



Ep. 53 - Diverse Representation Founder, Jaia Thomas - Transcript

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

00:00.00

BRIAN

So hey everybody I'm so glad you're here with me today I have with me Jaa Thomas Hi Jaya I'm really good and I'm really glad you took the time to do this where you guys should know that we're recording this in the week between Christmas and New Year's which I feel like is I don't know about you but for me, it's like am I supposed to be working or am I supposed to just be turning into part of my own couch right now.

00:03.30

Jaia Thomas

Hi How are you.

00:16.19

Jaia Thomas

Um, now I'm not this is like the first time I've turned on my Zoom camera all week. So and as soon as we're done I'm turning it back off.

00:18.87

BRIAN

Are you are you full on working this week what's your life like.

00:26.46

BRIAN

Great, Perfect good. Great. We put on our jogging pants again. Um, So thank you for spending the time with us and part of the reason that I wanted to have you on the show is that um you know my audience is primarily actors writers Directors showrunners people who are making entertainment happen and ah. When I learned about your organization and what you stand for I know that this audience cares about that. So I don't want to I want to let you kind of spill the beans on what it is you do and how it came to be so can I pass the mic to you and have you just share a little bit about this incredible it created more than one organization in your lifetime but it sounds like this is the one that is. The one we're talking about a lot right Now. So can I pan the mic to you and have you share a little bit about your passion.

01:05.26

Jaia Thomas

Sure definitely and thank you again for having me. Um, so I'm actually a entertainment attorney I've been practicing for about 15 years and 1 thing I've just seen in my experience in the entertainment industry. Especially more recently. Um, is you know these conversations about diversity. And the entertainment industry. You know these conversations have become very big conversations over the past four to five years and 1 thing that I had noticed as an attorney as someone who's kind of in the background is that most of these

conversations were always focused on the talent side and making sure that there was diversity on screen. You know in the movies and you know on television shows but I felt like there weren't really any conversations being had about diversity behind the scenes with regards to the attorneys the agents the managers the publicists and those spaces are still very white spaces and so i. But something that was kind of always I was always thinking about something always in the back of my mind like why aren't more people talking about this issue this problem and then um, the year black panther came out this was kind of the tipping point for me. Um I had a conversation with one of my girlfriends who's a black publicist. And we were talking about black panther. Everyone was like oh my gosh. It's so diverse look at all these you know black faces on screen. We've made so much progress and I was talking to my girlfriend and I said we said well I wonder who represents the cast of black panther like who are their publicists who are their lawyers and I spent that weekend looking up all their reps. And all of them had white publicists. All of them had white attorneys except lupeda all of them had white agents and all of them had white managers and I was like this is absolutely ridiculous and so that weekend I bought a domain at <http://diverserepresentation.com> and I said I'm going to put together a database. All of the black agents attorneys managers and publicists in hollywood so that no use the excuse anymore of I can't find you know a black agent or a black attorney now here's a free website that literally lists everybody in the industry so that is how my company diverse representation came about. The time I launched it I did not know what it was going to turn into I just wanted it to be a resource for people and since then over the past three years it's really grown into different programs different events and different diversity initiatives throughout the entertainment industry.

03:29.37

BRIAN

I First of all just want to say hot damn that's so awesome. What you just described. But I want to but I mean I'm so glad it exists but I want to go back back back to the moment when you and your girlfriend and you were You're like in a fit of rage looking googling these things up. What was the emotion what was going through you were You are you like this can't be true like what what can you tell me a little bit about that moment but that weekend I should say when you this thing became born out of whatever emotion was coming out for you.

03:56.32

Jaia Thomas

Yeah, honestly I was annoyed because a lot of those actors you know, offscreen a lot of them are always preaching about diversity too. You know and I just felt like there was a disconnect here. You know offscreen and when you do your Interviews. You're always talking about how important diversity is. Then when I look at your team I don't see any diverse people on the team. So to me, it just felt like a lot of these people are walking contradictions and um, you know I was annoyed by it and I thought this is kind of ridiculous honestly and so do my friend.

