

It's  
hard to

Un-Fair  
Campaign

see

a year in review

racism

## **In a report by the Knight Foundation entitled *Soul of the Community*, the results of a three-year study reported:**

The (Duluth area) community significantly underperforms against the comparison group overall in four of the seven individual openness measures ... Fewer residents than in other comparable communities say it is a good place for racial and ethnic minorities, immigrants, young adults without children, and talented college graduates looking for work.

## **In the Twin Ports, 90% of our population is white**

People of color experience incidents of racism every day, and they have long asked, “When will white people in our community stand up and speak out about racism?” This Campaign is part of a response to that question. Racial justice will never be achieved until we as white people address white privilege and work to change the racial disparities that result from it.

Many groups and organizations in our community are working hard to end racism. We hoped this Campaign, through strong and committed partnerships, would create a large and vocal voice that moves people to action.

# Introduction

## The Courage to Start Change

The Un-Fair Campaign began in 2011 with a mission of raising awareness about white privilege, providing resources for understanding and action, and facilitating dialogue and partnership that would move us toward racial justice.

### **This Campaign was composed of two separate elements:**

the partner campaign, which began in Fall 2011 and is still active; and the public campaign, which ran from January to December 2012. Since Un-Fair began, we have seen the courage of the Duluth community demonstrated at every turn. Countless people in our city have been appalled by the disparities around them. They have acknowledged and tackled racism, and they have stepped up to get involved. Many have expressed their gratitude.

### **In this progress report, we want to take a look back on the public campaign through the lens of the original campaign goals:**

- Provide opportunities for white people to see white privilege
- Create dialogue throughout the community on white privilege
- Break the silence around white privilege and racism
- Move white people to accept their role and responsibility for racism
- Build a base of white allies to work together with people of color to eliminate racism individually and institutionally

**“We need to tell our stories—  
including stories of white privilege.”**

*—From “Looking Back & Moving Forward” forum*

## **“Accepting ownership is different than drowning in guilt.”**

–From “Looking Back & Moving Forward” forum

## Partners

Throughout the Un-Fair Campaign we have gained three new partners, one partner suspended their involvement and another partner left. The partnership will continue to be fluid as the work of the Campaign evolves. Seventeen organizations are current partners with the Campaign. Each has worked to effect internal change within their own organization, and used staff trainings and development, changes in hiring practices, diversity task forces, and movies and discussions as strategies to move their organization forward. The partners have also participated in the public education and community action elements of the Campaign.

- Central Labor Body
- CHUM (Churches United In Ministry)
- City of Duluth Mayor’s Office
- City of Duluth Human Rights Commission
- City of Duluth American Indian Commission
- Clayton Jackson McGhie Memorial, Inc.
- Community Action Duluth
- Domestic Abuse Intervention Programs
- Lake Superior College
- League of Women Voters\*
- Life House
- Lutheran Social Service – Duluth Services\*
- Men as Peacemakers\*
- NAACP
- Peace Church UCC\*
- St. Louis County Public Health & Human Services
- YWCA

\* joined in spring 2012

## Key Definitions

### **Prejudice**

*The prejudging of a person or situation without sufficient knowledge or facts. Personal and individual beliefs about race that are influenced by the dominant group’s values, practices and beliefs. Anyone can be prejudiced.*

### **Racism**

*Racism is more than individual prejudice based on race. Racism is the power of a dominant group, through its systems and institutions, to enforce the dominant culture’s history, values, practices and beliefs. It advantages those in the dominant group and disadvantages those who are not. It results in disparities.*

### **White Privilege**

*White privilege is a set of advantages that are given to people who are part of the majority and dominant group. These opportunities and privileges are often invisible.*

# Campaign Tools

The Campaign used many tools to create dialogue and learning. There were three posters, six billboards, a website, a Facebook page, nine months of activities and events, a major exhibit, numerous media stories (radio, television and print media), months of activities in the partner organizations and three community meetings.

**2,500+**  
emails

**120,996**  
website visits

**150**  
people at “Un-Fair  
Campaign: Looking  
Back and Moving  
Forward”

**600+**  
people at  
other events

**1,600+**  
Facebook likes

**11,869**  
people at  
“RACE: Are We  
So Different?”

**17**  
partner  
organizations’  
activities

**1,000s**  
of people viewed the six  
billboards in Duluth and  
electronically all over the world.

**1,000s**  
of conversations around  
kitchen tables, pool tables,  
boardrooms, hallways,  
grocery stores, classrooms,  
places of worship, living  
rooms, book groups, pulpits,  
buses, and on the streets

**“The Un-Fair Campaign was a shocking campaign that had a lot of power to capture people’s attention.”**

*—From “Looking Back & Moving Forward” forum*

**“The Un-Fair Campaign really put racism and white privilege out there. It can’t be swept under the rug.”**

—From “Looking Back & Moving Forward” forum

## Events

The Un-Fair Campaign held many public events from January to September 2012, including multiple film series and lectures (listed fully in the addendum).

