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**TELEVISION ACADEMY FOUNDATION'S NATIONAL PROGRAM
'ACCESS: BEHIND THE SCREENS' TO SHARE CAREER
INSIGHTS FOR TOMORROW'S MEDIA WORLD WHEN
'ENTERTAINMENT MEETS ENTREPRENEURSHIP'**

(LOS ANGELES – Jan. 30, 2026) — The Television Academy Foundation today announced it will present the next offering in its series of free, national virtual events for students and early career professionals: “Access: Behind the Screens — Entertainment Meets Entrepreneurship” on Tuesday, Feb. 10, 11 a.m. - noon PST / 2 - 3 p.m. EST.

The live discussion will focus on how today's media landscape demands more than creative excellence. As the industry continues to evolve, emerging professionals must learn to think like entrepreneurs as well as artists — developing the business acumen, adaptability and strategic mindset needed to bring ideas to life and sustain careers over the long term. From developing IP strategies to forging strategic partnerships and tapping into emerging technologies, participants will gain practical tools to expand reach, diversify revenue and future-proof their creative work in this virtual classroom. By understanding how to build brands, navigate emerging platforms and turn innovation into opportunity, aspiring creators are better prepared to lead — not just participate — in the future of television and media.



Julie Ann Crommett

The featured guest for “Access: Behind the Screens — Entertainment Meets Entrepreneurship” is the founder and CEO of Collective Moxie, Julie Ann Crommett. At Collective Moxie, a global storytelling, media-strategy and audience-engagement agency, she advises top studios, brands and creatives on innovative strategies that reshape industries by driving transformative change at the intersection of entertainment, business and culture. Previously, Crommett led multicultural audience engagement at Disney, influencing billion-dollar hits like *Encanto*, *Black Panther* and *Raya and the Last Dragon* and spearheaded global DEI initiatives at Google and NBCUniversal. Christina Lee Storm, co-founder of Playbook PLBK and head of studio, narrative, at AI-native studio Secret Level, will moderate.

“Today’s creators must be as fluent in entrepreneurship as they are in storytelling,” said Tina Perry, chair of the Television Academy Foundation. “This event is designed to give those entering the entertainment industry an insider’s view of how creative vision, business strategy and innovation intersect in today’s media careers. Our goal is to equip emerging creators with the tools, confidence and mindset needed to lead in a rapidly changing media landscape.”

“Creativity is powerful, but ownership and strategy are what allow that creativity to travel, scale and endure,” said Crommett. “In this rapidly changing landscape, we’re all needing to be entrepreneurial; and that creates challenges but also opens up a world of possibility.”

Access: Behind the Screens is the Foundation's education program that offers behind-the-scenes access to the television industry through master-class workshops and panel discussions with top industry professionals.

Students can register for the online discussion at [TelevisionAcademy.com/access-bts/register](https://www.televisionacademy.com/access-bts/register).



About the Television Academy Foundation

The Television Academy Foundation is dedicated to inspiring tomorrow’s Emmy winners today by discovering and championing future television leaders. Through its celebrated nationwide programs — including its [Internship Program](#) and [College Television Awards](#) — the Foundation opens doors for emerging talent, empowering them to launch careers in television. The Foundation also produces [The Interviews: An Oral History of Television](#), an extraordinary archive that preserves the stories of

the industry's most influential voices. Together, these initiatives inspire creativity, foster inclusion and shape the future of television. For more information on the Foundation, please visit [TelevisionAcademy.com/Foundation](https://www.televisionacademy.com/foundation).

About Collective Moxie

Collective Moxie is a media-strategy and global-storytelling firm specializing in storytelling strategy, media consulting, audience engagement and culturally fluent communications. The company partners with brands, creatives and organizations — including RIOT Games, Disney, Artists Equity, Sony, The Nature Conservancy, Trilith Studios and the Motion Picture Association — to develop narratives that are clear, impactful and strategically aligned with audience behavior and cultural shifts. For more information, visit [collectivemoxie.com](https://www.collectivemoxie.com).

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Media Contact:

Jane Sparango

breakwhitelight (for the Television Academy Foundation)

jan@breakwhitelight.com

310-339-1214