



CULTURAL STRATEGY TO SHIFT WORLDVIEW

The 2022 End-of-Year Report



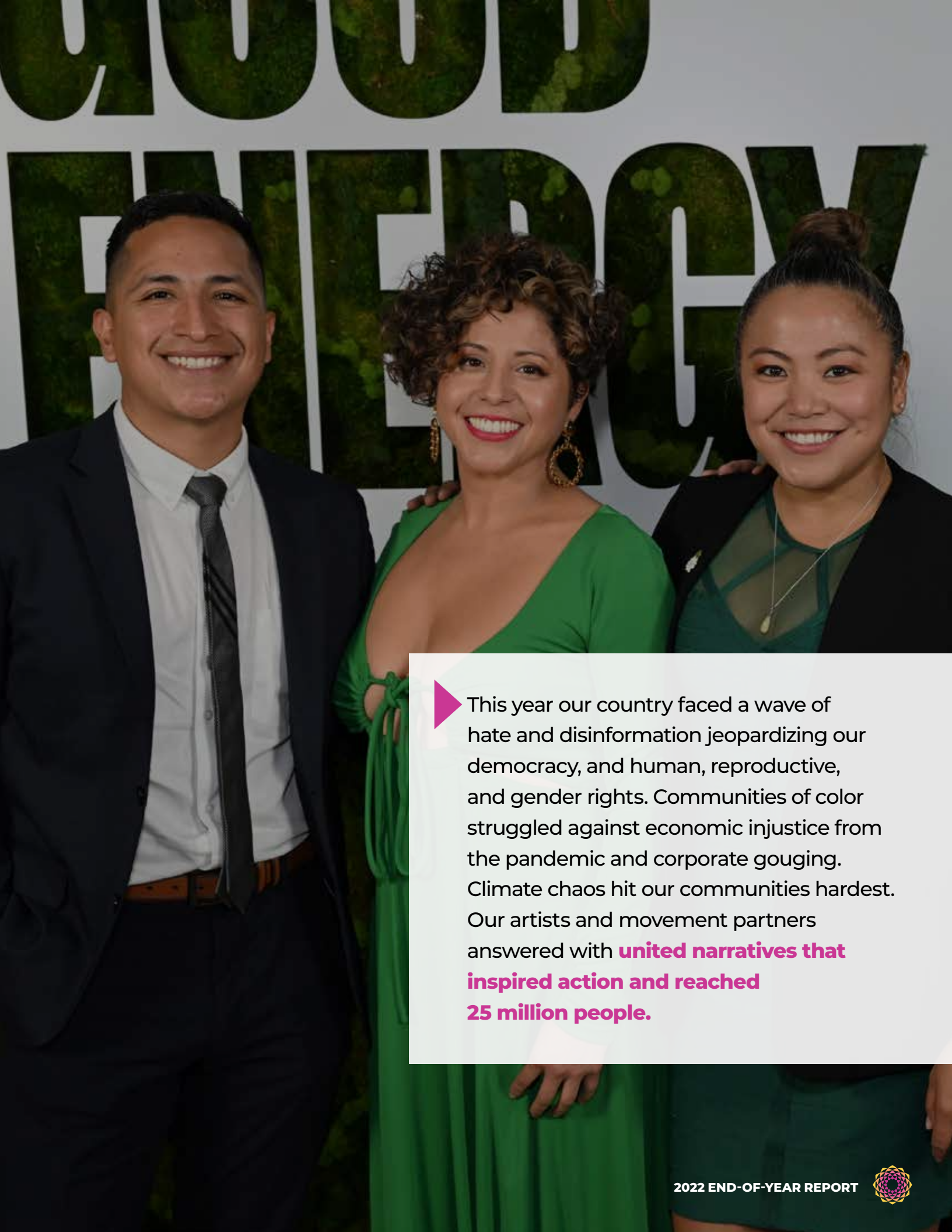
THE CENTER FOR
CULTURAL
POWER



In our third year, The Center for Cultural Power continues to build the power of BIPOC artists, culture bearers, and movements to shift worldviews from domination to justice and interdependence. Our diverse, talented team of BIPOC leaders and staff is learning, testing, and measuring **what it means to build power and persuade** through stories.

