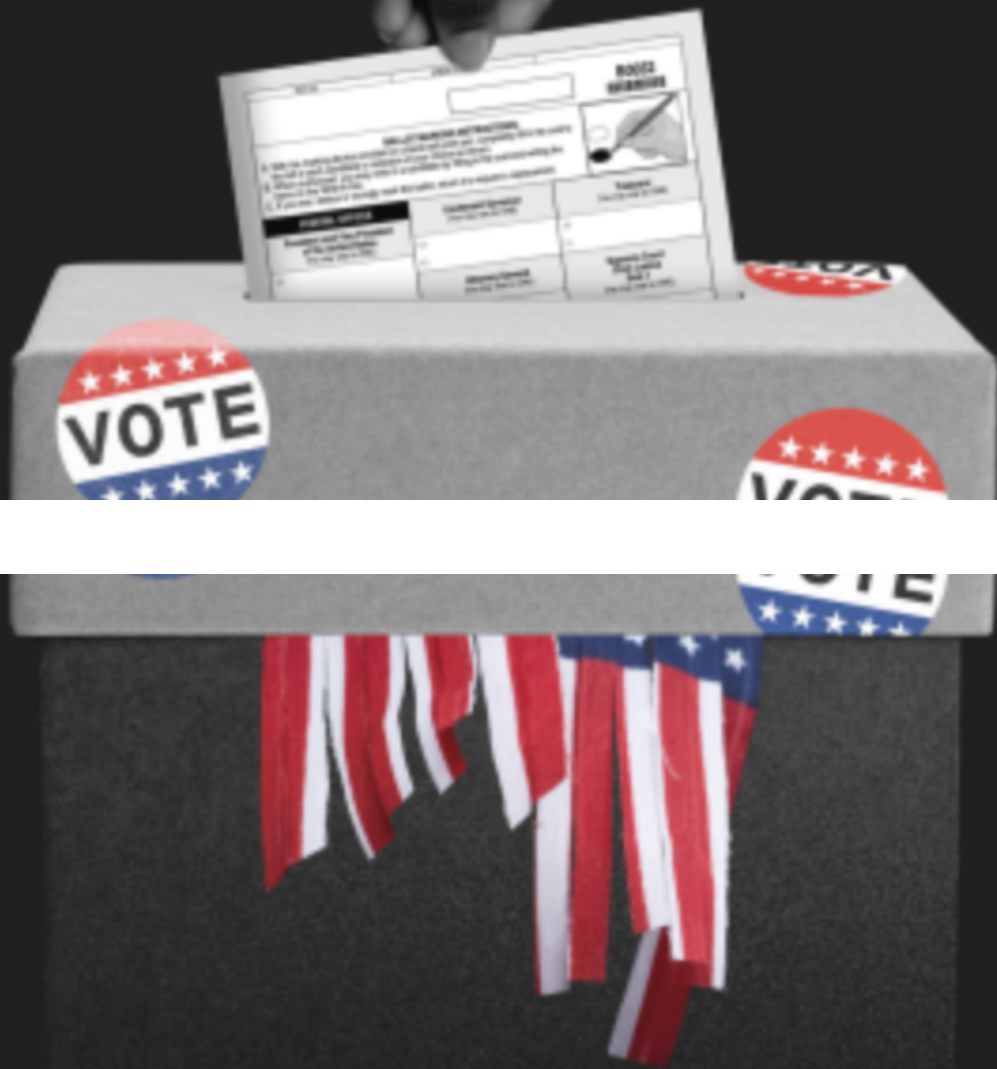



**STATE
OF BLACK
AMERICA®**



UNDER SIEGE

THE PLOT TO DESTROY DEMOCRACY



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Background

Synopsis

In 1976 the National Urban League began issuing the “State of Black America” (SOBA) report. The annual report is a means that the National Urban League uses to gauge African Americans’ well-being and equality in comparison to white Americans. The study is done to further implement programming and methods to continue to close the equity gap (National Urban League, 2022).

