



# RASHAD A. ROBINSON

## PRESIDENT, COLOR OF CHANGE

NEW YORK CITY / OAKLAND / WASHINGTON, DC /  
HOLLYWOOD: 2011 - PRESENT

Rashad Robinson is the President of Color Of Change, a leading racial justice organization driven by more than 7 million members who are building power for Black communities. Color Of Change uses innovative strategies to bring about system change in the industries that affect Black people’s lives.

### CAMPAIGN STRATEGY

Led strategy for winning major changes in government and corporate policy through a combination of public campaigns and member mobilization, media leverage, and behind-the-scenes negotiations, including:

**Local Prosecutors:** Reducing drivers of mass incarceration and racial disparities in the criminal justice system—money bail, police impunity, sentencing, etc.—by building a national network focused on prosecutor accountability and agenda-setting, and creating a national platform for strategy and activism.

**Facebook:** Securing an internal civil rights audit to identify harmful systemic practices and enact meaningful changes to end Facebook’s role in spreading misinformation, attacking, and suppressing Black activists, etc.

**Net Neutrality:** Winning over the last holdouts in Congress who were needed to protect Net Neutrality, and establish it as a national policy priority, by successfully framing it as a core issue of civil rights.

**ALEC:** Weakening the apparatus for the national propagation of Voter ID, Stand Your Ground, and other dangerous laws by forcing over 100 corporations to cut off the financial contributions to ALEC.

**Airbnb:** Securing corporate policy changes to end rampant racial discrimination across the platform.

**White Nationalism:** Forcing Visa, MasterCard, and PayPal to stop allowing white nationalist groups to use their services by launching the successful #NoBloodMoney campaign.

**Local Organizing:** Directing the development of OrganizeFor, an online toolset and training platform for enabling local leaders—including the Black Lives Matter network—to more effectively power their own grassroots organizing campaigns and win local corporate and policy fights.



### AFFILIATIONS & HONORS:

**SENIOR FELLOW,**  
Atlantic Fellows for Racial Equity, 2019

**FAST COMPANY MOST INNOVATIVE COMPANIES,**  
Not-for-profit, 2020

**FAST COMPANY MOST INNOVATIVE COMPANIES,**  
Not-for-profit, 2018

**FAST COMPANY MOST INNOVATIVE COMPANIES,**  
Social Good, 2015

**HONORARY DEGREE,**  
St. Mary’s College of Maryland, 2015

**ADJUNCT LECTURER GEORGETOWN UNIVERSITY**  
McCourt School of Public Policy

### EDUCATION:

**MARYMOUNT UNIVERSITY**  
Bachelor of Arts in Political Science, 2001

**ROCKWOOD LEADERSHIP ACADEMY**  
National Leaders Year-Long, 2014

## CAMPAIGN STRATEGY

Led strategy for COC Hollywood, now the leading accountability force in Hollywood for changing industry incentives and practices in order to ensure accurate and humanizing representations of Black people and issues in media.

**Reality TV:** Preventing the proliferation of dehumanizing stereotypes and misinformation by forcing FOX to cancel COPS, NBCUniversal to cancel All My Babies' Mamas and other networks to cancel or alter series.

**Scripted TV:** Working within dozens of writers' rooms to inform storyline and character development consistent with principles of racial justice, criminal justice realities, etc. Increasing diversity of both talent and content by forcing Saturday Night Live to hire Black women writers and performers.

**Research:** Creating greater urgency to address issues of diversity and inclusion across the industry—in terms of both talent and content—by commissioning original research about writers' room diversity, misinformation spread by TV crime procedurals, and other critical issues, and utilizing research findings to drive accountability and widespread changes in industry rules and practices.

**Overall:** Leading a team of organizers, advocates, and media specialists to disrupt systems of racism, change incentive structures for decision makers, and secure just outcomes for Black people in the core domains of criminal justice, voting freedom, economic justice, and media justice; while expanding into new areas of environmental justice, food and health justice, and racial equity in emerging tech platforms.

## MOVEMENT STRATEGY

**Narrative:** Through white papers, speeches and targeted conversations, building a greater understanding and commitment among funders, progressive leaders and others for taking a new approach to narrative change and narrative power—including the critical role of investing in narrative infrastructure.

