

Racial Equity and Justice for Our Black Communities

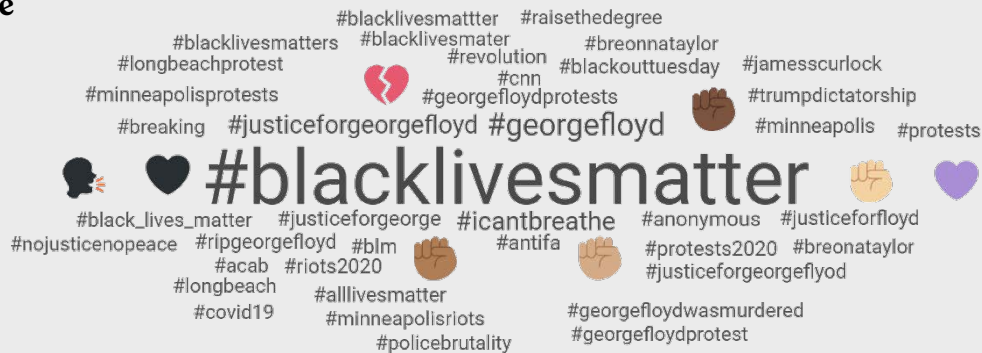
Consumer sentiment, news, and resources related to the impact of racial injustice on African Americans

WEEKLY DIGEST
June 3, 2020



In the past we have stopped to reflect on and respond to the COVID-19 crisis; however, in the wake of the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, Tony McDade, and many others, we must make space to address the racial inequalities and injustices that directly impact African Americans every day. We have reached a point where staying neutral is not an option. As Desmond Tutu has said, “If you are neutral in situations of injustice, you have chosen the side of the oppressor.” At Arnold and Havas Media Boston, we feel strongly about improving racial justice and supporting Black communities. We have repurposed this week’s Digest to shed light on the issues taking place in our society today. We must speak up, go out to vote, and commit to taking meaningful action towards a better world for us all. We strongly believe that brands should do the same.

Discussions Related to Protests for Racial Justice



Source: BrandWatch, 5/18-6/2

Key Statistics

16%

Increase in overall hate crimes and racially-motivated hate crimes between 2016 and 2018.

60%

of hate crimes in the U.S. are racially-motivated, with Blacks and African Americans being the most victimized racial group

Black men and boys are

2.5x

more likely to die at the hands of police than white men and boys.

White families have

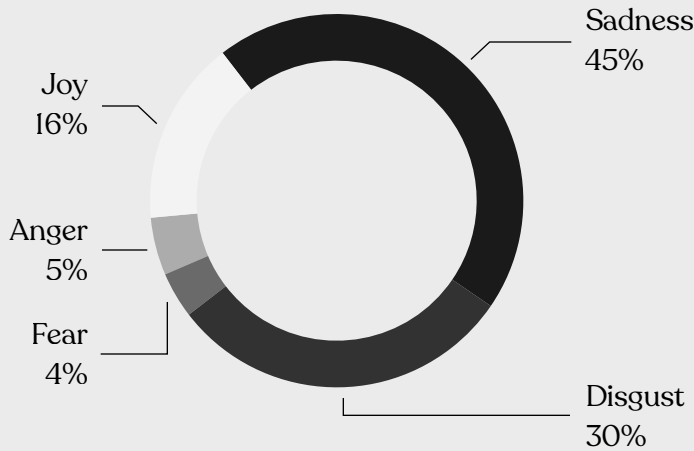
41x

the wealth on average as Black families

Source: [Statista](#); Dept of Justice; [LA Times](#); [inequality.org](#)

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Emotional Response to Protests for Racial Justice



Date: 5/1/20-5/31/20 Source: Brandwatch

COVID-19 Disproportionately Affects African Americans

- Black counties disproportionately account for over half of coronavirus cases in the U.S. and nearly 60% of deaths, according to a study by Amfar
- The study found that socioeconomic factors such as employment status and access to health care were better predictors of infection and death rates than underlying health conditions
- Black Americans are also more likely to have jobs that increase exposure to COVID-19, including jobs deemed 'essential' during the pandemic

Source: [Washington Post](#) (5/6/20)

Joy

AlyssaMarx (lyss) @AlyssaMarx 9h
myself, speak out, and support those who are affected in any way i can bc at the end of the day, we ALL need to be on the right side of history and that is with supporting the [#BlackLivesMatter](#) movement and calling for action on SYSTEMIC CHANGE! sign petitions, donate, support

gabennett45 (Greg Bennett) @gabennett45 9h
RT @Asians4BkLives For your friends. For your cousin. For your grandpa. For your auntie. For your teacher. For your children. For your neighbor. For your coworker. For your lover. For your siblings. For everyone who needs to hear it, because it needs to be said. [#BlackLivesMatter](#) [#Asians4BlackLives](#) <https://t.co/bYTqTaR1mA>

Anger

mommyinnv (mommyinnv) @mommyinnv 9h
RT @chicksonright If you aren't outraged at what happened to George Floyd, you're wrong. If you aren't outraged at violent rioters/looters and the senseless destruction of property and physical attacks against innocent people, you're wrong.
Retweets: 0 Replies: 0 Impressions: 198 Reply Retweet Like Engage

MirellaMendez6 (Ellie) @MirellaMendez6 8m
RT @Lidia07481636 To my fellows yellow beige pale Hispanic/Latinos, if you're quite during this time and haven't help in absolutely in nothing, don't complain when is our turn. Your colorism and silence are showing and it's a very telling. [#blacklivesmatter](#)

Fear

qvizon (nico) @qvizon 9h
RT @YourAnonCentral U.S. security forces pulling anti-COVID19 facemasks on protestors & journalists to directly pepper spray them in the face. This type of attack causes severe respiratory damage that can prove deadly during a pandemic. [#Anonymous](#) [#ICantBreathe](#) [#GeorgeFloyd](#) <https://t.co/JrHmBVMVQS>

BalayanDiana (Diana Balayan) @BalayanDiana 6m
That's great but can we start by arresting the other 3 cops who took part in the murder of George Floyd? Also the coroner who lied on the autopsy report trying to take blame away from the police dept. Start there first!

