

# Crystal Whaley

**Director : Executive Producer : Writer : Development Executive**

Crystal Whaley is writer, director and a multiple EMMY Award winning producer and development executive in film/TV/digital offering a unique combination of cross-functional skills with over 20 years of experience with a specialized expertise in content development and acquisition, strategic brand initiatives and creative direction.

Crystal is responsible for the overall financial sustainability and creative integrity of multiple shows/projects, including the oversight of all logistics necessary to meet creative mandates, broadcast standards and brand recognition. She has a proven track record of developing, supervising & producing, award winning premium series TV (scripted and non-scripted), commercials, music videos, independent narrative films and scripted series. Recently co-executive producing for 2023 Critics Choice Award Nominated, 'Ladies First: A Story of Women in Hip Hop' currently streaming on Netflix, producing an eight episodic narrative series for a streamer, served as a supervising producer for 2023 Emmy nominated MSNBC documentary series, 'Model America' and 'They Called Him Mostly Harmless' a documentary for Max coming summer 2024.

Crystal has developed, produced, directed and supervised produced award winning scripted and non-scripted TV series, commercials, music videos and nationally syndicated and Peabody nominated documentaries. She's the writer, director & executive producer of feature length documentary, 'The Sound She Saw' as well as producer of 'Un(re)solved', a digital interactive eight episode series for Frontlines/PBS which won a 2022 Emmy award for Outstanding Interactive Media: Innovation category and was nominated for 2023 Peabody award.

Owner and Creative Director of Plan C Media Group, she's also former VP of Development and Production of Pixel Media LLC / Lionsgate, former senior producer for Sesame Workshop, former Director of Video Production for Arista Records and former executive producer of Free Spirit Films Inc, where she produced a myriad of innovative commercials and music videos for award-winning artists.

A lover of the arts, Crystal is a published photographer and an accomplished curator of the annual “*For Us, By Us*” at The Long Gallery Harlem in February 2017- 20, *ALTAR: Prayer, Ritual, Offering* at Photoville NYC in Sept. 2018 & Photoville Los Angeles April 2019 as well as curator for the HBCU’s Art Talk/Date: Kerry James Marshall at the MET Breuer. Her recent curatorial project, ‘M’DEAR: Exploring the Black Maternal’ at the Museum of Contemporary African Diasporan Arts (MoCADA) enjoyed a well-attended exhibition run from May – Oct 2023 in New York City,

Crystal is the producer & deputy editor of critically acclaimed photo books; ‘Black Joy and Resistance’ in 2018 and ‘MFON: Woman Photographers of the African Diaspora’ in 2017 and made her directorial debut with her feature length documentary film, ‘The Sound She Saw’ recently finishing its film festival run and currently touring museums nationwide.

Crystal is a visual storyteller, culture curator and activist where Black women and girls are at the center. She’s committed to telling and amplifying beautiful, authentic, thought provoking stories and exhibitions that spark conversation and activate change.

Crystal is a member of the Producers Guild of America (PGA) and a member of Alpha Kappa Alpha Sorority Inc., this Los Angeles native & honorary New Yorker holds a Journalism degree from Howard University and a Film Production Certificate from New York University.

### **Activist / Advocate / Mentor**

[Oya's Elements Inc.](#) - \*Crystal Whaley is the co-founder and executive director of Oya’s Elements Inc., founded 1997. Oya’s Elements is a community– based organization that empowers, nurtures and challenges women of color to be their best and most authentic selves. As a collective, Oya’s Elements (OE) creates, promotes and supports progressive social justice, entrepreneurship and innovative educational familial initiatives. OE provides women an educational, social and political platform. Oya’s goal is to empower women of all ages with knowledge, resources, access and opportunity. Through OE’s programs & initiatives, women develop a deeper investment in their lives, their communities as they begin to envision themselves as conduits for change.

[Moon Day Rites of Passage Program](#) - \*Crystal Whaley is the founder and executive director of *Moon Day*, a mini-rites of passage program for girls of color ages 11-14 founded in 2007.

[New African Women's Caucus](#) - \*Crystal Whaley is co-founder of New African Women's Caucus ('NAMC', a division of 'MXGM' Malcolm X Grassroots Movement) founded in 1997 which works to challenge all forms of oppression that limit girls and women from becoming self-determining individuals and reaching their full potential. Recognizing that cultural, economic, political and social institutions, practices and beliefs limit the human worth of women & girls, NAMC is committed to deconstruction practices, methods and images that continue to perpetuate sexist and homophobic oppression while battling racism.

[Ifetayo Cultural Arts](#) - \*Crystal Whaley is a former mentor & volunteer for the rites of passage program for girls at Ifetayo Cultural Arts Center. Ifetayo is an arts and cultural organization dedicated to supporting creative & educational development of families of African descent.

[State](#) - \*Crystal Whaley is the founder of SLATE Inc. an organization dedicated to the recruitment & development of young Black & brown women in film and TV.

[Howard University Alumni Association](#) - \*Crystal Whaley is the immediate past Vice President of the Howard University Alumni Club of Greater New York.

[Alpha Kappa Alpha Sorority Inc.](#) - \*Crystal Whaley is a 25 year + proud member of Alpha Kappa Alpha Sorority Inc., initiated at Howard U.



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