

PUBLIC SERVICE

A platform dedicated to advancing equity in imagemaking.

Made by and for people of color.

OUR BELIEFS

Public Service honors people of color as creators of culture, not just consumers.

We believe we must diversify the creative talent working behind the scenes to reframe the gaze, reimagine the narrative, and recreate the codes of visual culture.

The visual culture that we all consume today is primarily dictated by white imagemakers, and this informs our perception of the world.

Issues in Imagemaking



Networks of Privilege

The industry is dominated by cishet white men who act as gatekeepers and dictators of taste.



Tokenism

POC become props to fill corporate diversity quotas. Too often, that POC becomes tokenized to take on all things D&I-related.



Optics vs. Ownership

Our mission at Public Service is to truly empower POC to possess ownership of their creative work. Performative gestures exclude their perspective, thus creating inauthentic and exploitative outcomes.



Toxic Environments

Hiring diverse teams doesn't solve ingrained, systemic problems. When POC are placed in unhealthy environments, it can further exacerbate feelings of alienation.

We must diversify imagemaking to change the way we see ourselves, and each other.

OUR STORY

Public Service was born in 2018, out of our own needs.

As women of color working in the creative industry, we have seen words like **diversity** and **inclusion** used everywhere – but rarely actualized.

We wanted to know if others felt the same way. So we surveyed nearly 100 people in the creative industry.

We asked...

1.

What are some reactions or responses you hear when you push to hire diverse, inclusive behind-the-scenes talent?

Response:

Most commonly, the reason given by people in positions of power against hiring a POC creative is “They are not experienced enough”, “They don’t have examples of X in their portfolio”, “They don’t have any commercial work” – all reflections of systematic oppression.

2.
What are reasons you hear for hiring diverse, inclusive talent?

Responses:

I've overheard a client Creative Director say "for the sake of diversity" or to attract a demographic or to drive culture.

Usually in the realm of tokenizing.

Guilt, not wanting to be seen as racist.

3.

How do you actively try to ensure sets are diverse and inclusive?

Response:

Even when there is no affirmative action directive from the client or the agency, I actively prioritize POC and women when picking key talent.

4.
What are three ways to help diversify the industry?

Responses:

Get comfortable relegating your power to help marginalized people.

More diversity at decision making level in agencies. It's a problem.

This. Thank you Public Service.
And more directories like this.

Breaking through these barriers
requires a new approach.

