

DC Mayor's Office on Fathers, Men and Boys

Background

The media over-represents the association between Black and Hispanic families and criminality while many times depicting them as absent in the lives of their children, despite reports from the CDC proving otherwise.

Mainstream media outlets systemically and inaccurately portray Black families. CNN's portrayal of poor families lacking social stability is a 7 to 0 ratio, while ABC and Fox News is 8 to 1 ratio (Black to White).

These portrayals reinforce implicit biases especially among viewers with less real-world experiences with Black and Hispanic men. This has led to systematic disparities such as people of color receiving less attention from doctors, given harsher sentences by judges, being denied employment and, financial loans, being seen as aggressive or angry in the workplace, and being unprovokingly shot by police officers.

Objective

The objective was to change the way Black and Hispanic fathers are seen in the media because misrepresentation often reduces the self-esteem of boys of color, creates stress, and aids in conditioning young men to model the stereotypical behavior depicted in the media.

Strategy

To focus on a positive visual campaign aimed to dispel common myths about men of color and combat negative imagery that frequently appears in the media. The campaign was advertised on public transportation and social media. Target district locations including the Columbia Heights, Deanwood and Anacostia neighborhoods.

Plan Details

Market: Washington DC

Flight Dates: 9/9/19-10/7/19

OOH Formats: Rail 2-Sheet Posters, Ultra Super Kings, Digital Liveboards, Rail Banners, Interior Rail Car Cards, Bus Kings

Target Audience: DC Residents

Total Bus Media Impressions: 2,683,203

Interior Rail Impressions: 729,450

Total Campaign Rail Station Circulations: 6.5M

Results

The campaign created a positive image designed to change the narrative of how Black and brown fathers are portrayed in the media. There were 326 fatherhood ads covered in 26 metro stations and buses. Reached over 20M+ impressions per month.

