2021 ACCOMPLISHMENTS

AT A GLANCE

94 | MEDIA APPEARANCES

12 | POLITICAL DEBATES & CANDIDATE FORUMS

9  | WEEKLY/MONTHLY PODCASTS PRODUCED

3  | EMMY® AWARD NOMINATIONS

1  | STUDENT DOCUMENTARY
MISSION
To build liberated communities through art, education, and social justice.

VISION
1Hood envisions a world where every person is ensured equity and has an opportunity to achieve their fullest potential and contribute to all aspects of life.

PURPOSE
The overarching purpose of 1Hood Media Academy is supported by our forever commitment to five pillars of engagement.

BACKGROUND
1Hood Media Academy is a collective of socially conscious artists and activists who believe art is the best way to challenge injustice, raise awareness and unify humanity.

At our core, we are creatives who work in, for, and with Black communities. We partner with those of like mind and vision to elevate voices and build a culture of support. Together, we advance Black Pittsburgh through artistic expression, education, and activism.

Our work is devoted to addressing critical issues from the perspectives of Pittsburgh’s Black diaspora while cultivating emerging and established artists, creatives, and activists.

Through 1Hood Academy, we build an impact-driven ecosystem of performance-based lessons and opportunities. As a collective, we aim to be the vehicle that will identify, develop, and inspire the artists and activists of today and tomorrow. We support them in showcasing their talents to a broader audience.

We offer several educational programs geared toward helping creatives establish successful, independent careers and help create an equitable society for all. Programs/Consultations include:

- Conflict Resolution Training
- Curriculum Development
- Media Literacy Training
- Music Production
- Photography
- Songwriting / Lyricism
- Videography
- Vocal Instruction
- Writing
FIVE PILLARS OF ENGAGEMENT

ART & CULTURE
We support the creation and presentation of all artistic expressions to connect communities. 1Hood Media Academy invests in artist-activists to create work that functions as a response to the constant injustices faced by black people. This framework serves to elevate the authentic messages and stories deriving from them. Art and culture are in everything we do. They help us make sense of the world, find purpose, and envision what is possible. At the same time, they expose the pain and oppression stemming from corrupt systems.

We believe that creative expression is a critical component of activism; therefore, we strive to create a bridge between art and activism, using it as a vehicle to drive social change. As artist-activists, our creative practices provide transformative value by touching the heart and stirring emotions. The end goal is to shift mindsets and influence policy.

MEDIA
We critically analyze all media forms, create informative content and develop independent platforms for alternative voices and perspectives from Black Pittsburgh and those working in solidarity. Society has witnessed the immense power of modern media, which has proven to be a vital avenue to connect with the masses. And technology gave a voice to historically ignored groups and communities erased from conversations about economic, judicial, and social policies.

1Hood Media Academy teaches emerging artist-activists to use media as a communication tool for social justice to build awareness, bridge communities, share experiences, and foster equitable solutions. Through educating, showcasing, storytelling, and organizing, we work to train and empower artist-activists to advance the cause of building liberated communities. We challenge creatives to weed out inaccurate, false narratives; and alter public attitudes about political engagement to a mindset that rouses civic action and mobility for the common good.

EDUCATION
We aim to design and present alternatives to outdated content and teaching methods that inaccurately reflect the culture and whitewash history. It’s no secret that the public education structure is a product of an oppressive system that creates barriers to quality education. Therefore, we partner with educators, teaching artists, policymakers, and administrators to develop curricula that offer more diverse texts and program studies, resulting in culturally rich learning experiences.
We also invest in Black Pittsburgh youth, offering hands-on opportunities to empower them to take an active role in their education. Our programming provides a safe space for black youth to learn, explore, and evolve into storytellers of their own lived experiences. By understanding the intersectionality between social justice and education, we equip individuals in the public education sphere to develop a critical eye for injustice and forge deeper discussions about real-world issues inside and outside the classroom.

**ACTIVISM**

We commit to strategically advancing social justice endeavors, civic engagement, public safety, and the social well-being of black communities through art and activism. 1Hood Media Academy cultivates the next generation of artists and activists who stand as the first response to matters negatively impacting social justice using art and modern activist methodologies to confront injustices and amplify the messages of the disenfranchised. Furthermore, we function as the cultural watchtower, continuously monitoring the state of Black Pittsburgh, identifying and prioritizing issues, and building traction in the fight for justice and liberation.

We don’t encourage artists and activists to be attention-grabbers through their work; we challenge them to use their talents unapologetically with purpose and to provoke change. Our mission is to prepare the artist-activists of today to successfully receive the baton and continue to build upon the foundation of social justice laid many years ago.

