

Racial Equity and Justice for Our Black Communities



Consumer sentiment, news, and resources related to the impact of racial injustice on African Americans

WEEKLY DIGEST
June 10, 2020

While COVID-19 remains in the background of our lives, racial injustice has come to the forefront. In this week's Digest, we are continuing to cover news and information related to racial injustice given that it is an issue that demands coverage and is dominating people's mindspace (see Consumer Discussions). It is a critical issue that we, as individuals, must address – as well as brands.

We're at an important moment of change right now. In the past, pandemics have helped to spur on societal change. But that change has been a result of individuals and institutions rethinking what is right and what is possible in the world. It is time for all of us to step up to answer that call.

Number of COVID-19 Cases in the U.S.

1,982,264

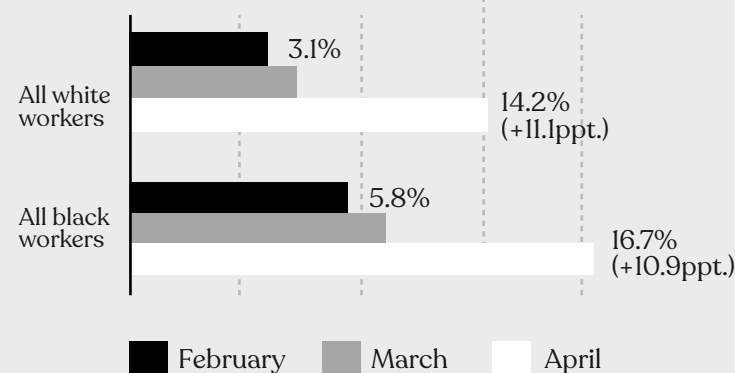
Number of Daily New Diagnoses in the U.S.

21,077

 Trajectory of New Diagnoses:
Increasing

As of 12:45pm Source: [Johns Hopkins](#)

Chart of the Day: Unemployment Rate for White vs. Black workers, February–April 2020



Consumer Discussions

#hisnameisjustinhowell #justiceforbreonnataylor #pride2020 #blacklivesmatters #policebrutalitypandemic #americaortrump #anonymous #blacklifematters #nowplaying #trump2020 #coronavirus #ufc250 #bunkerboy #blackouttuesday #maga #defundthepolice #dcbblackout #icantbreathe #georgefloyd #obamagate #dcprotests #drawingwhileblack #kag #dictatortrump #alllivesmatter #wwg1wga #breonnataylor #blm #antifa #qanon #seattleprotest #nojusticenopeace #breaking #blacklivesmattter #covid19 #protests2020 #pitmad #sayhername #justiceforgeorgefloyd #trump #georgefloydprotests #bluefall #shopmycloset #policebrutality #acab #exposeantifa #black_lives_matter

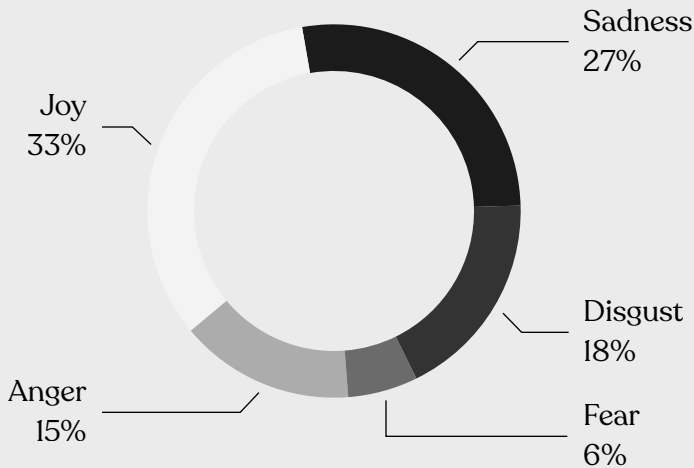
Date: 6/3-6/9/20 Source: Brandwatch

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Emotional Response to Protests for Racial Justice



Date: 6/3-6/9/20 Source: Brandwatch

Economic News

- While all workers have experienced increasing unemployment during the pandemic, the unemployment rate in April was higher for Black workers (16.7%) than white workers (14.2%).
- Black Americans' share of those who have died from COVID-19 in the US is almost double (1.8 times higher than) their share of the US population.
- Black Americans are more susceptible to the virus, economically and physically, due to continuing racial disparities in health status, access to health care, wealth, employment, wages, housing, income, and poverty.

Source: [NYTimes](#) (6/1/20), [Vox](#) (6/1/20), [CNN](#) (6/3/20)

Joy

TokyoBombshell (All Black Everything) @TokyoBombshell 10h
RT @K9GoodBoy1 @whitney_hu @s_phia_ For our all our frontline #BlackLivesMatter warriors Stay safe 🙏 Share this if you can ... so as many people as possible ... Know how to assert their rights On the frontlines Full video: <https://t.co/1w4m1Zu6yM> #BlackLivesMatter #BreonnaTaylor #DefundThePolice <https://t.co/0mwT0xgQnH>

AndrewKaiko (Andrew Kaiko) @AndrewKaiko 11h
RT @elizaorlins 50-a is repealed! Congratulations to everyone who worked so hard on repealing this unjust law. This will finally bring transparency in NYPD disciplinary records. And thank you to everyone who has been in the streets protesting. It is working. This is happening because of you.

