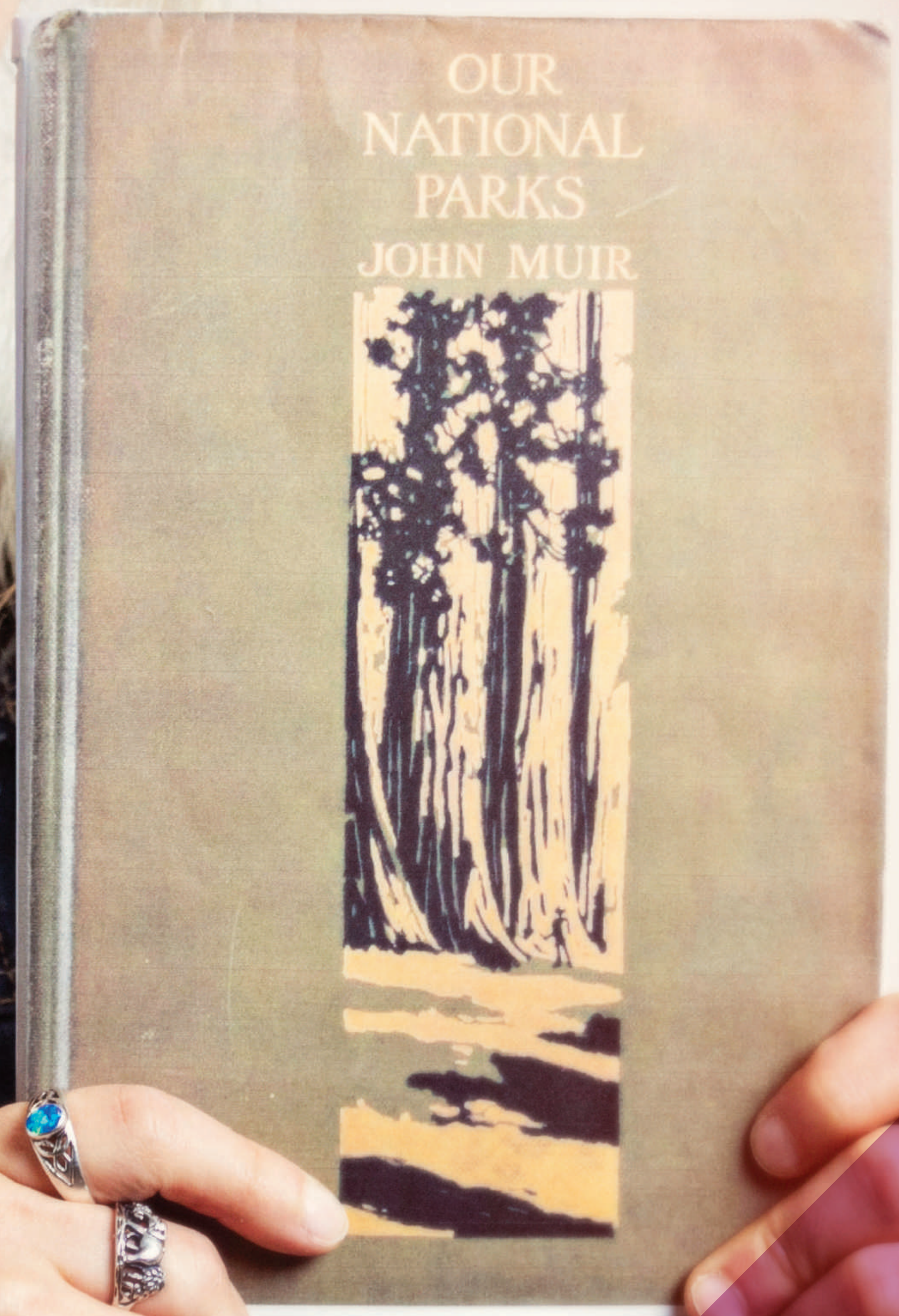


CLARISSA ROLEFSON

"Our National Parks" by John Muir, 1901

The book created awareness of habitat degradation and exploitation of natural ecosystems and established a solution by discussing an idea of protecting wilderness and nature's natural beauty.

Muir saw the need to educate people on habitat destruction, gain support for and convey his ideology of the importance of conserving ecosystems and protecting the purity of wilderness before it is all destroyed.