**COLLABORATION**

We engage and develop strategic partnerships to enrich our collective strengths and advance our agenda to drive systematic change. 1Hood Media Academy acknowledges the importance of working with diverse entities to create meaningful engagement and expand possibilities to disenfranchised communities. We connect our artists and activists with resources and partnerships to help strengthen their artistic contributions and address the challenges that face our communities. We align with our partners and allies to problem-solve jointly, share assets, and methodically organize to increase the impact of our mission.

Collaborations entail the investment of time and resources to support:

- Art creation and presentation
- Informing the public about current issues
- Media literacy
- Cultural competence
- Strategic planning and implementation
- Conflict mediation and prevention
- Youth development
- Independent inquiry, and more.

As part of this work, we begin to interrupt injustice and shift the power dynamics to the underrepresented communities we serve in Pittsburgh.
Days before Juneteenth 2021, the Coalition to Reimagine Public Safety, led by 1Hood Media and the Alliance for Police Accountability (APA), held a press conference on the steps of the Pittsburgh City–County Building. The coalition, a cross-section of local artists, activists and community organizers, unveiled its blueprint for ending police violence against Black people and reimagining the concept of public health and safety. Through a series of working sessions, town hall meetings and input opportunities, coalition members devised a plan to build safe, healthy, and thriving neighborhoods. The model centers community members and their needs and further develop strategies to eliminate the use of police force, overcriminalization, and over-incarceration. Currently the coalition is advocating for increased investments in Black communities, as well as de-escalation, mental health, and trauma-response training for community groups and organizers. Coalition members include the Abolitionist Law Center, Allegheny Health Network Center for Inclusion Health, Antwon Rose II Foundation, Coalition Against Predictive Policing, East End Therapists, Leon Ford Speaks, Prevention Point Pittsburgh, Take Action Mon Valley, West Virginia University, and other community partners.
1Hood Media launched a new website to amplify Black voices and combat negative narratives about Pittsburgh’s most marginalized communities. BlackPittsburgh.com aims to be the region’s top online destination for news, events, and real-time resources catering to African Americans. The website covers news, politics, health, and arts and entertainment. It also provides a platform to house 1Hood Media and 1Hood Power’s popular podcasts, including the trending programs “What Black Pittsburgh Needs to Know” and “This Week in White Supremacy.” “What Black Pittsburgh Needs to Know,” a virtual town hall co-hosted with UrbanKind Institute and Black Women, Wise Women, LLC, facilitates discussion about everything from housing and health to climate change and education. “This Week in White Supremacy,” highlights oppressive behaviors and ways to become anti-racist. BlackPittsburgh.com’s “In Your Hood” section will shine the spotlight on community members, organizations and events. Anyone can submit story ideas via the contact page or continue conversations in the forums.
1HOOD MEDIA HOSTS JUVENILE JUSTICE CONFERENCE FEATURING EXONERATED FIVE MEMBER

1Hood Media, Penn State Greater Allegheny, and G.A.M.E. hosted a free, four-day conference to share successful strategies to improve Pennsylvania’s juvenile justice system. The online event featured education, juvenile justice, violence intervention, and mentoring panels. New York Times Best Selling Author Dr. Yusef Salaam, a member of the Exonerated Five, delivered a keynote address about the impact of police brutality and mass incarceration. The Exonerated Five spent between seven to thirteen years behind bars for crimes they did not commit and later received a multi-million dollar settlement from the city of New York. The conference was moderated by 1Hood Media’s Jasiri X, Farooq Al-Said, and Miracle Jones.
1Hood Media Elevates Student Voices with Week-Long Virtual Conference and Documentary Premiere

1Hood Media, in collaboration with Allies for Children and the Grable Foundation, hosted a week-long virtual conference to elevate student voices. The Student Voices PA Premier and Virtual Conference, a free, five-day opportunity for educators, highlighted crucial topics, like the digital divide, diversity in the classroom, financial literacy, and the need for mental health support in the school building. The event included lived experiences about how COVID-19 impacted Black and Brown students and how it shaped their future outlooks on learning. After the conference, 1Hood launched a website, including the conference videos and a toolkit for school districts, community organizations, educators, families, and students. The goal of the weeklong program is to create a toolkit for school districts, community organizations, educators, families, and students to move the needle forward on culturally affirming curriculum and teaching practices and to close the digital divide, increasing access to devices and hot spots. To continue to elevate student voice, Remake Learning recently awarded the Moonshot Grant to 1Hood Media. The grant will fund the development of the 1Hood Media Academy for Youth Art and Activism. In the spirit of the Moonshot Grants, this project will challenge traditional notions of positive youth development, cultural literacy, and student success through creative and activist expression. The program will be participant-led, giving young people a meaningful voice in shaping what and how they’ll be learning.
1Hood Media shares national stage on 58th anniversary of March on Washington

