



# OUR AMERICA:

LIVING WHILE BLACK

MEDIA KIT

 **abc** owned  
television stations

PRESS RELEASE

# OUR AMERICA: LIVING WHILE BLACK



**'OUR AMERICA: LIVING WHILE BLACK,' THE MULTIPLATFORM DOCUSERIES  
PRODUCED BY ABC OWNED TELEVISION STATIONS, SET TO PREMIERE OCT. 19 WITH  
AN HOUR-LONG SPECIAL TO AIR THE WEEKEND OF OCT. 24**

**The Weeklong Docuseries and Hour-Long Special Tell the Stories of Black Families  
Across America and Will Air in ABC Owned Television Stations' Local Newscasts and  
Available Via Streaming Across Its 32 Connected TV Apps**

[View Trailer Here](#)

ABC Owned Television Stations go beyond the statistics in a five-part docuseries, **"Our America: Living While Black,"** premiering **MONDAY, OCT. 19 through FRIDAY, OCT. 23, airing a different series each day, culminating into an hour-long documentary that airs the weekend of Oct. 24.** The multiplatform docuseries shares stories of multigenerational Black families from across America navigating generations of systemic racism, policing, healthcare, education, wealth and housing disparities while seeking to build stronger communities and create a better life. The special is a collaboration between the eight owned ABC stations and will air in ABC Owned Television Stations' newscasts in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham and Fresno.

All \*linear times for the docuseries air in the newscasts of WABC-TV New York (4:00 p.m. EDT), KABC-TV Los Angeles (4:00 p.m. PDT), WLS-TV Chicago (4:00 p.m. CDT), WPVI-TV Philadelphia (5:00 p.m. EDT), KGO-TV San Francisco (4:00 p.m. PDT), KTRK-TV Houston (4:00 p.m. CDT), WTVD-TV Raleigh Durham (5:00 p.m. EDT) and KFSN-TV Fresno (4:30 p.m. PDT).

The \*\*60-minute documentary airs on WABC-TV New York, Sunday, Oct. 25 (2:00 p.m. EDT); KABC-TV Los Angeles, Saturday, Oct. 24 (9:00 p.m. PDT); WLS-TV Chicago, Sunday, Oct. 25 (11:00 p.m. CDT); WPVI-TV Philadelphia, Sunday, Oct. 25 (1:30 p.m. EDT); KGO-TV San Francisco, Saturday, Oct. 24 (8:30 p.m. PDT); KTRK-TV Houston, Sunday, Oct. 25 (1:30 p.m. CDT); WTVD-TV Raleigh Durham, Sunday, Oct. 25 (2:00 p.m. EDT); and KFSN-TV Fresno, Saturday, Oct. 24 (10:00 p.m. PDT).

Viewers tuning in to their local ABC newscast will see extraordinary personal journeys of Black families and individuals across America rising above obstacles and pushing through systemic racism to achieve personal and professional success. These families and individuals will tell their stories in their voices.

**The docuseries follow the experiences of Black families across America including:**

**The McKissacks**, twin sisters and CEOs of McKissack & McKissack, the nation's oldest Black-owned design and construction firm with offices in Washington, D.C., and Los Angeles. The award-winning business has been passed down five generations, starting with their ancestor Moses McKissack who was brought to the country as a slave by a contractor who used him as a builder. The McKissack projects are respected nationwide and include the John F. Kennedy Airport, the World Trade Center, the African American Museum, the Obama Library, the Martin Luther King Jr. memorial, and many more.

**The Scott Family Farms**, helmed by Will Scott, an 80-year-old fourth-generation farmer from Fresno, California. As a young boy, he worked alongside his grandfather and family as sharecroppers. Due to years of systemic racism, there are deep-rooted challenges Black farmers face; however, Will remains hopeful and is determined to keep the legacy of Black farmers alive and growing. For the first time, he sees more diversity and people recognizing that racism is a systemic problem.