HEAVEN GOODWIN



Concert for Hurricane Relief, 2005

Popular celebrities and influential people came together to inform the public about the devastating effect of Hurricane Katrina. The telethon gained viewers from all over the nation, which caused an outpouring of support and aid.

Viewed by millions of people across the country, the use of celebrities influenced people to come together and pitch in, which gave Katrina victims the help they so desperately needed.

KASSIDY PEASE



#ALSIceBucketChallenge, 2014

A person drenched with a bucket of ice-cold water recorded and uploaded the moment to social media. In turn, they challenged someone else to do the same “ice bucket challenge” and donate to the ALS Association.

There is no cure for amyotrophic lateral sclerosis (ALS). The ice bucket challenge raised a large amount of money for research and support for ALS patients. It educated people about the disease and became a phenomena of social media fundraising, motivating people to partake in the challenge and to do a selfless act.

JADE LANGKAU



#MeToo, 2017

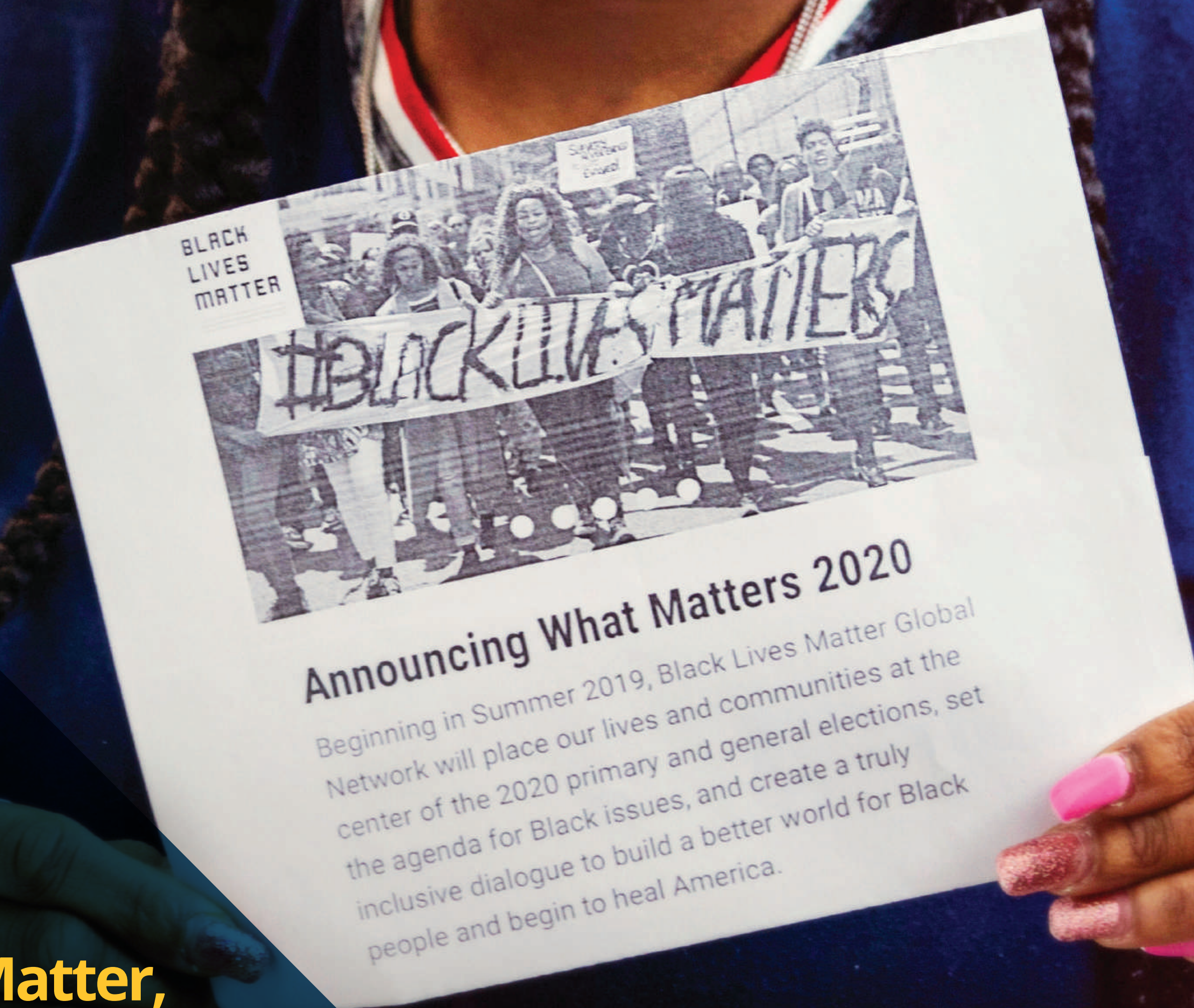
The phrase "Me Too" was tweeted by Alyssa Milano on October 15 and had been used more than 200,000 times by the end of the day and tweeted more than 500,000 times by the next day. On Facebook, more than 4.7 million people in 12 million posts have used the hashtag.