04:27.97

BRIAN

Yeah, so totally and I want to just ask for for so that because many actors are listening and and many people who are creative and you work with creative people. So We understand this there can be this weird like well I gotta take what I can get at the table mentality which is such a crappy mentality that is out there right? and so when you're. Seeing you know people that I'm sure you like either look up to or idolize or think well of and then you find this out where do you go with your empathy around that is it like you guys really screwed up here or you are you go into a position of like this is because they don't know like where do where do you show? How do you.? How do you relate to them differently now I would say.

05:05.50

Jaia Thomas

Yeah I mean I have heard that argument before like well some of these people are the ones who came to me, you know when my career was starting to take off so I really didn't have you know much choice. Um I don't know if I fully buy that like I do think that. Um, you know the bulk of people who maybe came to you maybe did not look like you but I think as your career Progresses. You do have more control over who you hire and who you bring onto your team and I I Just don't believe that it's completely out of people's Hands. You know what? I mean to decide who's maybe on their team and.

05:35.90

BRIAN

Yeah, yeah.

05:40.52

Jaia Thomas

It's not like it's just one person I mean you have a slew of people from your financial advisor to your business manager to your account. You know I like these 10 people you mean to tell me that like not 1 you know one person of color could you know you can find to be on that team.

05:51.17

BRIAN

Ah, Nah. Yeah, right? and I love I I appreciate that stand so much and I and I love that you're like and so I'm going to make it almost impossible for you not to be able to find someone. That's like that was your like your initial solution so that was like the initial solution to make like this.

05:58.57

Jaia Thomas

I Just don't know if I buy it.



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06:05.87

Jaia Thomas

Exactly.

06:11.88

BRIAN

You know this awesome resource and then you said it's grown into something else. What has this taught you what is creating this taught you so far. What have you learned? Do you think from this? oh.

06:17.49

Jaia Thomas

Who It's taught me a lot. Ah it has ah taught me how to um oh gosh it tell me so many different things. Um, you know the entertainment industry is a very collaborative industry. And running this business I've had to collaborate with a lot of different people. A lot of different organizations and companies. It's really taught me how to be better as a collaborator I mean when I wear my attorney hat I don't really have to collaborate with anybody just contracts and you know finalize them. But in this role I'd really had to hone my skill in terms of um, yeah, being a good collaborator and also being a good listener and like listening to people finding out where the holes are and you know figuring out how to fill those holes in the industry.

07:07.89

BRIAN

Um, yeah, and so and so I love the way that you said that like like you know my own job I get to be the boss and now I find it like oh and now there's other people here I have to talk to damn it. Okay, great.

07:19.88

Jaia Thomas

Um, yeah.

07:23.70

BRIAN

I Mean that's the way I think about that subject but then also like you know things are better when we collaborate So when you're in the and out of annoyance was born This How do you now relate to your organization like how do you now relate to it and out of this annoyance of like a need for what is your new relationship with it.



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07:38.10

Jaia Thomas

Yeah, so I'm not annoyed anymore I mean I still have my moments um but more than anything I'm excited you know because I think that this is just the beginning and I think that there are so many other opportunities. Um. You know that diverse representation can fill.. There's so many other voids that the company can fill that I'm just really excited. Um, for you know what's to come in the future.

08:04.57

BRIAN

Yeah, and do you So are people who are coming to you or coming to organization are they actors Lawyers accountants monies every single kind of person you can imagine in the entire entertainment industry at this point. Yeah.

08:16.12

Jaia Thomas

Yeah, pretty much. Um, so you know we do have actors looking for representation who come to us writers Producers Directors. We also host a lot of different Lake programs and events some of those programs and events are geared more towards talent some of those programs and events are geared more towards you know people on the. Behind the scenes. The agency Attorneys. So honestly, we have some type of programming for everybody. Um, so it kind of runs the gamut.

