

# Crystal Whaley

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

Crystal Whaley is Founder and Executive Director of Plan C Media Group. She's an EMMY award winning filmmaker, executive producer, writer, director and development executive with over 20 years of experience with a specialized expertise in content development, strategic brand initiatives and creative direction. She 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.

Crystal 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. Currently, developing a premium multi-seasonal scripted dramedy series and a feature documentary film focusing on fertility and the climate, Crystal served as the co-executive producer for the 2024 NAACP Image Award Nominated & 2023 Critics Choice Award Nominated, 'Ladies First: A Story of Women in Hip Hop' currently streaming on Netflix. Crystal served as the producer of an eight episodic narrative series, 'The Table' and was the director of episode seven, and served as the supervising producer for 2023 Emmy nominated MSNBC documentary series, 'Model America' currently streaming on MSNBC/MS Now.

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' currently touring museums nationwide, as well as the 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 a 2023 Peabody award.

A talented director (non-scripted and scripted), Crystal is a talented advertising agency executive producer, she's the former VP of Development and Production of Lionsgate / Pixel Media LLC, former senior producer for Sesame Workshop, former Director of Video Production for Arista Records and former head of production of Free Spirit

Films Inc, where she produced a myriad of innovative commercials and music videos for award-winning artists.

An art lover, Crystal is an accomplished curator of the annual “*For Us, By Us*” exhibition at The Long Gallery Harlem in February 2017- 20, *MFON'S 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: with 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. She is the literary producer & deputy editor of critically acclaimed photo books; ‘Black Joy and Resistance’ in 2018 and ‘MFON: Woman Photographers of the African Diaspora’ in 2017

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 Los Angeles native, an honorary New Yorker, and a proud Howard University and New York University alumnus.

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

[PBS Creative Voices Initiative: MENTOR - 2025-2026](#)

[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 that empowers women of all ages with knowledge, resources, access and opportunity. Through OE's programs & initiatives, women of color 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 Women](#) - \*Crystal Whaley is the founder of SLATE WOMEN. 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.

## **Moderator / Speaker / Panelist**

### **MODERATOR:**

1. HUAC-GNYC (Howard University Alumni Club NYC) Speaker Series: "Being Black: Race, Policing, & Cultural Appropriation / Feb 2016
2. HUAC-GNYC (Howard University Alumni Club NYC) Speaker Series: "Virtual Insanity / April 2016
3. HUAC-GNYC (Howard University Alumni Club NYC) Speaker Series: "Self Care with Dr. Karrin Glover MD. MPH / Nov. 2016
4. For Us, By Us: "One on One" with KHZine Creator Kevin Harry - Jan/Feb 2017
5. HUAC-GNYC (Howard University Alumni Club NYC) For Us, By Us: "One on One" with KHZine Creator Kevin Harry - Jan/Feb 2017
6. MFON - Schomberg Center - March 2018 <https://www.youtube.com/watch?v=jXuwkGgMdlc>
7. SLATED: Talk Thursdays with Filmmakers - Brooklyn Arts Council - 2020 <https://www.youtube.com/watch?v=CclE2AAKYU0> <https://www.youtube.com/watch?v=fnCdMuO3Sfk>

**SPEAKER:**

1. Representation and Agency: The Importance of Controlling the Narrative / Howard University - Talk and Master Class / Fed. 2024
2. Consider it Blacklit - Film "Nothing But a Man" March 2017  
<https://www.youtube.com/watch?v=qsvuAGxh5xk>

**PANELIST:**

1. Women Behind the Music: Unsung Sheros of the Music Industry / Newark Film Festival / 9/2018 - <https://newarkmuseumart.org/event/newark-black-film-festival-presents-the-sound-she-saw/?date=202403071900>
2. MFON - Book Launch - ICP / Nov. 2017
3. MFON - Prizartfair / Art Basel / December 2017
4. MFON - Book Presentation and Talk Back / The Free Black Women's Library / Jan 2018
5. MFON - Book Presentation and Talk Back / Howard University / Feb 2018
6. MFON - Photoville - 2018 - Altar, Prayer, Ritual, Offerings.  
<https://vimeo.com/310237276?&login=true>
7. MFON - Black Portraitures IV "The Color of Silence" Harvard University Gathering a Diaspora of Women Through Photographs / March 2018
8. Women Behind the Music: Unsung Sheros of the Music Industry / St. Francis College / March 2018
9. The Sound She Saw / Brooklyn Museum / Screening & Panel / Feb. 2023
10. The Sound She Saw / MOAD Museum of the African Diaspora / Screening & Panel / June 2023
11. The Sound She Saw / Perez Art Museum (PAMM) The Edge of Invisibility Conference International Symposium - "The Politics of Visibility" / Screening & Panel / Oct. 2023
12. <https://www.youtube.com/watch?v=z66kZLfOaeM&t=2s>
13. [https://awarewomenartists.com/en/nos\\_evenements/on-the-edge-of-visibility-2/](https://awarewomenartists.com/en/nos_evenements/on-the-edge-of-visibility-2/)
14. <https://wopha.org/wp-content/uploads/2023/09/on-the-edge-of-visibility-aware-wopha.pdf>
15. <https://www.pamm.org/en/events/event/aware-x-wopha-x-pamm-on-the-edge-of-visibility-an-international-symposium/>
16. The Sound She Saw / The National Portrait Gallery SMITHSONIAN / Screening & Panel / Feb 2024
17. The Sound She Saw / Newark Art Museum / Screening & Panel / March 2024
18. Brooklyn Arts Council: GRANT PANELISTS - 2019 to 2021
19. Caribbean Cultural Center African Diaspora Institute: PANELIST March 2013
20. MXGM Speaker Series: KEY SPEAKER - Deconstructing Patriarchy Speaker Series 1997-1990 at various universities.

**UNIVERSITY MASTER CLASS SPEAKER**

- Howard University: Representation and Agency: The Importance of Controlling the Narrative / Feb 2024
- Howard University: MFON:Woman Photographers of the African Diaspora / 2017

## WRITER

- Women Behind the Mic: Curators of Culture Volume One "Word to the Wise" by LaJoyce Brookshire & Michelle Joyce - Chapter Seven
- Black Joy and Resistance - 50% book text
- MFON: Woman Photographers of the African Diaspora - 2 pieces