



LEVAR BURTON

LB

Talent
Alliance
Group

AUG 2021

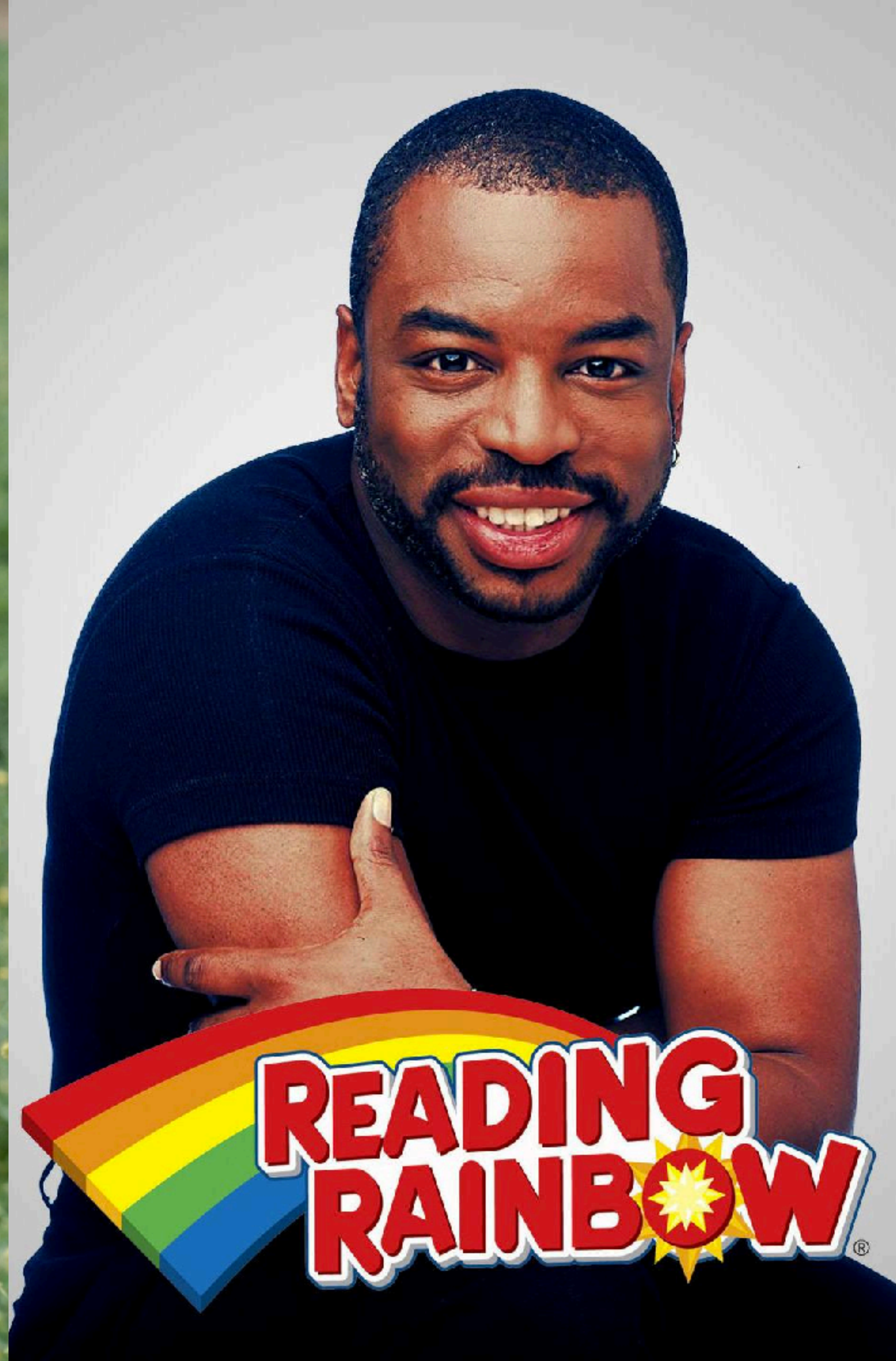
As a pop culture icon, LeVar Burton has the unique ability to reach across a multitude of demographics — all ages, ethnicities and socioeconomic groups — communicating to a fan base that is highly engaged and motivated to embrace his message.