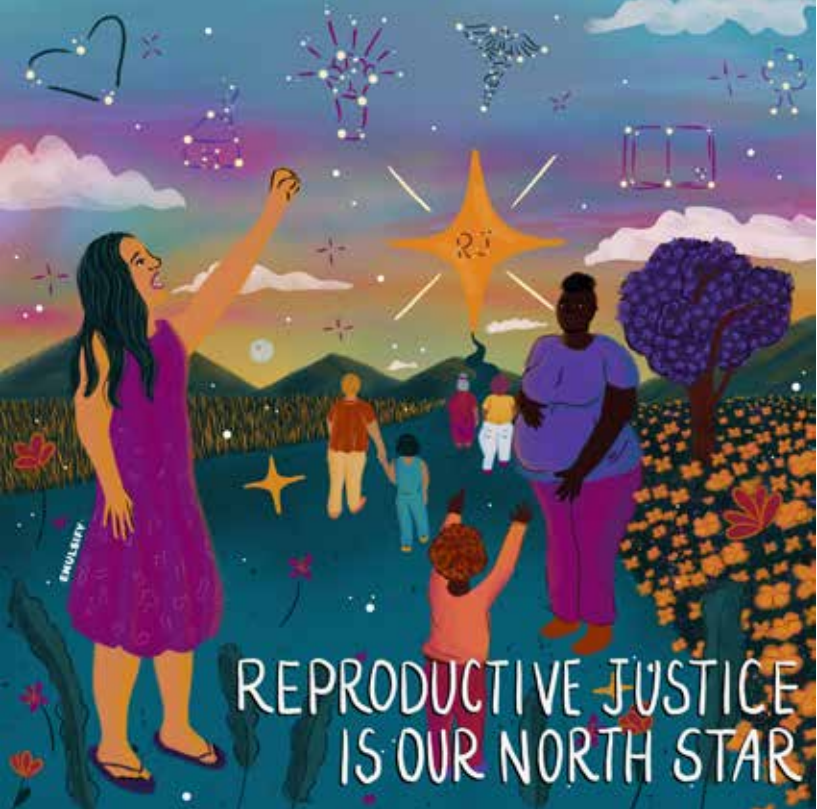
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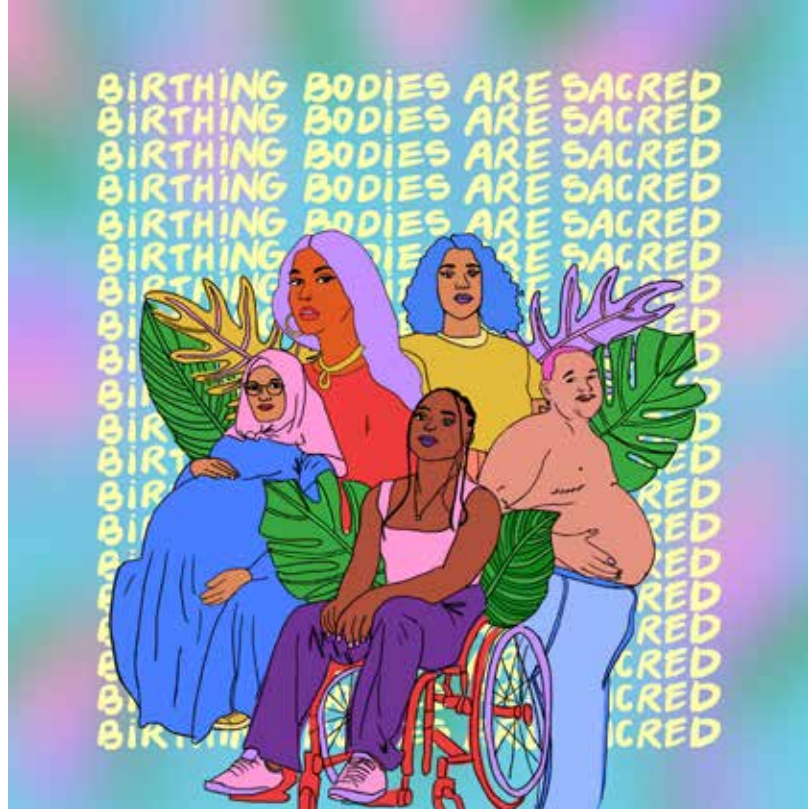


▶ This year our country faced a wave of hate and disinformation jeopardizing our democracy, and human, reproductive, and gender rights. Communities of color struggled against economic injustice from the pandemic and corporate gouging. Climate chaos hit our communities hardest. Our artists and movement partners answered with **united narratives that inspired action and reached 25 million people.**





Emulsify



Antonia Lara Sanchez

▶ With **reproductive rights** under historic threat, our artist and organizer campaigns drew national attention and helped movements amplify specific narratives. A campaign we crafted that linked housing to reproductive rights **won rent control** for a community of Latiné immigrants and frontline workers in Southern California. As climate chaos continued to rip through our communities, we provided powerful tools to Hollywood, releasing a climate guide for screenwriters in partnership with The Good Energy Project. In California's Central Valley, we reached **millions of unvaccinated adults with artist- created ads that tested positive for COVID-19 vaccination persuasion.**





HOW DID WE DO IT?