Sadness

pxlxa (MP) @pxlxa 1m
RT @MPhillipF I worry that the killing of [#BreonnaTaylor](#) is getting lost in the noise. We cannot forget how she was "accidentally" shot 8 times while sleeping in her own bed because cops broke in unannounced into the wrong home and shot her while she slept. [#BlackLivesMatter](#)

Jordan (Logan Jordan) @_jordan_ 9h
RT @arjunsethi81 Thousands peacefully kneeling in DC remembering George Floyd chanting, "Stop Killing Black People." Why isn't this video viral? Why is the media only interested in talking about isolated acts of vandalism & theft? We're here & We ain't leaving. <https://t.co/pJCsBbKisr>

Disgust

_hauntedthought (an angry beanpole) @_hauntedthought 9h
RT @AnthonyGreen It's not just police reform, we need to address the systematic racism that has plagued our country for 100 years. [#blacklivesmatter](#).
Retweets: 0 Replies: 0 Impressions: 703 Reply Retweet Like Engage

coso1271 (Accio Cory) @coso1271 9h
RT @benyahr Arrested: 2000 protestors Not arrested: 3 of the 4 officers involved in the murder of George Floyd. Any officers involved in the murder of Breonna Taylor.
Retweets: 0 Replies: 0 Impressions: 9269 Reply Retweet Like Engage

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How Brands and Media Platforms are Responding

While many companies and leaders have remained silent around racial injustice and police violence, there are some local, national, and international brands that have taken a stand. While these corporate messages are raising awareness and showing support, many of these statements fall short without any funding or substantive resources offered or any organizational change promised. They demonstrate companies wanting to show people that “they [are] on the right side of history, regardless of their own histories.” Here are examples of how brands are taking action and using their platforms for good (note that many of these brands still have further opportunities for change):

- Glossier has thoughtfully decided to donate \$500K to organizations focused on combating racial injustice and another \$500K in the form of grants to black-owned beauty businesses in an effort to make an impact in its own industry.
- Ellevest’s recent newsletters have focused on money, privilege, and racism and have highlighted ways that readers can take action.
- Nike released a new ad stating “For once, don’t do it,” calling for people to stop ignoring the problems of racism in America. However, many have called Nike out for not having enough diversity in place in its own organization.
- Several companies have donated to organizations combatting racial inequality, including Youtube, Facebook, Peloton, Levi’s, and Verizon, something that is much applauded but must be accompanied by internal action.
- Mark Mason, the CFO of Citigroup, wrote a public blog post on the company’s website bringing attention to George Floyd’s death, racism, and privilege. Citigroup as a company has not made any other statements, however.
- Many companies like Netflix, Hulu, Amazon Studios, Paramount, and Starz have posted on social media about their solidarity with the black community but have not done anything else to demonstrate action.
- ViacomCBS had all of its platforms go dark on Monday for 8 minutes and 46 seconds, to mark the time in which Floyd was killed. It partnered with Color of Change to provide a call to action and has committed to action beyond this.
- Spotify, Apple Music, YouTube, and Amazon have united in support of Blackout Tuesday with special playlists, moments of silence, and social media blackouts. Black Out Tuesday itself has come under criticism for inadvertently taking up space where helpful resources and videos can make an impact.

Source: [NYTimes](#), [Elle](#), [Adweek](#), [CNN](#), [Entertainment](#), [The Wrap](#), [The Verge](#), [Vulture](#)

What You Can Do

Many people have been speaking up about racial injustice and showing their support for the Black Lives Matter movement, posting on social media, sharing resources, making phone calls to government officials, signing petitions, encouraging others to vote, and participating in protests. Now is not the time to be silent or neutral. Here’s where you can start.

Educate yourself on what’s going on and how it fits into the larger historical context of race in this country. Do so by engaging with articles, books, films, TV shows, art, and podcasts by Black people.

- [Anti-racist resource document](#)
- [Anti-racist reading list](#)

Reflect on your position of privilege and the role you play in racial inequality. Thoughtfully engage in discussions of race and speak up about injustice occurring around you.

- [How to talk to your family about racism](#)
- [How to talk to your children about protests and racism](#)

Follow and donate to organizations leading the way for racial equity and justice. Also support Black-owned businesses.

- [Crowdsourced Google Doc of organizations](#)
- [Crowdsourced Google Doc of bail funds](#)

Sign petitions and call the offices of political leaders demanding justice and change

- [Petition demanding justice for Breonna Taylor](#)
- [Petition demanding justice for George Floyd](#)
- [Petition demanding justice for Ahmaud Arbery](#)
- [Black Lives Matter petitions regarding COVID-19](#)

Make calls to government officials

- Justice for Breonna Taylor: Call 502-735-1784 and it'll take you through what to say
- Justice for George Floyd: Call 612-324-4499 (County Attorney Michael Freeman)

Participate in protests or support those who are. Educate yourself on how to safely and properly do so at the links below:

- [How to protest safely against racism during a pandemic](#)
- [Key legal advice when going on a protest](#)
- [Note to self: White people taking part in #BlackLivesMatter protests](#)
- [Do no harm: Photographing police brutality protests](#)
- [How to support the protesters](#)

Check in on one another and offer love and support to Black friends, colleagues, neighbors, etc.