



# #BlackoutTuesday Is Over. The Work Needs To Continue.

Now that #BlackoutTuesday is finished, the work needed to dismantle racism has only begun.



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16 min  





than their own. When it comes to #BlackoutTuesday - the day has passed, but the work has begun. Black people are worth more than black squares that fit inside of a social media platform. Yes, #BlackoutTuesday is over, but it's time to roll our sleeves up and do the work.

Let's take a look at the proper origins of 'Blackout Tuesday' and the original intent behind it. Atlantic senior directors of marketing, Brianna Agyemang and Jamila Thomas were the catalysts behind the initial idea. As history continues to show, powerful black women continue to create things that implore massive change. Together, they made [#TheShowMustBePaused](#). This was an initiative that implored the music industry to take a collective break on June 2nd. This was not only to observe the recent deaths of George Floyd and Breonna Taylor, but also to look at biases that have long plagued the industry itself while holding partners accountable for them.

Once things leave your hands, they grow into something you can't control. This initiative somehow grew into #BlackoutTuesday. While this did do a lot of good, there were some aspects that seemed like another KONY-esque social media challenge. Some people posted as a checkmark off of their social cause checkbox. "If people see me post this, then they will think I am for the cause without saying much." The problem with the unintentional evolution of #TheShowMustBePaused molding into the vagueness of #BlackoutTuesday is that it allowed for an easy out. People and corporations posted a black square on social media as some sort of feel-good, virtuous, dopamine hit. This is while going back to sharing and writing inflammatory things about racism. Or taking part in no action at all behind the scenes.



Medium pages. Those need to be boosted. In the age of clickbait, people are looking for more substantial pieces of writing. Let's give it to them.

A bigger uproar was needed during the recent rash of [media layoffs](#) that impacted journalists of color. For the outlets and publications who have posted messages of solidarity on your websites - if I go to your staff page and there's one black staff writer or editor - is that solidarity or are you trying to get social points? As quick as you display a black square, please be as quick to seek There have been many calls for freelance pitches to write about our current times. No. Hire them and pay them well.

Will the million-dollar companies like Spotify and record labels such as Universal Music Group going to commit to investing money into programs and causes that help black lives? Will they also seek to dismantle predatory practices like 360 record deals and the allowance of artists to have more control of their masters? Do the boardrooms in these places personify the roster of artists that they have? It's time to give something back to the artistry that you often profit from.

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To the Music Industry: Hire more black directors, producers, songwriters, etc. Also stop with the



**journey may be a lifelong one. Black people deserve more than a one-time moment. Black lives are more than a social media esthetic with captions. The effects of systematic racism will follow black people long after the posts stop and crowds of protest thin out.**

Will the black squares come down and we go back to the same cycle? It's ok to have a day of reflection, but it's only in action that will solve problems. More difficult conversations need to be had. Microaggressions need to be addressed. Rebuttals need to be change to silence and listening. The best apology comes within changed behavior. Black squares won't save future lives - but collective voices and actions will.



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## It's Time For White America To Step Up

Before we begin, I wanted to have everybody watch the following video: Right



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