



THE COLLECTIVE INITIATIVE

02 September 2014

WELCOME TO TCI

Storytelling, as defined by Wikipedia is the converting of events in words, and images, often by improvisation or embellishment. Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values. It goes without saying, Media, in all its various forms, from movies to television, from print to digital and video has the ability to influence us all. Indeed, it can be said, that media images contribute greatly to how we think about ourselves in relation to others.

*When marginalized groups in society are absent from stories a nation tells about itself, or when media images are rooted primarily in stereotype, inequality is normalized and is more likely to be reinforced over time through our prejudices and practices. (*2014 Hollywood Diversity Report)

This is why media systems throughout the world, from broadcast television to local radio should be fully representative of the communities that they serve. A diverse media is one that is inclusive of people of color, women, lgbt and the disabled in content (what we see and hear), employment (writers, reporters, actors, directors and producers) and, most importantly, ownership of and who dictates what we see and hear, so that stories of all people of our diverse world can be told.

The Collective Initiative [TCI] came into being as an evolution of the first Minority Independent Producers Summit held in June 2014. It was the first event of it's kind held focusing on raising the discussion of diversity in media today on a public platform. And also a forum solely focused on the business of film, television and digital online industries for independent producers and content creators from underrepresented communities such as those of color, women, lgbt and the disabled.

As we now expand across the globe with some incredible international partners we are even more deeply committed to diversity in media and enabling more opportunities and resources for underrepresented content creators around the world. We look forward to you joining us in this next chapter of an ongoing journey.

Sincerely yours,

Anre Garrett
The Collective Initiative
Founder / Executive Director