“LEVAR BURTON IS A LIVING LEGEND”

BLAVITY







LEVAR MADE HIS FILM ACTING DEBUT IN 1977 WHEN HE PLAYED KUNTA KINTE IN THE ABC AWARD-WINNING DRAMA SERIES ROOTS.

AS A RESULT OF HIS PERFORMANCE, HE WAS NOMINATED FOR THE EMMY FOR BEST ACTOR IN A DRAMA SERIES.



THE SERIES RAN FOR 23 SEASONS, MAKING IT ONE OF THE LONGEST-RUNNING CHILDREN'S PROGRAMS IN HISTORY.

THE SERIES GARNERED OVER 200 BROADCAST AWARDS, INCLUDING A PEABODY AWARD AND 26 EMMY AWARDS.

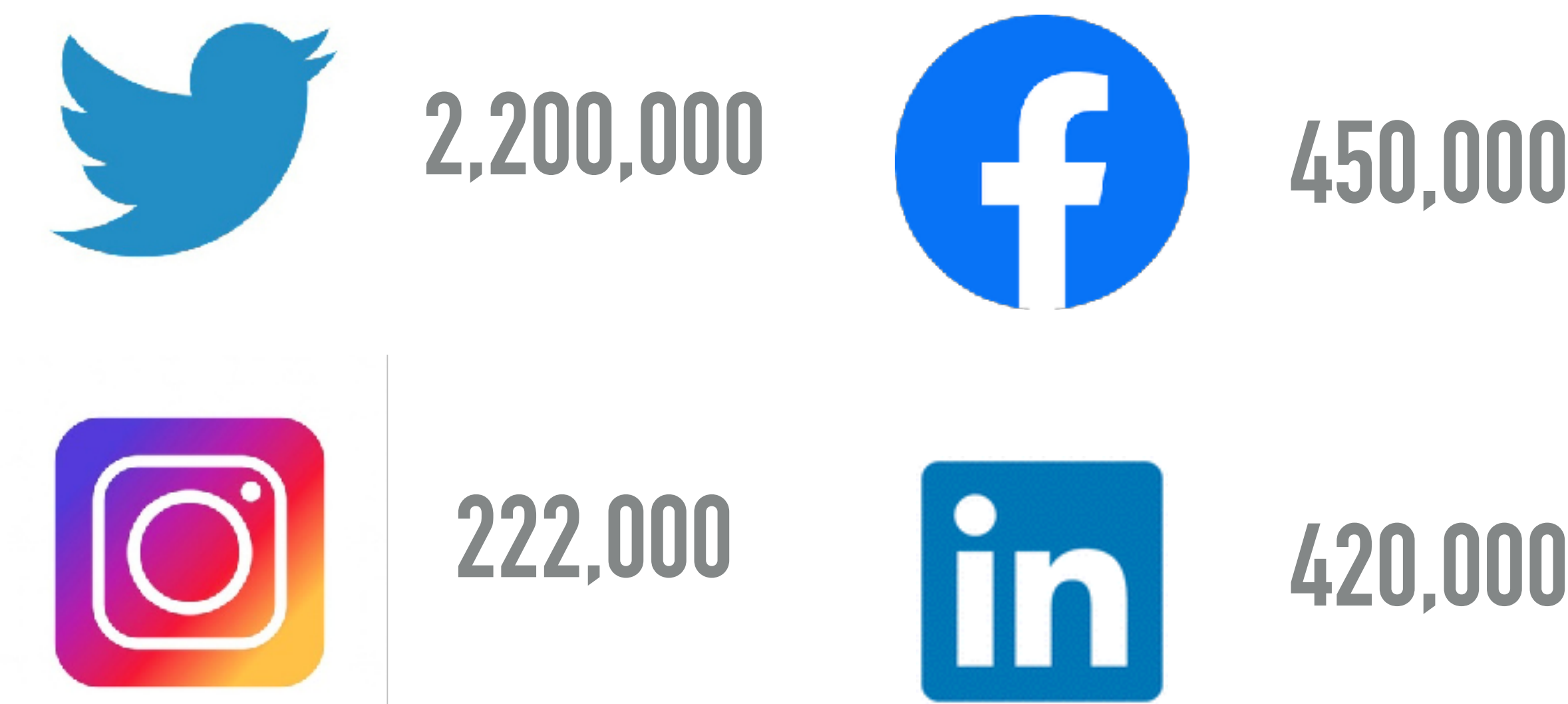


LEVAR PLAYED THE ROLE OF LIEUTENANT COMMANDER GEORDI LA FORGE.

BURTON ALSO PORTRAYED LA FORGE IN THE SUBSEQUENT FEATURE FILMS BASED ON STAR TREK: THE NEXT GENERATION, BEGINNING WITH STAR TREK GENERATIONS (1994) THROUGH STAR TREK: NEMESIS (2002).