- Two six-week workshops were offered for intensive discussion and reflection: “Worldview Awareness and Cross-Cultural Communication” and “Cracking the Shell of Whiteness.”
- Author and lecturer Tim Wise gave a talk, “White Like Me: Reflections on Race,” to a packed audience in UMD’s Kirby Ballroom.
- Campaign partners also facilitated a “Readers Theatre” in which 32 of the emails we had received—both positive and negative—were read aloud at Teatro Zuccone.
- The initial public education phase of the Campaign concluded with an exhibit organized by Campaign partner Clayton Jackson McGhie Memorial called “RACE: Are We So Different?” at the Duluth Children’s Museum. From June to September 2012, nearly 12,000 people visited the exhibit.
- Then in November, partner representatives presented a three-hour workshop titled “Unpacking the Un-Fair Campaign” at the Overcoming Racism Conference in St. Paul. It was well received and rated highly by the audience, which included more than 50 anti-racism leaders from around the metro area.

### **Committee members have also facilitated their own presentations throughout the Campaign, at venues including:**

- Area faith communities and youth groups
- High school leadership groups and classes
- College/university faculty and staff
- College/university student groups and classes
- Greater Duluth Chamber of Commerce
- Nonprofit organizations/staff & board
- Community College law enforcement program
- Regional conference in the Twin Cities (Overcoming Racism)
- Local school district ISD 709
- Adult education classes
- AmeriCorps

## 2012 Events

1. **Film Series at UMD, January 30 - April 30**
  - Mirrors of Privilege, Making Whiteness Visible
  - Eyes on the Prize, America's Civil Rights Years 1954-1965: Awakenings
  - Eyes on the Prize, America's Civil Rights Years 1954-1965: Bridge to Freedom
  - The Way Home
  - RACE – The Power of an Illusion: The House We Live In
  - Mickey Mouse Monopoly
  - Unnatural Causes: Is Inequality Making Us Sick?
  - Bringing the Truth to Light: A Community Call for Racial Equity in Our Schools
  - Power, Privilege and Difference (Allan Johnson talk on DVD)
2. **Cracking the Shell of Whiteness, Six Weekly Sessions about White Privilege, February 14 -March 20**
3. **New Conversations about Race and Racism, February 15**
4. **New Conversations about White Privilege, February 16**
5. **Uncovering Myths that Support Racism, February 16**
6. **White Like Me: Reflections on Race, Time Wise at UMD, February 16**
7. **Worldview Awareness and Cross-Cultural Communication Lecture Series, February 21 - May 1**
8. **Power, Privilege and Difference, Allan Johnson Talk on DVD, February 27**
9. **Unnatural Causes, Film Series, March 8 & 12**
10. **Undoing Racism Workshop, Sponsored by The People's Institute, April 19 - 20**
11. **Un-Fair Campaign Partner's Roundtable, April 24**
12. **Let's Keep Talking: A Readers Theatre Experience, April 27**
13. **Power, Privilege and Difference, Allan Johnson Talk on DVD, May 10**
14. **Understanding White Privilege: A Key to Cultural Competence Presentation, May 25 & June 4**
15. **"RACE: Are We So Different?" Exhibit at Children's Museum June 23 - September 28**
16. **Looking at Affirmative Action Through a Different Lens, June 26**
17. **Un-Fair Campaign had a booth at the St. Louis County Public Health and Human Services Conference and presented a workshop entitled: *Racism and White Privilege: Why Is This So Hard?* October 8**

**“We are not as neighborly or inclusive as we perceive ourselves to be.”**

–From “Looking Back & Moving Forward” forum

## Lessons Learned

### **Over the last year, we have learned some valuable lessons:**

- The silence around racism needs to be broken in order for a community to have a meaningful conversation about race, racism and racial disparities.
- The role that white privilege plays in the perpetuation of racism and racial disparities needs to be discussed if meaningful change is going to happen to address racial disparities.
- Seeing and understanding historical, institutional and systemic racism is critical in addressing racial disparities.
- The lens of individualism and the myth of meritocracy make it very difficult to see beyond the individual, to how racism is much more than individual behaviors between people. Viewed through the lens of the “individual,” many white people felt they were being called racist. That was not the intention.
- Moving people along the continuum of understanding and action is most effective through personal conversations and dialogue.
- Social media makes the whole world your community and is both an advantage and disadvantage in doing this work.
- Courageous leadership helps a community look honestly at these issues. Backlash is inevitable and it takes courage to continue to move forward..
- The Duluth community is filled with courageous people who believe in racial equity and have taken risks, both large and small, to speak up and out to create change.
- People of color experience unintended backlash from this work and this needs to be central in the planning of campaigns such as this.
- Youth watch what adults think, feel and do and so we must be the change we wish to see and involve them in meaningful ways in this work.
- The public education phase of the Campaign had a significant impact on our community. The work of addressing racial disparities, in partnership with people of color, is long-term work and is the necessary next step.