We've been **honing our power building** model, or what artist Rocky Rivera calls, **'culture production in community.'**

Through our programs and strategic partnerships with movement groups, we harness the power of artists to replace harmful narratives rooted in extraction and white supremacy with stories of interdependence, empathy, and care. We're humbled by the change artists are making when they connect and understand their power. By growing our learning and evaluation muscle we're catching the magic of what we do and how so that we **honor the labor** of our artists and organizers and **share our models with the field.**



ACCOMPLISHED IN 2022



REACHED AUDIENCE OF
25 Million

through our digital platforms, paid distribution and influencer campaigns



CHARGED INTO THE
Midterm Elections

through paid digital and public art from **24 artists** and local events in key states (GA, NC, MI, WI, OH, TX and AZ) that **reached millions** and measurably mobilized young people



RELEASED

\$2 Million in Grants

Launched **The Constellations Culture Change Fund and Initiative**, creating a salaried fellowship program, and releasing \$2 million in general support grants to grassroots, BIPOC-led, cultural strategy organizations



LAUNCHED
The Third Cohort

of **The Disruptors Fellowship** with involvement from Hollywood creators and leaders. Alumni Fellows are working for major studios, producing their own films and mentoring



PARTNERED WITH
Good Energy Project

Partnered to provide powerful tools to Hollywood, releasing **Good Energy: A Playbook for Screenwriting in the Age of Climate Change**



CONDUCTED ABOUT
25,000

randomized opinion polls on our content which helped us learn that what works for one audience doesn't always work for all. Testing helps determine how to best distribute.



BUILT THE POWER OF
1,000+ Artists

through learning experiences in cohorts, workshops and partnerships across the Midwest, Border region, and California



AMPLIFIED
Narratives

through Favianna Rodriguez's thought leadership. Her statements on climate change were picked up across **45 different news outlets** with a reach of **65 million** in just three articles alone



DELIVERED NEARLY
\$800,000

to more than **350 artist disruptors** to reach their audiences with messages of care, interdependence, justice, and joy.



OUR STRATEGIES

Power building is the heart of bringing a just world into being. We resource BIPOC artists, culture bearers and organizers to create powerful art and stories in communities across the nation.

Across all three of our strategies (**Artist Leadership, Intersectional Storytelling** and **Field Building**) our goal is to **create inspiring stories rooted in the wisdom of communities that drive audiences to action.**



**ARTIST
LEADERSHIP**



**INTERSECTIONAL
STORYTELLING**



**FIELD
BUILDING**



ARTIST LEADERSHIP

Builds the power of artists to bring their superpowers to accelerate social change.





ARTIST LEADERSHIP

Our culturally responsive curriculum builds and resources the leadership of BIPOC artist disruptors. In 2022, we deeply engaged 200 artists with \$156,000 through workshops, cohorts, awards and fellowships.

THE DISRUPTORS FELLOWSHIP was designed to disrupt Hollywood and provide breakthrough opportunities to **10 screenwriters of color a year who identify as trans and/or non-binary, disabled, undocumented and/or formerly undocumented immigrants.** In its third year of fueling fellows with skills, community and growth, the program continues to help artists **break into the industry.** Hollywood, including trade media Deadline, is taking notice.

- ▶ Alumni Fellows have joined writers rooms at HBO, AppleTV, CW, and Hulu
- ▶ The Disruptor's showcase supported industry members in understanding how to work with undocumented, trans/nonbinary, and disabled creatives
- ▶ Fellows report an increase in skills, confidence, community building and an understanding of their role as social change agents in the television and film industry (for the second year of tracking these mindshift metrics).



