



# Tari Hartman

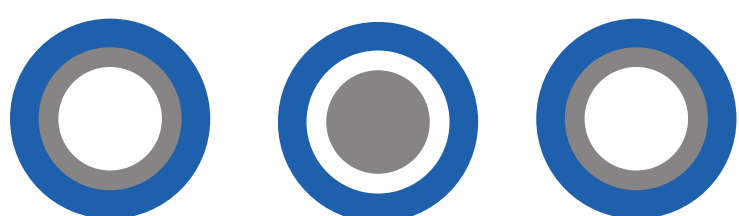
Tari Hartman Squire's EIN SOF Communications is a leading disability-inclusive diversity media, business and disability strategic marketing and employment-consultation firm. Since founding Media Access Office in 1980, Squire has consulted on hundreds of TV, film, marketing/advertising and/or build disability awareness campaigns for AT&T; Amazon Studios; Apple; Bank of America; BBDO; CBS; Fox Searchlight/The Sessions; McDonald's; Mattel; Microsoft; National Organization on Disability; NBCUniversal; Nickelodeon/Pelwick; Sony Pictures Entertainment; Verizon Media/Getty Images; and World Institute on Disability, to name a few.

Squire established disability strategic marketing as a genre with its My Left Foot campaign and Congressional Screening to encourage passage of the Americans with Disabilities Act (ADA). Her Lights! Camera! Access! (LCA) initiative builds on Media Access Office success to increase employment in front of/behind the camera; improve disability portrayals across delivery platforms and insure accessible media. EIN SOF was recently tapped to serve on The Valuable 500's Directory to support disability inclusion.

In collaboration with Danny Woodburn (*Seinfeld*), they created ADA Lead On Productions, have hired over 150 emerging and established cast and crew, and won the 2021 Shorty Audience Honors Award and 2022 Anthem Gold Award for Diversity, Equity & Inclusion. These pioneering efforts toward disability inclusion in Hollywood were recently featured in *Forbes*. They are creating a disability talent database.

After discrimination in casting during a temporary disability, Squire and other disabled actors spearheaded SAG Committee of Performers with Disabilities. Squire was then hired as Founding Executive Director of Media Access Office (liaison between disability community and media industry) to build its official casting clearinghouse, insure authentic casting, technical assistance, script consultation, media advocacy and produce Media Access Awards.

She co-authored Ruderman TV Challenge with Daryl "Chill" Mitchell (NCIS: New Orleans) that issued the challenge to 151 TV series and pilots across 39 delivery platforms to audition performers with disabilities; Squire co-authored Making News: How to Get Disability Rights Coverage, advised AP Stylebook on disability-savvy semantics, and is conversant in American Sign Language (ASL).



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