## PRESS RELEASE

# OUR AMERICA: LIVING WHILE BLACK

**Mayor Michael Tubbs** of Stockton, California. At age 30, he is not only the country's youngest mayor representing a city with over 100,000 residents, he is Stockton's first Black mayor. He is a Stanford University graduate raised by a single mother and has an incarcerated father. When his cousin was murdered, Tubbs returned to the city of Stockton to create positive change. He became one of the youngest city council members in the country at age 22 and in 2016 was elected as the 82nd mayor of Stockton.

**Antoine Lovell** experienced homelessness while being raised in New York by a single mother. At one point they lived in train stations and his bedroom was the No. 3 train. The experience shaped his life. He is now a professor and doctoral candidate at Fordham University in the Bronx and Delaware State University, where he teaches social policy. His specialty is housing and homelessness, the core issues that impacted him as a young child.

### **Episodes include the following:**

#### **Episode 1 – Maternal Morbidity:**

The United States is the most dangerous place in the developed world for a woman in labor and delivery, especially a Black woman. Black women die three times more during childbirth than white women. This shocking statistic will be further explained and explored.

#### **Episode 2 – Education Disparities:**

The struggles in the education system for Black students have been around for decades. From racism to a lack of resources and access to more severe punishments, Black students continue to face a gauntlet of challenges in schools that can have a life-long impact.

#### **Episode 3 – Income Disparity and Generational Wealth/ The Road to Black Excellence is Different for Everyone:**

The third installment of the series takes a closer look at the role housing and a lack of generational wealth. Backed by data, the special investigates how housing plays into economic disparity for Black people.

#### **Episode 4 – Honoring the Past, Hope for Future:**

Many history lessons leave out the history of slavery that began in 1619. While that history is brutal and tragic, Black families celebrate the work, sacrifices and knowledge of their ancestors and work to honor them by building on their family legacies and setting up future generations.

#### **Episode 5 – Policing, Racism Living While Black:**

For the final installment of the docuseries, the focus shifts to the topic that ignited this most recent civil unrest across the country and world. The policing of the Black community and the systemic racism that makes Black people more likely to be targets of police.

#### **Our America: Living While Black:**

An hour-long special that airs as a culmination of a five-part docuseries highlighting the lives of Black families. The special goes beyond the statistics to explore racial inequality and structural barriers affecting Black families across the country. Despite the obstacles, viewers will see the perseverance, hope and success of Black families across America as they seek to build stronger communities and make real change despite centuries of systemic racism.

# PRESS RELEASE

The docuseries is produced by a diverse editorial team from across the owned stations, led by Jennifer Mitchell, senior vice president of content development for ABC Owned Television Stations. The team included Maxine Crooks, a talent recruitment executive at the station group and former executive producer at owned station WPVI-TV Philadelphia; Monica Barnes, a community engagement executive at WTVD-TV Raleigh-Durham; WPVI's anchor Tamala Edwards, and former overnight anchor for ABC's "World News Now;" Mariel Myers, an executive producer from KGO-TV San Francisco; and Justin Allen, a senior producer of content development for the ABC Owned Television Stations.

The editorial team contributed their unique perspective to every aspect of the docuseries through a lens of diverse cultural awareness and sensitivity. The group collaborated daily to address and tackle all issues covered throughout the series to ensure authentic representation and diversity of voices showcased. At times, the team shared their personal and professional stories that led to real-time production pivots such as refining the graphics package to be cognizant of pervasive stereotypes.

"Our America: Living While Black" docuseries airs in linear broadcast on Oct. 19-23 across the ABC Owned Television Stations' evening newscasts, leading to a powerful 60-minute special set to air the weekend of Oct. 24. Viewers can stream the docuseries and hour-long special on ABC Owned Television Stations' connected TV Apps on streaming platforms Fire TV, Android TV, Apple TV and Roku.