AUTHENTIC REACH OF REAL FOLLOWERS

FOLLOWING: 3.5 MILLION
ENGAGEMENT RATE: 8.7+% AVG
RATING: 88
MALE / FEMALE: 53/47



LeVar Burton
15.8K Tweets

Tweets Tweets & replies Media Likes

Remember who you are. Remember why you're here.
Behave accordingly! 🙏💜

98 779 6,209

LeVar Burton @levarburton · 1d

REPLAY 953.5K viewers 5:48

LeVar Burton @levarburton

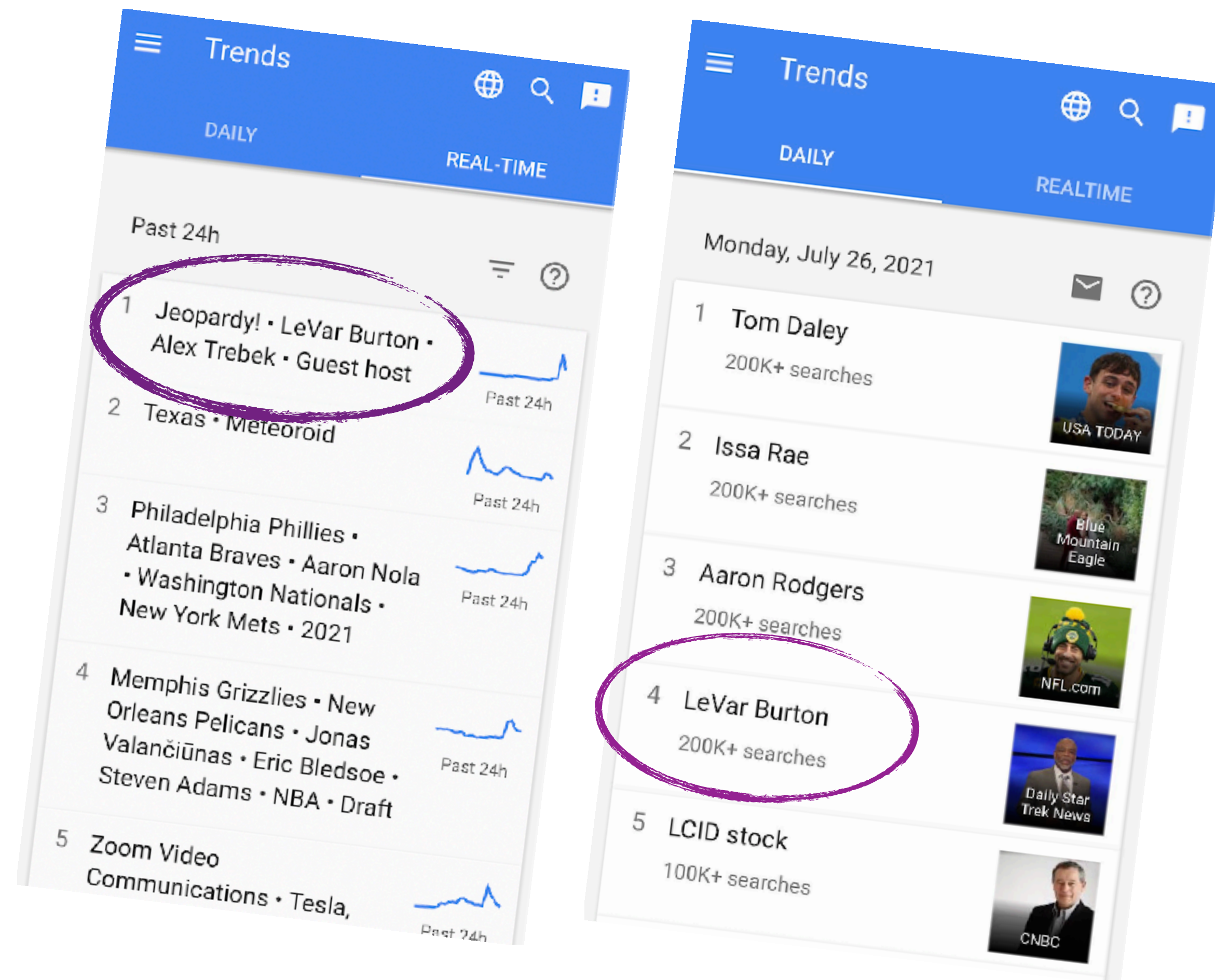
199 503 2,214

Monday July 26th

WHEN LEVAR IS INVOLVED, PEOPLE ENGAGE

#1 Trending real-time topic worldwide (even during the Olympics)

#4 Trending daily topic worldwide



AN EARNED MEDIA ENTERPRISE



POP CULTURE JUGGERNAUT



YouTube

Search

0:25 / 0:48

#LeVarBurton #AviationGin

New Aviation Spokesperson

1,382,221 views · 22 Apr 2021

Ryan Reynolds 3.08M subscribers

Officially starting the Levar Burton for literally everything campaign. #LeVarBurton #AviationGin

2,605 Comments SORT BY

SUBSCRIBE

61K 546 SHARE SAVE

The image shows a YouTube video player interface. The video is titled 'New Aviation Spokesperson' and features a man (LeVar Burton) holding a glass of water. The video has 1,382,221 views and was uploaded on April 22, 2021. The video is by Ryan Reynolds, who has 3.08M subscribers. The video description mentions 'Officially starting the Levar Burton for literally everything campaign. #LeVarBurton #AviationGin'. The video player shows a progress bar at 0:25 / 0:48. The video is circled in yellow.