Anger

LeslieTurn2 (lupus warrior) (@LeslieTurn2) @LeslieTurn2 10h
RT @davidmweissman Thread: A black man who was a Vet was taken into custody after a PTSD episode at Walmart, then transported to Brevard County jail where he was found dead. The widow requested the video from the sheriff for 18 months & he refused. #ReleaseTheVideo #gregoryedwards #BlackLivesMatter <https://t.co/ohR6Wzof2>

vasilissa_maria (VasilissaMaria) @vasilissa_maria 13h
RT @designmom I had no idea until last week how over-funded police departments are. I had never seen it talked about. Did you know about this? Medical workers run out of PPE, but cops never run out of rubber bullets, tasers, tear gas, and guns. 15/x <https://t.co/WGUpBhsWy>

Fear

masterdoormatt (Pippinpaddleleopiscopolis_2) @masterdoormatt 10h
I finally got ahold of an N95 so now I feel comfortable showing up to protests. I just can't risk getting an entire retirement community sick. I would never be able to live with myself if I got covid

ReedMaybe (Reed McDoobled) @ReedMaybe 1 Jun
RT @kylekulinski Imagine the great depression, the 1918 Spanish flu pandemic and the tumultuous 1960s but like all at the same time.

Sadness

Jon_Salazar (The Goat) @Jon_Salazar 10h
RT @JeremyWallace BREAKING: Texas has never had more people hospitalized for COVID-19 than it is reporting today. We have 1,935 people hospitalized and over the last 7 days are averaging 1,836 patients per day. During the previous 7 days we were averaging 1,681 over 7-day period.

prixhmed (@prixhmed) 12h
RT @niyyahartn PLEASE don't forget abdullahi sharif. he disappeared in January waiting to be picked up from target by his mom. they found him MONTHS later in the river, and cops aren't looking into it. he was TERRIFIED of water! there's NO reason for him to willingly go into the river and drown! <https://t.co/CFdn7Aetnl>

Disgust

AndyL4Work (Andy Lawson) @AndyL4Work 14h
RT @bryanbehar We still don't have a Covid cure, vaccine or particularly effective treatment. 110 thousand Americans are dead. And numbers continue to spike in many giant states. So why does it seem like everyone is just pretending Covid has gone away.

MaliG_ (Mali G) @MaliG_ 12h
RT @btaylorbeauty_ The medical field is the most racist field ever. I asked my primary to test me for anemia, they refused... until I told them to note in my chart why they are refusing me this test. Long story short I got the test & I am in fact anemic.

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Spotlight On: Barry's Bootcamp addresses racial injustice

The CEO of Barry's Bootcamp, Joey Gonzalez, made a statement on the company's Instagram account acknowledging the company's past inaction in the face of systemic racism. He showcased the company's strategy for internal change going forward:

- The company has added a VP of Diversity, Inclusion, and Belonging to the senior leadership team.
- Barry's will increase its racial and ethnic diversity in all ranks.
- It will champion diverse causes, starting with the past weekend's classes, which raised money for various racial justice organizations.
- It will develop and implement consistent training and education for all employees and increase dialogue around topics like inherent bias, microaggressions, etc.
- It will ensure its culture supports frequent feedback through pulse surveys and focus groups.
- It will establish an Employee Resource Group.
- It will partner with organizations to provide greater accessibility to its classes for underserved communities.

Source: [Barry's Bootcamp](#) (6/8/20)

Key Resources

Educational Resources

- The antiracist resources Fortune staffers are reading and sharing (6/5/20) [Fortune](#)
- Google Drive folder with free and accessible Black revolutionary texts [Google Drive](#)
- The answer to police violence is not 'reform'. It's defunding. (5/31/20) [The Guardian](#)
- Jon Henry's photo series, Stranger Fruits, consisting of portraits created in response to the murders of Black men by police violence [Lens Culture](#)

Resources on ways to take action

- How to get involved politically, from protesting to voting to lobbying lawmakers to giving money to running for office (6/9/20) [NYTimes](#)
- Mental health resources for Black people and funds to donate to [Ethel's Club](#)
- Donate to these orgs to support Black trans people (6/5/20) [Vice](#)
- How to find out which politicians are financially backed by cops (6/3/20) [Vice](#)
- This tool lets you email all of your city's elected officials with one click (6/4/20) [Vice](#)
- The world's most basic guide to contacting your reps (6/3/20) [Vice](#)

Marketing/Media News: How Brands are Addressing Racial Injustice

- More than 600 Black ad agency professionals called for an end to systemic racism in an open letter to industry leaders. (6/9/20) [AdAge](#)
- Black activists and celebrities are taking over white influencers' Instagram handles for #ShareTheMicNow to amplify Black voices. (6/9/20) [Elle](#)
- On Saturday, Sesame Street aired a 'Standing Up to Racism' town hall on CNN to explain racism and the power of protesting. (6/9/20) [NBC News Center Maine](#)
- On Sunday, Reebok ended its partnership with CrossFit over CEO's insensitive comment on George Floyd. (6/8/20) [NYTimes](#)
- Ellevest's CEO committed to adding Black executives to leadership, amplifying Black voices, and expanding its investing in Black-owned businesses. (6/5/20) [Ellevest Blog](#)
- Pinterest donated \$500K in stock and \$750K in free ad space to racial justice groups, and invested \$250K to help rebuild damaged local businesses. (6/2/20) [Pinterest Blog](#)

For a regularly updated blog tracking brands' responses to racial injustice, visit [AdAge here](#)