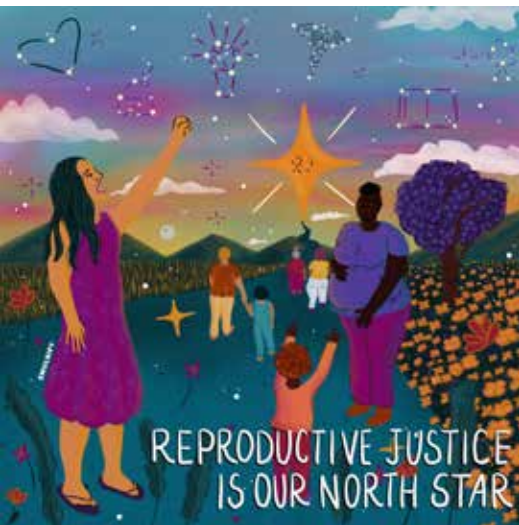


Reclaiming the Border Narrative

We've been powering up a narrative network at the Southern Border for artists and immigrant rights organizers and culture bearers as part of a three-year Ford Foundation effort to preserve and grow stories that show the region on its own terms. We moved close to **\$100,000 to artists and organizations**, and we are learning that workshops prove **effective in building power**. Cohort members talk about:

- ▶ **Professional benefits** that support their ability to earn, sustain, and expand audience and distribution networks;
- ▶ **Shifts** in confidence, **identity as change agents**, connection to core narratives, a sense of being part of an **ecosystem**, movement and learning community; and
- ▶ **Hunger for more** (1) networking and (2) opportunities to share with the field.





Emulsify



Moe Butterfly



Angelica Frausto

A Model of Power Building

Our power building model creates learning environments for cultural strategy with emphasis on **care and kinship** that foster belonging, empathy and inspiration. And, we measure outputs and outcomes to tailor our support so artists can **soar on their career and activist trajectory**. From the West Coast to the East, from the Midwest to the Central Valley, our experiences build leadership and resources for BIPOC creatives who advance narrative change.

- ▶ Creative Entrepreneur series engaged more than 50 artists, trained 7 facilitators, and distributed more than \$36,000 to artists.
- ▶ An artist who completed the Creative Entrepreneur series birthed the BlackGold Movement (BGM) and launched a reproductive justice social media challenge.
- ▶ Our series of five free public, online artist workshops garnered high viewership with participants citing inspiration, gratitude, and intent to act on what they learned.





INTERSECTIONAL STORYTELLING

Activates artists and movement groups to create inspiring stories on issues of migration, climate, and gender justice that uplift directly impacted communities.



LA JUSTICIA DE VIVIENDA ES JUSTICIA REPRODUCTIVA



Andrea Rosales

Gender Justice

This year we met the moment of historic attacks on body sovereignty. From the leaked Supreme Court memo stripping abortion rights to state-by-state battles, our art commissions project a world of physical, mental, social, and economic well-being. In addition to linking arms with gender justice partners, our shared **stories gained coverage** in Hyperallergic, a premier arts outlet.

Our 2021 story campaign connecting reproductive justice to housing brought a policy victory this year. The partnership with **California Latinas for Reproductive Justice (CLRJ)** to pass rent control in Bell Gardens, CA, landed a win with persuasive video and images. On social media, organizers of this primarily Latiné community gave us a loud shout out for “literal life-changing artwork.”



Climate Justice

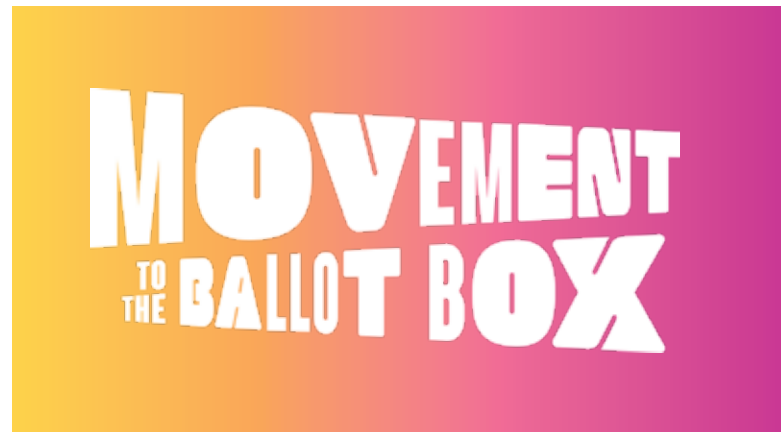
Joy and hope in the face of climate crisis? Yes. From local actions to Hollywood writing rooms, we continue to show that stories grounded in power are the way to change minds by sparking our emotions and imagination. In 2022 we rolled out cultural strategies with cultural and climate movement partners, bringing stories from and by the frontlines to the world.