# Looking Back & Moving Forward

As part of our preparation for the next phase of the Campaign, we hosted the “Un-Fair Campaign: Looking Back and Moving Forward” event made up of three community forums in February:

- **February 4—Church of Restoration**
- **February 6—Central Hillside Community Center**
- **February 7—Pilgrim Congregational Church**

These forums gave community members a chance to voice their feedback, ask questions, and talk about how the Un-Fair Campaign affected them. The purpose was to facilitate an open and safe discussion that would give Campaign partners helpful feedback for the next phase and allow community voices to be heard.

Approximately 50 people attended each forum, and we heard a few common statements over and over. Many people said that the Campaign had opened their eyes to disparities in Duluth and triggered conversations about racial inequality that they had never had. We heard people say that their exposure to Un-Fair was the first time they had realized their own privilege. These same people consistently expressed outrage at the injustices they were seeing and passion about effecting change.

At these forums, we also discussed some of the concerns that are listed in the “Lessons Learned” section, including the unexpected backlash for people of color and the need for youth to have opportunities to get involved.

**“People are talking who usually wouldn’t talk. We’re seeing lots of ‘Aha!’ moments.”**

*—From “Looking Back & Moving Forward” forum*

# Current Activities

## **The Un-Fair Campaign Is moving Into the next phase of Its work.**

In January 2013, the Campaign launched the **Community Stand Against Racism**. It is a call to **everyone** to get involved in addressing racial disparities in our community. It includes:

- **Action Teams** to address racial disparities. The initial five teams will focus on housing, education, criminal justice, employment and health. If you are Interested In joining a team email the Campaign at [Info@unfaircampaign.org](mailto:Info@unfaircampaign.org)
- **No Racism signs** posted in local organizations and businesses, windows, yards and vehicles. Display one and use it as an opportunity to open up conversation. It can be downloaded on the Campaign's website at: [www.unfaircampaign.org](http://www.unfaircampaign.org)
- **The Campaign website** will be updated and will continue to be used as a resource for the community, students, racial justice activists, scholars and teachers.
- **Campaign partners** who will continue to meet to support one another in continuing to work on racial disparities in their own organizations.

**“Racism and disparities are not going to change until the majority community makes up its mind.”**

**“(It was the) first time I realized I had privilege. I can’t believe this is happening in my town. It’s a problem that has to change.”**

*—From “Looking Back & Moving Forward” forum*

# Un-Fair Campaign Timeline

## **2010**

Planning for the Un-Fair Campaign began.

## **Fall 2010 - Spring 2011**

Posters, billboards and public service announcements (PSA) were developed.

## **Summer 2011**

The website was created, including short videos from community leaders; 15 partners joined.

## **October 2011**

The partners met for the first time.

## **January 24, 2012**

The Un-Fair Campaign launched and four billboards went up.

## **First 10 months of Campaign**

2,000 emails, 80,000 website visits and more than 1,200 Facebook likes

## **March 2012**

The Supreme White Alliance protested the Campaign in Duluth. Counter-protests included an American Indian ceremony held to protect their sacred staff at the Duluth Civic Center, and “Rally on the Bridge,” created by a community coalition and attended by over 200 people.

## **February - May 2012**

Four more partners joined, Un-Fair held multiple events (see page 6).

## **June 21, 2012**

Conservative student organization Campus Reform posted an Un-Fair PSA on their website, drawing fierce attacks on the Campaign and UMD as a partner.

## **June 21, 2012**

Un-Fair was the most talked-about story in all of conservative media.

## **June 27, 2012**

An Un-Fair billboard was defaced.

## **July 1, 2012**

Community members met at the site to protest the vandalism.

## **July 3, 2012**

UMD suspended its partnership with Un-Fair.

## **June - September 2012**

The nationally touring “RACE: Are We So Different?” exhibit was displayed at the Children’s Museum and seen by nearly 12,000 people. This comprised the last educational element of the Campaign.

## **Fall 2012**

Partners responded through media statements and opinion pieces to racist incidents in Duluth.

## **November 2012**

Un-Fair partners presented a well-received workshop at the “Overcoming Racism” conference in St. Paul.

## **January 2013**

Beginning of the “Community Stand Against Racism”—a strategy for partners to respond to community issues, including distribution of 1,200 “No Racism” signs around the Twin Ports.

## **February 2013**

Three community forums, “Un-Fair Campaign: Looking Back and Moving Forward,” were held to facilitate discussion on the Campaign.

RACISM: IGNORE IT  
AND IT WON'T GO AWAY.