### Economy:

- Co-founding the Social and Economic Justice (SEJ) group: a collaboration for responding to major economic threats among five leading national labor, policy, and mobilization organizations.
- Co-founding the Fight Back Table: a collaborative of 45 grassroots organizations identifying needs and strategies as a multiracial, national movement for amplifying a winning economic agenda.

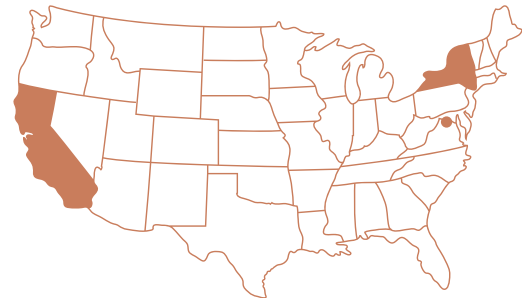
## ORGANIZATIONAL GROWTH



Increased membership from 650K to over 7 million members taking actions within eight years.



Built talent and departmental specialization from six staff members to more than 100 staff members.



Expanded presence from only the Bay Area to offices in New York City, Washington, D.C. and Hollywood.



Raised organizational revenue and spending from under \$1 million in 2012 to \$35+ million in 2020.

## MEDIA PRESENCE & THOUGHT LEADERSHIP

**The Guardian:** Featured monthly opinion columnist, focused on corporate accountability as a racial justice issue.

**Major Media:** Quoted, interviewed, and printed or appearing regularly in a wide range of media outlets, including The New York Times, The Washington Post, Wired, Fast Company, The Atlantic, Ebony, CNN, MSNBC, BET, PBS, NPR, TV One, SiriusXM, The Root and HuffPost.

**Speeches/Roundtables:** Featured keynote speaker, panelist, and participant at national political, philanthropic, industry and community events, including: White House convening on criminal justice and innovation, AFT National Convention, Environmental Grantmakers Association, Netroots Nation, Harvard Kennedy School and many more.

# GAY & LESBIAN ALLIANCE AGAINST DEFAMATION (GLAAD)

## NEW YORK CITY

SENIOR DIRECTOR OF MEDIA PROGRAMS: 2006 - 2011

DIRECTOR OF MEDIA FIELD STRATEGY: 2005 - 2006

**GLAAD changes representations of LGBT people across the media landscape to create a widespread culture of acceptance.**

Led the widely-acknowledged success story of culture change: an inside/outside strategy to shift the cultural landscape in favor of LGBT acceptance, setting the stage for the national policy shift toward LGBT rights.

- Oversaw research and messaging development; initiated research projects led by Cornell Belcher and Bendixen & Amandi, while also forging industry relationships to influence popular culture narratives.
- Initiated the Network Responsibility Index to create new, benchmark industry standards and new accountability mechanisms to ensure the fair and accurate representation of LGBT people and issues.
- Led GLAAD's work on policy issues: marriage and relationship recognition, nondiscrimination, hate crimes and violence, adoption and parenting, and the repeal of Don't Ask Don't Tell. Spearheaded development of GLAAD's digital media program, including the 2008 launch of [glaadBLOG.org](http://glaadBLOG.org), a platform facilitating broad-spectrum reach for raising awareness and recruiting members/donors.

Executed Be an Ally, Be a Friend PSA campaign, a campaign that produced 34 PSAs, featuring 40 television, film, stage, music and sports celebrities, appearing on outlets such as NBC, ABC, Univision, FX, USA.

Transformed GLAAD's Media Field Strategy team using clear, direct priorities to provide strategic communications and messaging support to local and statewide organizations working to shift public opinion and gain legislative and political victories regarding equality for the LGBT community.

Raised more than \$1.3 million in the Director of Media Field Strategy role), including \$500,000 in new support through individual, foundation, and corporate donor cultivation.

Associate-produced 19th, 20th, and 21st Annual GLAAD Media Awards; oversaw messaging for Bravo and Logo telecast and three live stage shows totaling 6,000 attendees.

Represented GLAAD in hundreds of media interviews with outlets: BBC, BET, CNN, Fox News, MSNBC, The New York Times, LA Times.