08:39.96

BRIAN

Got it and when and as the as the person in charge I guess we would describe this as right. Are you now having a team that's supporting you with all of this and is it all is that How's that going That's a different that's a different arm for you to be flexing right? yeah.

08:53.73

Jaia Thomas

That is a very different arm for me. Um, so initially when I started I was doing everything I was the web designer I was the social media manager I was the you know head of Partnerships I was wearing all of the hats and actually when the pandemic hit.

09:06.34

BRIAN

Yeah.

09:11.25

Jaia Thomas

Realize I cannot do this anymore I cannot do all of this by myself anymore because I was exhausted and it was actually during the pandemic that I started to bring on some people so I brought I hired a graphic designer I hired a web designer to start really helping build out everything that was needed. So yeah I do have a team now.

09:26.88

BRIAN

Great

09:30.40

Jaia Thomas

But initially for the first year year and a half I did everything on my own right.

09:32.29

BRIAN

As as it always is I find it's unfortunate, right? And now there's a little bit of a village growing it sounds like and so as you think about the future for what the I don't know the stamp you want this organization to make or that even that that you Jaa wants to make what do you What comes to mind when you think about that is there you have a very so you have a very like this is the quantifiable goal or is it more is it more Ah metaphoric tell me like or that metaphor but is it more of a picture that you imagine like tell me tell me how you think about this.

10:02.12

Jaia Thomas

Sure in terms of the stamp that I want to leave behind with this company. Um I think it's a couple of different things number 1 I want to see people who look like me in all of the rooms in hollywood um, you know that's the c-suite. That is the office of the president. The Ceo general counsel I want our faces to permeate every aspect of the industry and that's what I want my company to push towards I also want all types of actors to have more diverse teams. You know that's really something that I want to see. Not just even black actors but all actors you know I just would love to see more diversity on all of their teams I like to see more ownership in the industry with regards to people who look like me so you know people look like me owning our own talent agencies and owning. You know our own talent management companies. I would like to see us have a bigger stake just in general in the industry because I feel like our creativity. You know people who look like me I feel like a lot of our creativity helps drive this industry but we don't really see a lot of the financial benefits that come as a result of that.

11:14.74

BRIAN

Yeah, and I love the way that you're talking about this because I think many of anyone thinking about diverse representation thinks about what's on the screen. What's on the screen. What's on the screen and we can and I think even there's a little bit of awareness of like director writer. There's a but like Beyond I think you're going like yes and people.

11:15.18

Jaia Thomas

So I would like to see that change.

11:32.90

BRIAN

The person who represents that writer and that director and that actor and who does their hair and who like be way who is doing their money who would like and these are the this is the place where like I would say some of us are dummies and don't even think about it which is not fair I think first of all, there's that piece of it. But also I think that this is where we're saying like this is what it would really look like.

11:51.28

BRIAN

To have what we want but what we want the industry to look like and so have you find like anyone since you've started this like championing the work that you're doing like is there any like you're like people that you're like like oh my gosh. That's so cool. We're getting a meeting with those people or like did that did you ever have those kind of you know Jittery exciting moments that you were.

11:51.95

Jaia Thomas

Absolutely.

12:07.26

BRIAN

Meeting with people. You didn't think you would or anything like that.

12:08.23

Jaia Thomas

Yeah, and definitely had some exciting moments over the past few years definitely a ton of support a lot of people you know throughout the industry have been very supportive of diverse representation and had a lot of champions I've had a lot of people from companies. You know like Netflix and like warnarmed and like Cia really stand behind what I'm trying to do um, so yeah, it's it's been an exciting ride and and I've met a lot of amazing people who have really championed this cause along the way.



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12:37.73

BRIAN

Yeah, and what does that mean to you jaya. Personally, what do you? What do you find like what satisfaction do you take from that.

