

Creator Program Update, September 2024

[Read the August Update](#)

At Community Change Action, we know the power and purpose of investing in trusted messengers. Our award-winning creator program continues this tradition by recruiting, training, and compensating creators who can authentically speak to our base.

Guide:

- [Toplines](#)
- [2024 Program & Analyses](#)

Toplines

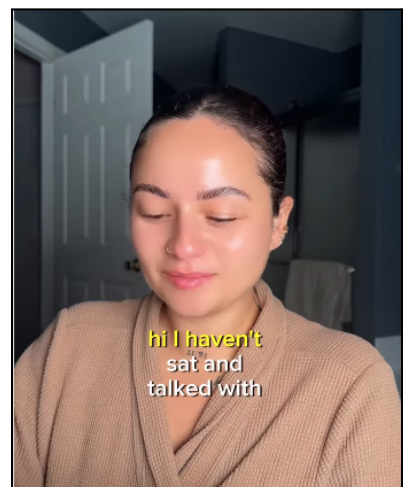
Our 2024 program has earned **4,459,094** views and **260,993** engagements via **89** creator videos across TikTok, Instagram, and Youtube as of mid-September. We have focused on expanding our creator network, especially by recruiting bilingual/Spanish speaking people and creators who appeal to a male and/or Latino audience.



[Watch Video](#)



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[Watch Video](#)

We are seeing the most support around content that focuses on the values related to voting and on Project 2025's impact on LGBTQ rights and Abortion rights.

Predictably, the ‘airwaves’ are becoming crowded, and we are finding ourselves digging deeper to **expand our creator pool** and **find new ways to make our issue areas are relevant to niche audiences**. Brittany (below) is a creator in our ambassador cohort, and a strong example of how she took her niche subject (urban planning) and related it to wider voting issues.



[Watch Video](#)

September Program Update

Four Verticals, One Goal

As we near November, we have expanded the types of tactics we are using to recruit, train, and engage with creators in the final sprint. Our current model follows now four verticals.

Our Traditional Program, where we recruit and pay creators for individual videos. This costs the most compared to other tactics, but it also allows us to cast a wider net that represents more voices and experiences. It is especially helpful in rapid response moments, where our team provides direct political education and tools to creators to interpret the moment with their audience.

Our Ambassador Program, where we have eight creators who join us for bi-weekly information-sharing calls and are given a set stipend in return for 8-10 videos over a

course of several months. Modeled after the ChangeWire fellows, this allows us to invest more deeply in the political voice of individual storytellers and coach them on our messaging.

All eight members of the cohort:



Zuri Ali
@artsymuva

TT: [54K Followers](#)



Barrie Rose
@barrierose

IG: [14.8K Followers](#)
TT: [607K Followers](#)
YT: [22K Followers](#)



Joshua Doss
@doss.discourse

TT: [283K Followers](#)



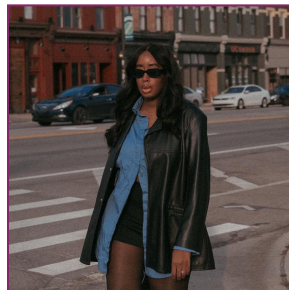
Tega Orhorhoro
@tegareacts

TT: [3.7M Followers](#)
IG: [207K Followers](#)



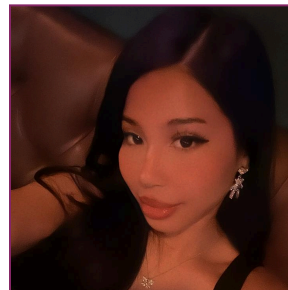
Willy Hidalgo
@radicalhidalgo

IG: [207K Followers](#)
TT: [1.8M Followers](#)



Brittany Simmons
@signedbritt

IG: [53.7K Followers](#)
TT: [63K Followers](#)



Alexa Flores
@jay.alexaa

IG: [49.4K Followers](#)
TT: [167K Followers](#)



Sylvia Salazar
@tono.latino

IG: [24K Followers](#)
TT: [22.4K Followers](#)

Serialized Content: This vertical is a mix of our “traditional” and our “ambassador program,” as a way to lock in more creators for a longer period of time. In this tactic, we are asking creators to commit to 2-3 videos with us about the same topic.

- [Richie Fontaine](#): Richie is creating a series of content where he talks about the “weirdest” parts of Project 2025 and talks about the importance of turning out in November.
- [Tabria Majors](#): Tabria is producing a series of content debunking common myths around not voting- plans on talking about Harris and Project 2025

- [Lynae Vanee](#): Lynae is serializing content debunking common myths around a Harris presidency.
- [Amanda Tietz](#): Amanda is working on a series focused on reproductive rights.
- [Jerrilyn Lake](#): Jerrilyn is working on a Harris-focused video series.
- [Alex Cascio](#): Alex is completing a series of (wo)man on the street content where they quiz people about Project 2025 and its impacts to highlight it.

Contest: In an effort to recruit different types of creators, we made an open call for creators and offered a stipend to “winners” who came up with the best ideas on how to educate their audiences about the upcoming election. We just began rolling this out, and will have preliminary results in the next two weeks.

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