



## **NPACT, Staff Me Up, and Hue You Know Partner for Diversity and Inclusion Initiative for Hiring and Retention**

### **Nonfiction Producers' Organization, Leading Platform for Production Jobs in TV, Film and Digital, and BIPOC Advancement and Mentorship Organization Ally to Boost Equity and Belonging in Media Industry**

LOS ANGELES – (August 6, 2020) – NPACT, the trade association for non-fiction production companies doing business in the U.S., Staff Me Up, the #1 platform for production jobs in television, film and digital media, and BIPOC advancement and mentorship organization Hue You Know announced today a strategic alliance to aid production companies in committing to diversity and inclusion throughout the hiring process, and fostering retention via programs that promote equity and a sense of belonging.

The goal is to broaden and diversify the pool of available talent for every nonfiction production position, and help that talent succeed long-term.

To that end, Staff Me Up has forged partnerships with a number of diversity advocacy organizations – **Black Film Space; Black in Film; Brown Girls Doc Mafia; Creative Futures Collective; Divergent Content; Entertainment Industry College Outreach Program (EICOP); Handy Foundation; Hue You Know; Made In NY; National Association of Latino Independent Producers (NALIP); Queens of Production; RespectAbility; Walter Kaitz Foundation; Women in Media;** and **Women in Nonfiction** – with whom it will share job listings.

When posting an open position, participating production-company employers will now have the ability to push a job listing to these organizations via Staff Me Up, as well as search and filter their Staff Me Up applications by affiliation, ensuring they are meeting and interviewing as diverse a pool of candidates as possible. These tools and processes were developed in collaboration with Hue You Know.

**Hue You Know** will assist companies in creating diversity-friendly work environments, promoting the equity and sense of belonging that ultimately drives retention and professional development. Hue You Know is offering NPACT's production company members and others an introductory consultation, and access to other consulting services and resources focused on equity, inclusion and belonging, as well as training and educational programs and workshops.

Staff Me Up's Head of Business Development Daniel Rosenberg said, "Over the past 12 months, we have been focused on developing new tools and partnerships in order to expand media companies' awareness of and access to talent outside of their standard networks. We are thrilled to partner with NPACT and Hue You Know; together, we can bring our Diversity &

Inclusion Initiative to the leading production companies, networks and agencies in our community.”

Said Hue You Know Founder Bree Frank, “Hue You Know was founded in an effort to create visibility for and amplify the voices of Black, Indigenous and people of color. We have been working with organizations like Staff Me Up and NPACT who understand the urgency of our mission. We are honored to partner with them and create not only a space for BIPOC professionals, but also for companies ready to make a concerted effort towards inclusion, equity and belonging.”

NPACT Interim General Manager Michelle Van Kempen added, “We’re proud to partner with Staff Me Up and Hue You Know to create new avenues for the production industry to reach underserved and underrepresented talent, and to build programs that can drive success for a new and more diverse generation of leaders in unscripted.”

To measure success, NPACT will collect current employment data pertinent to diversity in hiring and retention, and do so at regular intervals moving forward to gauge growth and improvement. Staff Me Up’s platform will provide media companies with ongoing insights and metrics to help them assess progress at key phases of the hiring process, based on applications received from individuals affiliated with partner advocacy organizations.

#### **About NPACT**

NPACT, the trade association for non-fiction production companies doing business in the U.S., includes 100+ member companies comprised of production companies of all sizes, as well as allied services companies. Collectively, NPACT members produce the majority of all nonfiction content for U.S. broadcast, cable television and streaming platforms. NPACT serves as the voice for the non-fiction creative community, providing a forum for producers as they tackle challenges and business issues in this age of media disruption.

#### **About Staff Me Up**

Staff Me Up ([staffmeup.com](http://staffmeup.com)) is the leading hiring and networking platform for media production, where people who work in the industry go to hire and get hired. On Staff Me Up, employers from more than 3,000 media companies easily source people who are qualified and available; over 330,000 registered production staff and crew find work and network, with access to exclusive jobs and insights to help them advance their careers; and talent agents discover rising talent and submit clients to above-the-line opportunities.

#### **About Hue You Know**

Hue You Know works to build community, provide mentorship and foster employment opportunities for BIPOC professionals, enabling the media industry to bolster diversity, equity, inclusion and belonging. Veteran production executive Bree Frank founded Hue You Know (HUE) in February of 2017 to support and empower other Black, Indigenous and people of color (BIPOC) in the media industry.

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