

DIGITAL BLACK POWER

Social Media and Justice

Thursday, August 21st

Association of Black Foundation Executives



Association of Black Foundation Executives

Edward Jones

Join the conversation on
Twitter @ ABFE #ABFE

FACEBOOK “Association of Black Foundation Executives”

Schomburg Center for Research in Black Culture

Alvin Louis Starks

WEBINAR AGENDA

I. Welcome and Framing

II. Presentations

III. Interactive Q&A

IV. Closing and Next Steps

FEATURED PANELISTS

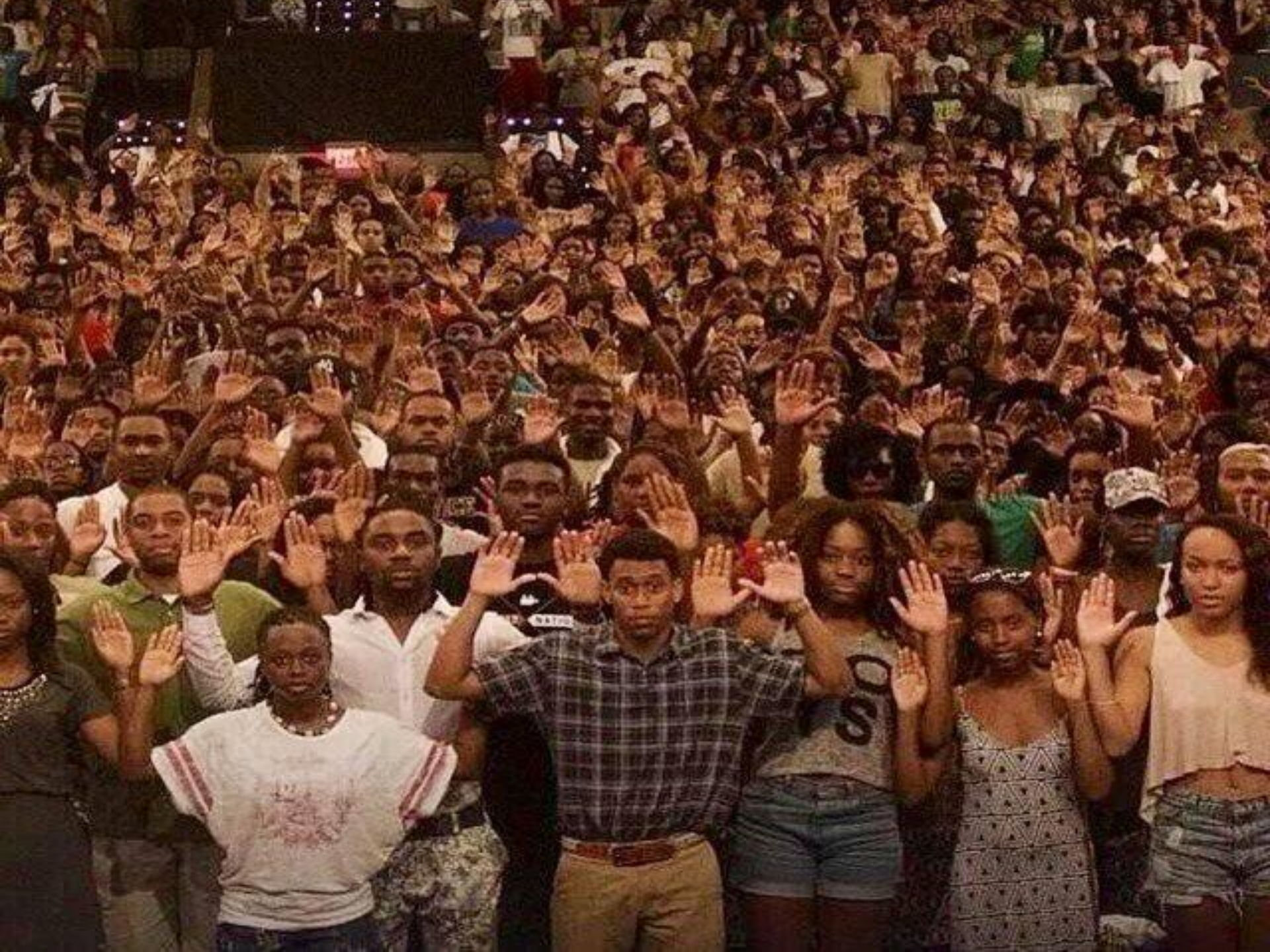
Cedric Brown, *Kapor Center for Social Impact*

Darnell Moore, *YOU Belong and The Feminist Wire*

Malkia Cyril, *Center for Media Justice*

Brittney Cooper, *Rutgers University and Crunk Feminist Collective*

Rashad Robinson, *Color of Change*



Undeniably, the new digital age has redefined America and shifted the landscape for social justice advocacy for black communities.

