

The state of Diversity in Movies, Films and news, advertising, corporations and journalisms programs in 2024

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DEI is social change—change that, sadly, takes time. For those growing impatient with the increasing polarization and political misrepresentation of DEI, 2024 will be more of the same. The U.S. presidential election is likely to further polarize and politicize DEI much as it did in 2020. Julie Kratz Forbes 2023. By 2030, our U.S. workforce will be majority non-white, and labor shortages will continue to magnify the need to engage women, LGBTQ+ and those with disabilities.

DEI consistently made headlines in 2023, like after the Supreme Court ruling regarding affirmative action. As we move into 2024, DEI will continue to evolve further, influenced by an increasing number of organizations committing to DEI initiatives. We see this in the current kinds of ads organizations engage their brands with. We see brands recognizing the importance of diverse representation in campaigns. Also, brands/organizations are increasingly conscious of the need to appeal to diverse audiences and avoid stereotypes.

Many corporations have been implementing diversity and inclusion initiatives in their workplaces, recognizing the benefits of a diverse workforce for innovation and productivity. This includes efforts to diversify leadership positions, improve hiring practices, and create inclusive work environments. In 2024, there may be continued emphasis on diversity metrics, accountability, and fostering inclusive company cultures.

We also see this trend in movies and films and primetime sitcoms, there have been changes in casting and storytelling which has been gaining traction in the film industry in recent years like Marvel Eternal, Black Panther, CBS Bob Heart Abishola etc.

Purpose of this round table panel:

- 1) What’s the current state of Diversity, Equity, Inclusion, and Belonging practice.
- 2) What are the DEI Trends to watch out for in 2024 and beyond?
- 3) How is DEI practiced now given the nature of politics in some states in the US?
- 4) The role of media and journalism schools in shaping DEI narratives
- 5) Personal experience of the panelist of DEI over the years.



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