12:43.98

Jaia Thomas

I Mean it's it's exciting and it it helps um it it just helps keep me going you know because it is a lot of work. It can be very tiring and when you have people kind of cheering you on you know that kind of just helps push you to the finish line.

12:52.30

BRIAN

Yeah, yeah.

13:02.86

Jaia Thomas

Every week when you're completely exhausted and you know I just want to take a break.

13:07.22

BRIAN

Ah yes, has it changed the way that you think about the law that you want to practice or your career at all.

13:16.69

Jaia Thomas

Honestly, not really and I do keep the 2 fairly separate so I don't really intertwine diverse representation with my legal practice. Um, and it's funny because. The time spend on diverse representation has taken away you know time that I would be practicing law so I actually don't take on as many clients now as I did before? um, but I but otherwise no I wouldn't say it's really changed. You know what I want to practice or kind of what I want to do in the legal industry.

13:31.61

BRIAN

Um, yeah.

13:44.12

BRIAN

Got it. It is the practice that you do in your own law practice is it is related to or topic because I ah I might have got this wrong so you correct me is it is part of it part of your expertise is around copyright law isn't that correct.

Jaia Thomas

Correct so my work is in the entertainment and sheet primarily Tv and film I'm sorry represent talent writers producers um all my work is transactional meaning I don't litigate. It's mainly reviewing contracts negotiating deals things like that and then I do a little soft I p. So copyright trademark registrations as well. Um, and then on the sports side I represent athletes who are at the intersection of sports and entertainment. So athletes who may have their own podcast or first look deals or production companies who are kind of doing something in Tv and film as well.

14:27.74

BRIAN

I mean you have a cool job I mean do you think your job is cool. It sounds pretty cool to me I mean ah ah does your so does your family. Ah, ah like is it a law family. Are you the first lawyer of the family are you that for.

14:33.62

Jaia Thomas

Yeah, no moment. Yeah.

14:42.53

Jaia Thomas

Um, first Laura in the family. Yeah, and my parents definitely do um but outside of that sometimes I get like.

14:45.14

BRIAN

Are know they like what is it you do We don't like if I became a lawyer. My family be like what do you do all day I don't understand you're like an outlaw I don't understand your life like do they, you're laughing. So I'm assuming that they're like they don't understand that they understand your life. Okay.

15:01.27

Jaia Thomas

Ah, relatives who will call me up and be asking me about like oh I got a traffic ticket now one like I don't even do that. So yeah, that what? but yeah, you everything she knows do thing.

15:09.18

BRIAN

Um, yeah, ah yeah, call G She's a lawyer she knows she knows she knows what you're doing totally Yes, ah totally totally. So.

15:19.96

Jaia Thomas

And all fifty states. Yeah.

15:24.16

BRIAN

Is your ah in this in the work that you've been doing what has been? What's 1 thing that you can point to as like I know we made a difference for either that person that production is there a story that you can point to that you might be able to share for us share with us.

15:35.95

Jaia Thomas

Sure there have been a lot of different things. Um I will say um this year actually I'll I'll take it back last year we did a um we did a pilot program with Netflix and. The goal of the program was to care black law students and black lawyers with attorneys at Netflix just kind of as a mini mentoring program so they can really learn. You know what? it's like to be an attorney at Netflix and and kind of hopefully help usher them into these similar type of positions. And so after you know this program we got feedback from some of the participants and you know one of the girls like this literally changed my life. You know, um I am a lost student in Mississippi and without this program. There's no way I would have been able to you know. Get mentorship from an attorney at Netflix in Los Angeles and you know she's like it's just completely changed the trajectory of like my career. So when I hear things like that you know that's very you know that makes me very excited and we've done a lot of programs like that where we've gotten that kind of feedback. Um.

16:39.97

BRIAN

Wow.

