

# Video Segment 1: The NFL Linebacker and the Hollywood Promoter

## NOTE-TAKING GUIDE

Each of the panelists brings a unique point of view to Wharton’s discussion on Race and The Selling of America. It’s important to understand their roles as you explore aspects of the discussion. Take note of the titles and organizations for each of the following, and include a brief description of their **unique perspective** on brands and marketing:

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*“I try to give people, players, former players, executives, coaches a platform to use your voice.”*

—KIRK MORRISON

Erika James: \_\_\_\_\_  
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\_\_\_\_\_

Kirk Morrison: \_\_\_\_\_  
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Phillip Sun: \_\_\_\_\_  
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Americus Reed: \_\_\_\_\_  
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Kirk Morrison calls 2020 “an awakening” for a lot of people both inside and outside the sports world. Would you describe 2020 as “an awakening” for you, as well? If so, how did 2020 open your eyes to new perspectives and new feelings?

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Phillip Sun refers to Hollywood as “the perfect marketing machine,” with limitations. What limitations does he mention, and what might be some others within his industry that relate to racial equity?

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One of the reasons that Phillip Sun decided to leave a top Hollywood agency and build M88 was because “It just got a little bit tiresome feeling like diversity and inclusion was a policy or a program or an afterthought or a reaction.” Do you believe that he took a big risk to leave a very successful career and follow his own principles? Would you make a similar choice?

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## THE LANGUAGE OF BUSINESS

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**Americus Reed:** The Whitney M. Young Jr. Professor of Marketing at the Wharton School.

**Black Culture:** Also known as African-American culture, it refers to the contributions of Black people to the U.S. culture.

**Black-owned Business:** A company owned by an African-American.

**Charles D. King:** After years as one of the top African-American agents representing actors' careers in Hollywood, he left William Morris Endeavor to start his own agency, Macro.

**Equality:** The state of being equal, especially in status, rights and opportunities.

**Equity:** The quality of being fair and impartial.

**Erika James:** An American academic and businesswoman, she is both the first woman and person of color to become Dean of the Wharton School at the University of Pennsylvania.

**“Forward Progress”:** A radio show focused on race, society and sports.

**George Floyd:** A 46-year-old African-American man who died on May 25, 2020 after being handcuffed and pinned to the ground by a white police officer's knee. His death sparked protests across America.

**Idris Elba:** An English actor, writer, producer, rapper, singer and songwriter who has played key roles in shows like HBO's The Wire.

**M88:** A new talent company founded by Phillip Sun within Macro that represents filmmakers, actors and writers of color and promotes the strength of diversity in Hollywood.

**Macro:** A media company (including M88) founded by Charles King that represents the voice and perspectives of people of color.

**Michael B. Jordan:** An American actor and producer who has starred in such TV shows as HBO's The Wire and Friday Night Lights and in movie roles such as Black Panther and Creed.

**Minority-led Business:** A company whose CEO or managing partner is a minority, which often refers to major racial and ethnic groups, such as African-Americans and Asians.

**Multi-cultural Content:** Content (such as written scripts or plays) that incorporates the histories, beliefs and perspectives of people from different cultural backgrounds.

**Naomi Scott:** An English actor and singer who starred in Aladdin and other shows.

**NFL Linebacker:** A National Football League defensive player.

**Race:** The grouping of humans based on shared physical or social characteristics.

**Representation Firm:** A company like William Morris Endeavor whose talent agents represent actors, directors and other creators in Hollywood to help them negotiate roles in movies and other media.

**Rihanna:** A top-selling music artist.

**SiriusXM:** An American broadcasting company that provides satellite and online radio music and programming, including shows like “Forward Progress.”

**Systemic Racism:** Systemic racism, also known as institutional racism or structural racism, is the idea that society accepts certain practices as normal, even though they may discriminate against people based upon their race or ethnicity.

**William Morris Endeavor (WME):** One of the top talent agencies in Hollywood representing well-known entertainers in film, television and music.

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[Americus Reed on Marketing and Brands](#)