

Ethnic Studies



Race
Social
Marketing

**Ethnic
Studies
Freebie**

An inside look at what you should know but probably do not know about shopping and racial profiling



Dee Adams

Racial Profiling & Social Justice in the Retail Marketplace

**An Inside Look at What You Should Know
But Probably Do Not Know about Shopping
and Racial Profiling**

Free sample lesson

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Introduction

Racial profiling of men, women, and children by nonpolice authorities is the primary theme of this supplemental lesson.

It is a much-overlooked issue.

Students will watch a short nonviolent news video and write about what they think they have seen. And they will use research and critical thinking skills to track down and examine a little-known historical company that practiced social justice in the marketplace during the Jim Crow era.

A Family Trip to the Store

Analyzing store video of a family racially profiled

Name _____ Date _____

Material News Video

<https://sanfrancisco.cbslocal.com/2020/06/19/walmart-vacaville-racial-profiling>

June 19, 2020, by Kenny Choi, KPIX5, San Francisco, CA.

Assignment

Read the news article and watch the video (2 min. 43 seconds).

Answer the following questions: How many positive or negative things can you list in the article and video? What do you think of the story?

A Company Called Esso

Name _____ Date _____

A Company called Esso

E is for Esso by librarian Roger Green, August 14, 2012. Used with permission.

“Esso had quite a positive image, at least with many people of my father’s generation. For there was a time in the United States when many African American travelers were uncertain where “they could comfortably eat, sleep, buy gas, find a tailor or beauty parlor...or go out at night...without [experiencing] humiliation or violence where discrimination continued to hold strong. These were facts of life not only in the Jim Crow South, but in all parts of the country, where black travelers never knew where they would be welcome.”

Esso stations, unusual in franchising to African Americans, were a popular place to pick up “The Negro Motorist Green Book: An International Travel Guide” ...abbreviated, simply, as the ‘Green Book.’ When I was growing up, as often as not, we got our gas from the Esso station...

Assignment

Important note: Students must not use Wikipedia as a source for this assignment.

Read the complete article E is for Esso, then answer the following question

<https://www.rogerogreen.com/2012/08/14/e-is-for-esso>.

Q: Why do you think Esso had the practice of offering African Americans franchises in the Jim Crow era? Locate 2-3 sources about Esso and craft an answer. List sources at the end of your answers.

Answer Key: Family Trip

Negatives

*Guard harasses and embarrasses the customer by following the family around with a loud, bouncing ball. Her actions imply to any onlooker that the customer is dishonest.

*Guard makes phone call and misrepresents the customers' behavior

*Customer relates he showed them his family photo. But he should not have been made to feel that was necessary, and it would not and did not change the mindset of security.

*Management welcomes back customer yet denies anything happened.

* Store spoke to the customer in a storage room rather than in the manager's office.

Positives

Guard with ball presumably fired

Customer returned to the store with the NAACP

Customer decided not to shop at the store anymore

Answer: Key Esso

The Esso and Imperial links below will not list the Green Book or their franchising efforts in the Jim Crow era. But an answer can be theorized by studying the company information. The early history of Esso shows innovation and social justice core values based on their business practices.

And see the Encyclopedia Britannica link, which reveals more about Esso's involvement with The Green Book.

Esso Our History

<https://www.esso.ca/en-ca/our-history>

Imperial Oil

<https://www.imperialoil.ca/en-CA/Company/About/Our-history>

Britannica.com

Jeff Wallenfeldt, The Green Book Travel Guide, Encyclopedia Britannica

<https://www.britannica.com/topic/The-Green-Book-travel-guide>

See 7th para.

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How TV Sitcoms Tackle Racial Profiling

Not a topic widely featured since the hit college sitcom **A Different World**, and its episode titled **Pride and Prejudice** in January 1990 aired on the subject.

And February 24, 1992, **Designing Women** featured an episode titled **A Scene from A Mall**.

For one former teacher, the topic is an important one. Cedric the Entertainer. TV Land's **The Soul Man**, aired a show 4/1/2015 titled **Shopping While Black** (PG language). Cedric The Entertainer plays a music superstar turned a man of the cloth, Reverend Ballentine. He learns that his wife, a beauty shop owner, is wrongfully accused of shoplifting by a security guard in an upscale store. The Reverend Ballentine stages a public protest and blindsides store management to illustrate a point often overlooked.

CBS sitcom **The Neighborhood**, Dec. 24, 2018, repeat. A white family moves into an African American community. And during a game night gathering at the home of Calvin Butler, played by Cedrick The Entertainer, the head of an African American family, bias, shopping, and racial profiling experienced by both families are discussed in a seriocomic exchange.

Police Story: Law enforcement TV show from the 1970s aired on Marathon Classic TV in 2017. One segment: A call for help from a grocery store when a security guard uses over-the-top crowd control tactics. The program underscores the long history of instances of poorly trained security guards and includes a laugh out loud ending.

Your Interest in My Work Is Appreciated

Please email any questions to DeeAdams@NicheCreativity.com.

This free sample is part of a resource titled *Racial Profiling & Social Justice in the Marketplace: An inside look at what you should know but probably don't know about shopping and racial profiling in the marketplace*.

You will find the title in my Teachers Pay Teachers store:
<https://www.teacherspayteachers.com/Store/Finding-Your-Niche>

The book is also available in paperback via Ingram and independent booksellers.
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And look for more overlooked topics about racial profiling and social justice on my ad-free multicultural blog: <https://nichecreativity.com/racial-profiling-and-social-justice-blog>.

