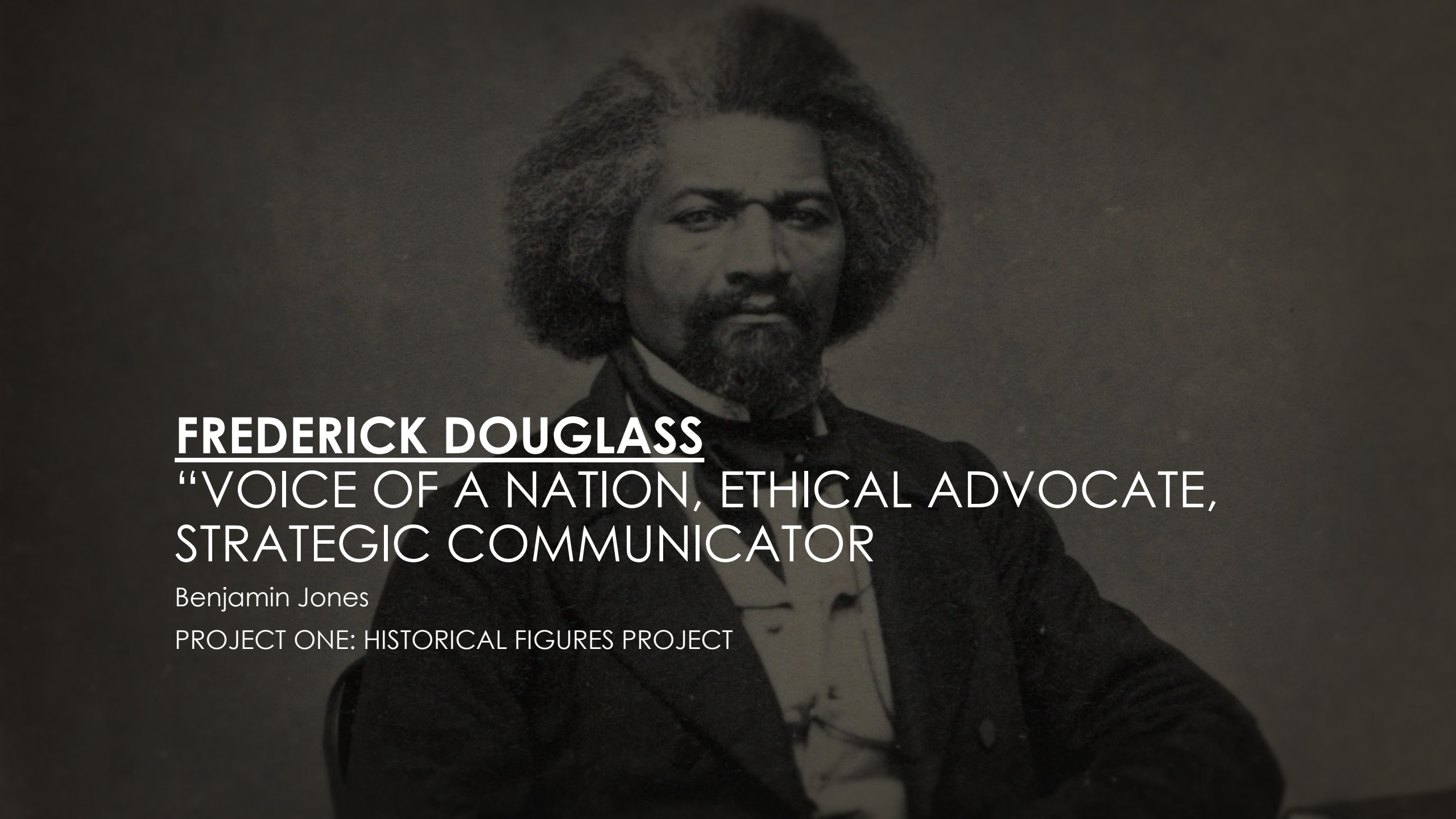


A black and white portrait of Frederick Douglass, an African American man with a full, curly beard and mustache, wearing a dark suit and a white shirt with a dark cravat. He is looking slightly to the right of the camera with a serious expression. The background is a plain, light-colored wall.

FREDERICK DOUGLASS

“VOICE OF A NATION, ETHICAL ADVOCATE,
STRATEGIC COMMUNICATOR

Benjamin Jones

PROJECT ONE: HISTORICAL FIGURES PROJECT



WHO WAS FREDERICK DOUGLASS?

- Born enslaved in 1818, managed to escape in 1838
- Known roles: newspaper editor, public speaker, U.S. diplomat
- Became a renowned abolitionist, strategist, and writer
- His career evolved from activism to leadership



CAREER PATH AND ROLES

- 1840s-50s was a time when he was a speaker for antislavery society, launched the North Star
- 1860s: Civil War advocate, known for advising Abraham Lincoln
- 1870s-90s: widely renown for government roles



“What to the Slave is
the Fourth of July?”

