

# 2022 3D DE&I Work Of The Year Specialty Award

NYFA's 3D Awards honor work, individuals and organizations that are taking meaningful steps to create a more diverse, equitable and inclusive society. Together, the three pillars of Diversity, Equity and Inclusion can help our society combat the longstanding systemic injustices that are faced by historically underrepresented groups every day.

- **DIVERSITY** means something is composed of differing elements or qualities – including but not limited to race, ethnicity, national origin, gender identity, sexual orientation, socioeconomic status, disability, age, culture, religion, political perspective and more.
- **EQUITY** means justice and equal opportunity, free from bias or favoritism.
- **INCLUSION** is the practice of including and accommodating people who have historically been excluded.

The 3D Awards celebrate work that supports, protects, represents and uplifts historically underrepresented groups. Using the 4Rs, created by P&G, the judging criteria is centered around work that authentically catalyzes action for real and sustained impact.

## DIRECTIONS (300 WORDS MAXIMUM PER TEXT FIELD)

Once you've completed the text fields below and saved the pdf, please create your entry on our platform, filling out all required information. The creative work being submitted (.mov, jpg, URL, etc.) will be uploaded as "Piece 1". This pdf will be uploaded as the "Supplemental Piece" to the entry. If you have any questions during this process, please feel free to reach out to [processing@newyorkfestivals.com](mailto:processing@newyorkfestivals.com) at any time.

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### WHEN REPORTING ON THE DIVERSITY OF YOUR TEAM, HERE ARE SOME IMPORTANT THINGS TO KEEP IN MIND:

*Employees are not legally required to self-identify, but you may include information that was provided through employee self-identification*

*We will also consider membership as part of a women, minority or veteran-owned organizations*

*It is illegal to assign someone to a project due to their identity as part of a protected class. By entering this specialty award you are acknowledging that everyone listed worked on this team, etc.*



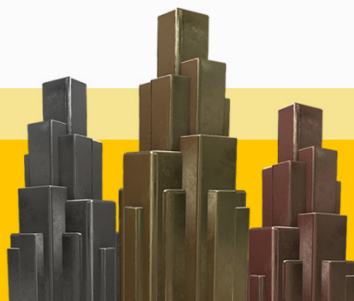
## CAMPAIGN STRATEGY & IMPACT

State the Problem

Outline the Strategic Process

Where was the data for the solve sourced?

Did you connect directly with the audience you are targeting?



Did you partner with multicultural media sources or DE&I focused data sources to obtain relevant statistics/evidence/background on the communities featured or targeted in the campaign?

## **IMPACT/IMPACT METRICS**

What type of impact did the work make on the community?

What was the campaigns reception or public acknowledgement post-release?



# CAMPAIGN PRODUCTION & CASTING

Please highlight how you thoughtfully selected individuals of differing backgrounds across all diversity identifiers (including but not limited to race, ethnicity, national origin, gender identity, sexual orientation, socioeconomic status, disability, age, culture, religion, etc.) within both the cast and the production teams for this campaign.

Was the casting for this campaign diverse?

Was the production team diverse?

