

CAMPAIGN FOR BLACK MEN AND BOYS

2025

BMB

BE THE CHANGE – CHANGE THE GAME

PRESS RELEASE

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The Whole Truth About Black Men On Camera!
The 2025 Game Changers Project Seeks to Tell The Entire Story.
Media Fellows in Seven Cities Reveal Full Scope of Black Manhood in America.

Oakland, CA - - Today **Forward Ever Media, LLC** officially announces the launch of the **2025 Game Changers Project** – a national media fellowship created to reframe the images of African American males. Sponsored by the *Campaign for Black Male Achievement*, from **Open Society Institute (OSI)**, the project seeks to highlight the many positive untold stories about black males in America that often get ignored by mainstream media.

“Whether you're a single father posing as a super hero for your kids, a formerly incarcerated individual mastering the game in higher education, a self-made entrepreneur contributing to society, an advocate for social justice, or a health and fitness guru — *we want to hear from you.*” That is the call to action that essentially defines the work for the men who seek to answer the challenge. During a two-month fellowship, "Game Changer" fellows will be compensated to produce a series of micro-documentaries about individuals and organizations working to "change the game."

"Close your eyes and think of a physician, judge, or family man. Chances are, the image in your mind's eye is not of a black man, and that's a betrayal of who we really are," says **Cheo Tyehimba Taylor**, Director of Forward Ever Media and the architect of the 2025 Game

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Changers Media Project. “We intend to correct media betrayals of black men in America.”

The Fellowship

Selected 2025 Game Changer Fellows will receive a stipend, digital media training, a video camera and equipment, and the opportunity to share their stories with an audience of millions. To date, fellows have already been chosen from Chicago, New Orleans, and Washington, DC. The deadline for applications from candidates in New York, Milwaukee, Philadelphia, and Oakland is **October 8, 2010**.

This winter, through an exclusive partnership with **theGrio.com** – one of the fastest growing African American-focused websites on the Internet – the 2025 Game Changer video will be presented to new audiences.

“As a video-centric news site focused on telling stories that affect and reflect African-American experiences, theGrio.com is proud to partner with the 2025 Game Changers Project and is excited about surfacing many of these compelling videos on our platform,” says **David Wilson**, Managing Editor of the theGrio.com, a division of NBC News. The videos may also be presented through other related NBC Universal platforms.

The Leadership

Launched at OSI in 2008, the *Campaign for Black Male Achievement* (CBMA) is “a multi-issue, cross-fund strategy to address black men and boys' exclusion from economic, social, educational, and political life in the United States.” Recently, the campaign has been focused on integrating strategic communications that promote positive messages about black men and boys.

"A critical success," says **Shawn Dove**, manager of CBMA, “is in catalyzing a coordinated strategic communications framework that empowers black men and boys to be masters of their own media. Investing in the innovative leadership of Cheo Tyehimba Taylor and the 2025 Campaign certainly helps us to realize this vision for success."

The Game Changers Project is also an extension of the 2025 Campaign for Black Men and Boys, a national organization that supports advocacy, local community organizing, and public policy efforts to change outcomes for black men and boys. Raising awareness about these issues is key.

“We want to unearth the stories about the single fathers who are super heroes for their kids, crusading defense attorneys striking a balance in the justice system, a self-made entrepreneur contributing to society, or an advocate for mental and physical wellness,” says Taylor. “These stories are everywhere the media is *not* looking.”

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Learn More

Several national and local organizations will help inform the fellows' work. They include the **Metropolitan Area Group for Igniting Civilization (M.A.G.I.C), Moving Forward Gulf Coast, The Mentoring Center, The Urban Underground, Brotherhood Sister-Sol, The Urban Leadership Institute**, and others.

Learn more about the 2025 Game Changers Project via the Internet:

- www.2025bmb.org/thegame
- www.Facebook.com/2025GameChangers
- www.Twitter.com/2025GameChanger

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