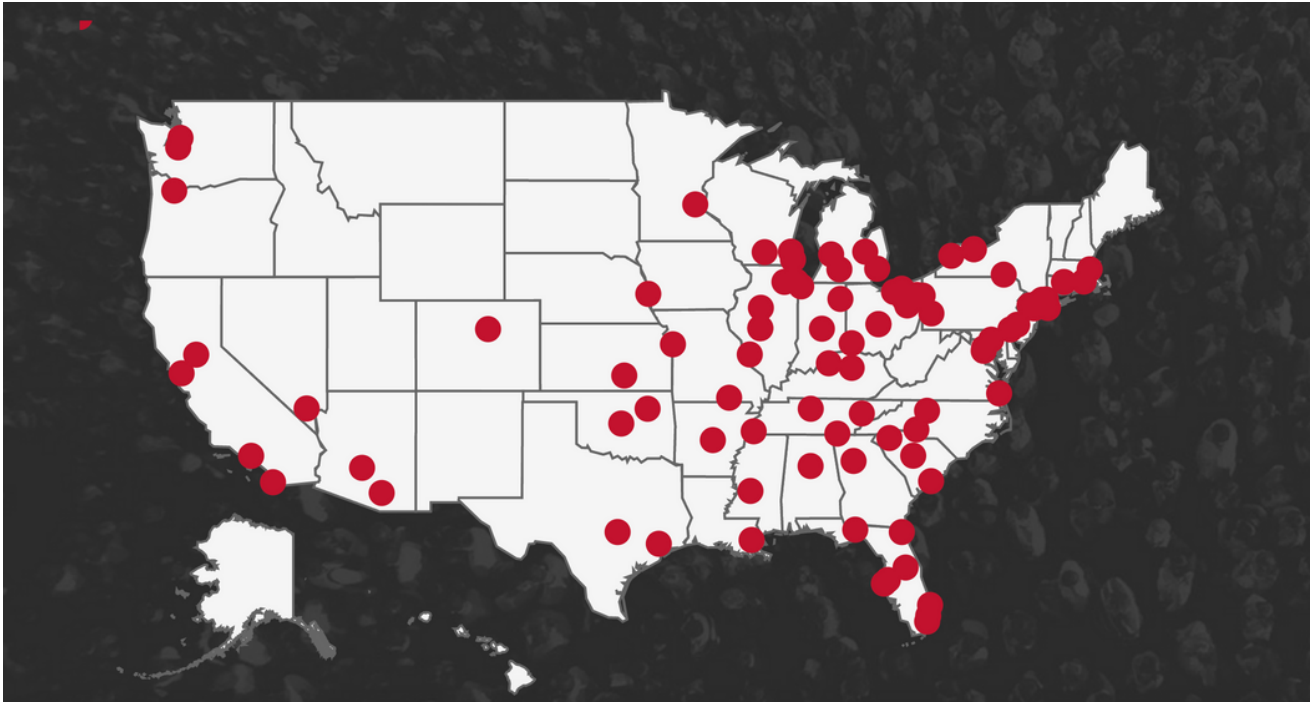
This carefully researched and executed report can provide insight like a census into how black and African Americans are living in the United States. The largest part of the campaign is the National Equality Index which documents how equal African Americans are in many topics including income, education, unemployment, and more. According to the Urban League:

“Each edition contains penetrating commentary and insightful analysis from recognized authorities and leading figures in politics, the corporate and tech sectors, the nonprofit arena, academia, and popular culture.” (National Urban League, 2022)

Committed to advocating for civil rights for black and underserved communities the National Urban League currently occupies 37 states with a total of 90 affiliates (National Urban League, 2022). Originally founded in 1910 to support African Americans' integration into white America, the league was formed by combining 3 groups. The groups consisted of “The National League for the Protection of Colored Women, The Committee for Improving the Industrial Conditions for Negroes in New York, and the Committee on Urban Conditions Among Negroes in New York” (Cho, 2009).