More and more individuals receive their information through social media and advocates have developed new strategies to communicate their work through multi-media platforms and online organizing strategies.




Over the last decade, new civil rights issues have emerged for advocates including: access to broadband support; diversity in the technology sector; education and coding; and federal media policy reform.

This webinar will explore the growing role philanthropy and advocates can play to secure media justice, use social media, increase opportunities for Blacks in the technology sector and better understand how the Information Age has shaped a new frontier for organizing and advocacy in the black community.

CEDRIC BROWN

Managing Partner
Kapor Center for Social Impact



DIGITAL BLACK POWER: SOCIAL MEDIA & JUSTICE

ABFE Webinar
August 21, 2014

Presentation by
Cedric Brown, Managing Partner
Kapor Center for Social Impact
2007 ABFE Fellow
[@cedbrownsaid](#)

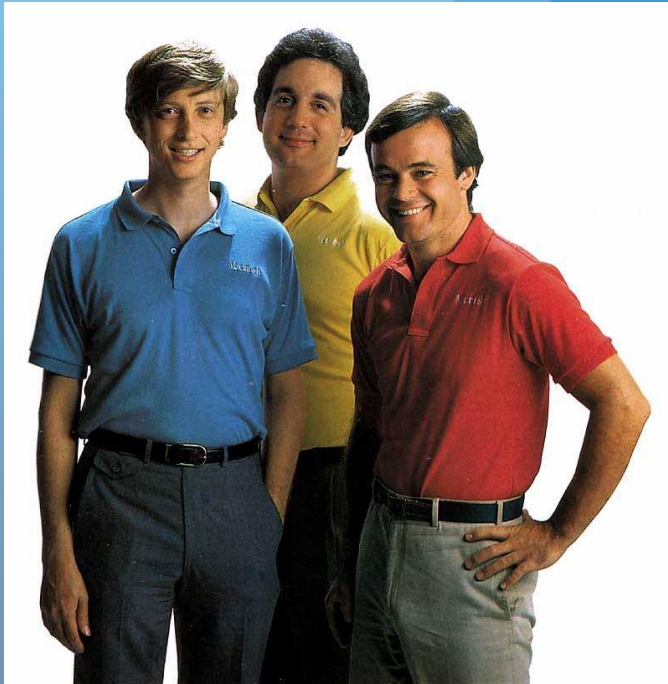
Who We Are:

- Formerly the Mitchell Kapor Foundation
- Launched in 2013
- Building a diverse tech ecosystem
- Hold \$40M endowment
- Based in Oakland, CA

Our

Founders:

Mitch Kapor



Freda Kapor



Thesis:

Diverse creators will utilize tech to address pressing social issues and needs.

In order to do this, we must expand the reach and makeup of the tech ecosystem.

Funders can:

- Support organizations working on the pipeline issues, which overlap with “more traditional” issue areas
- Explore appropriate mission- and program-related investing PRI opportunities
- Insist on social impact and diversity screens

THE ACHIEVEMENT GAP

CERTIFICATE



BLACK FOUNDERS

MVMT50

BUILDUP

CODE2040



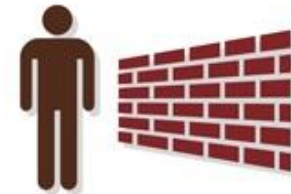
Hidden GENIUS Project



#YES WE CODE



THE OPPORTUNITY GAP



THE ACCESS GAP

**So how is this
going to help
OUR people?**



Greater tech access will:

- Increase access to 21st century “good jobs” in a booming economic sector
- Build opportunities for wealth through entrepreneurship
- Augment creation of tech-driven solutions and products that address community issues:

Hutson, Pigeonly



Christian, Five-O



SWEDU Oakland – BMA, HelpCircles

Bell, Detroit Water Project

Cedric Brown

cedric@kaporcenter.org

Thank you!

