apply).

Q16:

Which of these outcomes do you hope to achieve more of in 2021, as a result of collaborations with current and/or new partners within the PCfSC Field? (Please select your top 3)

Of the 66 respondents that reported for Q14 and 65 that reported for Q16



MECHANISMS

that best support field collaboration

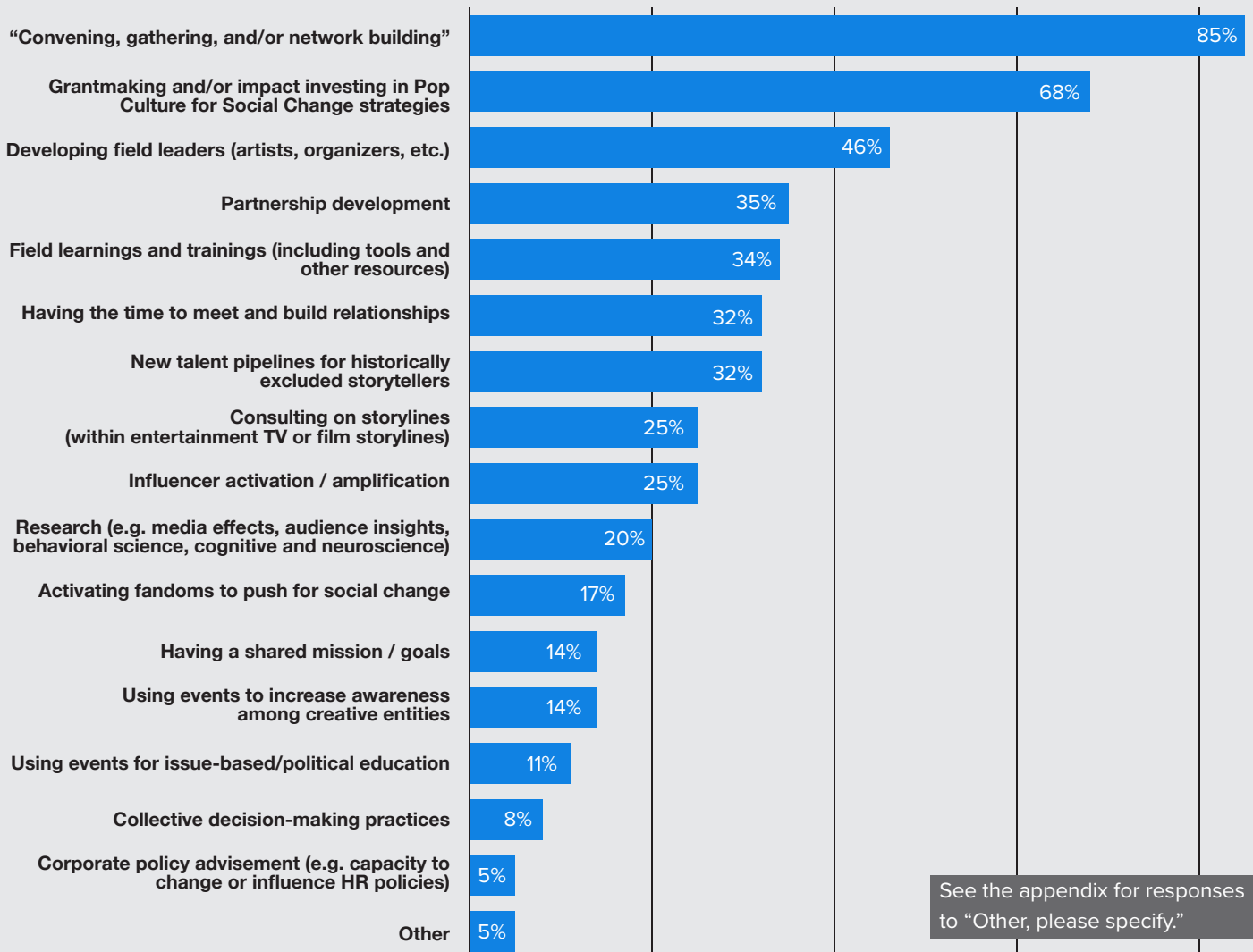
Aspects of Collaboration that Contributed to Success

Respondents credit convening, gathering, and/or network building (85%), grantmaking and/or impact investing in PCfSC strategies (68%), and developing field leaders (46%) as the aspects that most contributed to the network's success.

