DIGITAL BLACK POWER

Social Media and Justice
Thursday, August 21st
Association of Black Foundation Executives
Association of Black Foundation Executives

Edward Jones
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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.
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

Freada Kapor

Klein
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
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:
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
Racism’s narrative is a **STRUCTURAL** problem with structural solutions

*Everything that we see is a shadow cast by that which we do not see.*

– Martin Luther King, Jr.
“Media can drive RACIAL EQUITY, to the degree that is is democratized.”
Hands Up: The 21\textsuperscript{st} Century Battle for MEANING
MEDIA JUSTICE

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
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 for bloggers, blog sites, and creative digital engagement projects.
- Aiding groups/individuals that want to create infrastructure to link online and on-the-ground efforts
Either I: x

hilt
We all want to be known for the changes we achieve, not those we resist.
Honor Trayvon Martin: Build the movement

Take Action:

Name

Street Address

City, State Zip

Does this look like joining?
Does this look like communicating?
Does this look like an expert?
Does this look like a hero?
Does this look like a leader?
TL 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.

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

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

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

I started life as an Orphan and human scarecrow earned 2 degrees at UC Berkeley and now run 3 c including a non-profit, and was named Forbes AMA!
Does this look like an argument?
Does this look like where change actually happens?

Powerhouse Roundtable
SECOND TERM SLUMP
Obama's Unexpected Hurdles
Does this look like someone who can stay on top of it all?
INTERACTIVE
QUESTION AND ANSWER PERIOD
CLOSING REMARKS
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THANK YOU