2017 Hollywood Diversity Report, Bunche Center Initiatives & more
Dr. Kelly Lytle Hernández To Serve as Interim Director,
UCLA Ralph J. Bunche Center for African American Studies

Dear Colleagues,

I am pleased to announce that Dr. Kelly Lytle Hernández, Professor of History and African American Studies, will be the Interim Director for the Ralph J. Bunche Center for African American Studies, effective July 1, 2017.

Professor Lytle Hernández is one of the nation’s leading historians of race, policing, and incarceration in the United States. Her award-winning book, *MIGRA! A History of the U.S. Border Patrol* (University of California Press, 2010), explored the making and meaning of the U.S. Border Patrol, arguing that the century-long surge of U.S. immigration law enforcement in the U.S.-Mexico borderlands is a story of race in America. Her latest publication, *City of Inmates: Conquest, Rebellion, and the Rise of Human Caging in Los Angeles, 1771-1965* (University of North Carolina Press, 2017), is an unsettling tale that spans two centuries to unearth the long rise of incarceration as a social institution bent toward disappearing Black, Brown, and Indigenous peoples from land, life, and society in the United States. She is also the Principal Investigator for the project, Million Dollar Hoods, which maps how much Los Angeles-area police departments have spent on incarceration since 2010 (milliondollarhoods.org).

Professor Lytle Hernández received her B.A. in Ethnic Studies from UC San Diego, and Ph.D. in History from UCLA.

I would like to recognize and thank Professor Darnell Hunt for his many years of distinguished service as director.

Please join me in welcoming Professor Lytle Hernández to the Bunche Center in this leadership role.

Sincerely,
David K. Yoo
Vice Provost
Institute of American Cultures
To generate a comprehensive research analysis of the inclusion of diverse groups in film and television, including starring roles, writing, directing, producing, and talent representation.

2. To identify and disseminate best practices for increasing the pipeline of underrepresented groups into the Hollywood entertainment industry.

3. To thereby advance existing industry efforts to catch up with and better serve a diversifying America.

**Hollywood Diversity Report**

In 2016-2017, interest continued to grow from industry stakeholders and the media coverage continued to expand the Bunche Center’s annual report series on diversity in the entertainment industry. On February 21, 2017, the Center released the “2017 Hollywood Diversity Report: Setting the Record Straight,” which was widely covered by industry and mainstream media and continues to be cited by various sources.

Research conducted by Center staff, faculty, students and other scholars covers the global reach of the African Diaspora. However, the Center realizes its responsibility to pay particular attention to California, and more specifically, Los Angeles.

This year the Bunche Center moved forward with its research agenda that primarily focused on the Race and Hollywood Project and continued work on equity and access issues for African American students.

**Race and Hollywood**

The Race and Hollywood Project, known as the Hollywood Advancement Project to industry stakeholders, is a research initiative conducted by the Ralph J. Bunche Center for African American Studies at UCLA. The Hollywood Advancement Project seeks to accomplish three goals:

1. To generate a comprehensive research analysis of the inclusion of diverse groups in film and television, including starring roles, writing, directing, producing, and talent representation.

The Principal Investigators plan to produce the Hollywood Diversity Report February 2018. It is widely considered a definitive annual accounting of diversity statistics for the industry. This report provides studios and networks with useful, annually updated information that enables them to match their products to changing American demographics. For the past four reports, the Bunche Center has provided its lead corporate sponsors with individual presentations and custom analyses that help them understand how their studio or network compares to the overall TV landscape. This work helps push forward change in the industry.

Bunche Center researchers and a team of graduate students work throughout the year to collect data and produce the annual report. They use quantitative and qualitative methods to gather industry diversity data, producing a database that includes information from primary (e.g., samples of on-air programming) and secondary sources (e.g., Studio System, Variety Insight, the Internet Movie Database (IMDb), MPAA reports, Nielsen TV ratings). The film database includes the previous year’s top 200 films at the box office. The television database includes all scripted and non-scripted shows (broadcast, cable, and digital) that aired during the previous season. Variables considered in the primary analyses include the following: show genres, racial and gender status of lead cast members, show creator’s racial and gender status, Nielsen TV ratings, and Rentrak box office demographics.

