



## Entertainment Consulting

**We are the women who care for this country.**

Domestic workers are on the cutting edge of the most pressing social issues of our time – from immigration, to labor, to gender and racial equity. The domestic worker movement is at the crossroads of change in our nation.

There are over 2 million domestic workers – nannies, house cleaners, and home care workers – across the country, the majority of whom are immigrants and women of color.

For far too long, domestic workers have been portrayed as one dimensional characters, often without agency and deeply rooted in harmful stereotypes. At the National Domestic Workers Alliance, we know domestic workers are strong, compassionate women, skilled leaders, and essential workers who are defining the future of work.

**NDWA is working with Hollywood to tell authentic, captivating stories.**

“We were not following the conversation, we were creating the conversation.”

- Alfonso Cuarón on the partnership between Roma and NDWA, Cannes Lions Festival 2019



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## We believe in the power of storytelling to bring domestic workers out of the shadows and into the spotlight.

NDWA can support storytellers and entertainment professionals in telling these stories.

- ✓ **Story development consultations**
- ✓ **Focus groups & connections to community voices**
- ✓ **Script review**
- ✓ **Social impact campaigns**
- ✓ **Talking points & review of marketing materials**
- ✓ **Issue area presentations**

NDWA issue areas of expertise include but are not limited to:

- ✓ **Domestic workers & working class women**
- ✓ **Immigration & family separation**
- ✓ **Gender equity**
- ✓ **Racial justice**
- ✓ **Labor rights & labor trafficking**
- ✓ **Grassroots & electoral organizing**

### JOIN OUR MOVEMENT

For questions or additional information regarding NDWA's Entertainment Consulting, please contact:

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### About the National Domestic Workers Alliance

Founded in 2007, the National Domestic Workers Alliance (NDWA) is the nation's leading voice for dignity and fairness for millions of domestic workers, the majority of whom are immigrants and women of color. NDWA implements strategies that harness advocacy, policy, innovation, and narrative change to advance its mission. NDWA has spearheaded groundbreaking campaigns such as Families Belong Together, Caring Across Generations, Care Can't Wait, and the Domestic Workers Bill of Rights. Our successful track record of increasing the visibility and value of domestic workers in mainstream culture include such major moments as the 2018 Golden Globes Awards launch of #TimesUp, social impact campaign surrounding the Academy Award-winning film, *Roma* and appearance on stage at the VMAs alongside Logic.