## How Hollywood and the Media Can Help Promote Independent Living for People With Disabilities

Lisa Trygg May & Stanley Smith Charitable Trust Jennifer Laszlo Mizrahi RespectAbility United States

**Keynote Speech** 



Thursday, February 22, 2019 10:00 AM



#### **Keynote Introduction**

We want to share effective tools you can use to engage the entertainment industry and the media to support and promote independent living for people with disabilities



#### **Born This Way**

- Born This Way chronicles the lives of a diverse group of 7 young men and women with Down syndrome who are defying society's expectations by striking out on their own and pursuing lifelong dreams including jobs, housing, health and even marriage.
- The widely popular show has earned 3 Emmy awards including Best Reality TV Show, and it was the 2018 Critics' Choice Award winner for Best Unstructured Reality Series. The program is now syndicated internationally.



#### **Introduction: Born This Way**

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#### Lisa Trygg

# MAY & STANLEY SMITH

#### CHARITABLE TRUST



Son Chris, Award-Winning Baker



Daughter Jennifer, Job Coach



Senior Program Officer May & Stanley Smith Charitable Trust



#### Jennifer Laszlo Mizrahi



Dyslexic and has ADHD Founder and President, RespectAbility

# respect able to the stigmas. Advancing opportunities.



#### Warm, But Not Competent



http://www.people.hbs.edu/acuddy/2008,cuddy,fiske,&glick,Advances.pdf



#### **Poll-Tested Messages That Work in the United States**



Studies show that 70% of people with disabilities want to work and that the majority of young people with disabilities can get jobs and careers when they are given the right opportunities and supports.

Only 35% of working age people with disabilities has a job and the poverty rate of working-age people with disabilities is over twice tha of persons without disabilities (29% compared to

13%).

disabilities in ou schools today.

There are more than six million children with disabilities, including more than a million black/African American and 1.5 million LatinX students with disabilities in our



#### **Message Repetition**

People need to hear a message at least 7 times to change behavior.

# REPEAT REPEAT REPEAT REPEAT REPEAT REPEAT REPEAT



#### **Important Statistics**

- While one in five people have a disability, according to GLAAD, just 2.1 percent of scripted television characters (18 people) have disabilities in 2018-2019 season.
- In film, only <u>2.7 percent</u> of all speaking or named characters were shown to have a disability in 2016 (up from 2.4 percent in 2015). None of the leading characters were from an underrepresented racial/ethnic group or the LGBTQ community.
- Actors <u>without disabilities</u> play more than 95 percent of all characters with disabilities on television. Many characters are shown in a negative and inaccurate light.



#### **Powerful Media Tools**

- TV Shows: 9-1-1, Crazy Ex-Girlfriend, The Good Doctor, The Fosters, Speechless, This Is Us
- Movies: Sundance Institute, ReelAbilities
- Traditional Media & Op-Eds: New York Times, Washington Post, USA Today
- National Public Opinion Polls
- Public Service Announcements



#### **PSA: Working Works**





#### **Op-Eds**

This sampling of op-eds discuss the number of people with disabilities who are striving for work, the value they bring to the workplace and the role of independence, including independent living, plays in employment and community acceptance. They underline current problems, celebrate past achievements and offer suggestions for further change:

- The Chronicle of Philanthropy <u>How Foundations Can Ensure Diversity Efforts</u>
  <u>Include People With Disabilities</u>
- The Daily Caller <u>We Expect Too Little From People with Disabilities</u>
- Dallas Morning News <u>People with disabilities are making gains in employment,</u> <u>especially in Texas</u>
- USA Today People with disabilities are rapidly joining the workforce. That's a hopeful trend.
- Variety Hollywood Needs to Include People With Disabilities on Both Sides of the Camera
- The Hollywood Reporter <u>Hollywood Calls for Inclusion Should Not Overlook</u> <u>People With Disabilities</u>



#### **Hollywood Disability Inclusion Toolkit**

# The RespectAbility Guide to Inclusion in the Entertainment Industry

- Help entertainment professionals to promote positive, accurate and diverse portrayals of people with disabilities
- Encourage the hiring of more people with disabilities in acting and other Hollywood jobs





#### Working with the Entertainment Industry

- A&E: Born This Way
- Disney/ABC Television Group
- NBC/Universal
- Netflix
- Pixar Animation Studios



ANIMATION STUDIOS



#### Impact

• What we see and hear impacts our thoughts and feelings, which can have life and death consequences.

#### Results

- The number of people with disabilities getting acting jobs in the last year has at least doubled.
- While this is due to more than just the media, there also has been a 4-fold improvement in jobs for people with disabilities in America.



#### **The Good Doctor**





#### **Opportunity for the Entertainment Industry**

Opening the inclusion umbrella is the right thing to do as well as economically smart given that the disability market is valued at more than \$1 trillion.





#### **Replicate It In Your Community**

- Public opinion research is vital so that you know what the best message is to move people who are not already with us.
- Conduct focus groups for qualitative research to test potential messages. Test those messages in a statistically valid poll. Find the most costeffective way to repeat those messages over and over again in front of your target audience.
- We've found utilizing the entertainment and news media industries is the most cost-effective way to break stigmas.
- And you can do this with traditional and social media. No matter where you live, you can do this too.
- We have a free webinar (in English) on how you can write op-eds and get press: <u>https://www.respectability.org/2018/09/webinar-winning-op-eds/</u>.



#### **Ollie Cantos Adopted Blind Triplets Who Became Eagle Scouts**





#### **Becoming Quote-Worthy**



https://www.respectability.org/resources



#### **Delivering Impactful Resources**



#### **Resources You Can Use**

- Education Resources on Disability Issues
- ➤ Employers Embracing Employees with Disabilities
- > Ending the School-to-Prison Pipeline
- > Entertainment Professionals
- ► Faith Inclusion
- Inclusive Philanthropy
- > Recursos en Español
- > Job Seekers with Disabilities
- Policy Makers
- Translate » > Sex Education Resources

#### https://www.respectability.org/resources



#### **Contact Us**

## Lisa Trygg

Senior Program Officer, May & Stanley Smith Charitable Trust <u>ltrygg@smithct.org</u> <u>www.smithct.org</u>

## Jennifer Laszlo Mizrahi

President, RespectAbility JenniferM@RespectAbility.org www.RespectAbility.org