

# Crystal Whaley

**Creative Director : Executive Producer : Development Executive : Activist**

Crystal Whaley is a multiple EMMY Award winning creative 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's developed, produced, directed and supervised award winning series TV, commercials, music videos and nationally syndicated and Peabody nominated documentaries for TLC, PBS and Showtime.

Owner and Creative Director of Plan C Media Group, she's also former VP of Development and Production of Pixel Media LLC / Lionsgate as well as a former senior producer for Sesame Workshop. A 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.

She's 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 as well as the founder of the forthcoming curatorial project, *The M'Dear* at the Museum of Contemporary African Diasporan Arts (MoCADA) Summer 2023.

Crystal made her directorial debut with her feature length documentary film, *The Sound She Saw* that currently is being screened in multiple film festivals.

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 founder and executive director of Oya's Elements Inc. founded 1997, 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 throughout the NYC area with an educational, social and political platform. Oya's goal is to empower women, young and old with knowledge, resources, access, opportunity and provide a voice. Through Oya's Elements programs, women develop a deeper investment in their lives, communities, and culture 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 that help to foster self-esteem and self-empowerment founded in 2007.

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

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

supporting creative, educational and vocational development of youth and families of African descent.

[Slate](#) - \*Crystal Whaley is the founder of SLATE Inc. an organization of women of color in film and television dedicated to the recruitment and development of young women in film and TV, through mentorship opportunities and scholarship.

[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 also a 25 year + proud member of Alpha Kappa Alpha Sorority Inc.



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