Background

Synopsis

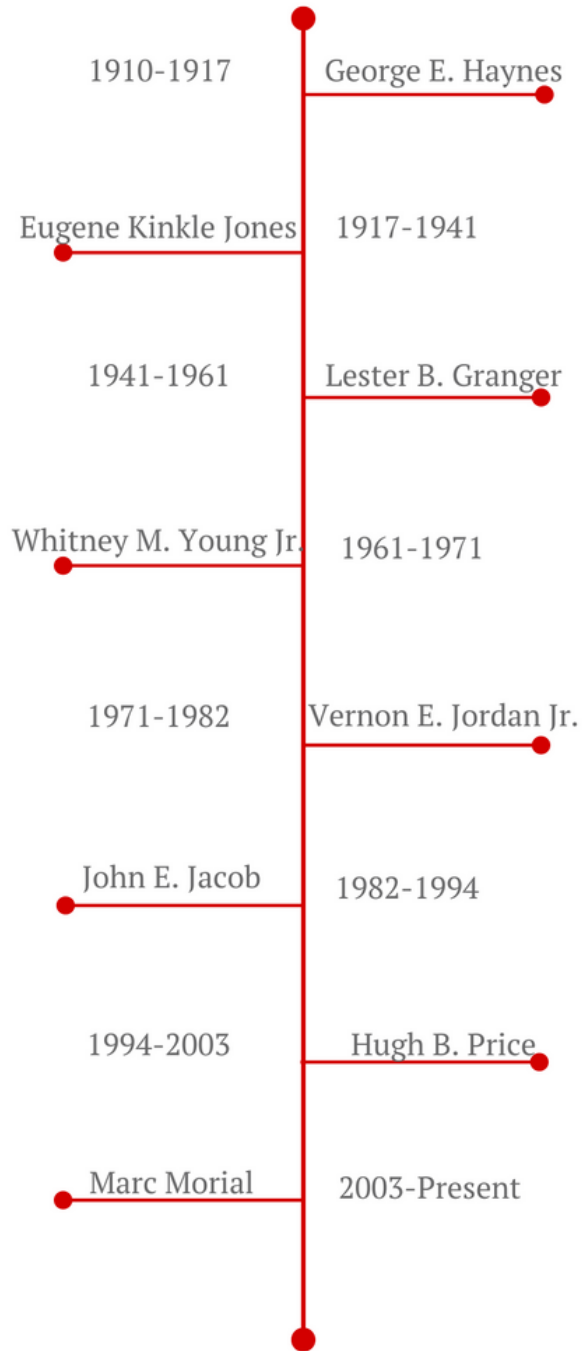


A photo that visually demonstrates the different affiliates across the United States (National Urban League, 2022)

The League is a community-based organization, comprised of affiliates and the national headquarters. In addition to the administrative and executive tasks, the national headquarters focuses on policy reform and research to support the local affiliates. The local affiliates provide a large amount of direct support to the communities and cities the office is located (National Urban League, 2022). There are a host of programs implemented in each affiliate to improve the quality of life of those community members.

Leadership

PRESIDENTS





History

In its early years, the league was focused on increasing employment opportunities for black Americans. Following the guidance of many successful leaders like George E. Haynes, first executive secretary, Lester B. Granger, and others the league has always been an organization that creates opportunities for its audience.



Our Mission

To help African-Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power, and civil rights. The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health, and quality of life.

The National Urban League's mission (National Urban League, 2022)



The National Urban League is currently under the leadership of 8th President and CEO Marc Morial (Cho, 2009). Morial has been in this position since 2003 following his 2-year term as Mayor of New Orleans (FDIC, n.d.). He is the son of the first African American Mayor of New Orleans, Ernest N. Morial (Beechen, 2012). He has always been a large contributor to the history of black individuals in politics, he served as the youngest Mayor of New Orleans, elected at age 36. Morial also was elected as a State Senator before his role as Mayor. In this role Morial “authored over 50 bills and acted as co-author over 90 bills that became law” (Beechen, 2012).





Situation Analysis: Why is the State of Black America relevant?



Setting the scene


The SOBA report was created under the leadership of Vernon E. Jordan Jr. in 1976. During this time President Gerald Ford had given his State of the Union address, which Jordan Jr. claims:

“Omitted all mention of the plight of black Americans while Senator Edmund S. Muskie in his reply on behalf of the Democrats omitted the promise of racial equality from his list of endangered American promises” (Jordan Jr., 1976).

