

From AAA Executive Committee: In Solidarity with our Black Colleagues

We, the Executive Committee and the Global and Multicultural Committee of the American Academy of Advertising (AAA), stand in solidarity with our BIPOC (Black, Indigenous, People of Color) colleagues and everyone protesting worldwide calling for an end to anti-Black and systemic racism. Far too many lives--Breonna Taylor, Ahmaud Arbery, George Floyd, and countless others around the world--have been lost for us to remain silent. We stand unequivocally opposed to racism of all forms. Centuries of systemic oppression and racial injustice is becoming evident as the pandemic disproportionately kills and destroys the lives of African Americans all over the nation. We stand in support of those fighting for racial justice.

Our vision statement reminds us that our members span diverse institutions, academic networks, continents, disciplines and modes of inquiry. We strive to be an inclusive international organization, and we will continue to work toward making sure that our research, our instruction, and our industry are free of hate and racism of all forms.

We know that words are not enough. And we acknowledge that a lot of work needs to be done. To that end, we welcome ideas and actionable steps our organization can take to be the change we wish to see in our world. Please email your ideas to gHarsha@Colorado.Edu. We are heartened to see several brands take a stance to address racism and it is time for us to act as well. We will be back soon with some specific ideas.

AAA Executive Committee
AAA Global and Multicultural Committee