

# CREATIVES EQUALITY AWARENESS MONTH

Championing equity and rights for BIPOC  
creatives



POWERED BY

from the  
bottom UP  
FOUNDATION

WIRE  
MEDIA



# OUR MISSION POLICY - EDUCATION - EQUITY

Our campaign aims to **champion equality** and promote **intellectual property rights** for BIPOC creatives in the entertainment industry, ensuring they receive the equitable resources, funding, and support they deserve.

## KEY OBJECTIVES

- Raise awareness of equity issues
- Advocate for legal access improvements
- Support BIPOC creatives' unique narratives

## CAMPAIGN GOALS

- Build a coalition of supporters
- Establish resources for financial aid for legal support & services
- Create workshops for intellectual property education



# WHY CREATIVE EQUITY MATTERS



Framing the Case for BIPOC Representation in Entertainment



## **Cultural storytelling power**

Entertainment shapes global perceptions—diverse voices lead to richer, more authentic narratives.



## **Persistent inequity**

BIPOC creatives remain significantly underrepresented despite decades of advocacy and data.



## **Urgency of systemic change**

Equity ensures sustainable inclusion, not performative gestures or one-off successes.





# SAFEGUARDING CREATIVITY THROUGH RIGHTS



## Protecting Original Works

Essential for creative  
expression

Intellectual property rights **empower creators** to maintain ownership of their work.



## Promoting Fair Compensation

Ensuring equitable earnings

Financial equity ensures that **BIPOC creatives** receive fair compensation for their contributions.



## Access to Legal Resources

Navigating legal landscapes

Legal access is crucial for **underrepresented artists** to protect their rights effectively.

Alongside our funding initiatives, the Coalition will introduce a legislative platform called The Creatives Partnership Act – a first-of-its-kind advocacy framework that demands fair partnerships between creators and the companies that profit from their work.





# CHAMPIONING FINANCIAL EQUITY



## Fair Pay

### Equal opportunities

Ensuring **BIPOC creatives** earn what they deserve



## Transparency

### Open communication

Promoting clarity in **financial agreements** for all



## Supportive Networks

### Collaborative communities

Building **strong alliances** to uplift each other



## Legal Resources

### Accessible aid

Providing **guidance and support** for creatives in need

# HISTORICAL UNDERREPRESENT ATION OF BIPOC IN ENTERTAINMENT

Exclusion from the Foundations of  
Industry Power

## **Erasure in early cinema**

BIPOC creatives were often excluded, typecast, or relegated to harmful stereotypes in Hollywood's formative years.

## **Barriers to authorship**

Systemic racism blocked access to directing, producing, and writing roles, entrenching white creative control.

## **Longstanding ripple effects**

The industry's structural roots of exclusion continue to impact opportunities and visibility today.