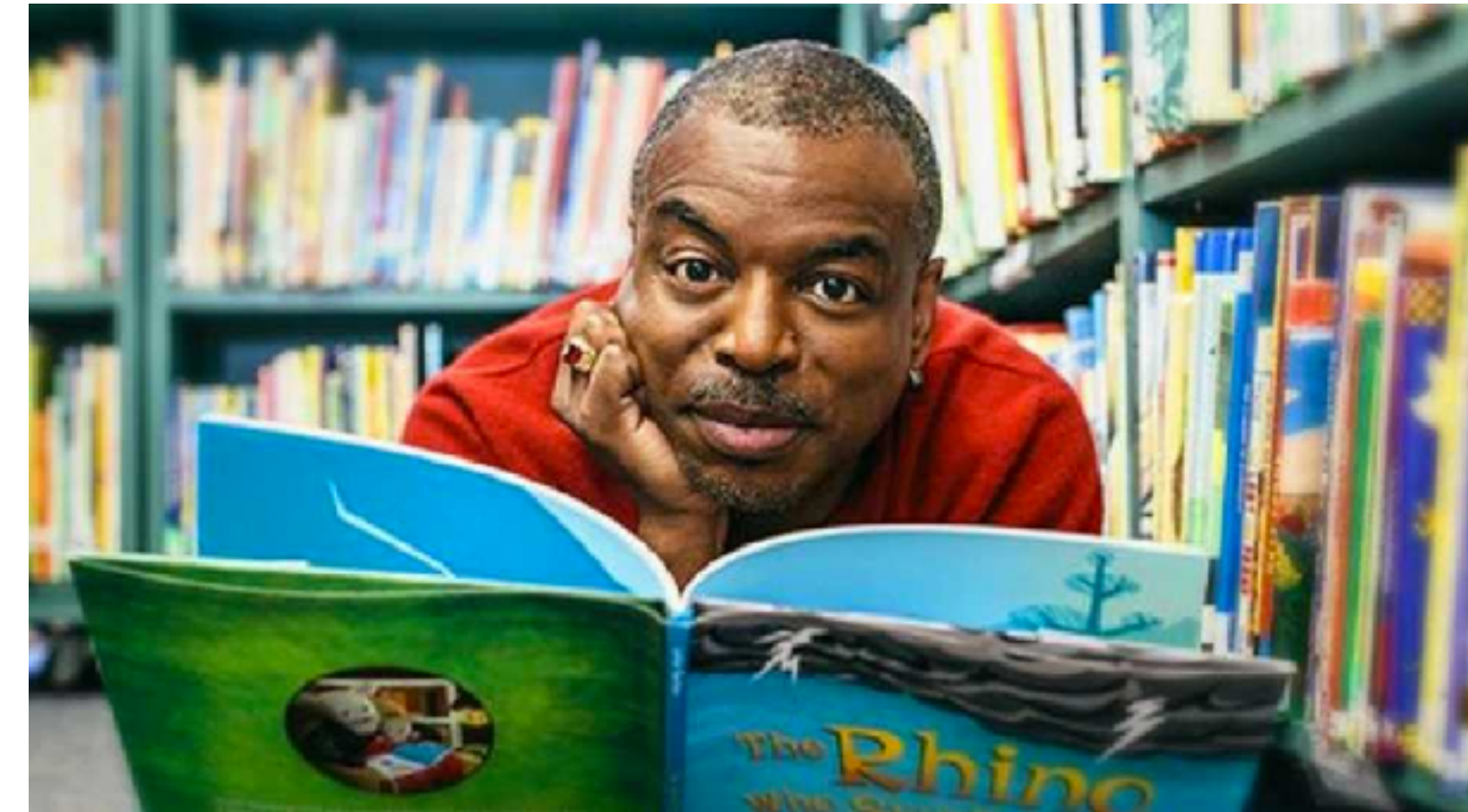
AWARDS, AWARDS, AND MORE AWARDS



2019 HONOREE – INAMORI ETHICS PRIZE



As part of its mission to foster ethical leadership around the world, the Inamori International Center for Ethics and Excellence presents the Inamori Ethics Prize Ceremony annually to an individual who has demonstrated exemplary ethical leadership. The Inamori Ethics Prize **honors outstanding international ethical leaders whose actions and influence have greatly improved the condition of humankind.**



LeVar Burton, renowned actor and advocate, is the 2019 recipient of the Inamori Ethics Prize

2021 – INAUGURAL PEN/FAULKNER LITERARY CHAMPION



The PEN/Faulkner Foundation celebrates literature and fosters connections between readers and writers to enrich and inspire both individuals and communities.