DARNELL MOORE

Co-Founder, YOU Belong
Managing Editor/Partner, The Feminist Wire

THE RELATIONSHIP of SOCIAL MEDIA and SOCIAL CHANGE

DARNELL L. MOORE

Co-Founder, YOU Belong

Managing Editor/Partner, The Feminist Wire

Social Media Democratizes Knowledge Sharing



Social Change Follows Consciousness Raising



Social Media is a Medium for Consciousness Raising



MALKIA CYRIL

Executive Director
Center for Media Justice

Racism's narrative is a **STRUCTURAL** problem with structural solutions



“Media can drive **RACIAL EQUITY**, to the degree that is is democratized.”



Hands Up: The 21st Century Battle for **MEANING**



MEDIA JUSTICE

Access. Rights. Ownership. Accountability.



The proactive reinforcement of media, technology, and cultural policies and institutional practices that drive quality education, racial equity, and economic fairness for all.

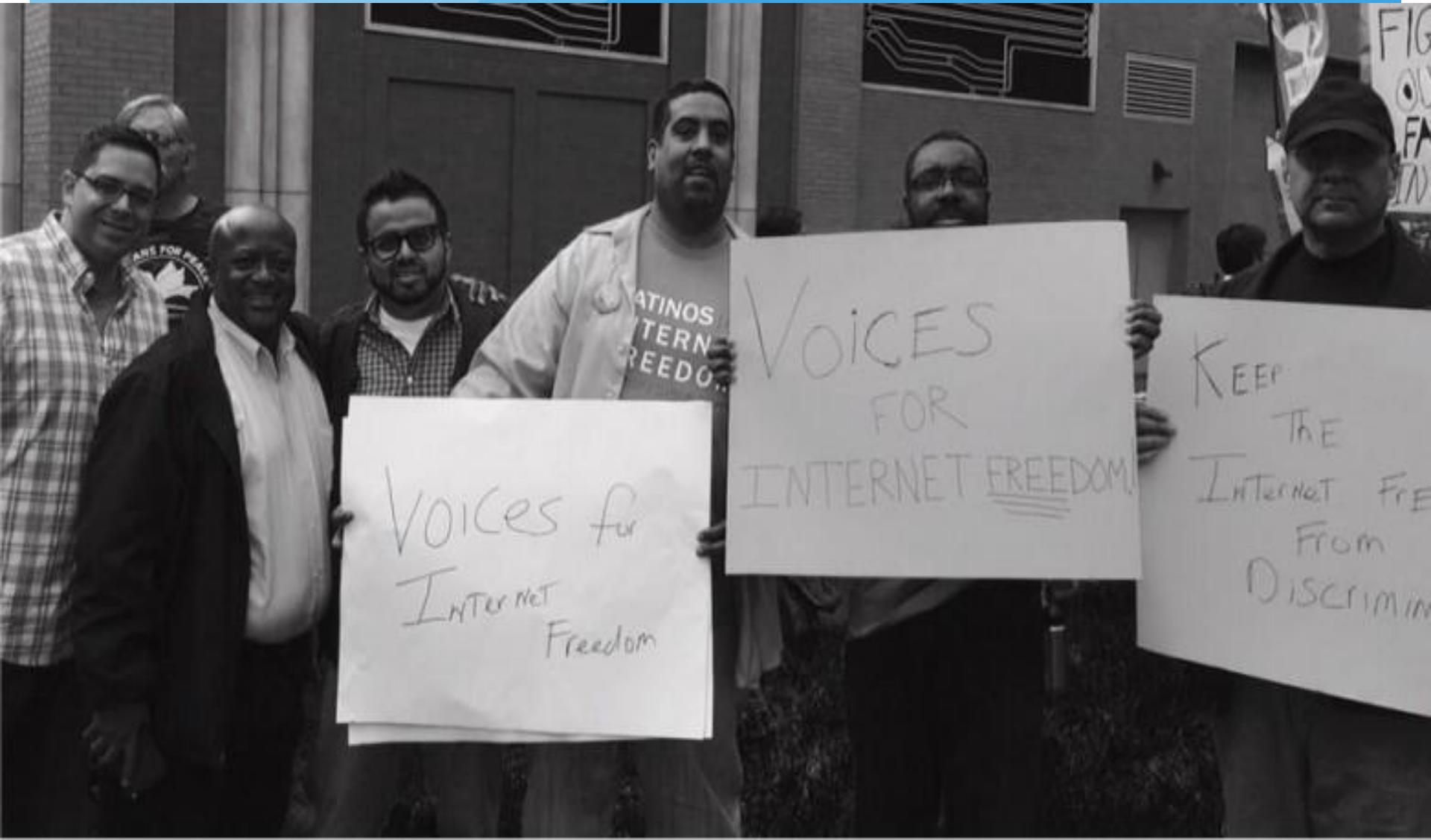
DISCONNECTION

The Fight for Equal Access



DISCRIMINATION

The Fight for Equal Voice



DISADVANTAGE

The Fight for an Equal Future

Gentlemen let the Boy Barney pass
repass from the first of June till
to Columbia Mo
for this date 1852 Samuel G.



Protecting Black Media Access, Rights, and Representation is a Civil Rights Issue



1. Pass state and federal policies to limit the use of digital technologies for targeted and indiscriminate surveillance.
2. Reclassify broadband as a public utility, and protect Black voices online with the strongest net neutrality rules possible.
1. Ensure media companies pay their fair share to our cities, and support our anchor institutions.

BRITTNEY COOPER

Professor, Rutgers University

Co-Editor, Crunk Feminist

The Power of Black Twitter

- #PaulasBestDishes
- #TimeTitles
- #BlackPowerIsForBlackMen
- #TrayvonMartin
- #MikeBrown #Ferguson

Digital Black Labor

- Case Study: Crunk Feminist Collective
 - 1 Million unique blog views annually
 - 32K Facebook followers
 - 20K Twitter Followers
 - Tumblr
 - A team of 4-7 consistent writers at any given moment
 - Revenue - donations and speaking engagements

Digital Black Media Power

- Leveraging Social Media to Change the Narrative
- Leveraging Social Media to Organize
- Leveraging Social Media to Put Forward New Voices

Opportunities for Philanthropy

- Funding convening spaces for social media power brokers and activists to share resources and strategies
- Creating funding streams bloggers, blog sites, and creative digital engagement projects.
- Aiding groups/individuals that want to create infrastructure to link online and on-the-ground efforts

