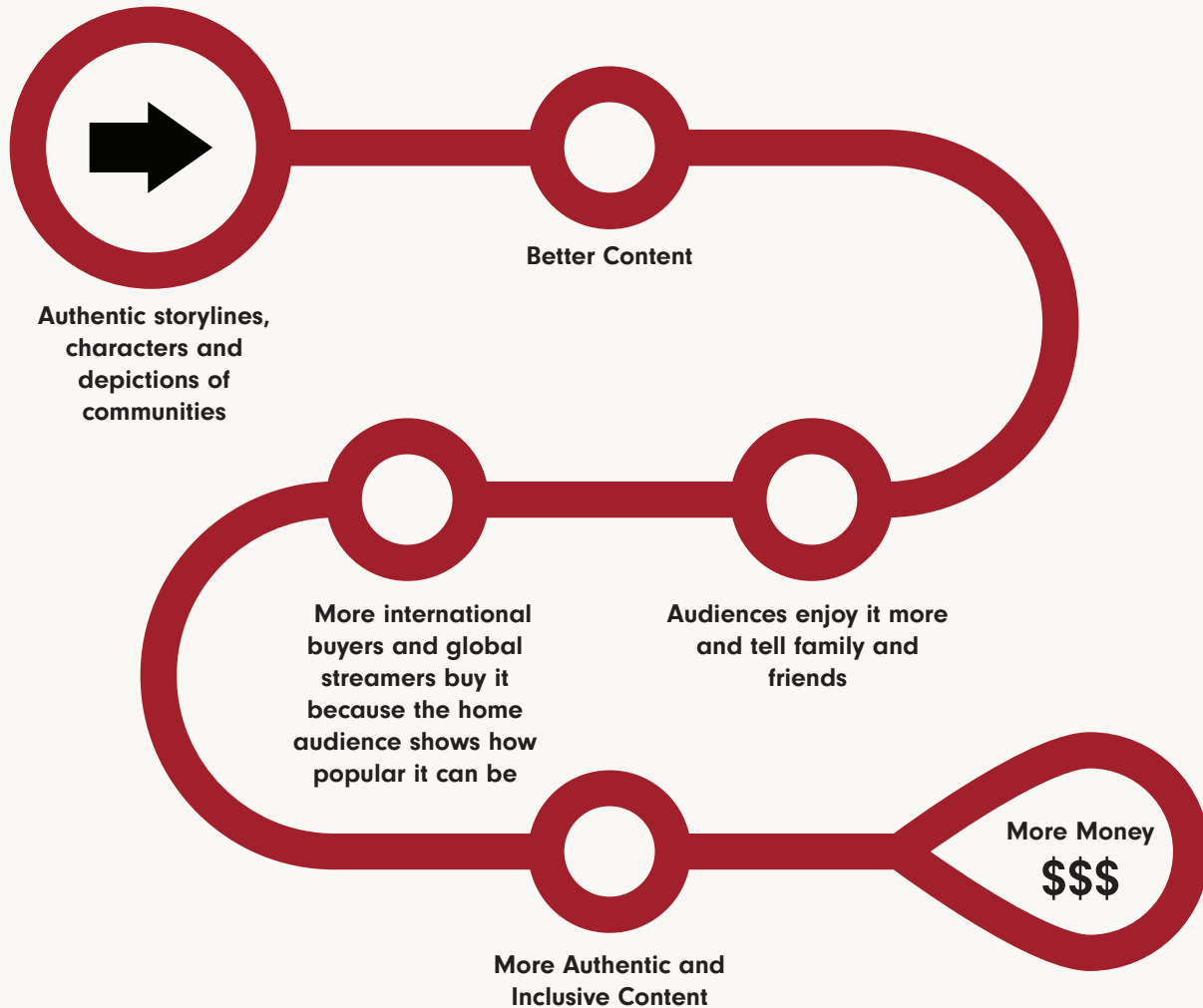


Why Authenticity?

Authenticity isn't just a feel good thing we should do because we are good citizens who care about our communities. There is an economic imperative behind authenticity.



"If there are more shows then more of us would watch, and would feel part of the overall community. And that would help us in the long run in our everyday lives and the people we interact with."

Dive deeper with our [Core Themes Report](#)