16:52.40

Jaia Thomas

And we did a program this year actually ah an entertainment executives pipeline program to help black professions who want to become executives in Tv and film. Um, and in the feedback we got from that her and was amazing as well. You know we brought people in to help clean up their resumes to help mentor them to.

17:07.55

BRIAN

Right.

17:10.93

Jaia Thomas

You know, let them shadow and a couple of those who ended up getting jobs. You know after the program. So I've just heard it all Some people have also gotten representation gotten lawyers and agents and you know it's really kind of run the gamut. Honestly.

17:16.45

BRIAN

Um, yeah, right? That's and I Love what one of the things you're showing because I I was reading this on your website too is that the pipeline that you're creating because it's not just like hey here we are. It is actually like let us now put into practice. Ways for these jobs. These positions to be filled by people. It's not.. We're just I mean not that there's anything bad about protesting or raising a voice or saying Hello. That's really wonderful but actually what I love is. You're actually finding you're making a pathway for some people to take action here. What is one of the like. Do you ever like? What are some roblox that get in the way. Do you ever find like damn oh that there's a face I see a face.

17:53.11

BRIAN

What? ah.

17:53.32

Jaia Thomas

So many? Um, oh gosh where do you can start? Um, you know initially when I started this company but this is just maybe a personal roadblock by I launch it with like my own money you know. So I didn't have like oh here's like a trust fund to help me like launch this company or you know a loan to like it was literally out of my own pocket and so that was definitely bit challenging and that's another reason why I wore a lot of hats because I did not want to spend money to hire a lot of people.

18:26.11

BRIAN

Yeah, yeah, yeah.

18:30.85

Jaia Thomas

Um, but that was definitely a roadblock in terms of just like the funding to get the company off the ground and to keep it running another roadblock honestly when I started it. There are some people when I launched it I emailed them and you know, um, told them about it and I was like we love your support and it was like crickets. No response nothing but then funny enough a year or two later they come back around like oh my god how can I help and they did yeah so sometimes people and now I have a lot of support but sometimes when you're launching something at first you know sometimes people may not jump on the bandwagon because.

18:56.40

BRIAN

Um, yeah. Yeah.

19:08.80

Jaia Thomas

They don't know if it's going to take off or they are just you know sometimes many people don't jump on the bandwagon until they see other people jump on the bandwagon. So definitely.

19:09.17

BRIAN

Right? Yeah, right? It's like a startup you're like I needed my venture cap I need my not necessarily money capital but I needed my capital my investment capital in this thing. Yeah.

19:20.50

Jaia Thomas

Absolutely so there were some people who yeah just did not want my email you know or you know just didn't necessarily believe in what I was doing at first so that was steal near a roadblock too. Um, yeah, and there and then egos you know hollywood is full of a lot of egos and so some people. Was a roadblock too. Some people were like just had egos like well why didn't you why didn't you consult me about this I don't know just I a and hollywood just it can be a lot of like just egos and I would say that was a bit of a roadblock as well.

19:52.46

BRIAN

Sure I can hear that I can I heard it in your voice without saying any names I heard it in your voice. Ah um, and I love that you gave us the vision of where you had the business is headed and what this means for you. Um it as as the as it.

20:09.90

BRIAN

Continues to grow or does it not want to grow in your mind. Are you like this is how big we want it to be like is there more okay look at that face if you guys need to watch us on Youtube when we post it because giant makes some great faces she you could tell she have to speak she could just make the face and I know what she wants so when you say you wanted to when you want to grow.

20:11.57

Jaia Thomas

Um, oh now I wanted to grow. Yeah one.

20:27.21

BRIAN

Can you give us like that that vision just a little bit.

20:27.93

Jaia Thomas

Sure I mean I think a diverse representation is building a name in LA and in New York but I want people you know in every city to know about it to know that it is a resource you know I can't say for sure that right now you know people in Miami or Detroit necessarily are overly familiar with us. But I do want to get to that point where it is um, you know and so it's a slow build. But yes I do want it to grow I want us to have more programming more events. Um I want us to build out our website and make it even you know stronger. You know, better and in a lot of different ways. So yeah, no, this is not it at all I feel like I'm just getting started honestly.