**"WE DON'T GET RACIAL JUSTICE OUT OF A TRUE DEMOCRACY. WE GET A TRUE DEMOCRACY OUT OF RACIAL JUSTICE."**

- RASHAD ROBINSON, NY TIMES

## PRINT/ONLINE: PERSONAL PROFILES & IN-DEPTH COVERAGE

**08/08/2020**—USA Today: Video Q&A, Facebook backlash after audit: Civil rights leader says Mark Zuckerberg's power must be reined in

**08/06/2020**—WIRED, Facebook Has More to Learn From the Ad Boycott

**07/23/2020**—USA Today, Michael B. Jordan, Color of Change launch #ChangeHollywood diversity campaign to change 'rules of the game'

**07/17/2020**—Politico, The new social justice movement feels different. That's because it is.

**07/14/2020**—New York Magazine, Facebook Still Doesn't Get It

**07/09/2020**—The New York Times: Columnist Q&A, When a Critic Met Facebook: 'What They're Doing Is Gaslighting'

**06/02/2020**—Bloomberg, Zuckerberg Leaves Race Justice Leader Frustrated After Call

**06/01/2020** — Cheddar, Color of Change President Weighs in on Nationwide Protests and 'Winning Justice'

**05/15/2020**—Millennial Politics, Rashad Robinson & Color Of Change: Building Power With Black America

**02/14/2020**—The New York Times, How Rashad Robinson, Racial Justice Activist, Spends His Sundays

## BROADCAST: PERSONAL PROFILES & IN-DEPTH COVERAGE

**07/19/2020**—CNBC, How nonprofit Color of Change applies pressure to fight racial inequality

**07/23/2020**—WNYC's The Takeaway, The Future of Policing in America

**07/13/2020**—NBC New York, Rashad Robinson on Justice: 'Taking Action Is Very Healing'

**06/26/2020**—CNN International, Color of Change co-leading "Stop Hate for Profit" campaign

**06/24/2020**—Bloomberg, Black People Are the Protagonists in the American Story of Voting, Says Color of Change President

**06/18/2020**—Democracy Now! Rashad Robinson on Recent Spike in Hanging Deaths, the Cancellation of "Cops" & Boycotting Facebook

**06/13/2020**—NPR, As Police Shows Leave TV, Activists Hope Inaccurate Portrayals Of Police Leave, Too

**05/30/2020**—ABC News, Breaking news: LIVE special report, voice of "Rashad Robinson"

## SELECT ADDITIONAL IN-DEPTH PROFILES

**10/01/2019**—The Chronicle of Philanthropy, An Activist for a Young Generation

**02/01/2019**—HuffPost, We Built This: Rashad Robinson Is Redefining Our Approach To Digital Activism

**01/21/2019**—Amanpour & Co., Color of Change President Rashad Robinson

**11/06/2018**—Stanford Social Innovation Review, Rewriting Our Cultural Narrative for a More Just Society

**10/25/2017**—Fast Company, “Power Is The Ability To Change The Rules”: How Rashad Robinson Holds Companies Accountable

**10/25/2016**—Wired, How to Build a Civil Rights Movement for the Digital Age

**07/21/2016**—The Washington Post, Inside the Trump convention divestment movement

**Winter 2016**—Stanford Social Innovation Review, Civil Rights Goes Digital

## OPINION PIECES & ESSAYS

**August 2020** (forthcoming)—USA Today, Leaders of Change

**07/17/2020**—The Guardian, Will Zuckerberg dump Trump, or continue to serve him?

**06/11/2020**—The New York Times, The People Who Undermine Progressive Prosecutors

**05/27/2020**—The Hill, The PPP excludes black and Latino small businesses, so fix it

**05/08/2020**—USA Today, Congresswoman, activist: In post-coronavirus world, politics has to change

**05/04/2020**—The Guardian, The racism that’s pervaded the US health system for years is even deadlier now

**04/28/2020**—The Root, Stop Blaming Black People for Dying From COVID-19 (with Rev. Dr. William J. Barber II)

**03/17/20**—Playboy, The Playboy Symposium: Before the Ballot

**03/09/20**—CNN.com, Your favorite crime shows hinder this life-and-death cause

**06/25/2019**—The Nation, Reclaiming Stonewall, The LGBTQ Struggle Has Always Been Intertwined With the Fight for Voting Rights

**05/30/2019**—Fast Company, Why I think Facebook investors should vote no on Zuckerberg

**03/04/2019**—The Sacramento Bee, Marijuana’s legal, but legacy of racist law lingers on

**01/30/2019**—Nonprofit Quarterly, Changing Our Narrative about Narrative: The Infrastructure Required for Building Narrative Power

**02/01/2019**—The Guardian, Racist voter suppression is rampant & corporate silence is complicity (with Rev. Dr. William J. Barber II)

## THE RIGHT TO VOTE CAMPAIGN

**WASHINGTON, DC**

**COMMUNICATIONS DIRECTOR: 2004 - 2005**

**National coalition of major civil rights and public interest groups working to end felony disfranchisement.**

Developed communications, talking points, messaging, and rapid response for: public education campaigns, state-based policy work, affected communities, partners, get-out-the-vote campaigns and civil/ rights litigation.

