

# The WNBA and activism: A case study of *Power of the Dream* (2024)

## MA Thesis Defense – July 9, 2025 – 1300-1500 – Zoom

Jakki Padilla defends her research using the cultural-economic model (CEM) (Curtin & Gaither, 2007) to analyze the communicative elements within the documentary by Kim Porter, *Power of the Dream* (2024). Padilla utilizes qualitative content analysis to better understand how the WNBA used their platforms for social justice and political change during their 2020 season.



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