Q15:

**What aspects of collaboration with others have contributed to this success?
(Select up to 5)**

Of the 65 members that reported for this question



FIELD EFFORTS

and success

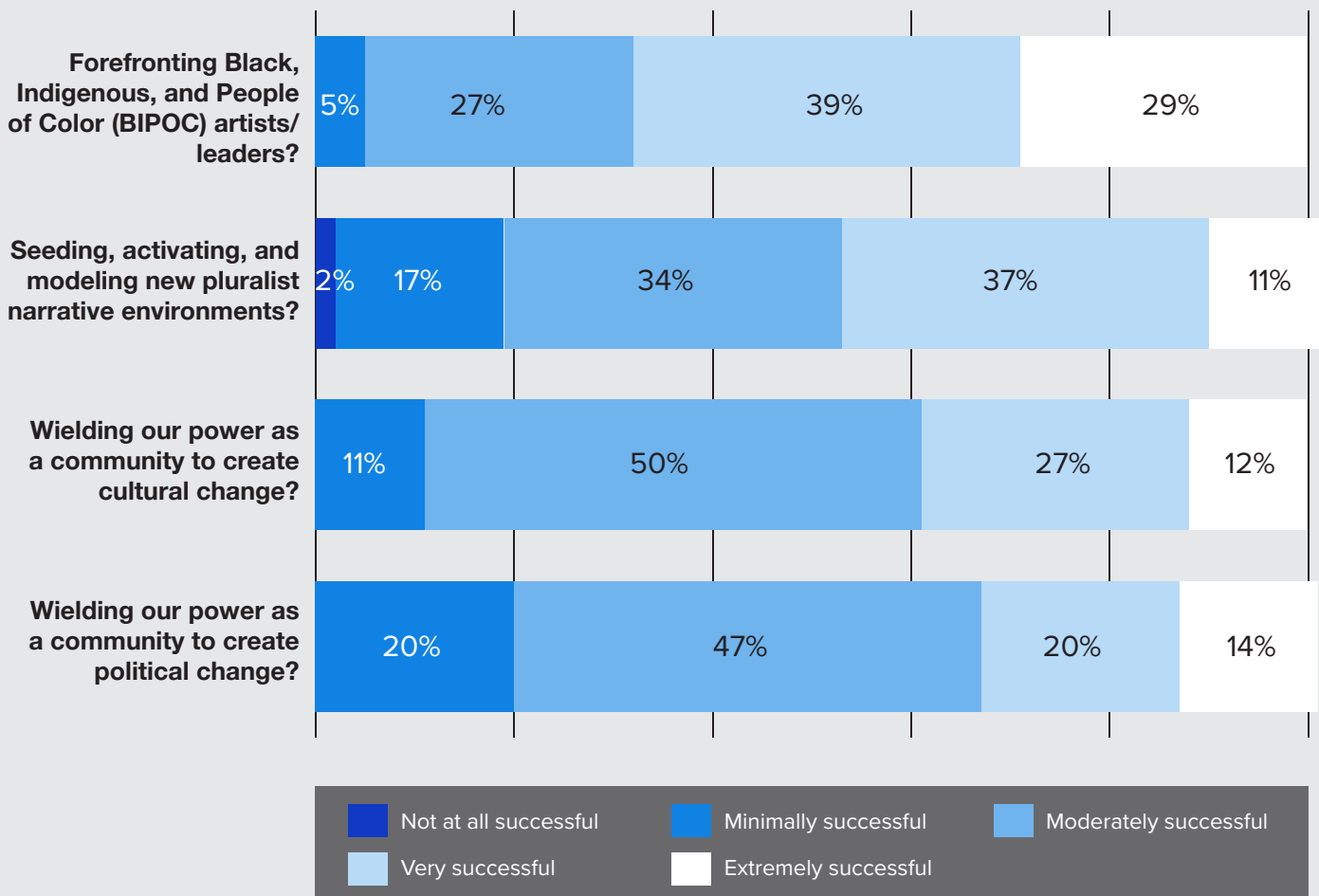
Respondents believe that the PCfSC Field has been the most successful at forefronting Black, Indigenous, and People of Color (BIPOC) artists/leaders, with over two-thirds (68%) of respondents considering the effort very successful or extremely successful. Seeding, activating, and modeling new pluralist narrative environments was also rated very or extremely successful by almost half (48%) of the respondents.