Every year the League creates this report to challenge relevant issues faced by black communities. Past reports have included information about COVID-19, voting rights, unemployment, and other issues that black Americans have faced over the years. With each report, the League will add strategies and statistics that detail how America can make progress in decreasing the issue.

Under the Siege: A plot to Destroy Democracy

The 2022 SOBA report strives to confront the issue of voting rights for Black Americans. After the election in 2020 political leaders felt that there was “mass voter fraud,” this belief has led state legislatures to change “voting access in districts with large populations of African Americans and other people of color” (Morial, 2022). It was found that black America is about 73.9% equal in comparison to white Americans, showing that there is about a 26% equality difference. This number has increased by 0.2% from the 2020 index.



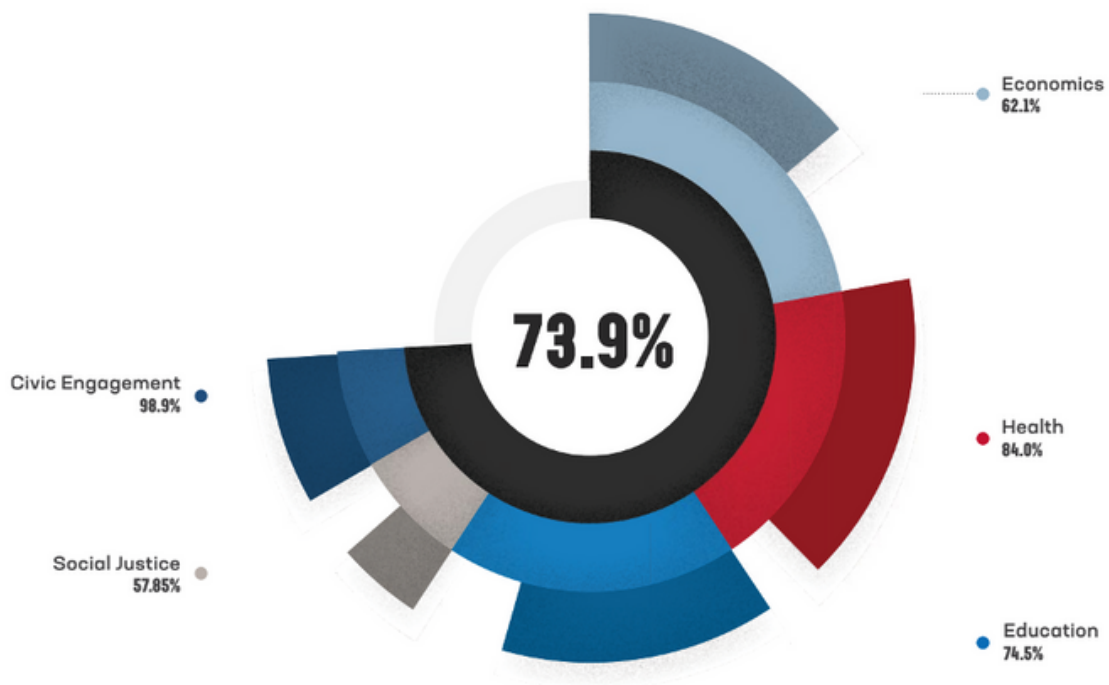
Situation Analysis: Why is the State of Black America relevant?

EQUALITY INDEX BREAKDOWN

Key / Weighted Index Categories



Figure 1. Black-White Equality Index Broken Down by Category



Data visualization of results, provided by the 2022 SOBA report (Morial, 2022).

The SOBA reports include strategies to decrease the problem and the 2022 edition details the tactics used by political leaders to restrict voting rights for black Americans. There is a total of 4 tactics that the League recognized, gerrymandering, suppression, election sabotage, and intimidation. These tactics fueled the most recent campaign, titled “Reclaim Your Vote.” In each edition, 10-11 essays are written by contributors to further discuss the research and results found in the report.

Media Coverage

The League's Communication

The National Urban League has many communication platforms, with dedicated sections to promote the SOBA report. The League promotes its report and the information concluded on its social media. Part of the new initiative created from this report is the Pulse of Black America Poll. This poll collected responses to gauge “opinions and attitudes about the issues shaping the nation” (SOBA, 2022). This survey included responses from 779 black people, 548 other people of color, and 300 white people. The results showed the differences black people experience from white people in issues that are currently facing society.

