MARKETING FOR GOOD
Let’s Change the World
US media coverage on Muslims more negative than any other minority group, study finds

New study reports women remain grossly underrepresented in global media

'd National Geographic' Acknowledges Decades of Racist Coverage Through 'Elite, White American Point of View'

A DANGEROUS DISTORTION OF OUR FAMILIES

New study reports women remain grossly underrepresented in global media
Same day. Same crime. Same news station. One University pics. The other mugshots.
Throw Away the Script: How Media Bias Is Killing Black America

Media Po Male Out

From the perspective of most links media representations of summarised as follows:

- For various reasons, media lives and reality of black lives
- In turn, media consumpt related to black males (se males themselves)
- Finally, these distorted u real-world consequence


James Kelvom-Pool/Getty Images

Media injustice, which leads to both the erasure and criminalization of marginalized communities, has had dire consequences for both the psyches and lived experiences of black people in the United States since at least the 18th century, when newspapers ran lost-and-found ads for runaway slaves.
Extensive Data Shows Punishing Reach of Racism for Black Boys

By FINLEY BAGGER, CLAIRE WIX WILDS, ADAM PEARCE and KEVIN QUINN  MARCH 13, 2018

Black boys raised in America, even in the wealthiest families and living in some of the most well-to-do neighborhoods, still earn less in adulthood than white boys with similar backgrounds, according to a sweeping new study that traced the lives of millions of children.

White boys who grow up rich are likely to remain that way. Black boys raised at the top, however, are more likely to become poor than to stay wealthy in their own adult households.

Most white boys raised in wealthy families will stay rich or upper middle class as adults, but black boys raised in similarly rich households will not.

Even when children grow up next to each other with parents who earn similar incomes, black boys fare worse than white boys in 90 percent of America. And the gaps only worsen in the kind of neighborhoods that promise low poverty and good schools.
Anywhere the Eye Can See, It’s Likely to See an Ad

By LOUISE STORY  JAN. 15, 2007

Clockwise from top left: new venues for ads include a video screen in a taxi; eggs; a turnstile; and the examining table in a doctor’s office.

Add this to the endangered list: blank spaces.
Average Adult’s Daily Media & Ad Exposure

<table>
<thead>
<tr>
<th></th>
<th>1945</th>
<th>1985</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL MEDIA MINUTES</td>
<td>309</td>
<td>433</td>
<td>590</td>
</tr>
<tr>
<td>ADS EXPOSED (1)</td>
<td>340</td>
<td>296</td>
<td>362</td>
</tr>
<tr>
<td>ADS NOTED (2)</td>
<td>124</td>
<td>121</td>
<td>153</td>
</tr>
</tbody>
</table>

(1) Ads that could have been seen/heard.
(2) Ads that attracted the audience’s full attention for a few seconds or more

Source: 9/14 Media Dynamics, Inc.
5,000+
https://www.youtube.com/watch?v=5qkJHgkUzDA
We can make it better!

1. Spend (and stop spending) with purpose
2. Art imitates Life
3. Diverse DECISION MAKERS