

People's challenges related to work and family are common, but authentic and inclusive representation of these circumstances in TV and film are not. To help inform stories that engage audiences, the entertainment initiative at New America's Better Life Lab offers content advisement, and amplification related to gender, work, family, and care in TV, film, and pop culture.

We are researchers and policy experts working toward a time when all people in the United States can care for themselves and their loved ones with pride rather than apology; work in jobs that offer dignity and fair pay; and experience their work and family lives as integrated rather than in tension.

In service to this vision, you can count on us for information on these topics and others:

- gender roles in work, family, and caregiving
- wages, working conditions, workplace practices, and workplace discrimination
- intersections between health, stress and work, family, and care issues
- pregnancy and abortion stories in the context of work and wages, family needs, and care
- policies/practices related to paid leave, work schedules, child care, care for loved ones
- variations in access to policies in U.S. states and cities and by demographics

Find entertainment-focused narrative and culture change resources:
newamerica.org/entertainment



Read our tip sheets.

Rescripting Gender, Work, Family, and Care
newamerica.org/rescriptinggender

Writing Holistic Pregnancy and Abortion Stories
newamerica.org/AbortionFastFacts

Writing about Working Parents
newamerica.org/RescriptingParents

Writing About Civic Engagement with a Work-Family Lens
newamerica.org/RescriptingCivicEngagement



Watch our sizzle reel.

Imagine That: Stories that Value Work, Family, and Care
newamerica.org/EntertainmentSizzle



Check out our audience research on viewers' interest:

The Power and Reach of Stories About Work, Family, and Care
newamerica.org/entertainment/2025research



Sign up for our newsletter for creatives.

Setting the Scene
newamerica.org/rescriptingnewsletter



**Contact our founder and director
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