

Builders Named Winner in Video Series at the 9th Annual Shorty Impact Awards

This is the second consecutive year that Builders has won a Shorty Award.

Los Angeles, November 26, 2024 – [Builders](#), a nonprofit organization overcoming toxic polarization to solve our toughest problems, has been named a 9th Annual [Shorty Impact Awards Winner](#) for [Understanding US](#) in the Video Series category.

Understanding US explores what divides everyday Americans to help us understand what unites us. The series takes viewers across the country – from red states to blue states and cities to rural areas – to ask questions that provoke thoughtful, surprising, and nuanced responses that challenge biases, dispel misconceptions, and propose solutions to build a less divided America.

“Typical on the street-style interview series on social media are often framed in a ‘gotcha’ way that makes certain beliefs seem outrageous, show contempt at political groups with different viewpoints, and are agenda driven,” **said Amelia D’Entrone, Head of Content at Builders.** “Our agenda isn’t to change minds, but to seek understanding without judgment and show that everyday Americans have nuanced beliefs that break stereotypes.”

The series, which encompasses more than 100+ unique interviews across our channels in 2024, has garnered 20 million video views and 1.5 million engagements. The clips have driven significant conversation with more than 65,000 comments – allowing viewers to engage in nuanced conversation and hear perspectives from across the country including places like Nashville, Tenn.; Georgetown, Tex.; Green Bay, Wisc.; New York City, N.Y.; and others.

“Being shortlisted for a Shorty Impact Award reflects not just creativity but a commitment to drive meaningful impact,” **said Junmian Sun, Managing Director of the Shorty Awards.**

This is the second [consecutive year](#) that Builders has won a Shorty Award for its groundbreaking, innovative content that seeks to equip Americans with the tools to be flexible thinkers and constructive problem solvers who recognize the dignity of all people.

Winners are selected by the Real Time Academy, including industry leaders from notable brands and organizations like Bumble, Liquid Death, Meta, Netflix, Digitas, Lenovo, Edelman, LinkedIn, and [more](#).

About the Builders Movement

[Builders](#) is a nonpartisan movement equipping people worldwide to overcome toxic polarization and extremist thinking to solve our toughest problems. Builders does this by illuminating the causes and effects of toxic polarization, demonstrating the power of citizens working together across lines of difference, and activating people from all walks of life with the skills to become

more effective problem solvers. In addition to more than three million followers, Builders is supported by nearly 300 ideologically diverse leaders across sectors from business, entertainment, academia, faith, sports, journalism, technology, and national defense. It is a project of Builders Network, Inc.

About the Shorty Awards

The Shorty Awards (also known as “The Shortys”) honors the most innovative work in digital and social media by brands, agencies and organizations. Founded in 2008, the Shortys’ notable previous winners include Malala Yousafzai, Trevor Noah, Michelle Obama, Conan O’Brien, Lady Gaga, Lizzo, and brands such as MTV Entertainment Studios & Paramount, Digitas, HBO, Meta, Airbnb, Honda, UNICEF and PepsiCo. The Shortys’ mission is to celebrate, inspire and push the boundaries of excellence in digital storytelling. Entries are judged on the merits of creativity, strategy, and engagement by the Real Time Academy, a body of hand-selected industry experts and leaders. The public can also weigh in and select their favorite Shorty Awards contenders during Audience Honor Voting. Currently, the Shortys have two annual competitions, the flagship Shorty Awards and Shorty Impact Awards dedicated to honoring the best work with a positive social impact.