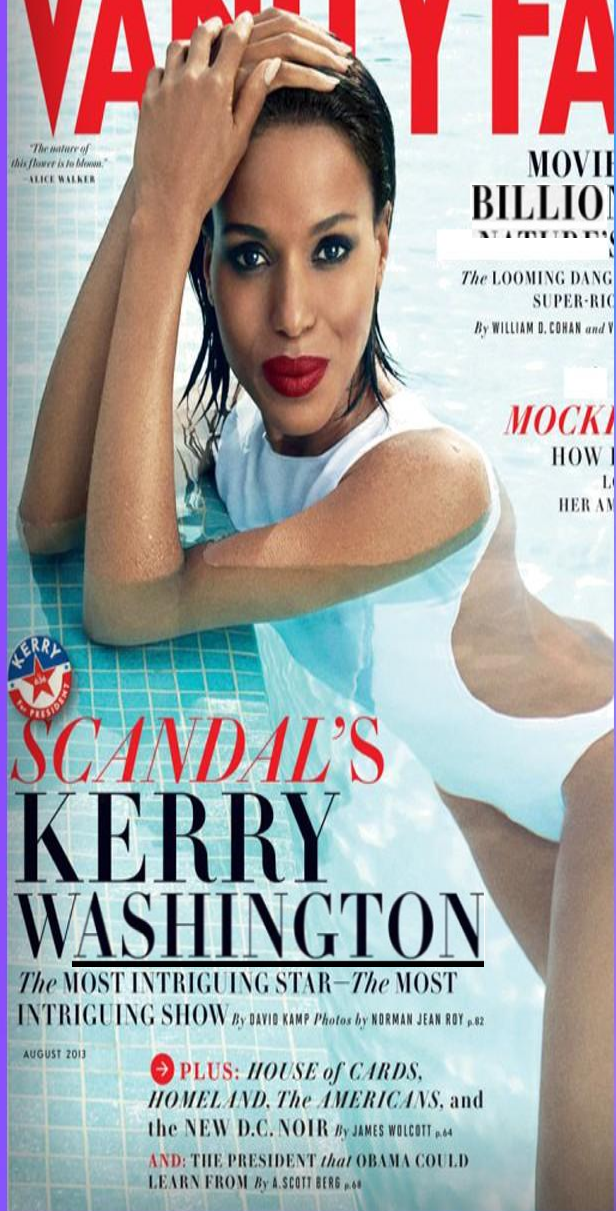
RASHAD ROBINSON

Executive Director, Color of Change

EXCLUSIVE: THE INSIDE STORY of the BENGHAZI RAIDS

VANITY FAIR

"The nature of this flower is its bloom."
—ALICE WALKER



MOVIE BILLIONAIRES
The LOOMING DANGERS OF SUPER-RICH
By WILLIAM D. COHAN and V...

MOCKINGBIRDS
HOW I...
HER AN...



SCANDAL'S KERRY WASHINGTON

The MOST INTRIGUING STAR—The MOST INTRIGUING SHOW
By DAVID KAMP Photos by NORMAN JEAN ROY p. 82

AUGUST 2013

➔ **PLUS:** HOUSE of CARDS, HOMELAND, The AMERICANS, and the NEW D.C. NOIR
By JAMES WOLCOTT p. 64
AND: THE PRESIDENT that OBAMA COULD LEARN FROM
By A. SCOTT BERG p. 68

WIDE



7 billion teachers

HUGH HERR
is building bionic limbs

THE LAB THAT'S INVENTING FUTURE

➤ AN IN-DEPTH REPORT FROM INSIDE MIT'S MEDIA LAB

FOLDING CARS!
HOME-MADE PHONES!
MUSICAL BANANAS!

NOVEMBER 2013

The hard truth about income inequality
BY RANA FOROOGHAR

Either I: x hoxil
out get used to failure
BY FAREED ZAKARIA

Few poll: iPhones vs. IRAs
BY MICHAEL CROWLEY

TIME

I LIVE

CAN YOU STILL



MOVE UP IN



AMERICA?

We all want to be known
for the changes we achieve,
not those we resist.





