

**Create Your Personal Action Plan**  
**Social Justice Teach-In Week**  
**The Geena Davis Institute on Gender in Media**

**Personal Actions**

- Commit to reading at least one article each week to educate yourself on racial injustice
- Speak to at least one friend a week about racial injustice
- Speak to at least one family member about racial injustice
- Commit to posting at least one social media post a day about racial injustice
- Have conversations about media literacy with your children, and teach them how to identify racist imagery or content when they see it
- Support Black-owned businesses
- Support black artists, creators, and authors
- Donate to causes that support the Black LGBTQ+ community
- Donate to causes that provide mental health care for Black communities

**Political Actions**

- Vote for candidates who advocate for racial justice
- Campaign for candidates who advocate for racial justice
- Sign a petition supporting an end to racial injustice
- Contribute money to a campaign or non-profit fighting racial injustice
- Join a Black Lives Matter or an affiliated protest
- Provide water, snacks and basic first-aid supplies near protest sites
- Donate to bail efforts supporting people arrested for protesting against injustice
- Contact public officials to demand non-discriminatory and anti-racist policies and to advocate they take action to stop police brutality
- Run for public office to address racial injustice

**Professional Actions**

- Start a structured conversation about race in your workplace. Are there instances of racism in your company or industry that need addressing?
- Speak up when you witness racial microaggressions in the workplace.
- Urge your studio to commit to diversifying their corporate/executive teams.
- Urge studios to release statistics on Black folx, queer folx, other BIPOC, and women in the industry, especially in key decision-making positions.
- Commit to featuring more Black people in media content and portray them in complicated, humanizing ways.
- For media content about law enforcement, commit to challenging narratives that center the lives of cops, normalize/justify their use of force, present cops as having an infallible moral compass, and dehumanize “criminals.”