## Editor's Note:

\* All linear times for episodes below air in the newscasts of WABC-TV New York (4:00 p.m. EDT), KABC-TV Los Angeles (4:00 p.m. PDT), WLS-TV Chicago (4:00 p.m. EDT), WPVI-TV Philadelphia (5:00 p.m. EDT), KGO-TV San Francisco (4:00 p.m. PDT), KTRK-TV Houston (4:00 p.m. CDT), WTVD-TV Raleigh Durham (5:00 p.m. EDT) and KFSN-TV Fresno (4:30 p.m. PDT).

\*\*All linear times below reflect the 60-minute documentary special that airs the weekend of Oct. 24

Date	"Our America: Living While Black" Docuseries	Date	Time	Station
Mon, Oct 19	Healthcare and Maternal Morbidity	Sat, Oct 24	8:30-9:30 p.m. PDT	KGO-TV San Francisco
Tue, Oct 20	Education Disparities		9:00-10:00 p.m. PDT	KABC-TV Los Angeles
Wed, Oct 21	Income Disparity and Generational Wealth		10:00-11:00 p.m. PDT	KFSN-TV Fresno
Thu, Oct 22	Honoring the Past, Hope for the Future	Sun, Oct 25	1:30-2:30 p.m. CDT	KTRK-TV Houston
Fri, Oct 23	Policing, Racism, Living While Black		1:30-2:30 p.m. EDT	WPVI-TV Philadelphia
Sat, Oct 24	60-minute special, "Our America: Living While Black"		2:00-3:00 p.m. EDT	WABC-TV New York
			2:00-3:00 p.m. EDT	WTVD-TV Raleigh-Durham
			11:00 p.m -12:00 a.m. CDT	WLS-TV Chicago

## About ABC Owned Television Stations

Walt Disney Television's eight owned ABC stations are multiplatform leaders in local news and information. Collectively No. 1 across all U.S. television, reaching 23% of households and more than 34 million Total Viewers and 62 million digital visitors a month, the eight stations are comprised of WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco, KTRK-TV Houston, WTVD-TV Raleigh-Durham and KFSN-TV Fresno. The stations also deliver locally sourced storytelling to more than 14 million viewers across America through its digital-first national lifestyle brand and broadcast channel, Localish. Most recently, the stations received four Broadcast & Cable awards in the major market category for 2020: Best News Coverage, Best Digital Multiplatform or Website, Best Investigative Reporting Station Group and Best Public Affairs Programming, illustrating the group's strength and ever-increasing growth and reach in the multiplatform space.

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# MEET THE TEAM

ABC Owned Television Stations are committed to informing, reflecting and serving the communities and the individuals that make up those communities. When sharing the stories of diverse communities across “Our America,” the audience should be able to recognize themselves and be able to empathize with the experience of others. The team below oversaw the stories shared in “Our America: Living While Black,” providing editorial feedback and guidance through a unique cultural lens. Their words reflect their experience and contribution.



JENNIFER MITCHELL

SVP, Content Development, ABC Owned Television Stations

“The ‘Our America’ series represents our commitment to ensuring **diversity and inclusion** in our storytelling, and the process and decision-making that happen behind the scenes. What I appreciated most were the candid, heartfelt and sometimes uncomfortable conversations our teams had to achieve our goal of sharing the stories of Black families authentically through their lens.”



TAMALA EDWARDS

Anchor, 6abc/WPVI-TV Philadelphia

“In my role as a writer and editor, it meant a lot to me to react to a rising need from these stories. People want to understand. They want to figure out ways to move forward. I firmly believe the more people know, the more they will look for ways to work and come together. Because, as the saying goes, ‘Equality is not pie.’ **Your having more doesn’t mean I have to have less.**”



MONICA BARNES

Community Engagement Director, ABC 11/WTVD-TV Raleigh-Durham

“My experience as a community engagement director gave me the perspective of hearing the people. As a Black woman from the South, I wanted to bring **diversity of thought and diversity of perspective** to every element of the docuseries.”