The researchers also conduct supplemental studies each year that spotlight a particular issue impacting diversity in the entertainment industry (e.g., global film marketing and distribution, TV advertising, audience identification with characters, etc.). In the 2017 report, Bunche Center researchers listed and catalogued the diversity programs in the industry. In addition, they conducted additional analyses on the five years’ worth of film data.

The annual report presents the results at the aggregate level and highlights best practices regarding industry employment and how this relates to film and television profitability. The past four reports continue to show that diversity sells despite underrepresentation of racial and ethnic minorities in front of and behind the camera. Relatively diverse casts, which reflect the proportion of minorities in the U.S. population, tend to yield greater box office success and higher TV ratings.

**Sundance Institute Evaluation**

In 2015-2016, the Bunche Center was commissioned by the Sundance Institute to provide an evaluation of its alumni programs.

Sundance Institute’s goal for the study was to inform a potential national strategy that supports racial equity and healing. Sundance endeavored to extrapolate the...
lessons and best practices from its Native Program to diverse artist outreach and resources for other Sundance Institute programs. Several questions regarding the diversity of program applicants and participants, as well as their experiences with the programs, were motivated by this goal.

Anyone who has ventured to work in “the business” knows that the Hollywood industry is an exceedingly competitive one. But as findings from the Bunche Center’s Hollywood Diversity Report series (2014-2017) and other studies document, women and minority content creators face particularly stubborn obstacles in their paths to successful careers. Women constitute slightly more than half of all Americans; people of color constitute nearly 40 percent of the population and are increasing this share by a half a percent each year. But both groups continue to be underemployed in the industry and struggle with finding paths to full inclusion. Interventions like the Sundance Institute’s alumni programs are designed to provide opportunities for content creators to hone their crafts and to make connections with potential mentors and financial supporters - all critical ingredients for sustaining meaningful careers in the industry. To the extent that women and minorities are well-represented in these programs, the programs have the potential to help level a Hollywood playing field that, for far too long, has been tilted away from where America is headed. This study offers a snapshot of Sundance Institute alumni and an examination of the experiences they have had with their respective programs.

Recent studies have found that ethnic minority students at UCLA reported greater experiences with discrimination and bias, experienced exclusionary conduct due to race, and were much less likely to perceive UCLA is committed to diversity than white respondents. To find ways to effectively improve the climate for these UCLA students, further research needs to be conducted. Studies have shown that personal testimonies of those affected, particularly ethnic minority students, are often missing from racial climate research, and quantitative data tend to dominate the narrative. The Bunche Center seeks to fill in the gap by using individual interviews to provide the qualitative component that will complement the quantitative findings from the previous campus climate studies. In order to capture the experience of ethnic minority students on campus, the sample will include black, Chicano/Latino, Asian American, and American Indian undergraduate students. By documenting these students’ perceptions and attitudes in their own words, Bunche Center researchers can inform the quantitative findings and better uncover ways to improve campus climate.

The Bunche Center was awarded a $25,000 research grant from the Office of the Vice Chancellor’s Research Initiative for Diversity and Equity (RIDE) in late November 2014 to conduct the study. IRB approval was received at the end of the Winter Quarter. Due to difficulty in recruiting students from all four ethnic groups during the Spring Quarter, Bunche Center researchers successfully received an extension to conduct the main study in 2015-2016. They used the additional time to conduct a small pilot study in the 2015 Spring Quarter that helped them find ways to improve the recruitment process and refine the interview protocol. In the 2016 Spring Quarter, they completed 26 individual interviews. The Bunche Center plans to release the report fall 2017.

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Tiffany Brannon, Assistant Professor, Psychology - “When and How Do Diversity Courses (and Other Inclusion Initiatives) Teach Lessons that Reduce Social Inequality?”

Dr. Brannon seeks support for a two-part study of the impact that diversity courses have on intergroup attitudes. Existing evidence suggests that engagement with diverse cultural practices leads to improved intergroup attitudes. Part 1 of this study aims to test whether this general finding also applies to diversity courses in a formal laboratory experiment. Part 2 aims to test whether the process extends to a large, national longitudinal sample of students.

Karida Brown, Assistant Professor, Sociology - “The Eastern Kentucky African American Migration Project”

Dr. Brown seeks support for continuing work on a ground-breaking archive she has established that chronicles the migration of blacks across America from Eastern Kentucky, coal-mining communities, and the racial implications of this migration.