1Hood Media joined more than 70 national civil rights organizations, including Black Voters Matter and Color of Change, at the Make Good Trouble Rally in Washington, DC. The historic event and peace concert was held at the Lincoln Memorial on the 58th anniversary of the 1963 March on Washington. The Make Good Trouble Rally’s policy agenda urged Congress and the Biden administration to restore voting rights, reimagine public safety, end mass incarceration, and much more. Speakers included U.S. Congressmembers Jamaal Bowman, Cori Bush, and Sheila Jackson Lee, Poor People’s Campaign Co-Chair Rev. William Barber, the families of Breonna Taylor and George Floyd as well as 1Hood Media Founder Jasiri X, who also appeared in the concert lineup. Due to 1Hood’s local and national activism, the organization has received several awards throughout 2021, including the Spirit Award presented by the Allegheny County Bar Association. The award is given to an individual or organization that exhibited leadership qualities and is committed to promoting equality and the advancement of justice within the African-American community. Jasiri X also won the 2021 Social Justice Award from Alpha Kappa Alpha Sorority, Inc. Alpha Alpha Omega Chapter.
The 2021 Mid-Atlantic Regional Emmy® Awards were a big deal for 1Hood Media because 1Hood Media Teaching Artist Shyheim Banks brought home an Emmy. Banks received recognition from the Mid-Atlantic Regional Emmy® Awards in the ARTS/ENTERTAINMENT-NEWS (SINGLE STORY) category. The winning entry, entitled “Don't Clip Our Tails, A Pittsburgh Poet's Reflection on Racial Justice,” was a collaborative effort between Banks, Public Source, and Ryan Loew, Videographer/Editor.

1Hood Media also received two other nominations that shined the spotlight on the organization, including SOCIETAL CONCERNS – SHORT FORM CONTENT (SINGLE STORY)“Antwon Celebration II”– Ya Momz House, Inc. and Emmai Alaquaiva, Director and “1HOOD Media – Louisville For Breonna”– Ya Momz House, Inc, Emmai Alaquaiva, Director.”
In observance of Black History Month, the Homer S. Brown Division named 1Hood Media and Jasiri X recipients of the 2021 Spirit Award. The award recognizes the accomplishments of individuals or organizations that demonstrate exemplary leadership qualities and advance equality and justice. 1Hood Media has been instrumental in employing innovative grassroots efforts to build awareness around injustices and drive civic engagement through artistic expression. 1Hood Media’s strong leadership and niche focus on arts, education, and social justice made the organization a prime candidate for the accolade. Named after the first African-American judge in Pittsburgh, the Homer S. Brown division focuses on education, networking, and public service programs to assist Black residents and Allegheny County Bar Association members. As judge, Brown handed down groundbreaking rulings, including his 1968 decision that a City of Pittsburgh tax on hospitals, known as the “sick tax,” was unconstitutional. He also ruled that it was not unconstitutional to offer prayers at graduation ceremonies. The U.S. Supreme Court upheld both decisions.
Michael Jordan and the Jordan Brand, as part of its Black Community Commitment Grant Program, selected 1Hood Media as an inaugural award recipient. The fund will deliver $1 million to communities throughout the United States to help fight racism. Through the 10-year, $100 million Black Community Commitment, Michael Jordan and the Jordan Brand identified three main focus areas critical to improving outcomes for Black Americans in the following areas: Social Justice, Education and Awareness, and Economic Justice.
TEDx editors featured 1Hood Media Director of Policy and Advocacy Miracle Jones on its national platform. Miracle’s heartfelt meditation on the role of joy as a form of radical resistance, survival and protection for Black folks in the US and across the world generated 1.6+ million views. Miracle, who presented to a local audience at TEDxCMU, reminded listeners to embrace the guiding light of hope in the presence of darkness.
1Hood Media joined cities and states across the country, commemorating Juneteenth, what many Black Americans view as their independence day. Pittsburghers celebrated the emancipation of those enslaved in the United States at the Art as Liberation event. The event featured more than a dozen Black visual artists, interactive workshops, a live DJ, musical performances, food, and more. Money raised benefited the Antwon Rose II Foundation. The 1Hood Media event was held in partnership with the City of Asylum, Mikael Owunna, Larry Ossei-Mensah, Orange Barrel Media, and the Pittsburgh Glass Center.
Gateway Medical Society presented Jasiri X with the Community Champion Making A Difference award for his work on Ask a Black Doctor. The monthly podcast seeks to provide expert insight and support for Black residents in Pittsburgh and across Southwestern Pennsylvania who are disproportionately impacted by COVID-19 due to systemic and health inequities. It’s also an opportunity for community members to ask doctors and nurses of color questions concerning the coronavirus.
1HOOD MEDIA

SUPPORTERS

THANK YOU FOR YOUR GENEROUS DONATIONS AND FOR ADVANCING THE SOCIAL JUSTICE MOVEMENT.
Wishing you more blessings.