

JUST ONE THING

Submitted by: Rick Dumont, rick@sweatyturtle.com

Company/Organization: Sweaty Turtle Entertainment

Type of Organization: For profit business

Number of Employees: varies per project

Category: Community

Challenge or Opportunity: Being someone who has always been against discrimination, bigotry and racism, there was something that I had been doing for the last several years. Anytime a white person used a discriminatory descriptor during a conversation that was not germane, I would call them out on that.

Approach or Solution: As a filmmaker I have developed a PSA series that works to educate people that by using discriminatory descriptors when not germane to conversations or situations, it only perpetuates bigotry, discrimination and racism. Our hope is that a business would like to partner with us to further develop the project and get it out there into the public.

Impact: The project is still being developed, but for the people that I have spoken to directly about the need to consciously stop using discriminatory descriptors, there has been universal understanding and adjustments to their thoughts and actions.