Developed successful ethnic media campaign; targeted print and radio outlets.

Liaised with consultants, staff and steering committee with eight member organizations (ACLU, Brennan Center for Justice, People for the American Way, NAACP Legal Defense Fund, NAACP, Demos, MALDEF and The Sentencing Project).

Acted as the featured campaign spokesperson in print and radio venues, including AP, Reuters, Atlanta Journal Constitution, LA Times, Wall Street Journal, Washington Times, NPR and numerous other outlets.

## FAIRVOTE (FORMERLY, THE CENTER FOR VOTING AND DEMOCRACY)

**TAKOMA PARK, MD**

**NATIONAL FIELD DIRECTOR: 2002 - 2004**

**National coalition of major civil rights and public interest groups working to end felony disfranchisement.**

Directed national field program, secured program funding through marketing, writing grant proposals and meeting with underwriters

Appeared on 30-plus radio talk and news programs to debate, advocate, and educate listeners.

Quoted source for more than 50 print outlets (e.g., The New York Times, Wall Street Journal, The Afro American, Philadelphia Inquirer, Atlanta Journal Constitution, Jane Magazine and Miami Herald).

Presented on behalf of organization at 40 conferences, panels, workshops, debates, and forums.

Authored published op-ed articles for media outlets such as AlterNet, Crisis, LA Times.

## BOOKS & REPORTS

**2020 Book Chapter**—Democracy Unchained: How to Rebuild Government for the People, “Engines of Democracy: Racial Justice and Cultural Power” (The New Press)

**2019 Report**—State of Black America, “Black Joy, Black Power, Black Votes” (National Urban League)

**2019 Series**—Philanthropy for Active Civic Engagement (PACE): Office of Citizen, Making the Census a Community Joy

**2019 Book chapter**—Ending Mass Incarceration: Ideas from Today’s Leaders, “Reshape Public Perception of Our Justice System” (Brennan Center for Justice)

## SELECTED PUBLIC SPEAKING, KEYNOTES & APPEARANCES

**NOTE:** Rashad gives about 30 keynote addresses a year, and during the quarantine has appeared in dozens of live conversations and public events. This following is a shortlist.

**2020**—President Barack Obama, Virtual Town Hall: “Reimagining Policing in the Wake of Continued Police Violence”

**2020**—Oprah Winfrey, OWN Network, Two-Night Special: “Where Do We Go From Here?”

**2020**—TED: Social Justice Panel

**2020/2019**—Tell Black Stories video podcast (produced by Color Of Change), hosted the following: Kerry Washington, the cast of

Queen Sugar, Baratunde Thurston, Ava DuVernay, Common, Kendrick Sampson, Erika Alexander, Yara Shahidi.

**2020**—Voting While Black video podcast (produced by Color Of Change, awarded the “Best Political Podcast” Webby Award in 2020), hosted the following: Bernie Sanders, Elizabeth Warren, Pete Buttigieg, Cory Booker, Julian Castro, Tom Steyer, Marianne Williamson, Andrew Yang.

**2020**—Netflix – Virtual Event: Orange Is the New Black and Color of Change: Reform, Solidarity, Action

**2020, 2019**—Netroots Nation: Keynote Address

**2020, 2019**—BET Power Summit: Mainstage Address

**2020**—OUT Leadership: Keynote Address

**2019**—President Barack Obama / My Brother’s Keeper: Annual Summit, Hosted Closing Fireside Chat with Michael B. Jordan and Ryan Coogler

**2019**—SOCAP (Social Capital Markets), Annual Conference, Mainstage: “Racial Equity and Political Power”

**2019**—Netflix: Hello, Privilege. It’s Me, Chelsea (Documentary Interview)

**2018**—Planned Parenthood: National Convention, Keynote Address

**2018**—American Federation of Teachers (AFT): National Convention, Keynote Address

**2017**—Creative Arts Agency (CAA): Flash Talk

**2017**—Personal Democracy Forum: Keynote Address: “Are we going to get this right?”

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