Frederick Douglass, 1852

MAJOR ACCOMPLISHMENTS

01

“What to the slave is the fourth of July?” speech in 1852

02

Helped recruit black soldiers for the union army

03

Influenced heavily passage of 13th, 14th, and 15th amendments

04

Autobiographies: narrative of the life , My bondage and my freedom

[illegible]

- Media image control: was known as the most photographed American of the 19th century
- The North Star used as a tool of advocacy for journalism
- Heavily advocated for racial, gender, and class boundaries
- His relationship with white abolitionists evolved as autonomy was gained

LESSONS FOR TODAY'S PR AND ETHICS/ADVOCACY

- Lessons:
 - Use media strategically to influence public opinion
 - Control the narrative
 - Advocacy and ethics should assist communication decisions

Ethics/advocacy

- Strong advocate for women's rights
- Questioned power structures
- Strong example of ethical communications



PRSA CODE OF ETHICS

- Honesty: transparent about personal history and social truths
- Advocacy: public voice for marginalized communities
- Independence: broke away from garrison to build more solo message
- Page principles: they were upheld to tell the truth, remain calm, and composed

INFLUENCE OF COMMUNICATIONS/PERSONAL LESSONS

- Strong pioneer for narrative storytelling in media
- Showed the power of communications to drive legislative and change
- Early adopter of visual branding aka photography
- Lessons
 - Resilience: from slavery to a known international leader
 - Self education: literacy as liberation
 - Moral clarity: let values guide your actions

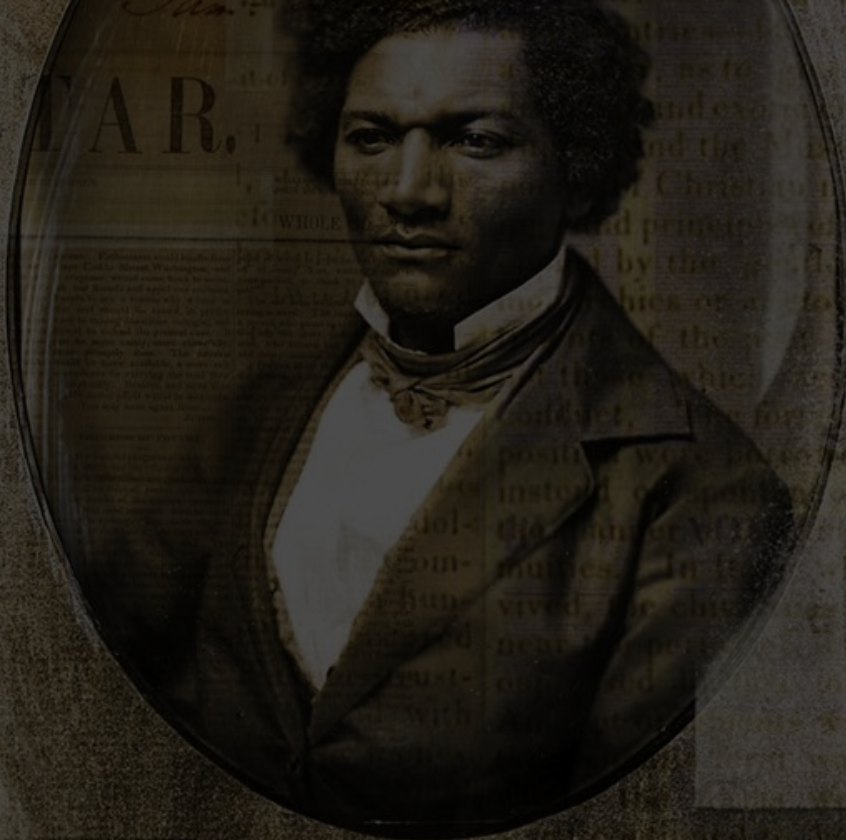
CLOSING

Frederick Douglass was a strongly known pioneer communicator who's fearless mindset and ethical leadership shaped the foundations of strategic communications

THE NORTH STAR.

THE BLACK PANTHER 25

ROCHESTER, N. Y., FRIDAY, JUNE 2, 1968



THE BLACK PANTHER

ANGELA DAVIS
A BLACK WOMAN
IN THE
LIBERATION STRUGGLE

PART II OF A CONVERSATION WITH

SEE SUPPLEMENT PAGE 10



IT'S PUT IT OVER

Negro World

THE NORTH STAR.

RIGHT IS OF NO USE—THERE IS OF NO USE—AND IN THE FUTURE OF THE ALL, AND ALL WE ARE BROTHERS.

ROCHESTER, N. Y., FRIDAY, JUNE 2, 1968

WHOLE NO. 25

DR. MARCUS GARVEY PLEADS FOR UNITY IN THE RACE

—the other, that every atom may harbor the tribes and families of a busy population.

Y WITHIN THE RANKS, AND NOT PRO-

Suffering Gladly—For Africa Redeemed

DISSENS

MUST GO PETTY JEALOUSIES

SOURCES

- Library of congress: www.loc.gov
- PRSA Code of Ethics: www.prsa.org/ethics
- Smithsonian NHAHHC: www.nmaahc.si.edu
- Page principles: www.page.org
- National archives: www.archives.gov
- Douglass F. (1845). Narrative of the Life of Frederick Douglass, an American Slave.
- Blight, D.W (2018). Frederick Douglass: Prophet of Freedom. Simon & Schuster.