

PUBLIC INTEREST

A certified 501(c)3 non-profit organization.

With a new 10,000 square foot headquarters in Santa Monica and offices recently opened in Washington DC, Public Interest has worked with a wide variety of partners over the past eight years, including the Bill & Melinda Gates Foundation, the Allstate Foundation, the National Fair Housing Alliance, the MAC AIDS Fund, the National AIDS Fund, Rock the Vote, the Human Rights Campaign, the Partnership for a Drug Free America, Teach for America, the Natural Resources Defense Council and the Ms. Foundation for Women.

Has received 2 Emmy Awards for Best Public Service Announcement

MISSION

To educate the public about issues pertaining to health, safety, discrimination and civil rights by producing filmed public service announcements for televised broadcast

To support other nonprofit organizations in their efforts to educate the public about these issues by producing films and videos that help these organizations deliver their message

To produce only the highest quality work, which communicates as effectively as possible by maximizing entertainment value, information content and production values.

FUNDING

Subsidies and monetary donation, airtime is also donated. Has partnerships with ad agencies, several other non-profits, vendors, and @radical media, who produces everything they create.