MAXINE CROOKS

VP, Talent Development, ABC Owned Television Stations

“I’m extremely passionate about this work. When it came to the content, **we let people tell their stories** and give their experience, not what someone else thought they experienced. This docuseries gave full scope to Black people’s voices as opposed to a 10-second soundbite you see in a newscast.”



MARIEL CALIZO MYERS

Exec. Producer, Premium Content and Development, ABC7/KGO-TV San Francisco

“I’m a **first-generation immigrant**, and it was incredible for me to hear the stories from descendants of slaves embracing their history. It was **empowering** to work closely on this project with other people of color. When managing these stories, we were **deliberate and thoughtful**. We wanted to be better than we had been in the past.”



JUSTIN ALLEN

Senior Producer, Content Development, ABC Owned Television Stations

“This team brought an inspiring level of honesty and vulnerability to help guide how we approached everything from the graphics to scripts to promo elements. We needed to tell all of these stories with that same level of honesty and vulnerability; so as a producer, **listening** became the most important aspect of my job because **these stories matter.**”

# MEDIA OVERVIEW OF FAMILIES

ABC Owned Television Stations go beyond the statistics in a collaborative cross-station docuseries, **"Our America: Living While Black,"** premiering Oct. 19 and culminating to a 60-minute documentary airing the weekend of Oct. 24. The five-part multiplatform docuseries shares stories of multigenerational Black families from across America addressing generations of systemic racism, policing, health, education, wealth and housing disparities while seeking to build stronger communities and create a better life. The week-long special will air in ABC Owned Television Stations' newscasts in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham and Fresno.



## THE MCKISSACKS

The McKissacks, twin sisters and CEOs of McKissack & McKissack, the nation's oldest Black-owned design and construction firm. The trade passed down five generations, starting with their ancestor Moses McKissack who was brought to the country as a slave by a contractor who used him as a builder. The McKissack projects are respected nationwide and include the John F. Kennedy Airport, the World Trade Center, the African American Museum, the Obama Library, the Martin Luther King Jr. Memorial, and many more.



## THE SCOTT FAMILY FARMS

The Scott Family Farms is helmed by Will Scott, an 80-year-old fourth-generation farmer from Fresno, California. He tells the stories of how Black farmers have struggled due to years of systemic racism, resulting in deep-rooted challenges Black farmers face. Will shares the legacy of Black farmers - he wants people to know the heritage and history.



## MAYOR MICHAEL TUBBS

Mayor Michael Tubbs of Stockton, California. At age 30, he is not only the country's youngest mayor representing a city of 100,000 residents, he is Stockton's first Black mayor. He is a Stanford University graduate raised by a single mother and has an incarcerated father. When his cousin was murdered, Tubbs returned to the city of Stockton to create positive change. He became one of the youngest city councilmembers in the country at age 22. In 2016, he became the 82nd mayor of Stockton.



## ANTOINE LOVELL

Antoine Lovell, experienced homelessness in New York, while being raised by a single mother. At one point they lived in train stations and his bedroom was the No. 3 train. The experience shaped his life. He is now a professor at Fordham University in the Bronx and Delaware State University, where he teaches social policy. His specialty is housing and homelessness, the core issues that impacted him as a young child.



### THE PHIL CLARK FAMILY

Phil and his wife have six children who reside in Philadelphia, Pa. Phil is a graduate of Yale University and is the owner of a gym, The Training Station, and a sneaker store. Kira, who studied early childhood education, now runs her own in-home baking business. Underlying what appears to be the perfect American success story was obstacles of racism and bias from childhood to adulthood and is what Phil describes as "...being black in America has always been difficult."



### THE MOHAMMAD FAMILY

The Mohammad family is a story of perseverance, raising their five Black children in Chicago, Illinois. Due to the violence and police activity in the community, Fatir, their oldest son, was raised to never wear headphones outdoors and to stay home after 5:00 p.m. Fatir, became the valedictorian of his class with a 4.3 GPA and received a full academic scholarship to Georgetown. He plans to get his CPA and start his own accounting firm in order to provide jobs and help his community.



