

Student Activity Choices

<h3>The Power of Storytelling</h3> <p>Hollywood agent Phillip Sun says people of color are flooding the creative space and “writing stories for their cultures and communities.” You are trying to make it big in the entertainment industry and want to embrace this new shift to more inclusive creativity. Write a compelling 500-word essay, 20-line poem or rap, or 5-verse song that captures a story of your own culture and community. Share your creation with the class.</p>	<h3>Platform for Progress</h3> <p>How will you get the message out about racial justice and business? Kirk Morrison and Phillip Sun talk about using their platforms to elevate conversations and educate people on the issues. Write a 3-minute pitch for your own radio program or podcast centered on one industry and issues related to diversity, equity and inclusion. Give your show a title and include a description of the topics you want to tackle, guests you want to interview, and what you hope to achieve through your new platform. Do an audio or video recording of your pitch. Alternatively, make your pen your platform. Write a 500-word column for your school newspaper about racial equity issues in your community.</p>
<h3>Brand Strategy</h3> <p>Brand is best defined as a reputation, including all the thoughts and feelings associated with an organization’s name or logo. The National Football League had to do some serious thinking about its brand identity in 2020 in relation to racial justice. Now it’s your turn. How do issues of racial and social justice fit into your personal brand? Write a four-paragraph personal statement about your values related to diversity, equity and inclusion. Express your priorities and principles around the issues and then also include how they will connect with what you want to accomplish as a future business leader. How do you hope to incorporate these aspects of your personal brand into your career?</p>	<h3>Do Your Research</h3> <p>Kirk Morrison advocates for becoming informed about the issues that interest you so you can contribute with confidence to the conversation. Choose a business person highlighted in the “Race and The Selling of America” video and create a PowerPoint presentation with no more than 6 slides. Include some background info and how his or her life has involved the intersection of business and issues of race. Use information from the video, as well as your own research. In the final few slides, present your own reflections about the person and topics you explored. Suggestions: Colin Kaepernick, Phillip Sun, Charles King, Michael Jordan (athlete), Erika James.</p>
<h3>Inside the Executive Suite</h3> <p>You’ve listened to the conversation and now it’s time for action. You are the CEO of an entertainment company who is setting priorities for a new year based on information you have learned from the “Race and The Selling of America” discussion. Write a brief intro describing what type of company you are and then make a list of 10 diversity, equity and inclusion priorities that you plan to share with your board of directors (your class and teacher). Be specific, and connect your action plan to your business model and the brand you want to become. Authenticity matters, so don’t craft a plan unless you believe in it.</p>	<h3>The Reporter</h3> <p>As Kirk Morrison suggests, many of the challenges faced by people of color are inherent in our own communities; we need not look far to see signs of systemic racism. Inspired by the discussion in “Race and The Selling of America,” interview a peer in your own community, such as a student leader. Use what you’ve learned from the video to craft a list of five key questions about how racial justice issues play out in their experiences. Record your interview on your cell phone and share it with your class.</p>