OUR OFFERING

Connecting

COMMUNITY NETWORK

Support & Connections

Space for Learning & Growth

Curating

TALENT SERVICES

Open-Access Talent Directory

Custom Talent Curation

Creating

CREATIVE STUDIO

Strategic Consulting

Creative Projects

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By Creatives, for Creatives

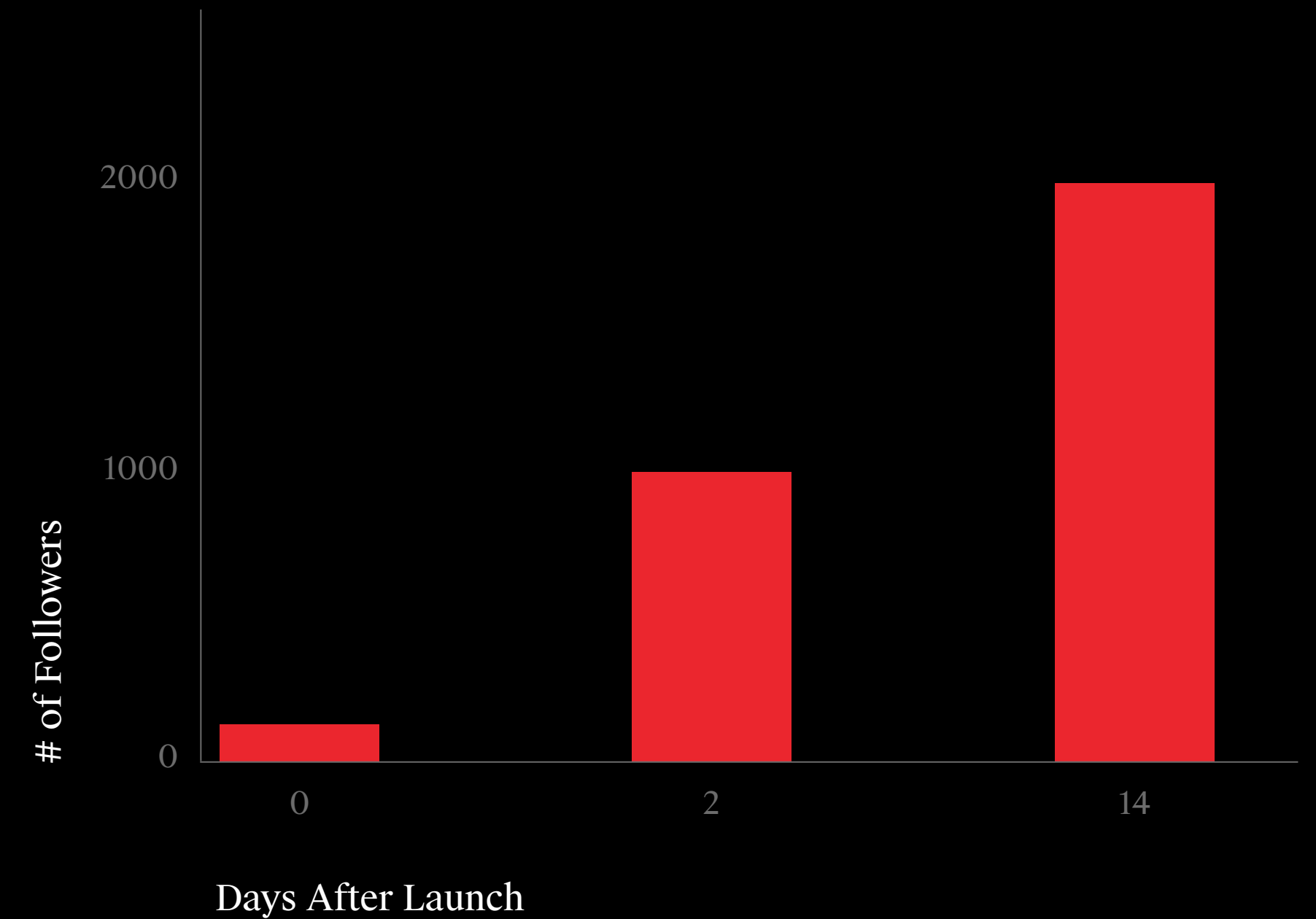
Public Service began in 2018.

Its development was thoughtful and careful – building upon our own experience and the input from our own network of creatives of color. We surveyed, interviewed, discussed, and debated for two years prior to our recent launch.

Demand for Change

Within 48 hours of our Instagram launch we organically acquired more than 1,000 followers – this doubled to 2,000 within 14 days.

