On February 9, 2019, a group of 120 people came together to try and problem solve ways to create new access points into the entertainment industry for women and underrepresented groups.

Over the course of an 11-Hour day, there were keynote speakers, panels, and four salon sessions. During the salon sessions, participants were broken into randomly assigned groups of ten. There they spent time coming up with solutions to the following questions. Their solutions were then shared with the larger group and discussed.
Session 1:

BREAK

Stopping the cycle of the obvious hire

Who is making the greatest advancements in our industry’s when it comes representation and what are they doing? What can we implement? What’s the question you are most tired of hearing on this subject, and what would you like to say about it so you never have to answer it again?
**THEMES**

- Using data and research to build a case for change
- Access to resources:
  - Reducing financial burden
  - Online training
  - Mentorship program
  - E.g., make a short film or project together (not just a 1 day shadow)
  - Higher pay - updated wages for production staff (e.g., union overhaul or more indie/smaller studios)
- Creating specific characters: In writer’s room, call out “woman bus driver” instead of just “bus driver”
- Training for career switching
- Centralized area for information so can easily access programs
  - E.g., partner with / copy Free the Bid (e.g., women/underrep groups)
  - Business case/stats
- Interview prep
- Diversity in leadership (decision-makers)
- Diversity in agents/managers (the whole system) and within their clientele
- Start pipeline even younger
  - Younger content should star diverse perspectives to influence children at an early age
- Strength in numbers:
  - Connecting differing underrepresented communities
  - Unions
- Better maternity care
- Affirmative action/quotas for hiring or promotion
  - Dedicated HR roles
  - Targets for both roles and for projects
- Unconscious bias training: each individual can call out
- Room for failure
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- Unconscious bias training: each individual can call out
- Room for failure
**WHAT YOU CAN DO**

- Create a buddy system amongst underrepresented groups within a business
- Asking the questions about hiring women and people of color, even if you’re not in a position of power
- Mentoring and paying it forward: Passing the baton.
- Create diverse environments so people in underrepresented groups are included automatically in the conversation.
- Support diverse content at the movie theater, on tv, podcasts etc.
- Search for diverse content on streaming services & watch user-generated content.
- Be a support system and sounding board for one another. The individual support underrepresented groups can give each other has ripples and we all have control over that.
BREAK: ACTION PLANS

YOUR TEAM CAN DO

- Develop one week workshops for middle school and high school students
- Promote diverse education- hire from diverse schools
- Create a safe culture for failure and risk taking
- Interview best practices: coaching folks on how to sell themselves and support them through transitions
- Changing forms to allow for multiple identities
- Blind reviews; bias training for interviewers
- Changing job description language to be inclusive
- Track talent from high school, through college and beyond
- Educate everyone on how to be an ally & be inclusive
BREAK: ACTION PLANS

COMPANY CAN DO

Create budget for support programs

Create a partnership between industry organizations and non-profits dedicated to progressive change with quantifiable goal

Agencies have specific Agents-Managers that represent only underrepresented groups

Senior Leadership advocacy groups—Hold them accountable

Create a company that goes in and make short films with high school and middle school kids from underrepresented areas and do one week workshops where they learn discernible skills they can carry with them into the future.
What is our long-term plan of diversification of stories and talent?

What are the most critical changes that we must make to face the future effectively? Beyond fellowship programs - what are potential new programs that specifically support those that are ready to be creative leaders?
REINVENT THEMES

More community outreach

Diversity should equal normality

Eliminating the idea of “default”
- Change the model
- Be more inclusive of the consumer

Create different types of mentorship

Creating visuality for studios of all sizes

Reform toxic leadership
- Assimilate-new leaders

- Highlighting various industry jobs, not just “Director” positions
  - Illuminating career paths in the arts for children and parents in elementary and middle school

- Stronger relationships with artists and executives

- Promoting “lower risk projects”

- Equal opportunity for failure and success

- Keep asking questions

Teach people how to network

Support after internships/fellowship/training program

More collective community outreach
REINVENT: ACTION PLANS

WHAT YOU CAN DO

Offer to speak at career days in high school and college

Find something you are passionate about and own the change and influence

Mentoring and paying it forward. Passing the baton
REINVENT: ACTION PLANS

YOUR TEAM CAN DO

- Make a conscience effort to hire/cast people outside of the obvious “anyone can play a bus driver”
- Broaden the rotation of recruiting access
- Need to change the experience and education of animation
- More outreach to communities with less accessibility
- Building more social pressure to increase awareness. Surrounding the powerful with progressive individuals. Showing them facts
- Sister programs for smaller schools outside of LA
- Spreading education about artistic jobs to underprivileged communities and parents
- Taking chances on smaller projects to show proof of success. Showing the low risk factor
- More invitations to cast/crew screenings at major studios
Universities/Colleges creating educational programs for high school students - partner with industry to execute

After the short: Create budgets for pathways to exhibition, sales, distribution etc.