Gerald Higginbotham, Graduate Student, Psychology - “Can I Belong in School & Sports? The Interplay of Race, Gender, & Athletics on Academic Identity”

- Mr. Higginbotham seeks to examine the differences in the effects that an academic orientation, athletic orientation, or integrated orientation, which intersects the two, has on black high school students’ achievement and identity.

Channel McLewis, Graduate Student, Education - “Looking at the Residuals: A Qualitative Analysis of the Expec-
IAC
Authors’ Series

Ms. McLewis plans to conduct 10-15 semi-structured interviews with young black women in order to understand how they chose their colleges.

Shena Crystal Sanchez, Graduate Student, Education - “Urban Girls of Color on the Beaten Track: Disciplined and Tracked Out of College Opportunities”

Ms. Sanchez seeks to understand the extent of the damage that academic tracking and school discipline inflict on urban girls of color (black and brown) by examining the combined effects of these policies on their college-going engagement, which is the knowledge, behaviors, and attitudes that facilitate eligibility for the college of their choice. Sanchez proposes to survey 500 students from two Los Angeles high schools and to conduct a focus group to better understand these messages.

Authors’ Series

The Authors’ Lecture Series is designed to provide a diverse campus audience the opportunity to hear authors discuss their books on topics relevant to African American Studies and the African American community.

Thursday, January 26, 2017
Dr. Tyrone Howard, Associate Dean for Equity & Inclusion and Professor of Education at UCLA, and Dr. Jonli D. Tunstall, Director of the UCLA VIP Scholars Program, discussed their book, Expanding College Access for Urban Youth: What Schools and Colleges Can Do. They examined a 10-year case study of a successful school-university partnership: underrepresented urban youth were given the support, mentoring and resources they needed for access to a prestigious university.

Tuesday, February 28, 2017
Shena Sanchez (image left), 3rd year PhD student in the School of Education and Information Studies at UCLA and a 2016-17 IAC Research Grant recipient, spoke about academic experiences of urban girls of color from low-income backgrounds, particularly with respect to their college-going trajectory; her research focuses on the ways in which education policies and practices are racialized and gendered.

Wednesday, March 22, 2017
Elijah Anderson, William K. Lanman, Jr. Professor of Sociology at Yale University, gave a talk, “Race Matters: The Ethnography of an Idea, which explored his most recent work on the white space within the campus community.

Authors’ Series

The Circle of Thought Lecture Series is designed to provide a diverse campus audience the opportunity to hear groundbreaking and exciting research work on African American Studies from UCLA faculty, graduate students and visiting scholars.

Thursday, May 11, 2017
Dr. Nancy Yuen (image below), Associate Professor and Chair of the Department of Sociology at Biola University, led a workshop, “From Dissertation to Book—Reel Inequality: Hollywood Actors and Racism.” Yuen discussed how she turned her dissertation into a general audience book and spoke in depth about the writing and publication process.

Thursday, April 27, 2017
In his talk, “Jazz Listening and Global Scale,” Alex W. Rodriguez, a PhD candidate in Ethnomusicology, discussed his current research on jazz clubs around the world and the creative improvised music communities that sustain them, with case studies in California, Chile, and Siberia.

Tuesday, May 9, 2017
Jonathan E. Collins, a PhD candidate in Political Science at UCLA, gave a talk, “From Politics to Protest and Social Media? The Role of Age Cohort in Explaining Black Political Efficacy in the Dawn of the Obama Presidency.”
Thursday, February 2, 2017
“From South Africa to Donald Trump’s America: A Comparative Perspective”

Xolela Mangcu (image left), Professor of Sociology at the University of Cape Town, talked about the need for America to look to countries like South Africa for dealing with the resurgence of racism and corruption.

This talk was co-sponsored by the UCLA African Studies Center, Office of the Vice Chancellor of Equity, Diversity, and Inclusion, the Dean of Social Sciences, the Department of African American Studies, the Department of History, and the Ralph J. Bunche Center for African American Studies.