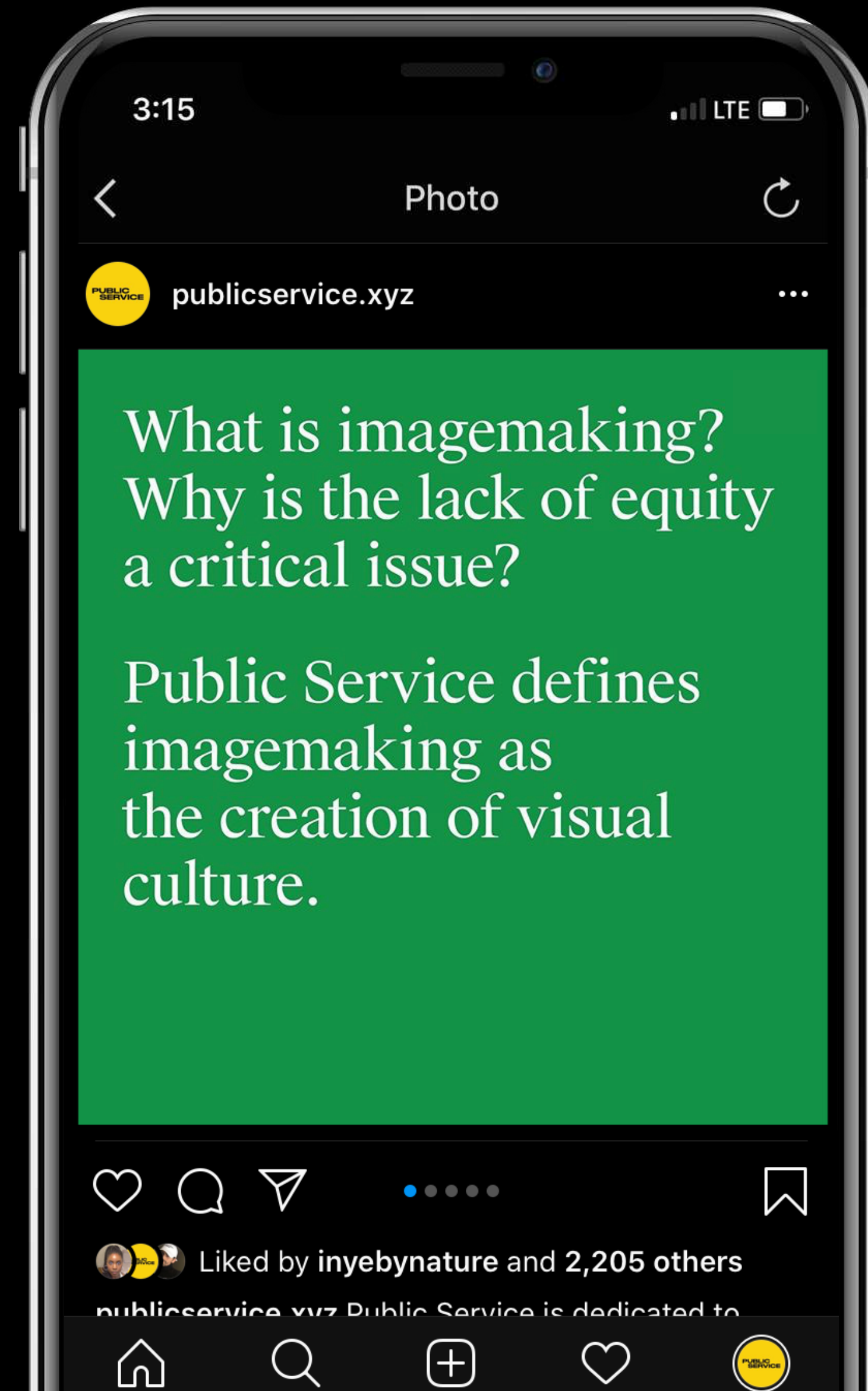
No paid promotion was involved.



Messaging That Resonates

Our average social engagement rate of 15% is extremely high in comparison to industry standards of 1-5% being considered 'high.'

One of our popular recent posts saw nearly 80% engagement.



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Dismantling Networks of Privilege

Public Service can help you connect with imagemakers beyond your existing personal and professional networks, which are often shaped by privilege and exclusion (even if unintentionally or unconsciously).

We hope to fundamentally change what those networks look like.

Talent Categories:

