

Project Think Different - Media Giraffe Profile

Project Think Different

Scherazade Daruvalla King - President/Exec. Dir.

" *Project: Think Different was born out of a desire to stop complaining about the media and to start doing something. It's about interrupting messages that say the problems are too big and you can't make a difference. It's about creating a renaissance in media that facilitates individuals getting engaged and playing more powerful roles as agents of positive change.*" -- Scherazade King, on the Think Different website"

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About

Below, from <http://www.volunteersolutions.org/boston/org/891163.html>, is a short summary of Project:Think Different:

Project: Think Different is [an] empowerment media nonprofit organization that uses the arts and pop culture to increase the power of voices in civic dialogue and policy formation to ensure equity and fairness. We use pop culture as an organizing tool to reach disengaged youth and to inspire them to think differently about their ability to create positive change in their lives, communities, and society at large.

Below excerpted from <http://www.projectthinkdifferent.org/interior/6director.htm> (This link also contains information on Scherazade Daruvalla King.):

Project: Think Different was born out of a desire to stop complaining about the media and to start doing something. It's about interrupting messages that say the problems are too big and you can't make a difference. It's about creating a renaissance in media that facilitates individuals getting engaged and playing more powerful roles as agents of positive change. Our approach is rooted in the desire to create a culture of engagement, a culture where people grow up experiencing the power of their voice and action in shaping their community. As many are tuning out of traditional media for information and public opinion, we have chosen to work with the music, film and video aspects of pop culture media as they amplify the impact of the individual voice and gives the power of dissemination to the people. A song, a film, an image has staying power and can become a permanent part of the culture. By hearing empowering, engaging messages and having opportunities to practice taking action through the creation of your own messages, Project: Think Different strives to awaken a sense of the important role YOU play in creating positive social change!

We have been blessed with a growing community that believes change is possible, that each individual has a role to play, and that Project: Think Different's work is key in making change a positive reality. Thanks to their support, we have reached thousands of people with our programs and messages. There is no limit to the change we can collectively create. We'd like YOU to join us in entertaining change!

Scherazade Daruvalla King
Founder and Executive Director

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