21:07.23

BRIAN

I Love that I feel like I'm just getting started and so for all the people who are listening and ah if they want to get involved. It may not be in perfect match for them to get involved. But if they want to get involved. What is the best way for them to. Make themselves known by your company and also not to waste your time because we know we have a slim team here. We don't want to just be putting in a bunch of requests and getting in your way who would make sense To. Show up in your inbox or wherever it's meant to be who makes sense to reach out to let's say let's me ask the question differently who makes sense to reach out to you right now who would be the people that you'd want to be hearing from.

21:39.94

Jaia Thomas

Sure I think a couple different people make sense to reach out I think number one if you are looking for a representation and make sense to reach out number another category I would say is if you are a rep if you are an agent or returning your manager looking to get involved. It makes sense to reach out. Number 3 if you're an organization or a company interested in partnering in some capacity. It makes sense to reach out. Um the best way to reach out and stay involved is sign up for our newsletter if you go to our website you can sign up for our newsletter directly through our website and we publish a newsletter about every month um yeah just shares a lot of different information I would say that's 1 way obviously follow us on social media across all our platforms and then if you everyone is shooting email. There is a contact page on our website where you can send that email.

22:30.79

BRIAN

Great and then I have a question for you as a white cisgendered gay guy right? So I have I know they have privilege privilege here I'm not always passing but sometimes I pass this straight right? So I've got some privilege I'm going to be very aware seriously aware of my privilege here.

22:40.70

Jaia Thomas

Um, you hit this yeah.

22:45.39

BRIAN

But I often will interact with an actor or director or manager an agent or someone who I believe would identify as and for you specifically diverse representation is black is that correct I want to make sure I'm getting it right right? Great Yeah oh I Love that smile. Yes, okay so ah so if I am.

22:55.99

Jaia Thomas

then this yeah.

23:04.43

BRIAN

Interacting with someone who I think is black and I want to make sure that I say the word think because I could be wrong with they did it right? What is the best way for me. Do you I don't want to if you feel comfortable sharing with me the best way to present hey this is an organization that I think might be helpful to you? What do you? What would you advise me in terms of doing that. Not sensitively I guess.

23:07.61

Jaia Thomas

Moving.

23:22.94

BRIAN

You can do that too. But I just in terms of like what is right to tell them so that they can say Yes, this is a resource to you.

23:28.70

Jaia Thomas

Sure I would you know, just let them know hey there's this company diverse representation. They not only have kind of this database of reps of agents Attorneys and managers. But they also have a lot of programming to help talent so they have seminars on how to become television Writer. Have seminars featuring executives that you can tune into they have a lot of different programs to really just help talent. You know take take their careers to the next level and you should check them Out. You should sign it for their newsletter and go to their website.

23:55.19

BRIAN

Great. That's why you should for the newsletter Exactly great. Great perfect. Um, and I this is interesting. Do you ever find yourself like oh we don't really help you like is that ever a conversation you're having to have.

24:07.88

Jaia Thomas

Um, um, not really I mean honestly, we there have been times where people from other nationalities other races. You know we've had white people reach Out. We've had Latin next people reach out wanting. Representation and and you know we never turn anyone away saying well no, you can't get a black attorney because you're what I mean when everyone have a black attorney. So no, but we do have people who contact us who are someones like would you help me like I don't know like do I fit your demographic.

24:36.24

BRIAN

Ah, right.

24:44.22

BRIAN

Got it.

24:46.13

Jaia Thomas

So we do have people who kind of like tiptoe a little bit when they email us. But no, we haven't turned anybody away.

