

Video Segment 4: American Football Star Colin Kaepernick Takes a Knee

NOTE-TAKING GUIDE

How have the following people played critical roles in influencing the dialogue related to racial justice in the sports world and the rebranding of football?

“Money’s not going to shut people up. It’s about action.”

—KIRK MORRISON

Colin Kaepernick _____

Donald Trump _____

Patrick Mahomes _____

Lamar Jackson _____

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By standing up for civil rights and protesting police brutality and racial injustice during football games, Colin Kaepernick jeopardized his entire professional sports career. Do you think it was worth it? Would you be able to make that kind of sacrifice to fight for something you believe in?

The player-owner tension discussed in the video reflects the dynamic that can play out between employees and executives in corporations. While it can lead to power struggles, it can also result in change, as in the case of the NFL's slogans like "End Racism." Should businesses address racism with words or actions? Or should it be both? Based on what you've learned, what will it take for the business world to achieve long-lasting change?

THE LANGUAGE OF BUSINESS

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Colin Kaepernick: An American football quarterback who played six seasons for the San Francisco 49ers in the National Football League. As an American Civil Rights activist, he knelt during the national anthem at the start of NFL football games in protest of police brutality and racial inequality in the U.S. He left the NFL in 2017 to become a free agent and through the end of 2020, had not been signed again by a team.

Donald Trump: President of the United States from 2016 to 2020 who said that NFL owners should fire players who protest during the national anthem.

LA Rams: The Los Angeles Rams are a professional American football team based in Los Angeles, California. On December 24, 2016, Colin Kaepernick played his last game with the San Francisco 49ers (and so far as a professional football player) against the LA Rams.

Lamar Jackson: An American football quarterback for the Baltimore Ravens of the National Football League.

MLB: Major League Baseball is an American professional baseball organization consisting of 30 teams.

NBA: The National Basketball Association is an American men's professional basketball league consisting of 30 teams.

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

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Owner: In this case, referring to the people who own football teams and pay the players on the field.

Patrick Mahomes: An American football quarterback for the Kansas City Chiefs of the National Football League.

Police Brutality: A civil rights violation when officers exercise excessive force against a victim. George Floyd, for example, is considered a victim of police brutality, and the Black Lives Matter movement protests police brutality against people of color.

Power Shift: When one group or entity begins to have more power than another.

Race: A grouping of humans based on shared physical or social qualities.

Racism: When people are treated differently or don't have the same opportunities as other people because of their race or ethnicity.

Rebranding: To change the corporate image and shift the way an organization appears to the public.

San Francisco 49ers: A professional American football team based in the San Francisco Bay Area for which Colin Kaepernick played for six seasons.

Slogan: A memorable phrase used to advertise a brand, like Nike's Just Do It.

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

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