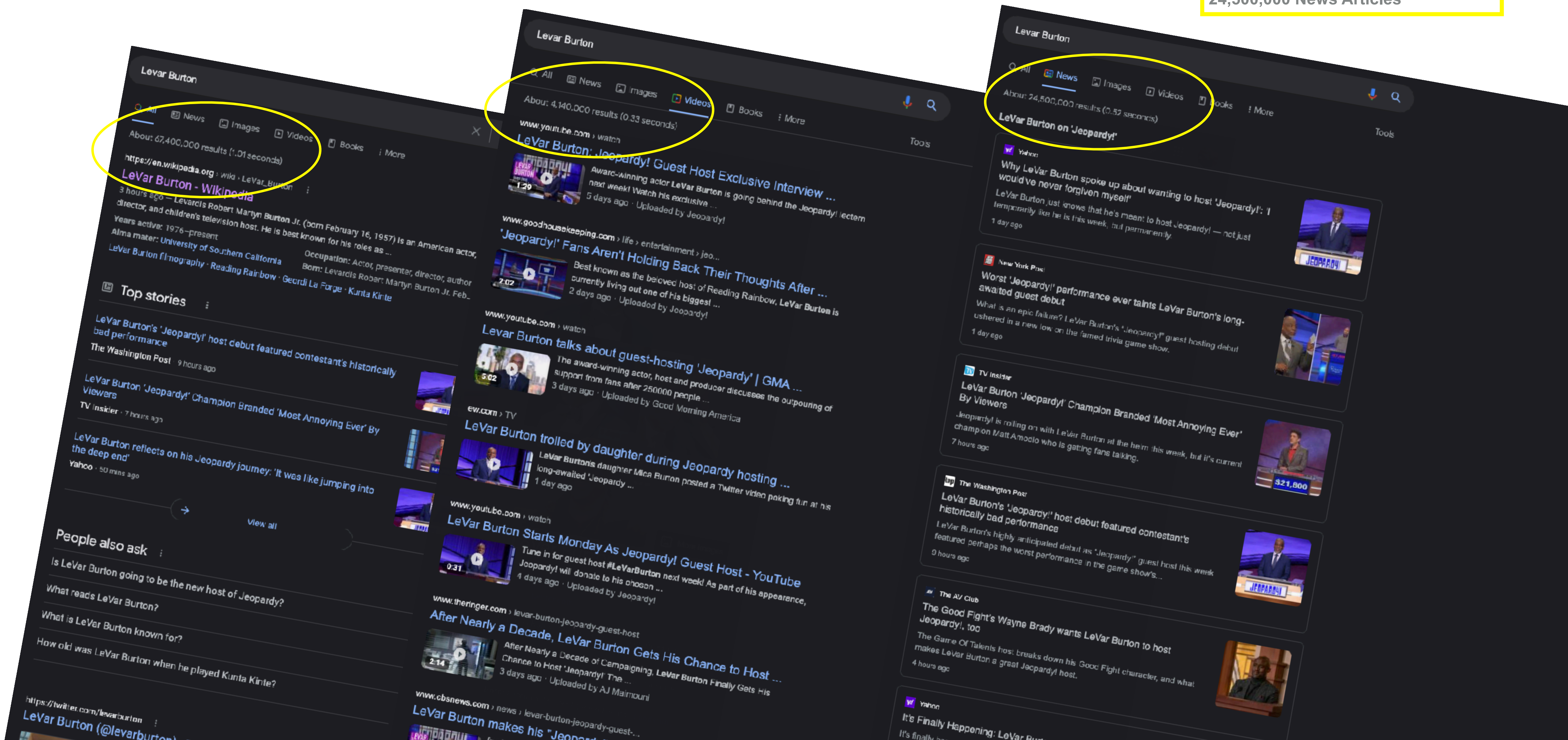


LeVar Burton, award-winning actor and longtime host of Reading Rainbow, has been named the inaugural **PEN/Faulkner Literary Champion**. Launched in conjunction with the PEN/Faulkner Foundation's 40th Anniversary, **this annual commendation recognizes devoted literary advocacy and individuals that are committed to inspiring a new generation of readers and writers.**

TOP SEARCH ON GOOGLE

The Truth in Numbers

67,400,000 Search Results
4,140,000 Videos
24,500,000 News Articles



GLOBALLY LOVED



Make LeVar Burton the next host of Jeopardy!

260,999 have signed. Let's get to 300,000!



At 300,000 signatures, this petition becomes one of the top signed on Change.org!

Between hosting 23 seasons of the educational Reading Rainbow, playing the brainiac engineer Geordi La Forge on Star Trek: the Next Generation, and filling the roll of Kunta Kinte in the ever important mini-series Roots, LeVar Burton has inspired and shaped the minds of several generations of trivia-loving nerds. **This petition is to show Sony Pictures Entertainment Inc. and producers Mike Richards and Harry Friedman just how much love the public has for Burton, and how much we'd all love to see him as the next host of Jeopardy!**

5-STAR PODCAST

Podcasts > Arts > Performing Arts > Stitcher



Subscribe

★★★★★ (14,095)

