

## Video Segment 2: Brands Respond and Followers Speak Their Truth

### NOTE-TAKING GUIDE

Brands and businesses are reacting to the *Black Lives Matter* movement and the spotlight on racial justice in different ways. How are these industries responding?

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*“People reacted, and people reacted in the right way. It took a massive jump forward.”*

—PHILLIP SUN

Hollywood \_\_\_\_\_

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National Football League \_\_\_\_\_

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Kirk Morrison says that the focus on racial justice and increased diversity and inclusion are “setting that framework for allowing the next generation to dream big.” As a member of Generation Z, do you agree with that statement? How is this moment in time affecting your life and your prospects for the future? Do you feel things shifting? Are you dreaming bigger?

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Explain these concepts that highlight how social media has become an important platform for people to speak their truth about racial issues:

Barrier to entry \_\_\_\_\_  
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Followers are like audience members \_\_\_\_\_  
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Connecting with influencers \_\_\_\_\_  
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In 2020, many high school students have turned to social media to express their views and feelings about racial injustice, creating pages like “Black at **High School Name**.” How have you used social media to speak your truth about the issues on your mind and in your heart? Has it been an effective way to communicate?

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## THE LANGUAGE OF BUSINESS

[Brand](#)

[Company](#)

[Diversity](#)

[Executive Team](#)

[Industry](#)

**Black Lives Matter (BLM):** A movement across America involving protesters who speak out against police brutality and racially motivated violence against Black people.

**Business Bottom Line:** A company's income after all expenses have been deducted from revenues – typically symbolizing how much money a company makes.

**COVID-19:** Also known as coronavirus disease, the rapid spread of COVID-19 in 2020 caused a global pandemic that killed more than 1 million, forced people to shelter at home, and severely weakened the global economy.

**ESPN:** An American sports media company that is known for broadcasting 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.

**Jimmy Lake:** American football coach who is currently the head coach at the University of Washington.

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

**NFL:** The National Football League is a professional American football league that consists of 32 teams.

**Non-inclusive:** Failure to include someone, such as excluding women and minorities from access to certain opportunities.

**#OscarsSoWhite:** A hashtag that made the rounds on social media in 2015 to call out the lack of diversity in nominations for the Academy Awards; it grew into a movement demanding more representation of people of color in Hollywood.

**Pac-12 Conference:** Short for Pacific-12 Conference, it is a collegiate athletic conference for different sports that operates in the Western U.S.

**Racial Justice:** Being just, impartial and fair and providing equal opportunities across different races of people.

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

**Social Media:** Websites and apps that allow users to create and share content, including TikTok, Instagram, Snapchat, Twitter, Facebook, and more.

**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.

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