Art Direction

Casting

Creative Strategy

Hair

Makeup

Motion

Nails

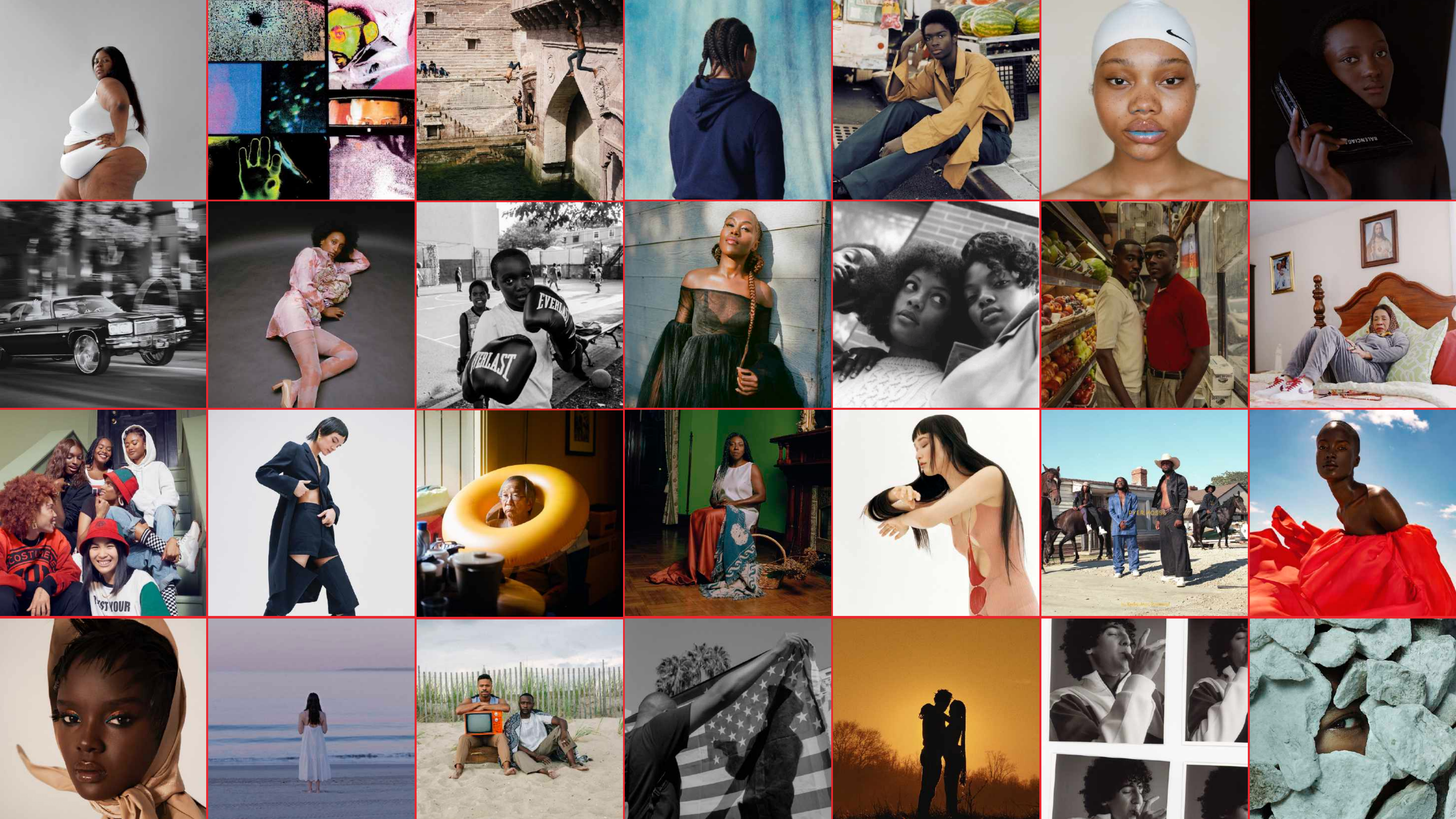
Photography

Production

Styling

Set Design

Writing



Our Perspective on Talent

Diverse Networks:

As creatives of color ourselves, we are able to pull from our own diverse creative networks to compile a directory of emerging talent.

Unique Storytellers:

We have curated our directory with the intention of highlighting creative storytellers that offer a unique point of view.