Audio

Performing Arts

© 2021 LeVar Burton and Stitcher

LeVar Burton Reads

LeVar Burton and Stitcher >

Details

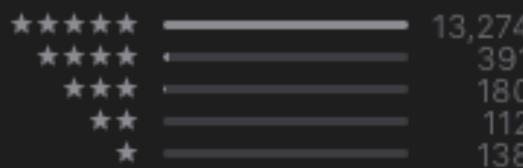
Ratings and Reviews

Related

Customer Ratings

Average Rating: ★★★★★ 14,095 Ratings

Click to rate: ★★★★★



Customer Reviews

Write a Review

3,057 Customer Reviews

Most Helpful

Love this podcast ★★★★★

by Caroun from Holland MI – Jul 27, 2021

Ever since StarTrek and beloved Geordi La Forge, LeVar Burton has been one of my favorite actors, so when I found this podcast I was excited to listen. Now it's something I listen to every week; in fact I binged listen to all the other seasons so I could catch up. I love how we all take a deep breath together before he starts reading, and his ability to voice all the characters is remarkable and fun to listen to. I... [more](#)

Was this review helpful? Yes | No | Report a Concern

So happy I found this pod! ★★★★★

by Mrs III Hayes – Jul 23, 2021

I've loved Mr Burton since my Reading Rainbiw-watching days and followed him over to ST: TNG where his acting skill came to my awareness. Hearing him read stories that channel hope, frustration, imagination, anger, love and everything in between has been a joy. This pod has introduced me to new authors whose work I am mow exploring. I may not "enjoy" every story but I do always gain new pers... [more](#)

1 out of 1 listeners found this review helpful.

Was this review helpful? Yes | No | Report a Concern

Levar is my literary sommelier ★★★★★

by Katiekkkkkkk – Jul 23, 2021

I have learned of so many wonderful authors and stories from this podcast. Levar has impeccable taste in literature and I have so enjoyed these stories. Here's a suggestion: read a story by Xuan Juliana Wang. I am reading her Home Remedies collection and I think you would like it too!

1 out of 1 listeners found this review helpful.

Was this review helpful? Yes | No | Report a Concern

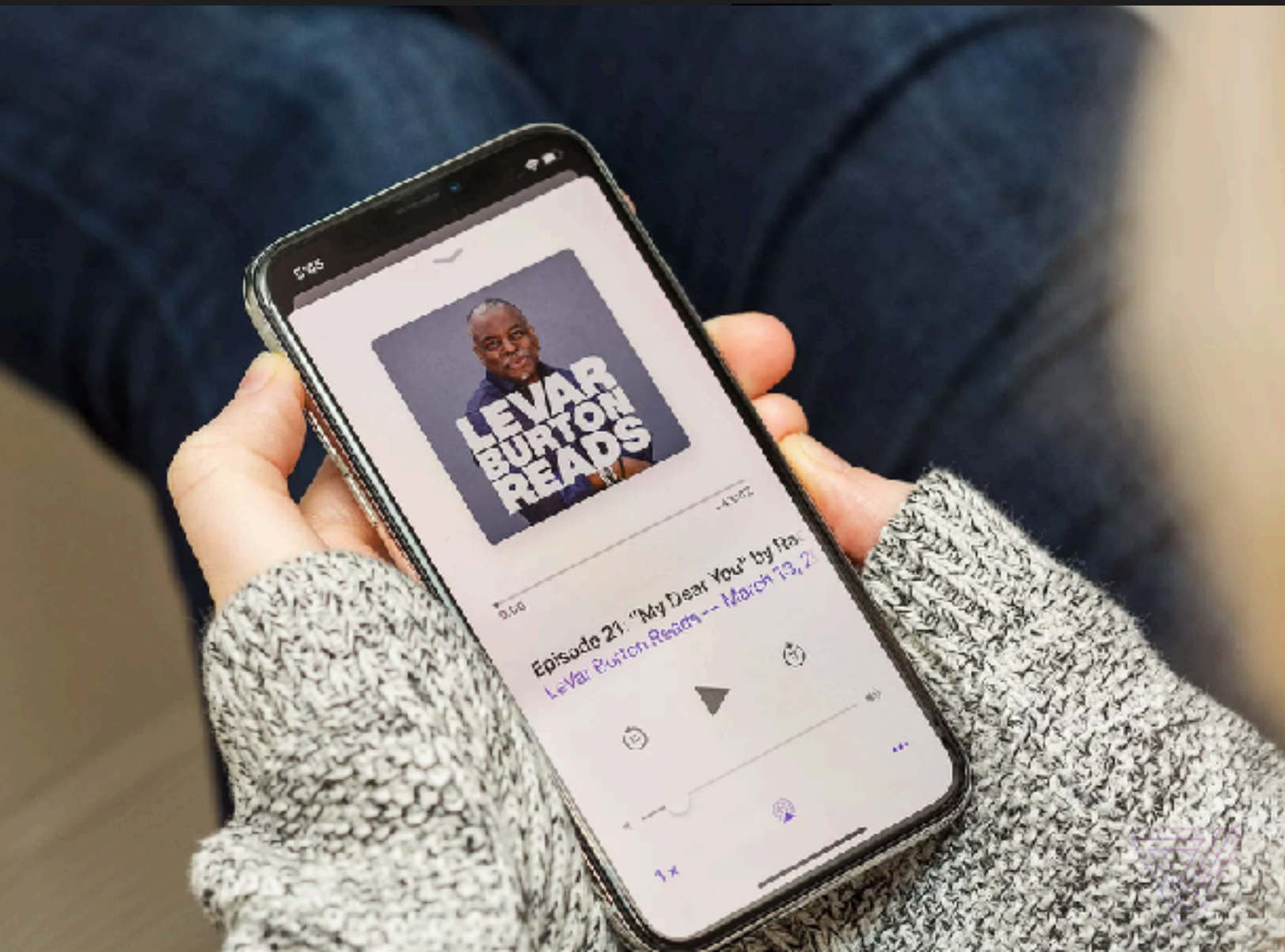
How does LeVar compare?