Thursday, February 9, 2017
Film Screening of Nana Dijo: Irresolute Radiography of Black Consciousness

The UCLA Latin American Institute hosted a film screening of a documentary, Nana Dijo: Irresolute Radiography of Black Consciousness, which was followed by a discussion panel with Director Bocafloja, Sabrina Smith, Department of History, and Walter Thompson-Hernandez, César E. Chávez Department of Chicana and Chicano Studies.

Thursday, February 23, 2017
“A Mongrel-American Social Science: International Relations”

In this talk, Robert Vitalis (image below), Professor of Political Science at the University of Pennsylvania, examined the racist underpinnings and practices of International Relations as it first emerged in the United States.

Tuesday, April 25th, 2017
“Grassroots Community Organizing for Women’s Health”

Dr. Maryse Narcisse (image left), the 2016 presidential candidate of the Fanmi Lavalas party, is at the forefront of a burgeoning movement for women’s rights and health in Haiti. She spoke about issues related to grassroots organizing, social justice, and women’s health.

This talk was co-sponsored by the Ralph J. Bunche Center for African American Studies, UCLA Center for the Study of Women, UCLA Bixby Center on Population and Reproductive Health, and the Department of African American Studies.

Friday-Sunday, April 28-30, 2017
25 Years after the Los Angeles Uprising

This three-day event featured panel discussions, art, films, and media exhibits that examined the 1992 L.A. Uprising. The event took place at the UCLA Luskin Conference Center in Westwood and in Little Tokyo with the Los Angeles Asian Pacific Film Festival.

Wednesday, May 17, 2017
BaddDDD Sonia Sanchez

The Department of African American Studies and the Bunche Center presented a film screening of BaddDDD Sonia Sanchez at the UCLA California Nano-systems Institute Auditorium. A discussion, reception and book signing with the African-American poet, Sonia Sanchez, followed.

Monday, June 5, 2017
“A Presentation and Exchange on the New Communism Developed by Bob Avakian”

Presenter Andy Zee, spokesperson for Revolution Books, NYC, UCLA professors Andrew Apter, Anthropology and History, and Juan Gómez-Quiñones, History, discussed New Communism and its current importance when “alternative facts” replace truth.

Thursday, February 23, 2017
2017 Hollywood Diversity Report Release Event

Dr. Darnell Hunt, former Bunche Center Director and lead author, discussed the latest findings of the 2017 Hollywood Diversity Report, with co-authors Dr. Ana Christina Ramón, former Bunche Center Assistant Director, Dr. Vanessa Díaz, Visiting Scholar, Michael Tran and Amberia Sargent, graduate student researchers. The annual report provides a comprehensive analysis of diversity (or the lack thereof) in the film and television industries.
Images in Blackness Film Series

Images in Blackness Film Series features screening and discussions by filmmakers and scholars whose work explores how diversity affects the entertainment industry. Throughout this series participants examined the intersection between race, gender, and sexuality and its role in determining acceptance, critical consideration, and commercial success in the entertainment industry. The 2016-2017 Images in Blackness focused on breaking down barriers through film and literature.

**Wednesday, January 25, 2017**
The Bunche Library & Media Center (LMC) presented a screening of short films that were featured in the 2016 Pan African Film Festival, followed by a discussion with the directors.

- **About That**
  Dir., Damien D. Smith
- **Doors**
  Dir., Thembi Banks
- **I’ll Text You**
  Dir., David Lasdon
- **Joy**
  Dir., Solomon Onita Jr.
- **Waste Paper**
  Dir., Derrick D. Pete

**Thursday, February 2, 2017**
The Bunche LMC held a screening of films by Jack Willis, a UCLA alumus known for proclaimed films such as *The Streets of Greenwood* (’63) about voting rights in Mississippi and *Lay My Burden Down* (’66) about the plight of black sharecroppers in the rural south a year after the Voting Rights Act passed.

**Thursday, February 9, 2017**
The Center for the Study of Women at UCLA, in collaboration with Bunche LMC, presented a film screening of *The Revival: Women and the Word* (image right). The film shows how five poets and musicians were recruited to become stewards of a movement that built community among queer women of color and literary arts excellence.

**Thursday, February 16, 2017**
Fred Kudjo Kuwornu (activist-producer-director-speaker) presented his documentary, *Blaxploitalian 100 Years of Blackness in Italian Cinema* and spoke about his filmmaking process.