### ELNA HALL, PHD.

Elna Hall, PhD., is an educator in San Francisco, California who recently wrote an article, "Autism, While Black." She shares the story of familiar conversations Black families around the country have with their children - about how to be careful and watchful in public and around the police. She introduced her younger autistic Black son to the police at the local precinct due to fear of policing and a lack of training of officers who engage people with disabilities. Statistics show that 20% of youth with autism are stopped and questioned by police, and 55% are likely to be arrested.



### ADAINA BROWN, PHD.

Adaina Brown, PhD., the interim Superintendent, Los Angeles Unified School District West, shares her personal story of what it was like to grow up without Black teachers or a person of color in a position of power as a role model. Adaina wants to teach her four sons and students of LAUSD that they can think and learn how to fix years of generational and systemic racism.



### EVELYN THOMPSON

Evelyn Thompson is the descendant of a slave and slave owner, and lives on the land that her family once owned and were enslaved on. She shares the history of her ancestors in the Raleigh-Durham region of North Carolina, and her experience of how America was built on systemic racism across multiple generations.

# THE DATA

## INFOGRAPHIC

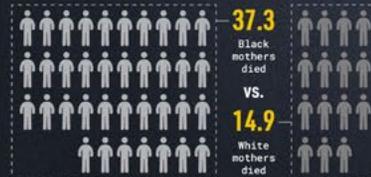
### OUR AMERICA:

#### LIVING WHILE BLACK

Behind these startling statistics is a history of structural barriers and systemic racism. ABC Owned Television Stations go beyond the statistics to explore racial inequality, policing, health, education, wealth and housing disparities affecting Black communities across the country.

### MATERNAL MORBIDITY

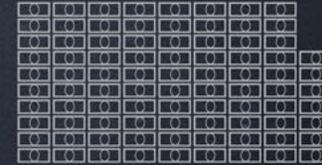
The United States is the most dangerous place for a woman, especially a Black woman, to give birth in the developed world. In 2018, for every 100,000 live births in the U.S.:



Black women are **3X**

more likely to die during childbirth than white women.

### EDUCATION



Black schools receive **\$23M LESS** than white schools



Black students are suspended

**3.4X MORE** often than white students.

White students were placed in gifted and talented programs in American schools

**3.2X** more than Black students.

### POLICING

Black people are more likely to be stopped by police than white people.

Black people are

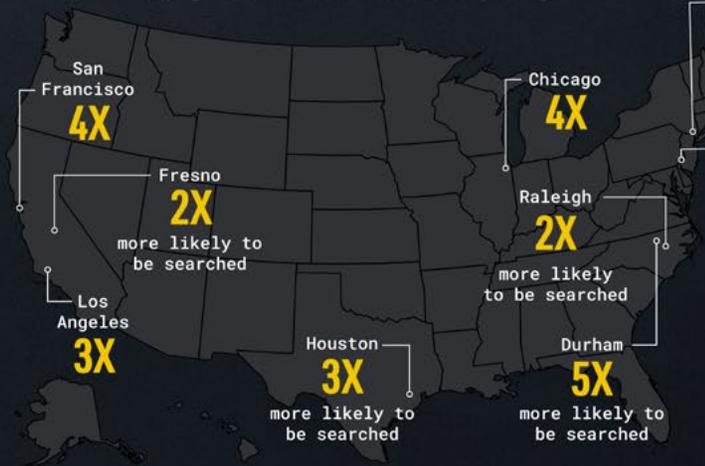
**3X**

more likely to be killed by police in America.

Black people with disabilities are about

**50%**

more likely to be arrested.



In 250 communities, Black people were at least

**10X**

more likely to be arrested than white people.

### WEALTH/INCOME

Almost 30% of Americans live in a household making \$100k.



Black families earn **\$26,000 LESS/YR** than white families.

Black neighborhoods have **50% LESS VALUE** than white neighborhoods.

Black people have **60%** the income of white people and **5%** the wealth.

# OUR AMERICA: LIVING WHILE BLACK

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