- ▶ President Favianna Rodriguez and Jeannine Kayembe Oro, Senior Program Manager of Climate, participated in the **U.N. Climate Change Conference (COP27)** in Sharm El Sheikh, Egypt, expanding our presence from last year into the official conference zone. Her statements were picked up across **45 different news outlets** with a reach of **65 million** in just three articles alone.
- ▶ We partnered with Good Energy Project to release a groundbreaking playbook for Hollywood screenwriters aimed at growing climate stories that bridge frontline wisdom and narrative research.
- ▶ We sponsored, facilitated and executive produced the **Hollywood Climate Summit** with Young Entertainment Activists (YEA) for a third year, seeing a 90% increase in registrants over last year (1,484) from more than 50 countries. This led to an invitation to an event of the Academy of Motion Pictures Arts and Sciences to inform its efforts to foster a more sustainable film industry.



Civic Engagement

In the spirit of building on what works, this year's Movement to the Ballot Box, evolved as a year-long, nonpartisan civic engagement storytelling campaign. With young BIPOC people in mind, our art and stories connected issues of climate, gender, racial and migrant justice to voting and civic participation. Showcasing more than 24 artists, we harnessed social media, 40 influencers, paid digital, public art and local events, and shared a creative brief for unified narratives in five key states, including Georgia, North Carolina, Michigan, Wisconsin, Ohio, Texas, and Arizona. Partners included Movement for Black Lives, Illuminative, Culture Surge, Harness, and the Texas Organizing Project. We also partnered with HBO Insecure star, Kendrick Sampson's organization, BLDPWR, to produce Roll to the Polls, voter engagement and roller skating events in Los Angeles and Houston.



Tony Carranza



Health Equity

We collaborated with Vaccinate All 58 to increase COVID-19 vaccination in California's Central Valley. Cultural Power led a five-month campaign for the California Department of Public Health to organize local artists, influencers and organizations to create digital content intended to reach Latinx youth in Fresno county. The content was focused on engaging stories that encourage vaccination and boosters amidst unvaccinated and not-fully-vaccinated populations. This quick and focused campaign taught us a number of lessons, including how to take risks and really know our audience.

The stories celebrated three narratives:

- ▶ A just, sustainable, joyful world is possible and necessary
- ▶ We get through this together
- ▶ Freedom to Thrive

Our stories:

- ▶ Reached 1.7 million viewers
- ▶ Tested statistically significant for vaccine persuasion



Nina Yagual





FIELD BUILDING

Build collective power among BIPOC artist disrupters, culture bearers, cultural strategy organizations and movement partners working at the intersections of art, culture and social justice. Through place-based strategies, we're growing the narrative infrastructure to advance a multi-racial coalition.





Constellations Culture Change Fund & Initiative

- ▶ Having raised over **\$10 million** to build a cultural strategy ecosystem for BIPOC cultural creators and movement groups, we hired a full team and impact evaluators, articulated our narrative system and values, and launched a fully paid fellowship, a radical regrantsing program, and a community convening.
- ▶ In its inaugural funding year, the fund awarded \$2 million to BIPOC cultural organizations and more \$3,000 in artist commissions.
- ▶ Word is getting out with Inside Philanthropy citing Constellations as a “trend to watch,” including coverage in the Grantmaking in the Arts (GIA) Reader.





Thought Leadership

President Favianna Rodriguez appeared in a range of media, including Forbes, Nonprofit Quarterly, CNN, Bloomberg, Yes! Magazine, PopSugar, Daily Kos, and Variety. HyperAllergic featured our leaders and artists in three separate stories. Favianna appeared regularly on national panels on topics ranging from climate change, representation in Hollywood, and gender justice; and spoke to impact investors and entrepreneurs at Art Basel and Sundance Film Festival.

At home, we walked the talk, putting in place a model for equitable leadership, talent growth, and pay. For the second year in a row, our artist contract agreement that protects intellectual property is being picked up by other organizations. Finally, we grow our own, by offering our staff fellowships to move them on their journey as artist disruptors. Come join the good circle.





Angelica Frausto



Oluwafemi

We've Learned

- ▶ Great content requires well resourced distribution plans
- ▶ Micro-influencers are powerful content creators
- ▶ Content created for specific communities performs best
- ▶ Investment directly in artists and artist cohorts is required to building the narrative infrastructure needed to combat disinformation
- ▶ Investment in culture bearers is a gap in our field that requires specific strategies, listening, and learning
- ▶ Care is essential for our success and clarity is a form of care.