Need to change the experience and education of animation

Create mentorship programs across all businesses especially in leadership positions that are influential

Yearly budget that studios set aside for out of the box storytelling or creative hires

Engage kids to partner with studios- kids stories/ studios animate

Out of the box resources, funding for transportation, food, shelter

Companies creating programs with universities where students are paired with professionals. This needs to go beyond a “regular” internship, and requires executive creatives to be willing to be a mentor within their company as a part of their JD
Session 3:

IMPACT

Talent Risk & Reward
How do we create space for out of the box hires that come from different lines of business? What can we do to make sure the business and the individual are set up for success?
Providing resources of all kinds to an incubator: Talent, tech, money

Bring different types groups together for creative influence

Utilize social media

Remove life barriers-childcare/transportation

Finding overlap in the creative process

Recognize transferable skills

Partner with up-and-coming creatives that can advise on different techniques of content creation

Get rid of "right" hiring practices

Listen to partners who work with clients outside of the industry

Foster a culture of openness

Don't weaponize jargon. Don't hide behind your understanding

Share positive results more often

Companies need to really commit to change and the long-term

Seek other metrics around success besides profit

Foster a culture of openness

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IMPACT: ACTION PLANS

WHAT YOU CAN DO

Share your story

Educate about roles and opportunities in the industry other than “talent”

Get to know your co-workers to find out what other interests you have in common outside of filmmaking

Set up a system for meaningful disruption within your own ecosystem
IMPACT: ACTION PLANS

YOUR TEAM CAN DO

Create out of the box think tanks for every project that combines an array of disciplines

Use social media to track and engage creative talent

Draw stories from all across your team/organization - using family stories/cultural/historical.

Manage expectations - takes time to build up skills

Shift young/new people between entry roles so they get an immersive experience

Make a diverse candidate seen from the beginning of the interview process

Draw stories from all across your team/organization - using family stories/cultural/historical.
COMPANY CAN DO

- Foster culture of openness
- Clear qualitative goals and standards for success. Have advisors
- Companies being more strategic of what charities they support
Session 4:

CHANGE

Preventative- not just the cure
For those who are impacted by socioeconomic challenges how do we remove barriers to allow them to have the ability to pursue a career in the arts? Opportunities for those that want to go to college Additional access points/training for those that don't attend college What is the number one way we can make a substantial difference?
CHANGE  THEMES

- Educating parents
- Balance school outreach
- Online feedback
- Promote transferable skills
- Policy making - legislature
- Alternative school outreach/recruiting

- Creating after school programs
- How do we access non-college grads
- Removing language barriers
- Fix the job application process

- Better funding of colleges
- Help build a support system of a creative environment
- Rethink job requirements
- Allowing kids to dream
CHANGE: **ACTION PLANS**

**WHAT YOU CAN DO**

- Create a monthly hashtag of different disciplines example- #ilovemyscriptsupervisor
- Educate about roles and opportunities in the industry other than “talent”
- Set up system for meaningful disruption within your own ecosystem
- Find common ground with your co-workers outside of work
CHANGE: ACTION PLANS

YOUR TEAM CAN DO

- Create outreach flyers in multiple languages
- Applicant tracking systems in multiple languages
- Reach the families / communities / schools / churches, mosques and temples
- Use Social media / internet to promote what we all do.
- Advertise in socioeconomically appropriate places - movie trailers, YouTube, social media
- Fix the job application process. Equitable in experience matters
**CHANGE: ACTION PLANS**

**COMPANY CAN DO**

- Educate parents on different industries and use data to back it up
- Outreach resources for schools outside of large cities
- Put studio programs such as speaker series online and more accessible
- Online portfolio reviews (you don’t have to go to a convention or school to get portfolio feedback)
- Open source / accessible centralized online platforms (script to screen)
- Balance school outreach - expand high school relationships by adding a new high school. Make getting into the industry seem “possible”
Let's keep problem solving together

JOIN A CROSS-COMPANY COALITION

Talent + HR Coalition
Focus on out of the box hiring practices, diversity & inclusion initiatives, creating inclusive job descriptions, partnering with applicant tracking systems, networking and mentorship.

Pipeline Coalition
Focus on the "education to career" pipeline by creating new access points into the industry, high school outreach, internships, apprenticeships, policy changes, and scholarship fundraising.

Content Coalition
Focus on aggregating and creating content that showcases underrepresented talent and their stories. Highlight and promote all programs and opportunities that focus on representation and inclusivity.
Let's get started!

WHAT HAPPENS NEXT?

STEP 1
Take the survey

STEP 2
Attend a networking event, coalition meeting, or volunteer

STEP 3
Come ready to share your results at the 2020 BRIC Talent + Innovation Summit

Email us at: thebricfoundation@gmail.com
Thank you for your participation. We hope to see you again soon and look forward to the changes we're making together.

-Nicole, Alison & Jill