Most respondents also believe that the PCfSC Field has been at least moderately successful in:

- Wielding our power as a community to create cultural change: 89% agree
- Wielding our power as a community to create political change: 81% agree

Q17:

In your opinion, what has the PCfSC Field's collaborative work accomplished over the last 5 years? (Choose all that apply).





IN THIS SECTION

Appendices

- Appendix A: Surveyed Network Members + Abbreviations
- Appendix B: Responses to “Other: Please Specify” Questions
- Appendix C: Expanding Field Members (Suggestions)

APPENDIX A

network members + abbreviations

MAP LABEL NAME	ORGANIZATION NAME
13EXP	13 EXP
50by20	5050by2020
A2Music	A2 Music Productions
Ally	Participant Media
Amber	Amber Abundance Productions
AmpFdn	Amplifier Foundation
ARRAY	ARRAY Alliance
ASCBN	And She Could Be Next
Barcid	Barcid Foundation
BFLab	Black Futures Lab/Chinese Progressive Association
BGen	Boom Gen Studios
BLD	BLD Power
BLKT	BLKTrans*+ Whole/Acorn Center for Restoration and Freedom
BTR	Break the Room Media
BVF	Beautiful Ventures Foundation
CAG	Caring Across Generations
CCP	Center for Cultural Power
CDM	Crenshaw Dairy Mart (Fractured Atlas)
CIP	Cast Iron Players Geffen Playhouse
ClrCrt	Color Creative
CMSI	Center for Media & Social Impact
COC	Color Of Change
CS	Culture Surge
DA	Define American
DotF	Department of the Future
EF	Election Defenders
FBT	Families Belong Together
fFree	for Freedoms
fP	futurePerfect Lab
FV@W	Family Values at Work
GEHub	Gender Entertainment Hub
GFA	Guild of Future Architects
GoGo	GoGo Co Media LLC
Harn	Harness
IN	IllumiNative
InAct	Into Action
IntMis	Intelligent Mischief/Allied Media Projects
Jamilah	Jamilah King
Jump	Jumpslide
Jolt	Jolt Initiative/TX
LatinxH	The Latinx House2
LaughL	Yes, And.... Laughter Lab
League	The League
Luis	Luis Castro
M+A	Moore + Associates

APPENDIX A (continued)

network members + abbreviations

MAP LABEL NAME	ORGANIZATION NAME
MACRO	MACRO
Maytha	Maytha Alhassen
mARC	Muslim ARC (Fiscal Sponsor: Allied Media Projects)
ManneStrtg	Liz Manne Strategy Ltd
Marsh	The Marsh Foundation
MetaF	MetaFo.re
MeToo	MeToo Movement
MPJFnd	Marsha P. Johnson Foundation
NAP	Native Americans in Philanthropy
NarrInt	Narrative Initiative
Nayantara	Nayantara Sen
NDWA	National Domestic Workers Alliance
NGA	National Guestworker Alliance
NLC	Norman Lear Center
Noor	Noor Theater
Offs	Offsides Productions
OppAg	Opportunity Agenda
OTV	Open TV
PAI	People's Action Institute
Paola	Paola Mendoza
PassMic	Pass the Mic Media
PCC	Pop Culture Collaborative
PD	Propper Daley
PEN	PEN America
Respect	Respectability
Revolve	Revolve Impact
RF	Race Forward
ROC	ROC United
Ryan	Ryan Senser
Sarah	Sarah Sophie Flicker
Shawn	Shawn Taylor
Shruti	Shruti Ganguly
SikhCo	The Sikh Coalition
Soze	Soze Foundation
SSP	She Se Puede
StarAcc	Starfish Accelerator
Storm	Storm Smith
Storyline	Storyline Partners
Sundance	Sundance Institute
TLash	Translash Project
Topple	Topple Productions
TTIE	Think Tank for Inclusion and Equity (Women in Film)
UGiants	Unleashing Giants
UWD	United We Dream Network
Wise	Wise Entertainment
WSC	Western States Center
Zaheer	Zaheer Ali
Zahra	Zahra Noorbakhsh

