

Starts With Us Named Winner at the 8th Annual Shorty Impact Awards

LOS ANGELES, November 16, 2023 – [Starts With Us](#), a nonpartisan organization building a movement to overcome toxic polarization in America, has been named the 8th Annual Shorty Impact Awards Winner in best *Video Series* for [Radical Heroes](#) and Audience Honor in *Social Justice* for its story on [Alice Marie Johnson](#).

The Shorty Impact Awards honor the very best of digital and social media by the most purposeful and influential brands, agencies, and organizations whose work makes the world a better place. Winners were selected based on their ability to demonstrate their strength and uniqueness in innovation, creativity, and impact.

The video series *Radical Heroes* — featuring stories from extraordinary leaders demonstrating curiosity, compassion, and courage in action — exemplifies the powerful but often overlooked narratives of people embracing discomfort with their ideological opposite on their path to consensus.

“We are seeing a real hunger for these stories, which have broken through on platforms filled with anger and division and begun to chip away at the idea that we are hopelessly divided,” **said Tom Fishman, CEO at Starts With Us**. “You can see the growing momentum in our comment threads every day. Americans are eager to escape toxic echo chambers and get back to solving problems across lines of difference. That work starts with each of us.”

The 8th Annual Shorty Impact Awards winners and honorees were announced on November 13th in an in-person ceremony at The Belasco in Los Angeles, with over 200 attendees from all over the world and some of the most distinguished Real Time Academy members. Starts With Us competed in categories with esteemed organizations such as GLAAD, Panasonic, IMG N Media, REVOT, and Slack for Good.

Shorty Impact Award winners and honorees are chosen by the Real Time Academy (RTA), prominent experts and leaders in digital and social media selected on the basis of their deep industry knowledge, professional reputation, and outstanding achievements, including previous Shorty wins. Members of the Academy include Deidre Osei (Global Brand Manager, Barbie), Dominic Riley (Digital Publicity & Partnerships, Netflix), Carmen Boon (VP, Public Affairs, Food Bank for NYC), Leonardo Arcoverde (VP, Creative Director, McCann Health NY), DeNora Getachew (CEO, DoSomething), Naz Nazli (Creative Director, Meta), Genevieve Taft-Vazquez (Global Director, Human Rights & ESG, The Coca Cola Company).

About Starts With Us

Starts With Us is a rapidly growing civic movement equipping Americans to overcome toxic polarization and more effectively solve our toughest problems. In addition to more than 2 million followers committed to engaging constructively across lines of difference, Starts With Us’ mission is supported by 240+ ideologically diverse leaders in business, entertainment, journalism, faith, sports, academia, and

national defense. It is a project of the [Lubetzky Family Foundation](#). To join the movement, visit www.startswith.us.

About the Shorty Awards

The [Shorty Awards](#) (also known as “the Shortys”) honors the most innovative work in digital and social media by brands, agencies, and organizations. Founded in 2008, the Shortys’ notable previous winners include Malala Yousafzai, Trevor Noah, Michelle Obama, Conan O’Brien, Lady Gaga, Lizzo, and brands such as Marvel Studios, HBO, Red Bull, Airbnb, Nestle, and BMW. The Shortys’ mission is to celebrate, inspire, and push the boundaries of excellence in digital storytelling. Entries are judged on the merits of creativity, strategy, and engagement by the Real Time Academy, a body of hand-selected industry experts and leaders. The public can also weigh in and select their favorite Shorty Awards contenders during Audience Honor Voting. Currently, the Shortys have two annual competitions, the flagship Shorty Awards and Shorty Impact Awards dedicated to honoring the best work with a positive social impact.