Oprah's Book Club

3.5 Star
2,476 ratings
98 Reviews

The New York Times Book Review

4 Stars
2,533 Ratings
279 Reviews



A portrait of actor and director LeVar Burton. He is seated, leaning back slightly, wearing a dark navy blue suit jacket over a light-colored shirt and a dark tie. He has a short, graying beard and mustache, and is looking directly at the camera with a calm expression. He is wearing a small hoop earring in his left ear, a watch on his left wrist, and several bracelets on his right wrist. The background is a rustic, dark wooden structure, possibly a barn or a set designed to look like one. To the left, a large, ornate chandelier with many lights is visible, though it is out of focus. The lighting is soft and directional, coming from the front and slightly to the side, highlighting his features and the texture of his clothing.

"I've dedicated my life to the power of storytelling. Whether I'm acting, directing, writing or podcasting, I believe sharing stories is what I was born to do because storytelling is what brings us all together." LeVar Burton

3RD MOST BACKED KICKSTARTER, ever!

Show me

All Categories

 projects on

Earth

 sorted by

Most Backed

KICKSTARTER

Explore 447,699 projects



Project We Love

Exploding Kittens

This is a card game for people who are into kittens and explosions and laser beams and sometimes...

 by **Exploding Kittens** and 219,382 backers



Project We Love

Fidget Cube: A Vinyl Desk Toy

An unusually addicting, high-quality desk toy designed to help you focus. Fidget at work, in class,...

 by **Matthew and Mark McLachlan** and 154,926 backers


Over 100K backers



Project We Love

Bring Reading Rainbow Back for Every Child, Everywhere!

Bring Reading Rainbow's library of interactive books & video field trips to more platforms & provide free...

 by **LeVar Burton & Reading Rainbow** and 105,857 backers

HONORED

WALK OF FAME, HOLLYWOOD CA
LEVAR BURTON PARK, SACRAMENTO CA
WALK OF STARS, SACRAMENTO CA



Talent Alliance Group



LeVar Burton

Product Endorsements | Appearances | Spokesperson | Product Partnerships

Matt McKenna
mattmckennamia@gmail.com
305.878.7833