# CURRENT INDUSTRY DISPARITIES

## Quantifying Inequity in Representation & Leadership

### **Underrepresentation on screen**

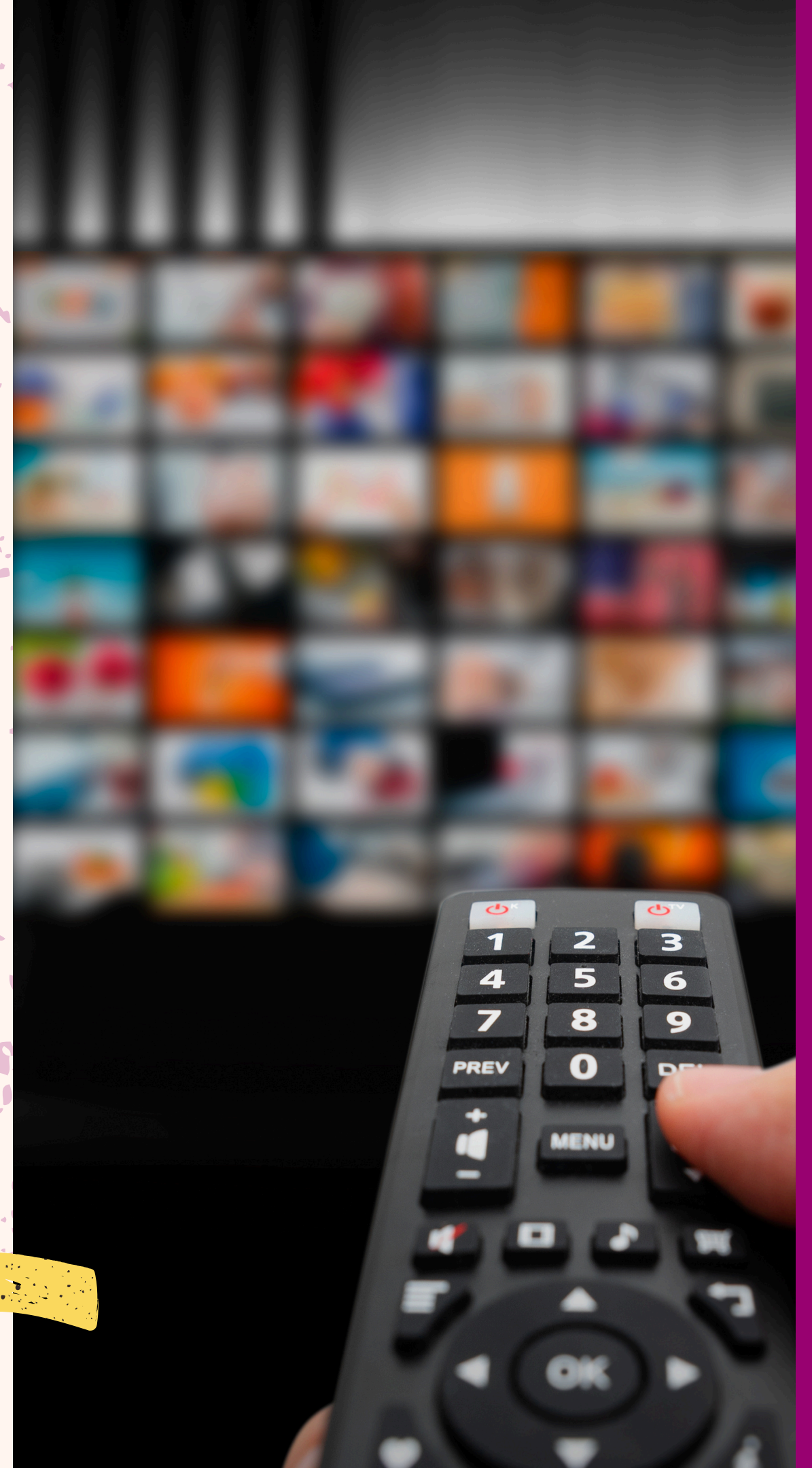
BIPOC actors comprise less than 30% of top film roles despite being 40% of the U.S. population.

### **Leadership inequality**

Only 6% of Hollywood film directors and 8% of TV showrunners are Black, Latinx, Indigenous, or Asian.

### **Pay and credit gaps**

BIPOC creatives earn significantly less and receive fewer production credits despite similar outputs.





# Systemic Barriers to Access & Opportunity

Structural Hindrances Faced by BIPOC Creatives



## **Funding discrimination**

BIPOC-led projects receive disproportionately fewer greenlights and lower production budgets.



## **Gatekeeping networks**

Industry access is often limited to elite circles where BIPOC creatives remain underrepresented.



## **Bias in evaluation**

Creative work by BIPOC artists is more likely to be overlooked, stereotyped, or deemed 'niche'.



# Economic Impact of Marginalization

## The Financial Cost of Exclusion in Creative Industries

- **Lost economic potential:** Excluding BIPOC talent from industry leadership and funding forfeits billions in untapped creative revenue.
- **Inequitable funding flows:** White-led projects receive a disproportionate share of investment, distribution, and marketing dollars.
- **Audience disconnect:** Ignoring BIPOC voices alienates diverse audiences, limiting market reach and cultural resonance.



# DEMAND FOR INSTITUTIONAL REFORMS & DEI INITIATIVES

Structural Shifts Needed to Drive  
Equity

## DEI pledges & policies

Studios should adopt formal diversity frameworks, metrics, and inclusive hiring mandates.

## Inclusive pipeline programs

Increase development & access to Initiatives like **Disney Launchpad and Warner Bros. Access** support emerging BIPOC creatives.

## Accountability through data

Transparency in representation statistics and funding tracks progress and drives reform.



# ACTIONABLE STEPS FOR ALLIES & PARTNERS

## Concrete Strategies to Advance Creative Equity

### **Invest in mentorship**

Support emerging BIPOC creatives through funding, coaching, and access to professional networks.

### **Audit & reform practices**

Review hiring, budgeting, and greenlighting processes to remove embedded bias.

### **Use platform power**

Amplify BIPOC voices through executive decisions, social capital, and media visibility.



# Building a More Equitable Future

Vision, Commitment & Collective Responsibility

- **Embed equity by design:** Inclusion must be a core value from concept to execution, not a checkbox at the end.
- **Elevate long-term partnerships:** Support organizations and coalitions focused on systemic reform and sustainability.
- **Foster cultural accountability:** Hold platforms, funders, and audiences accountable for inclusivity and authentic representation.





# CONNECT WITH US TO LEARN MORE & GET INVOLVED

Join Us Live Every Sunday in September

**Starting September 7<sup>th</sup> @ 7pm (ET)** join us online for weekly informative and inspirational sessions as we provide education, tools, and share our collective knowledge to change the narratives for BIPOC creatives

Email

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