By tweeting their support and experiences, women spotlighted the magnitude of the problem of sexual harassment and assault in society. This movement was able to bring people around the world together, with the common connection of being belittled by men.

voices of
leadership

MOVEMENTS
INSPIRED BY MEDIA

DAVIAN LYONS



#BlackLivesMatter, 2013

The Black Lives Matter movement started in response to Trayvon Martin's death, the unarmed teenager fatally shot in 2012. Focusing on the violence aimed at Black people, stories still grow.

The movement evolved its focus to racial profiling and inequality in the U.S. justice system, fostering inclusive dialogue, and strategies for bringing positive change to local communities.

DAEJA HOLLINS



Women's Liberation Movement in 1970 & Women's March in 2017

We are still fighting for women's rights and for women's voices to be heard. Both events were held in Washington D.C, and it brought women from different religions, economic status, cultures, and languages together to change the status quo.

Both movements brought awareness to the injustice women were and are still facing. These marches, captured in powerful photographic moments, spread awareness all over the world and brought uncommon individuals together.

MALIYAH BROWN

“Uncle Tom’s Cabin” by Harriet Beecher Stowe, 1852

The book detailed the atrocities that slaves endured and the true life of slaves that other media tried to cover up with stereotypes.

The book put the life of a slave in perspective for many Americans and pushed efforts for social change into open discussion. Although the Civil War didn’t start until 13 years after the book was published, “Uncle Tom’s Cabin” is famed for igniting the topic.

NAIDELIZ GONZALEZ



Kent State University war protest, 1970

While the protests that started at Kent State ended in tragedy, the event led hundreds of more protests to happen across the United States.

People from all different backgrounds in the United States understood that what happened at Kent State should not have happened. Fueling the anti-war movement, and increasing protests, US troops were pulled out of Vietnam.

EBONIE BEAL



Sesame Street, first aired in 1970

Sesame Street used television to educate children of all social and cultural backgrounds to teach basic academic and social skills.

Not only does the show educate kids in language and math, but it does so grounded in universal values of kindness, compassion and inclusion.