24:49.79

BRIAN

Great, great and also I think what you just said is so important that like anybody it sounds like you would like anyone to use this database. This isn't just for? yeah obviously we want everyone to have a black lawyer right? That's what we're talking about. Yeah yeah, got it.. This has been such a great conversation to I Love how honest you were able to be about something that is your baby that you've really made go big. Um and how old is diverse representation at this point. Wow So you started right before the pandemic is that right? yeah.

25:11.40

Jaia Thomas

It is a little over 3 years old. Yeah I did yeah.

25:21.10

BRIAN

Yeah, we said blank black panther. Yeah, the weekend that you saw black panther. So yeah, yep, yep, Um, and oh wait I have a question the super random any movies you're excited to see or that you know are actually starting to move towards what you're looking for like have you done any have you done another heated weekend of looking everybody up have has that ever happened again. Ah.

25:34.10

Jaia Thomas

Um I have not but maybe I should I've not done that it since like pan there. Um.

25:39.59

BRIAN

Yeah I'm dying for you to do it again like that you should that you shouldt wait I want you to start in your business. The annual black panther test and you like take a movie that is purported to be a black movie and you do you know Jayas test.

25:51.81

Jaia Thomas

You know it's so funny when I when I looked at the black theantther stuff I mean all the reps I put together a collage.

25:56.41

BRIAN

And she says this pat like this like whatever it is I think that be so cool.

26:07.88

Jaia Thomas

Just so people can see them visual because I think it's 1 thing to say something and then 1 thing to see something and I put literally a collage of like just all these white faces like these are all the people representing black panther which I think and I posted it online and people like oh my god that's crazy. Um, but in terms of movies coming out honestly I don't even.

26:21.69

BRIAN

Wow.

26:27.17

Jaia Thomas

No I haven't been to a movie theater since the pandemic. So unless it's streaming I just I don't really even know what's coming out honestly.

26:28.80

BRIAN

How I know yes I hear what you're say I hear what you say I heard you say well I am dying for the next but I really am like I want to go to the black panther test. So I'm going to start coming to let's all do let's all think of this as a inspiration. And I think for the people who listen to this podcast I'll just say jai We have a lot of people who are creative who have entrepreneurial spirit whether that is in their own creativity or in something else that they do just hearing how you like were so inspired and then took action right away I think is such a lesson for us all to learn from because.

26:53.28

Jaia Thomas

Rule.

27:03.94

BRIAN

We can so quickly say someone else is already doing this or this isn't worth it or why should I bother and you just rode that spark. Yes, right? I'm not ready.

27:09.32

Jaia Thomas

Um, where I don't have like all the pieces employees yet some people I meet like they're just like how I don't have all this together yet. But it's like you don't have to you know it'll come together.

BRIAN

Yeah, well and also and I think I think one of the things you did so beautifully is you made clear from the beginning. This is my mission so whether or not you had the website that was perfect. You could say what the heck you were doing to someone clearly and I think that's the kind of clarity we hope for when we have inspiration strikes and so I just want everyone to just hear. How that type of clarity didn't mean the website was perfect yet that clarity meant she knew what you wanted which you what she was working for so I just appreciate you sharing that piece of the the genesis of this organization. Well um, diverse representation. That's what you are on Instagram that's what your website is this is all is easy to find yep, great.

27:46.65

Jaia Thomas

Thank you. Super easy diverse representation on Instagram our website and then Twitter feed diverse rep.

27:58.71

BRIAN

Great. Um, thank you so much for really honestly sharing your journey with this and what you and thank you for what you're doing in the world. Honestly, um and we I know there's a bunch of people listening right now that are already on your website looking at the Instagram sign up for your newsletter. So don't you worry you'll see an influx.

28:06.20

Jaia Thomas

Thank you..

28:17.70

BRIAN

And if we can ever do anything for you. Please let us know we'd love you have back on the show. Thank you so much for your time today for sure. Really glad.

28:20.20

Jaia Thomas

Thank you, Thank you for having me.