APPENDIX B

other, please specify

Q2: What issue area(s) do you identify with/work in?

- Advocating for responsible, authentic storytelling and the creation of pipelines and opportunities for underrepresented people in theater and entertainment.
- All of the above via our factsheets program and through our writers community education, which works of a harm-reduction model.
- Anti-blackness narratives, which are embedded in and inform all of the narratives listed.
- Anti-Islamophobia narratives
- Anti-Sexual Violence Narratives
- As a strategy consultant, we work on all of these issues with our clients.
- Because much of our work is about intersecting needs - our work is pluralistic in lifting voices across issues. Interconnectedness is most important to our work
- Caregiving and caregiver narratives
- Civic Engagement narratives
- Civic participation
- Criminal Justice Narratives (all initiatives with a racial justice lens)
- Disability accessibility narratives
- Disability which also intersects into all the areas listed above
- Economic equity in the arts for historically marginalized communities
- Futures Design, Social Futures, the next iteration of human existence
- Healing Justice Narratives
- Labor & Racial Justice narratives
- Mental Health
- Muslim narratives
- Pop Culture Narratives as it relates to the MENSA and Muslim communities
- Religious Representation narratives
- We combine these narratives, rather than seeing them as separate
- We work across the entire set of issue areas. Our work focuses as much on the field itself as the issues...
- We work on a wide range of social issues that also include homelessness, Native American invisibility, media diversity and representation. There are topical social issues, and then there are issues we focus on as an interrogator of media itself, and these are quite different (this question is phrased a bit more appropriately for single-issue organizations vs. those that cover a full range, like CMSI).
- We're issue agnostic, create multi-campaigns, open-source tools, research & co-creation frameworks for all social justice issues
- Youth issues

Q3: Across which issues are you seeing the most powerful opportunities for partnership and collaboration for your organization WITH OTHER MEMBERS of the PCfSC field?

- All of the above and, in fact, we are collaborating with a number of PCfSC field members through our work.
- Anti-blackness across all the issue areas listed
- Building shared futures across causes.
- Civic Engagement narratives
- Disability inclusion
- Electoral Justice / Defending and Deepening Democracy
- Healing
- Healing and Spiritual Justice Issues
- Healthcare
- I specialize in supporting the development and production of the work of creators from underrepresented backgrounds.
- Intersectional narratives, Construction of narratives by breaking down white supremacy, covering a range of issues
- Mass Decarceration
- Mass Incarceration
- MENASA and Muslim related
- Muslim representation
- Religious Representation narratives
- Same here as above...we collaborate on a TON of issues.
- We are able and interested in how our pluralistic architecture can partner with issue focused artists and orgs
- Youth issues

APPENDIX B (continued)

other, please specify

Q4:

Please indicate what kind(s) of specialized knowledge or expertise your organization currently contributes to the PCfSC Field:

- Big Picture / Global Lens, Human Centered Design, Mechanics of Behavior, Real World Application to Emerging Tech, Global Strategic Partnerships
- Content Development
- Disability and accessibility
- Healing and Spiritual Integration
- I can provide expertise at almost every intervention point from development to distribution of content

Q5:

Q5: Which of these is your organization's most important contribution to the PCfSC Field?

- Big Picture / Global Lens, Human Centered Design, Mechanics of Behavior, Real World Application to Emerging Tech, Global Strategic Partnerships
- Content Development
- Creating the Architecture, Strategy, Production and Direction for Pop Culture Change Experiences in Entertainment and in Gatherings
- Disability and accessibility

Q6:

Please indicate what additional resources your organization currently contributes to the PCfSC Field and/or to activities with other organizations.