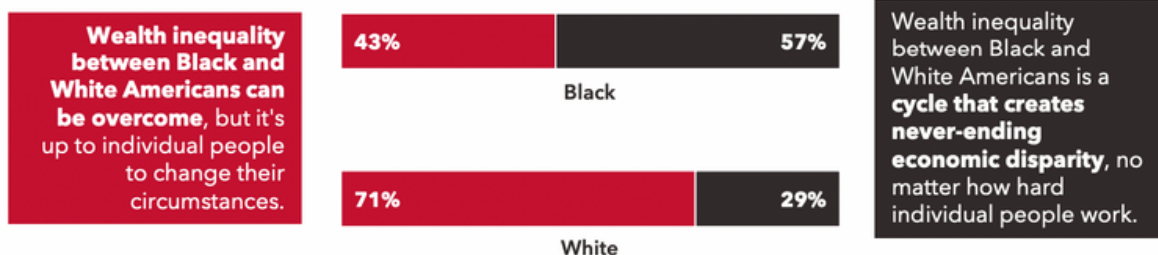
A smaller share of Black vs. White Americans say voting is easy

Overall, how easy or difficult would you say voting is in your community? Is it...?

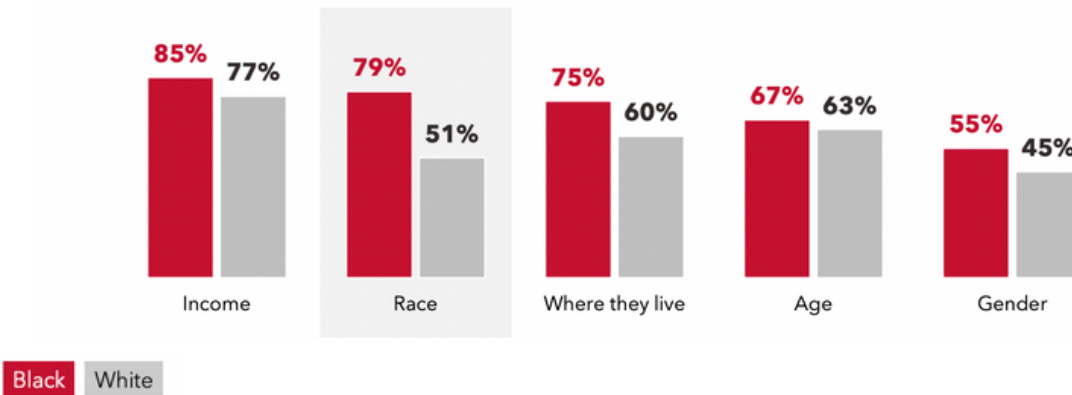


Most Black Americans feel that no matter how hard they work, they will struggle to overcome wealth inequality...

Which of the following comes closer to your view?



How much do you believe each of the following influences the quality of healthcare a person receives?



Results from the 2022 Pulse of Black America Poll (Currie & Benenson, 2022)

Press Coverage

Appropriately, the League receives most of its media coverage from news organizations as a result of its political interest. The League receives coverage from news organizations in relation to the SOBA report. When the report was first created in 1976 a majority of the positive coverage came from black newspapers and media. News organizations like the Los Angeles Sentinel, Atlanta Daily World, and others created articles that talked about the SOBA report and how their audience was affected.

There was also coverage from mainstream media organizations, specifically, The New York Times. In 1976, one of their authors wrote:

“The report on the state of black America released last week by the National Urban League is a profoundly depressing document. Beyond the statistics it contains – gloomy enough by themselves – the report dramatizes a substantial failure of political leadership.”

In the Michigan Chronicle and Atlanta Daily World, black newspapers, Marc Morial wrote his own piece about the 2010 SOBA report. These newspapers and others used his article, whereas in mainstream papers the articles were written by their own journalist. Marc Morial acts as the face of the organization; he gives interviews about the report and comments on other initiatives the organization faces. In addition to his news articles, he hosts interviews with news organizations to answer questions and represent the League's opinions.

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