SCHOLARSHIPS & FUNDRAISING

**The John Densmore Scholarship Fund**

In 1991-92, John Densmore (image above) (former drummer for the musical group, The Doors) established an endowment fund to support UCLA undergraduates who are majors or minors in African American Studies and have demonstrated outstanding academic achievement. Three awardees met with John Densmore for a scholarship lunch on May 18, 2017; Jerrold Smith, Political Science major (*’17*); Kevin T. Brown (*’17*), African American Studies major; Chiamaka Echebiri, Sociology major & African American Studies minor.

**The Roxanne Chisholm and Jeannette Chisholm Moore Endowed Scholarship Fund**

In April 2007, Jeannette Chisholm Moore (image above) established an endowed scholarship in honor of her deceased daughter, Roxanne Chisholm, for students interested in African American Studies. Freshman Sydni Smith was selected to receive the 2017-18 award. Ms. Smith will apply to be a Communications Studies major with an African American Studies and Theater minor.
Aisha Finch, Associate Professor of Gender Studies and Afro-American Studies at UCLA, was the winner of Lapidus Center’s first annual Harriet Tubman Prize for her book, *Rethinking Slave Rebellion in Cuba: La Escalera and the Insurgencies of 1841-1844*, published by The University of North Carolina Press in 2015.

Bunche Center Affiliated Faculty members (L to R), Tyrone Howard, Pedro Noguera, and Gary Orfield, were among the ten UCLA faculty members in Education Week’s *Edu-Scholar Public Influence Rankings List of Influential Scholars* in 2017.

Kimberlé W. Crenshaw, Distinguished Professor of Law at UCLA, was awarded the Joseph B. and Toby Gittler Prize for 2016-17. The prize recognizes outstanding and lasting scholarly contributions to racial, ethnic and/or religious relations. She was also featured on *Cosmopolitan*’s list of black women, past and present, that every American should know.

Tyrone Howard, Associate Dean for Equity & Inclusion, Director of the Black Male Institute and Professor of Education at UCLA, was one of 14 scholars to be selected as a 2017 American Educational Research Association (AERA) Fellow.

Lorrie Frasure-Yokley, Professor of Political Science at UCLA, was a co-principal investigator for a study that surveyed more than 10,000 adults to reveal attitudes about the White House agenda on immigration, taxes and health care reform among whites, blacks, Latinos and Asians.

Abel Valenzuela, Professor of Chicano Studies and Urban Planning and Director of UCLA’s Institute for Research on Labor and Employment, was selected to be a member of Chancellor Gene Block’s advisory council on immigration after the White House issued a revised executive order in 2017 that severely restricts immigration and travel to the United States from six predominantly Muslim countries.

Robert Cooper, Associate Professor of Education and Director of the Education Studies Minor Program at UCLA, received the Teacher of the Year Award from the Leadership for Social Justice SIG Awards Committee of the American Educational Research Association in 2017. He was recognized for his work on equity-minded school reform and the politics of education.

Dr. Darnell Hunt, former director of the Ralph J. Bunche Center for African American Studies and Chair of Sociology at UCLA, was selected as the new dean of social sciences in the UCLA College, effective July 1, 2017. Hunt, a renowned scholar of race, media and culture, has written publications such as “Screening the Los Angeles ‘Riots’: Race, Seeing, and Resistance” and “Black Los Angeles: American Dreams and Racial Realities.” He is also the lead author of the Hollywood Diversity Report, which examines relationships between diversity and the bottom line in the Hollywood entertainment industry.
MEDIA

Bunche Center in the News

We continue to work hard to enhance our relationships with all types of media outlets. As a result, the Center was featured in numerous publications and other media outlets, including:

August 13, 2016
NBC News
‘Rogue One: A Star Wars Story’ Diversity a Selling Point

September 15, 2016
The Washington Post
FX’s ‘Atlanta’ breaks viewing records. Is diverse TV here to stay?

September 19, 2016
Tribune
2016 Emmys prove diversity can pay off

October 19, 2016
The Ringer
Why Isn’t ‘The Fresh Prince of Bel-Air’ on Netflix?

