

Systemic Racism in Hollywood

Systemic racism exists everywhere in America, including Hollywood. The entertainment industry has historically made it difficult for creators of color to enter and thrive.



The Rae Way

Issa Rae opened the doors for many Black producers, writers and showrunners in the industry through her intentional mentoring practices on HBO's *Insecure*. —Time

In 1968, the Kerner Commission found that media played an important role in creating and deepening divides within the country. Over 50 years later the industry is lagging and audiences are pushing for more diversity.

— USA Today

Click or tap button to read the UCLA report

90%
Percentage of white agents and executive staff at the top three talent agencies in 2015.
—McKinsey & Company

78.3% of films directed by people of color featured minority leads —UCLA report

Diversity Pays

“People of color accounted for the majority of opening weekend domestic ticket sales for six of the top 10 films.” —UCLA Report

Movies with diverse casts performed best at the box office, while films with less than 11% actors of color did the worst. —UCLA Report

Between 2017 and 2019, there was a 110% increase in audiences looking for diverse casts (40% nonwhite). —ParrotAnalytics

Click or tap button to read McKinsey & Company report



McKinsey & Co. Report Highlights on the Racial Disparities in Hollywood

Leadership Deficit

■ 87% of TV executives and 92% of film executives are white. Less than 6% of the writers, directors, and producers of U.S.-produced films are Black.

Lack of Financial Backing

■ Films with Black crew and casts have smaller budgets despite earning higher returns.

Entry Disparity

■ Low wages or no pay for entry-level positions are more difficult for people who don't come from wealthy or connected families and communities.

International Marketing Bias

■ Films with Black leads are distributed in 30% fewer international markets despite earning similar global box-office sales and more on a per-market basis as films with white leads.

Leaders Produce Opportunities

Minorities who are in leadership positions create opportunities for others. Shows with at least one Black producer are:



42% MORE LIKELY TO HIRE A BLACK DIRECTOR

73% MORE LIKELY TO HIRE A BLACK WRITER

Four Things to Help Overcome Hollywood Barriers



Lived experience matters
— writers, producers and showrunners who have lived the experience create more authentic and compelling stories



Showrunners and studios can make an effort to hire from programs like **Streelights**, **Made in NYC**, and **NOVAC**, which offer training and paid positions to entry-level production and camera assistants.



Ava Duverny is using ARRAYCrew to open doors for many creators of color, including Cierra Glaude, who worked as a production assistant on many of Duverny's projects before being offered the chance to direct. —LA Style



Writers and content creators can reach out to **HH&S** to be connected with experts and people with lived experience to help inform their scripts and stories.