BLACK HISTORY MONTH at dentsu

1 month. 28 microactions. Unwavering commitment to anti-racism.

1. Learn the significance of the 95-year history of Black History Month.

2. Join the discussion with Ibram X. Kendi and Keisha N. Blain, who assembled 90 extraordinary writers to document the four-hundred-year journey of African Americans from 1619 to the present.

3. Petition lawmakers across the country to support The Crown Act, ending hair discrimination in the workplace and schools.

4. Study the impact of racial inequities that have grown during the Covid-19 Crisis with TimesUp.

5. Take action in your community to dismantle racism.

6. Read a book told from the perspective of Black authors such as My Vanishing Country, The Color of Law, or The Broken Earth Trilogy for your own learning and unlearning.

7. Discover what promoting racial equity and inclusivity really requires.

8. Subscribe to “More Than That” with Gia Peppers, a sonic journey across grassroots America, wherever you listen to podcasts.

9. Reflect on how Black history has meaning in your life and how you can tackle racial justice in your organization.

10. Learn from Dr. Carlton Waterhouse, international expert on racial justice, police reform, and inequities in the legal system as part of dentsu’s “Let’s Chat” series.

11. Understand the disparities in the treatment of Black actors and support Black filmmakers.

12. Support and amplify Black artists and designers in your workplace and personally.

13. Spend date night with your partner watching Southside with You.

14. Listen with intention to the playlist curated by The Mosaic Identity Group.

15. Learn the history of “Lift Ev’ry Voice and Sing” and reflect on its importance.

16. Mentor Black colleagues and friends to support their professional growth.

17. Join dentsu in partnering with Active Bystandership for Law Enforcement (ABLE) to end police brutality by building positive relationships between the Black community and Law Enforcement.

18. Watch the transformative power of dance with Alvin Ailey.

19. Understand racial bias in medicine and learn how to advocate for the health of people of color.

20. Reflect on the significance of Amanda Gorman’s poem “The Hill We Climb” “…because being American is more than a pride we inherit – it’s the past we step into and how we repair it.”

21. Inspire decision-makers in corporations and government to create a more human and less hostile world for Black people in America by donating to Color of Change.

22. Join us in bearing witness to Black achievers who are the “first” in their field.

23. Commit to buying from Black owned businesses.

24. Understand intersectionality by listening to the hidden stories of Black disabled women in media.

25. Be an active bystander when you witness “casual” racism.

26. Celebrate iconic Black women who have made a significant mark on their communities and the world.

27. Learn how to talk about the construct of race and racism to understand and inspire change.

28. Support organizations that are doing the work to change and uplift communities, such as the Innovative Policing Program.