November 1, 2016
USA Today
TV diversity still lags behind the scenes

November 2, 2016
Refinery29
TV Networks Are Finally Realizing Diverse Representation Pays Off

November 15, 2016
Bustle
What Dwayne Johnson Being ‘People’s Sexiest Man Alive’ Should Really Represent

November 23, 2016
Vanity Fair
The Year Disney Started to Take Diversity Seriously

December 9, 2016
KPUG
From ‘Moonlight’ to ‘Fences,’ movie awards season bursts with color

January 14, 2017
ComicsVerse
What’s Standing in the Way of Asian Representation?

January 24, 2017
CBC News
Oscar nominations show greater diversity, but no triumph of inclusion

February 3, 2017
NewsChannel 5
With success of ‘Hidden Figures,’ ‘Fences,’ here’s a look at African-American representation in film

February 21, 2017
Los Angeles Times
You might see more women and minorities on TV, but Hollywood has a way to go when it comes to diversity, report says

February 21, 2017
Variety
Diversity in Hollywood Is a ‘Plus Factor for the Bottom Line’ (Study)

February 24, 2017
89.3 KPCC
Diverse film and TV casting makes economic sense, study says

February 24, 2017
Hollywood’s Black Renaissance
2017 Diversity Report: Hollywood Still Has Work To Do

February 24, 2017
Reuters
Oscars so divided: Hollywood still struggles with race

February 25, 2017
Huffington Post
Why On-Screen Representation Actually Matters

February 25, 2017
The Guardian
Did #OscarsSoWhite work? Looking beyond Hollywood’s diversity drought

February 25, 2017
Brit + Co
Why the Oscars Still Aren’t Diverse Enough

February 26, 2017
The Root
Cheryl Boone Isaacs Put the Oscars on a Path Toward Diversity. Will Her Successor Continue the Trend?

February 26, 2017
Quartz (qz.com)
The simple reason “La La Land” will win Best Picture, even though “Moonlight” is a better film

March 4, 2017
Daily Mail Online
African American Oscars triumph masking real diversity woes

March 17, 2017
Daily Herald
‘Get Out’ and Jordan Peele make movie history

March 31, 2017
London Evening Standard
From Reese Witherspoon to Sharon Horgan women are rewriting the scripts

April 5, 2017
Sky News
Pop culture: Is the push for more diversity killing profits for Marvel and DC Comics?

April 17, 2017
The New York Times
Review: 3 Anniversary Programs Look at Los Angeles in Flames

April 21, 2017
NBC Los Angeles
How Los Angeles Has Changed 25 Years After Violence Tore the City Apart

April 28, 2017
National Post
‘By investing in colour, you get a lot more green’: Why it’s high time Hollywood followed the money — by diversifying

May 23, 2017
Mic
Sasheer Zamata quit ‘SNL,’ proving TV’s race and gender problems are more systemic than ever

May 25, 2017
Fortune
For a More Inclusive Workplace: Speak Up

June 7, 2017
Essence
Journalists Of Color Gather To Change The Status Quo

June 15, 2017
ATTN:
Dascha Polanco Just Called Out Hollywood For Only Casting ‘Fake Latinas’

June 19, 2017
Mashable
Television Critics Association Award acting nominees are all women and people of color — for the first time

June 22, 2017
Salon
Sorry, haters, but studies prove diverse films outearn lily-white ones
GIVE

A gift to the Bunche Center is an investment in the power of human potential.

To give to the Bunche Center, please visit https://giving.ucla.edu/bunche.

GET SOCIAL

The Bunche Center’s interactive website, www.bunchecenter.ucla.edu, features news and information about the Center, current research, community events, and analysis of race and diversity issues in today’s headlines.

Follow us at:
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www.twitter.com/BuncheUCLA
www.youtube.com/user/uclabunchecenter

Bunche Review, Vol. 16 (edited by Darnell Hunt, Ana-Christina Ramón, Jeannette Chi, Jan Freeman, Benjamin Chen, and Yolanda Jones)

Darnell Hunt, Director; Ana-Christina Ramón, Assistant Director; Jan Freeman, Management Services Officer; Veronica Benson, Finance Coordinator; Yolanda Jones, Front Office Coordinator; Jeannette Chi, Social Media Coordinator; Dalena Hunter, Librarian; Dant’e Taylor, Research Analyst.