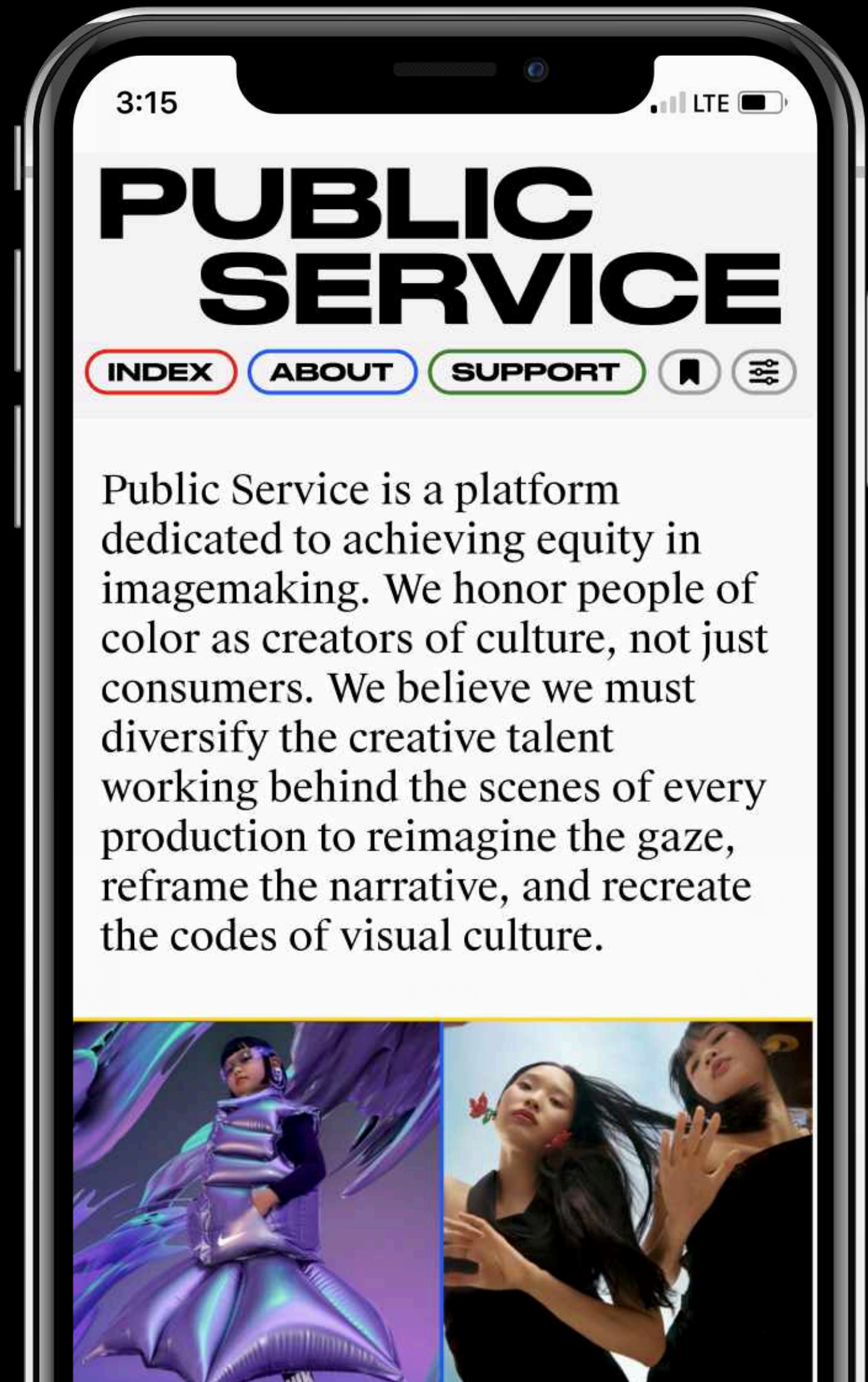
Untapped Potential:

The creatives in our directory often have portfolios full of beautiful editorial work, but they are still not well-established in the brand space – typically because it is difficult to break into these insular networks of privilege.

Use the Talent Directory to Find & Hire Imagemakers of Color

Our directory is a starting point for brands and agencies to discover and connect with POC talent.

It is currently accessible via a [google sheets document](#), and we will soon be launching a permanent website.



Partner With Public Service for Custom Talent Curation

As creatives of color, we bring our own perspective and tap into our diverse creative networks to curate talent for your specific project needs. We can research criteria beyond the limits of our directory, prioritize creatives based on key elements of your project, and curate talent recommendations per your brief.

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Reframe, Reimagine, Recreate

Public Service Studio is powered by a core team of women of color.

We seek brand partners who are committed to amplifying the visions and voices of people of color.

We offer strategic and creative expertise to help you take steps towards reframing the gaze, reimaging the narrative, and recreating the codes of visual culture.

Adaptive Approach

We are powered by a core team of experts who can lead projects with strategic and creative direction.

We adapt to the needs of your brief by tapping into our diverse networks to build custom creative teams.

We navigate COVID-19 with creativity.

Core Areas of Expertise:

Consulting

Trend Research & Forecasting

Semiotics & Cultural Insight

Creative Strategy

Copywriting

Creative Direction

Art Direction

Branding & Visual Identity

Graphic Design

Production

Post Production

Range of Experience

We understand what you need and how to deliver it, whether internally and externally.

Past Clients:



Our Core Team



WORDS

Kaity Wong

[@kaity.wong](https://www.instagram.com/kaity.wong)



VISUALS

Inyegumena Nosegbe

[@inyebynature](https://www.instagram.com/inyebynature)



STRATEGY

Anu Lingala

[@anoozle](https://www.instagram.com/anoozle)



PRODUCTION

Eshia Alvarado

[@eshiaanne](https://www.instagram.com/eshiaanne)

Summary

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Thank You.