

CreativeFuture is a nonprofit coalition of over 540 companies and organizations and more than 220,000 individuals – from film, television, music, book publishing, and photography.

Our members speak up about the value of creativity, the importance of copyright in protecting creativity, and the massive harm caused by the global theft of creative works. Millions of creatives and thousands of businesses depend on copyright to bring us countless moments of inspiration, learning, and joy. We advocate for strong copyright protections and empower creatives to speak out against piracy and how it affects their ability to create and to make a living.

Our video introducing the issues is [here](#). Our four initiatives are described below.

## **Mobilize the Creative Communities**

For our voices to be heard, creatives must take part in the policy conversations that affect our livelihoods. We must play an active role in raising awareness about the cultural, social, and economic contributions of creativity and advocate for policies and solutions that will take the profit out of piracy – including increased cooperation from all legitimate businesses that make up the internet.

Unfortunately, copyright has powerful opponents. Silicon Valley and its large constellation of lobbyists, trade associations, and affiliated think tanks and nonprofits have spent the last two decades challenging long-accepted standards and norms of copyright and fair use. Last year, Google spent more money lobbying our government than any other corporation. And during the Obama administration, no other company logged more visits to the White House.

We empower the members of our creative community to respond through petitions, letter-signings, [op-eds](#), [blogs](#), and social media activism. Our petitions cover issues ranging from the FCC's 2016 set-top box proposal to [reminding elected officials that copyright protects creative jobs](#) to [stressing the need for strong copyright protections](#) during the renegotiation of the North American Free Trade Agreement (NAFTA). We have [collected signatures and sent a letter](#) urging the 2018 federal candidates to prioritize strong copyright protections, similar to our effort two years ago. Most recently, we started [a petition](#) to hold companies like Facebook and Google more accountable for wrongs that are empowered by their platforms, including piracy. Lastly, CreativeFuture has filed a number of comments with different government agencies in support of the creative communities – you can read those [here](#).

Close to 300,000 creatives and supporters have lent their names to these calls to action!

In July of 2015, CreativeFuture began a partnership with the Congressional Creative Rights Caucus, co-chaired by Rep. Judy Chu (D-CA) and Rep. Doug Collins (R-GA). Our first Washington event with the Caucus, entitled “From Script to Screen,” raised awareness of the labor and jobs in our industry that contribute to the American economy.

In 2016, shortly after winning the Best Picture Oscar®, we brought the film *Spotlight* to Washington for our first “Anatomy of a Movie” event. The panel included the journalists and creatives behind the film discussing the movie-making process – from the years-long journalistic investigation, to purchasing the film rights, to finally seeing the film on screen.

Since then, we have repeated this format for events with the teams behind *The Greatest Showman*, the documentary *MANKILLER*, as well as television shows, including *The Americans*, *Game of Thrones*, and *Snowfall*. This effort allows lawmakers to learn about the creative process and the importance of copyright to creatives' livelihoods. You can read more about our events, watch videos, and listen to interviews on our events page “[CreativeFuture on the Road](#).”

## **Follow the Money**

CreativeFuture works with major brands to help keep their legitimate ads off copyright infringing sites. By collaborating with ad agencies and advertisers, we hope to divert a major source of revenue for criminal enterprises that illegitimately

profit from other people's creative work. By encouraging voluntary industry best practices, the creative community can advocate for policies and solutions that will reduce the flow of money to pirate site operators.

We are making progress – and that's good for creatives and the advertising community. So far, this effort has attracted over 80 major brands that have pledged to keep their ads off pirate sites. They include American Express, Kellogg's, Walmart, Johnson & Johnson, and Allstate. Dozens of advertising agencies have also taken the pledge, including GroupM, OMD, and MediaVest.

### **Youth Outreach**

Working with educators and experts from across the copyright spectrum, we are committed to digital citizenship education. We believe that the better young people understand their own rights and responsibilities as 21<sup>st</sup> century creators and consumers, the more appreciation they will have for their individual role in supporting creativity.

CreativeFuture partnered with the Internet Education Foundation to support the K-12 curriculum originally created by iKeepSafe, *Copyright and Creativity for Ethical Digital Citizens*. We also work with [International Alliance of Theatrical Stage Employees \(IATSE\)](#) members to introduce students to jobs in our industry and promote digital citizenship.

At the university level, we collaborate with one of the leading educational publishers, Macmillan Learning, to create video resources for educators and students that explain why copyright matters to them and to the future of creativity.

### **#StandCreative, #StreetCreative, and the Thanking Audiences Campaign**

With our StandCreative initiative, we provide a platform for creatives to share their stories. For three years now, we have heard countless stories from creatives about their personal experiences – how the piracy of their work has hurt them.

In 2016, we launched [StandCreative Series I](#), which features creatives explaining what they do and how piracy has affected their ability to make a living. Whether you are a photographer, a filmmaker, a musician, novelist, playwright, or painter – the work that you do matters and has value.

In 2017, we launched [StandCreative Series II](#). This series spotlights jobs in the creative industries that many people overlook or simply never knew existed. Location managers, set photographers, costume designers, special effects makeup artists, book cover illustrators, graphic designers, producers, and others share stories about their work – how they got started, their first big break, and offer advice about how to make a career in the arts.

*People* create – not machinery and not conglomerates. People you may know. With both of our StandCreative series, we are highlighting those who create. Learn more about StandCreative Series I and Series II at the links above.

[#StreetCreative](#) is a new initiative that asks Americans to appreciate the art that surrounds us. We teamed up with celebrated street artist WRDSMTH and other talented street artists who painted a 180-foot mural in Downtown LA's Arts District during the summer of 2018. To learn more about the StreetCreative project, [click here](#). You can also view pictures of the wall and videos of the event by visiting our Instagram page, [available here](#). This campaign has reached and activated over 300,000 people so far.

The [Thanking Audiences campaign](#) is an effort to encourage our community to speak directly to fans. We encourage filmmakers to create personalized thank you messages from their casts and crews that appear onscreen just before the film begins to say "Thank you for coming to the movies." The spots can be humorous or dramatic, but they are always genuine and heartfelt. It's a simple 'Thank You' – emphasizing that *where* you watch – in a theater or from another legitimate source – matters.

You can check out some of our thank you spots [here](#). If you are a producer and would like to be a part of this effort, email us at [info@creativefuture.org](mailto:info@creativefuture.org)!