Honor Trayvon Martin: Build the movement



Take Action

Name

(optional) Email

Phone

Address

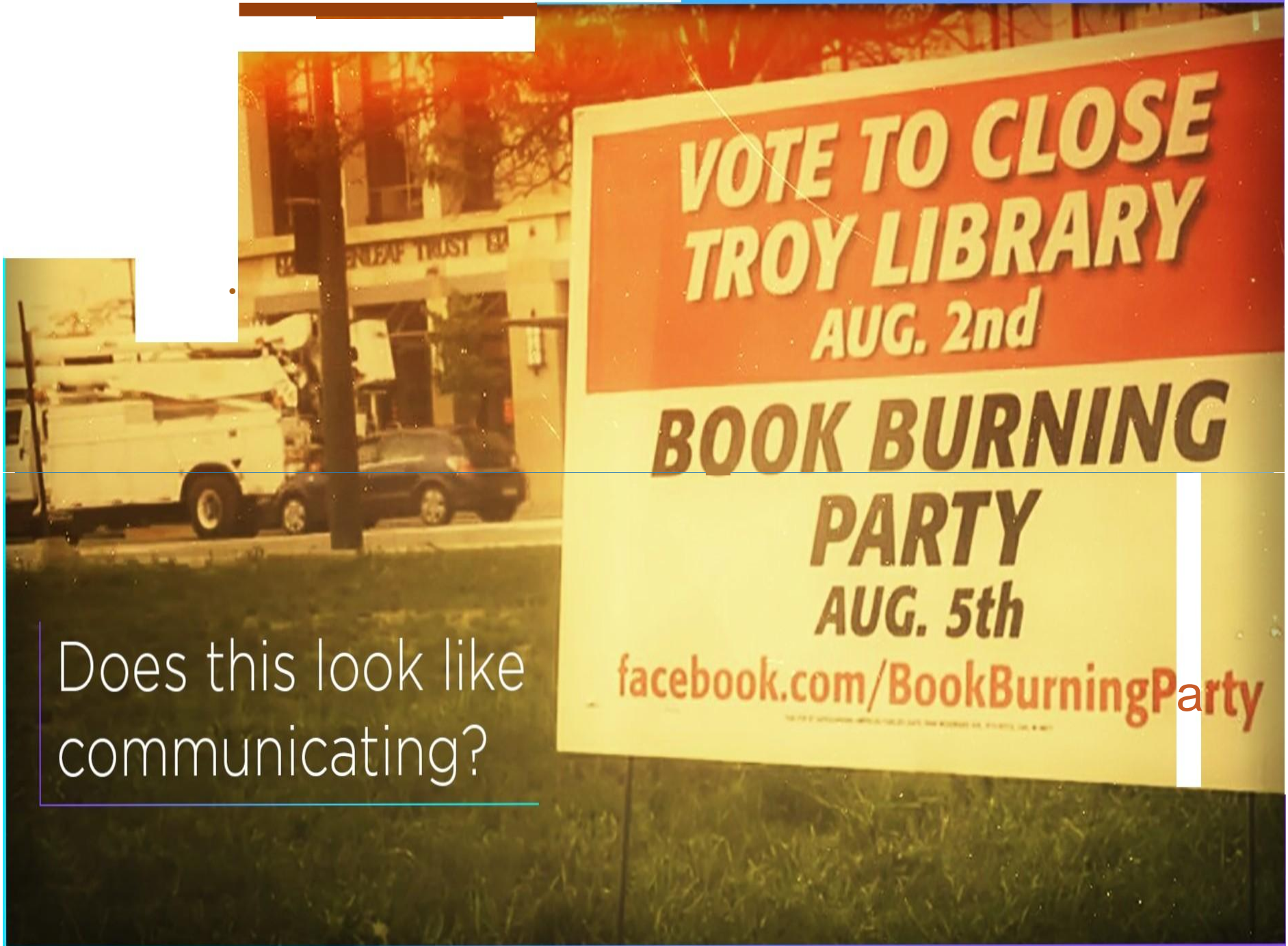
Does this look like joining?