- 20 years experience identifying developing and producing the work of artists of the global majority and other underrepresented backgrounds.
- A residency program for individual artists and activists in New Orleans (on hiatus because of Covid); Mentoring and Coaching
- Build convenings/interface that make collaborations across sectors and worldview possible.
- Build the power of artists through fellowships, trainings and activations
- Community Engagement (connecting directly with constituency)
- Content creation
- Experiential expertise across development, artists, and production
- Healing, Art and Spiritual Justice Practitioner Network
- Innovation and field expansion
- Really feel I'm a filmmaker -- in this context, content producer.

Q7:

Which resource is your organization's most important contribution to the PCfSC Field?

- 20 years experience identifying developing and producing the work of artists of the global majority and other underrepresented backgrounds.
- Build convenings/interface that make collaborations across sectors and worldview possible.
- Healing, Art and Spiritual Justice Practitioner Network
- Build the power of artists through fellowships, trainings and activations
- Experiential expertise across development, artists, and production
- Really feel I'm a filmmaker -- in this context, content producer.

APPENDIX B (continued)

other, please specify

Q14: In your opinion, what has the PCfSC Field's collaborative work accomplished over the last 5 years?

- Expanding awareness of how to reach and engage broader audiences, why culture change is not a side gig but an important part of organizing.
- Increased understanding of what this work is within
 1. the entertainment industry
 2. social justice orgs
 3. funders
- More freedom to develop prototypes for content, distribution and measurement science
- The key word in this question is accomplished. I believe that PCfSC has laid the building blocks for new ecosystem to emerge. What is needed now is to see ourselves as an ecosystem, and the framework that allows us to operate in such a way.

Q15: What aspects of collaboration with others have contributed to this success?

- Funding
- My answers are based on what has contributed to existing success, not what I would believe needs to increase to move the needle.
- Relationships and trust, all of which stems from communication (which we need to improve upon) and stepping out of the competition inherent in depending on foundations for our revenue (which we also need to improve upon).

Q16: Which of these outcomes do you hope to achieve more of in 2021, as a result of collaborations with current and/or new partners within the PCfSC Field?

- The key word in this question is accomplished. I believe that PCfSC has laid the building blocks for new ecosystem to emerge. What is needed now is to see ourselves as an ecosystem, and the framework that allows us to operate in such a way.

APPENDIX C:

expanding field members (suggestions)

Q27:

Aside from the organizations listed within this survey, what others in the PCfSC Field do you believe should be added to the map the next time this survey is conducted?

The following organizations may be able to provide expertise and other resources members indicated they were seeking in future relationships.

SUGGESTED ORGANIZATIONS

1HoodRevolve Impact	Muslim Public Affairs Council
Allied Media Projects	New Georgia Project
Alternate Roots	NEW INC
Amnesty International USA	Paley Center
Anonymous Content	Peoplemovr
ArtEquity	Positive Negatives
Black Public Media	Power to Decide
Brown Girls Doc Mafia	Question Culture
Center for Constitutional Rights	Reform LA Jails
Coalition of Asian Pacifics in Entertainment	Responsible Leaders Network
Dignity and Power Now	Sankofa.org
Disability Rights Education & Defense Fund	SisterSong
Disability Visibility Project	SpiritHouse North Carolina
Easterseals	Summaeverythang Community Center
Equality Now	Teen Vogue
Everytown for Gun Safety	The Black TV & Film Collective
Full Spectrum Features	The Gathering for Justice
Gallaudet University	The King Center
Games for Change	The Natural Resources Defense Council
Geena Davis Institute on Gender in Media	The Rape, Abuse & Incest National Network
Google Creative	Trap Heals
Harmony Labs	Viacom Velocity, Cultural Intelligence Team
Haymarket	Women In Film
Higher Heights	Women of Color Unite
In Plain Sight	Working Films
Indigenous Directions	World Fellows
Mezcla Media Collective	