TYLIN VANG

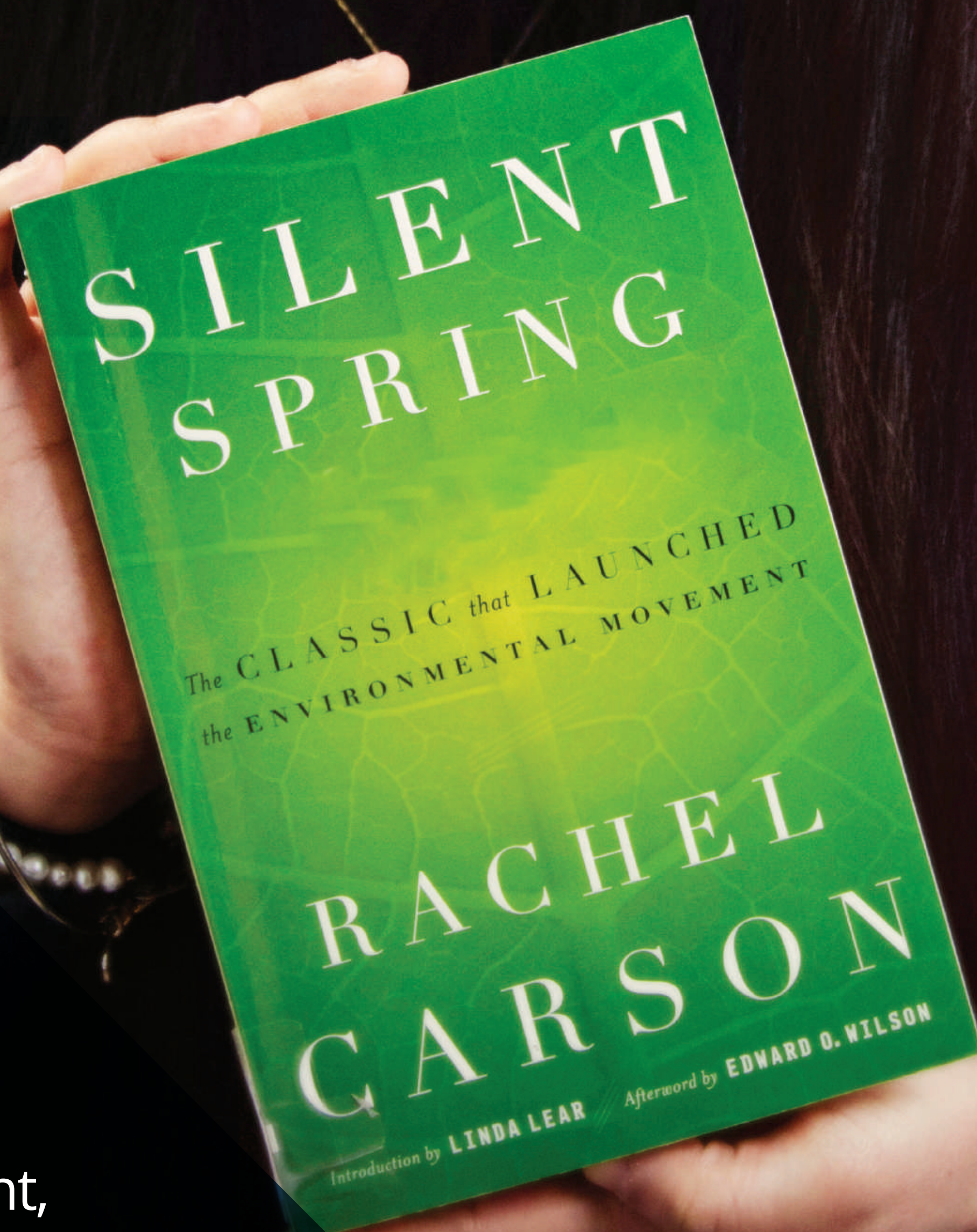


#NeverAgain, 2018

Devastated by a tragic school shooting, students in Parkland, Florida, joined together for gun reform. Using the hashtag #NeverAgain, young adults organized events and quickly gained national media coverage.

This movement pushed state legislators to sign 67 gun safety bills into law. Uniting students from all over the U.S., a movement started through social media created real change because of the national attention they were able to achieve.

ASMARA PRETRICK



“Silent Spring” by Rachel Carson, 1962

Focusing on the detrimental effects of pesticides being released into the environment, Carson’s work sparked an environmental movement. The book eventually led to the banning of DDT and the establishment of the U.S. Environmental Protection Agency.

Carson’s book drew nature and humankind together through activism. She gave people a sense of purpose and allowed them to see their world with a new lens. Her book connected diverse populations that led to a global environmental movement that has continued to this day.

voices of
leadership
MOVEMENTS
INSPIRED BY **MEDIA**

TIFFANY NICKERSON



Duets: The Final Chapter, 2005

This commemorative CD album struck a chord in the hip-hop/rap community. Released to signify the peace treaty between both musically influential coasts, it brought East and West coast artists and fans together.

Music, the development of CD's, and technological advancements allowing the ability to stream music is an important medium. Duets: The Final Chapter ultimately brought people back together.

YAZARET SUAREZ

Woodstock Musical Festival, 1969

The festival brought artists, musicians, young urban adolescents and rural conservative residents together in a celebration of music, community and peace.

Everyone who attended Woodstock and lived in the rural community respected the festival, respected each other, and were able to celebrate music without stereotyping each other. It showed that people could come together through many obstacles and still coexist in harmony.

SHAINA VANG



Moon Shine— Apollo 11, 1969

The moon is universal. The moon guides people all through their night. It does not choose who can see it. We may be far apart but the moon itself brings us together to join the sight of it.

Over 600 million people around the world watched Neil Armstrong walk on the moon, commemorating one of the greatest accomplishments to those living on Earth. Our world shares the same experience of the moon shine. There is only one moon that we can see with the naked eye. NASA, the future in space exploration, and scientific discovery only gets better by bringing uncommon people together.