**VOTE TO CLOSE
TROY LIBRARY
AUG. 2nd**

**BOOK BURNING
PARTY
AUG. 5th**

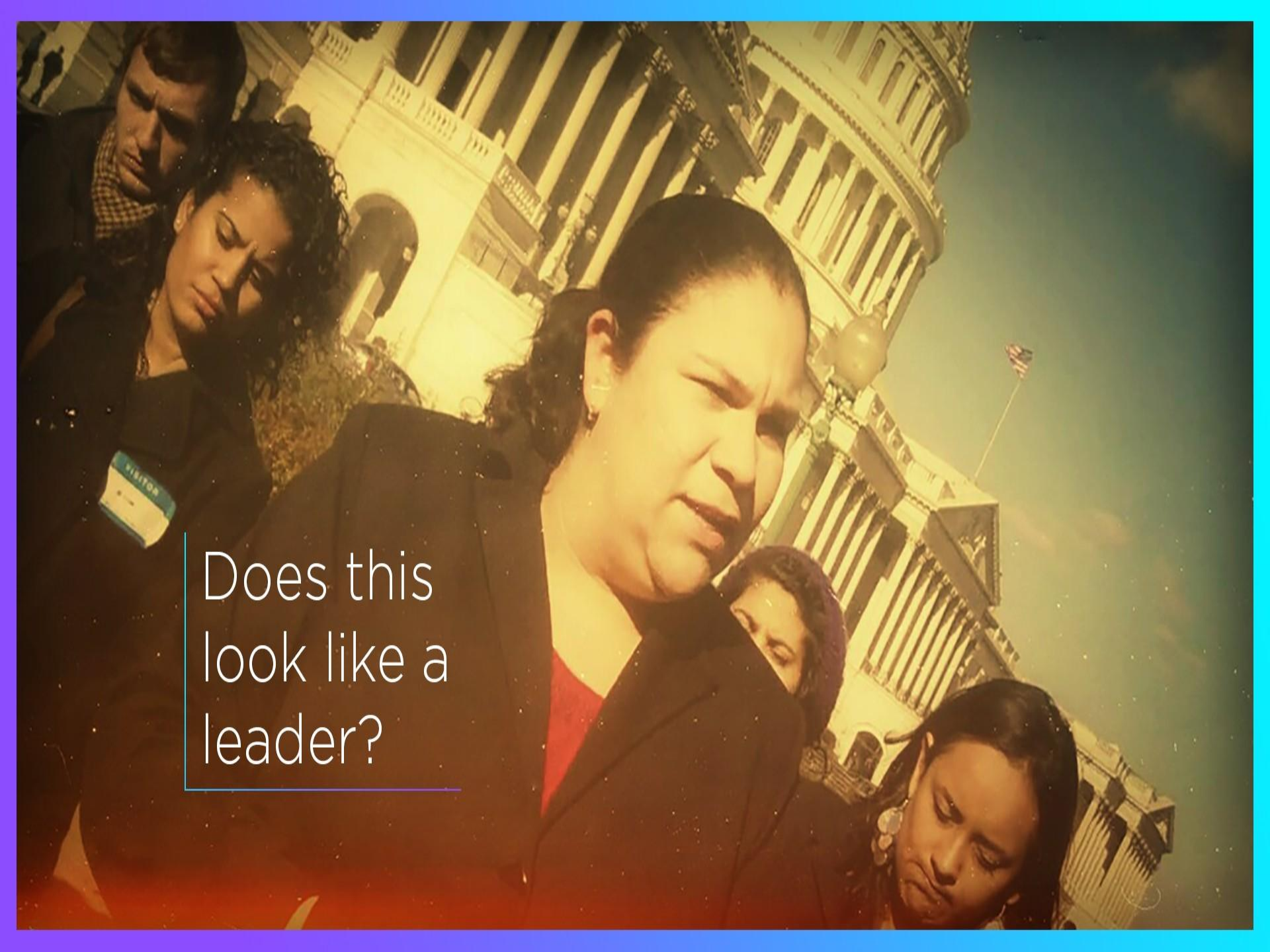
facebook.com/BookBurningParty

Does this look like communicating?



Does this look like an expert?

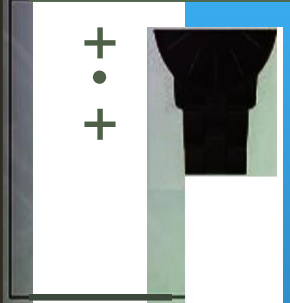
HUFF
POST
LIVE

A photograph of a group of people standing in front of the United States Capitol building. The image has a warm, golden-yellow color cast. In the foreground, a woman with dark hair pulled back is looking down with a serious expression. To her left, another woman with curly hair is also looking down. In the background, the iconic dome and columns of the Capitol are visible under a clear sky. An American flag is seen on a tall pole to the right. The overall mood is somber and contemplative.

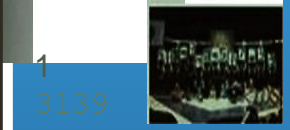
Does this
look like a
leader?

T L Cadence is an awesome company that is giving away FREE watches to redditors and has helped pay for 19.21 years of reddit server time since 2010

(sweepstakes.cacencevlatc .oin , promoted by caaencil/Jatch



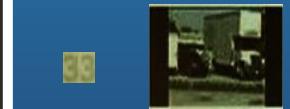
Search reddit
username password
remember me reset password



1 Penn State's THON 2014 just raised \$13,343,517.33 for the cause of pediatric cancer! For The Kids!



2 Took a selfie through a paper towel roll, it turned out really creepy



3 That a man sued Bank of America for erroneously foreclosing on his home and won. When they didn't pay fees, he foreclosed their bank



Does this look like an influencer?

4 I started life as an Orphan and human scavenger - earned 2 degrees at UC Berkeley and now run 3 including a non-profit, and was named 2014

forbe AMA!

Does this
look like an
argument?



Does this
look like
where
change
actually
happens?

Powerhouse Roundtable

SECOND TERM SLUMP

Obama's Unexpected Hurdles

abc NEWS
.com

week

Does this look like
someone who can
stay on top of it all?



INTERACTIVE
QUESTION AND ANSWER
PERIOD

CLOSING REMARKS

TWITTER @ ABFE #ABFE

Facebook “Association of Black Foundation Executives”

THANK YOU