



The Future of Diversity in Hollywood: Myths and Reality

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Convergence of Technology and Media
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Adam Moore,
National Director of EEO and Diversity for SAG-AFTRA

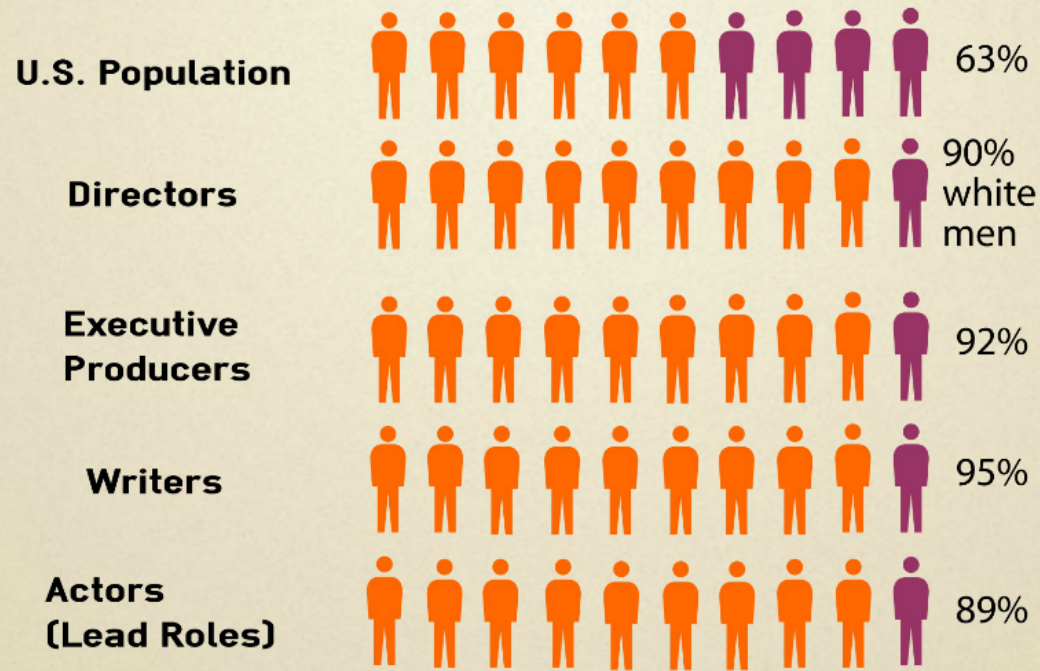


Tory Metzger
Former agent at Creative Artists Agency (CAA)

Hollywood's



Whites in Hollywood






1. "Middle America" Audience
2. Scapegoating

DIRECTOR



- 
1. "Middle America" Audience
2. Scapegoating

- 
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"Middle America" Audience

The thing is that you are dealing with producers who are just interested in money. They say, "Latinos are not going to sell in middle America"

- Latino actor

More than 1/4 of population in Middle America is non-white,
Majority of kids under 5 are already non-white

People of color are the biggest consumers of media

Ratings peaked for broadcast TV shows featuring casts
with greater than 40% people of color.

Social Media engagement peaked for both broadcast and cable
scripted shows that reflect U.S. diversity.

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Scapegoating

We are no longer doing movies with women in the lead.

- Jeff Robinov (Warner Brothers President of production) reportedly after experiencing two under-performing films with female leads.



Films with female protagonists or female ensemble cast earn similar box office grosses and DVD sales as films w/male protagonists.

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How to Do Diversity?



Films with diverse casts enjoyed the highest global box office receipts & highest median return on investment.

International market makes up nearly 70 percent of movie studios' annual box-office revenue, with China the world's second biggest movie market after the United States.



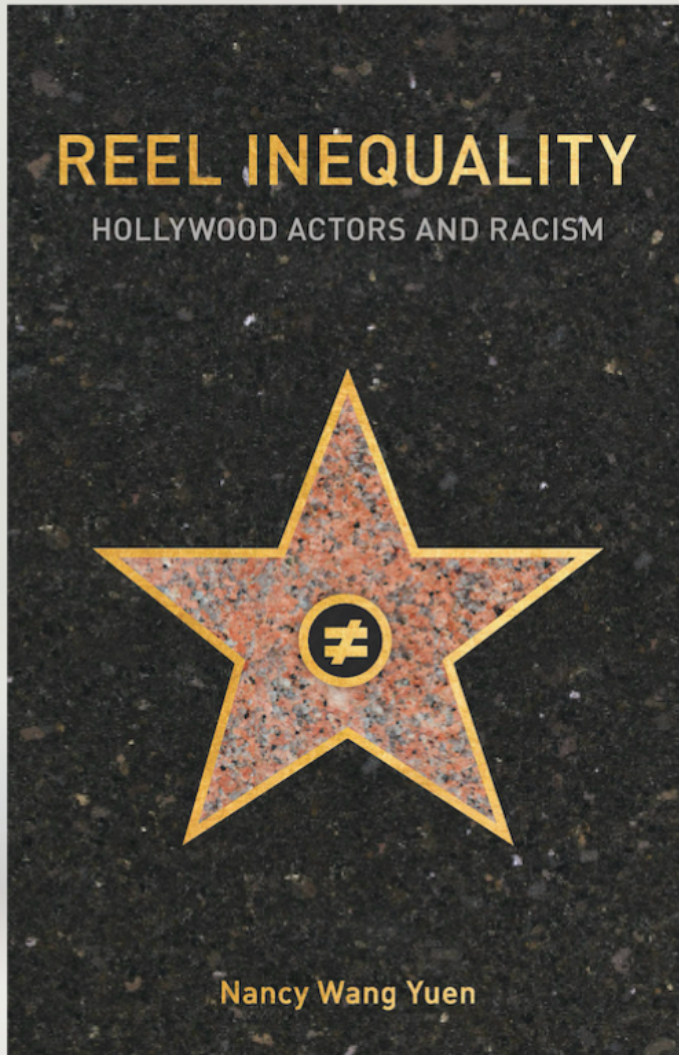
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Diversity Programs That Get Results

Companies do a better job of increasing diversity when they forgo the control tactics and frame their efforts more positively. The most effective programs spark engagement, increase contact among different groups, or draw on people's strong desire to look good to others.

% CHANGE OVER FIVE YEARS IN REPRESENTATION AMONG MANAGERS

| Type of program | White | | Black | | Hispanic | | Asian | |
|-----------------------------------|-------|-------|-------|-------|----------|-------|-------|-------|
| | Men | Women | Men | Women | Men | Women | Men | Women |
| Voluntary training | | | +13.3 | | +9.1 | | +9.3 | +12.6 |
| Self-managed teams | -2.8 | +5.6 | +3.4 | +3.9 | | | | +3.6 |
| Cross-training | -1.4 | +3.0 | +2.7 | +3.0 | -3.9 | | +6.5 | +4.1 |
| College recruitment: women* | -2.0 | +10.2 | +7.9 | +8.7 | | +10.0 | +18.3 | +8.6 |
| College recruitment: minorities** | | | +7.7 | +8.9 | | | | |
| Mentoring | | | | +18.0 | +9.1 | +23.7 | +18.0 | +24.0 |
| Diversity task forces | -3.3 | +11.6 | +8.7 | +22.7 | +12.0 | +16.2 | +30.2 | +24.2 |
| Diversity managers | | +7.5 | +17.0 | +11.1 | | +18.2 | +10.9 | +13.6 |

<https://hbr.org/2016/07/why-diversity-programs-fail>