

Re-Scripting Gender, Work, Family, and Care

The Entertainment Initiative at New America's Better Life Lab

Challenges related to work and family are common, but relatable and holistic representation of these circumstances in entertainment media is not.

We are researchers, policy experts, and creatives 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.

Visibility can shift culture and lead to solutions that will improve people's lives. Drawing on our expertise, we offer consultations, brainstorming, briefings, script reviews, and content advisement on authentic storytelling. We also amplify television shows, films, and online media projects with thoughtful treatments of work, family, care, and gender dynamics.

We're excited to discuss how the nuances of the issues we know best can make characters and stories more relatable, including:

- workplace practices and wages
- how stress and health shape work, family, and care dynamics
- pregnancy and reproductive health in the context of existing job and family circumstances
- policies and practices related to paid time away from work, child care and early childhood education, work schedules, and caregiving
- gender roles in work, family, and caregiving
- variations in access to systemic supports due to demographics and geography



Read our tip sheets and resource guides.
newamerica.org/entertainment/tipsheets



Explore our audience research on interest in work, family, and care stories.
newamerica.org/entertainment/2025research



Watch our sizzle reel.
newamerica.org/entertainment/sizzle



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