Critical Race Theory (CRT) Ethically Sharing Truth through a Sustainable Marketing Communication Strategy

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ABSTRACT

Critic Race Theory (CRT) emerged in the 1970s as part of research conducted by Harvard Law School students. Their study investigated deeply embedded systemic racism in America's institutions. The research revealed racism and discriminatory practices in education, employment, housing, health care, law, and the criminal justice system. The impact of CRT on African Americans is enormous; however, members of the White race vehemently deny responsibility for past wrongs. This paper examines sustainable marketing communication as a strategy for improving relationships between people of color. To eradicate systemic institutional racism, Generation Z emerges as a relevant target for influencing and implementing a strategy to restore trust among stakeholders. Plausible remedies address efforts to improve human capital, invest in education, eradicate poverty, provide healthcare for the poor, integrate recidivism into the legal criminal justice system, and reform policing in minority communities. Moreover, secondary data related to education, incarceration, life expectancy, and health care supports claims concerning deep-seated institutional racism.

Introduction

Critical Race Theory (CRT) emerged in the 1970s as part of research conducted by Harvard Law School students. Their study investigated deeply embedded systemic racism in America's institutions. The research revealed racism and discriminatory practices in education, employment, housing, health care, law, and the criminal justice system. The impact of CRT on African Americans is enormous; however, the White race vehemently denies responsibility for the past sins of their ancestors. Although this defense appears justifiable, it lacks credibility given the fact that they inherited the proceeds of assets, land, and material wealth. This paper examines sustainable marketing communication as a strategy for improving relationships between the black, brown, and white races. To eradicate systemic institutional racism, the study targets Generation Z born between 1997 and 2012. This demographic segment possesses the needed characteristics to influence Generation Y born between 1981 and 1994, Generation Alpha born between 2010 and 2025, and a few late adopters and laggards among their peers who need convincing. Targeting Gen Z has its advantages and using them as adaptors of CRT solidifies and strengthens the strategic effort. Gen Z accepts diversity as the norm, is pragmatic, technologically savvy, ethically motivated, well focused on personal and financial success, and prefers to function independently with limited oversight. Many Gen Z appears to be early adopters, digitally connected to a network of users with shared values, and they lack the life experience and connection to slavery and America's dismal, distorted past. Generation Z emerged from the womb nursing the pacifier, grabbing, and tapping the mobile phone for what it's worth, retrieving and viewing their most frequent surfed website of Cocomelon, Little Baby Bum, or something else for their favorites: ABC Songs, Old MacDonalds or Crazy Frog. The popularity of these website views registered high rankings among both Gen Z and the parents and guardians of the Alpha Generation. The effect of this type of programming should significantly improve the visibility of messages inherent to CRT. Hence, Gen Z

possesses the following characteristics which make them well suited as promoters of Critical Race Theory. It's only fitting that this demographic segment actively leads in the effort to navigate the challenges of CRT amid the fierce, torrid, opposition that lies ahead. Although the challenges to CRT appear to be overwhelming, condemning, banning, and legislating archival damnation solves nothing. Advocates lobbying for Critical Race Theory must commit to strategically addressing problems associated with the United States history. America's past remains replete with enslavement, segregation, and discrimination. The challenge facing America rests in realigning priorities. Ethically conversating, discussing, and sharing points of view whether personally, through focus groups, community forums, or nationally through the internet, resonates with potential benefits to early adoption of CRT. Mending the brokenness overshadowing race relations in America requires greater transparency, moral accountability, and racial unity. Gen Z unwittingly will emerge as the demographic segment who possess the knowledge, skills, and ability to ethically create a convincing enough marketing communications strategy to win-over X'ers and Boomers. The required strategy should include efforts to improve human capital, education, healthcare, and the criminal justice system. Moreover, secondary data related to each of these problems reveals the urgency of human capital, life expectancy, healthcare, incarceration, and recidivism improvements.

Literature Review
Defining Critical Race Theory

Exactly, what is Critical Race Theory (CRT)? Experts have theorized about the concept's meaning or what they would like it to be. Law students developed the concept, and it sparked mental awareness of current systemic inequities in education, commerce, politics, and the legal system. It is difficult to ignore the true significance of CRT, even though some critics reject its mention. Wright noted that racism and slavery are deeply rooted in the history of the United States and the world. The roots of racism and discrimination run so deep that it is nearly impossible to ignore them. Ford et al. define CRT as a new, transdisciplinary approach that promotes equity between races. Previous studies have focused on social justice and law. Ford (2010) describes it as a platform facilitating dialogue, research, critical analysis, and discourse about complex racial hierarchies. Crenshaw et al. view CRT as an alliance of white supremacist groups opposed to policies favoring a multiracial society. In his studies, Ladson explored the impact of CRT on education in the United States. He recognized that racism is a common problem in the United States. Also, Ladson believes that civil rights legislation benefits Whites more than Blacks. Education creates citizens, and CRT dictates how citizens should work together. CRT and education are interconnected, according to Ladson. In her view, education regarding CRT is in its infancy, and it is necessary to consider a broader perspective on education, including multiculturalism.

The CRT created a heated debate about race but did not address all the underlying issues of this controversial issue. Sabian outlined some shortcomings in CRT claims, emphasizing some inherent flaws within the concept. Sabian argues that CRT analyzed from the law student's viewpoint failed to account for gender discrimination, white supremacy, and structural racism. Rolock et al. portrayed CRT as a body of scholarship steeped in "radical activism" that challenges inequities in the system. Racism is ubiquitous yet typical in the conduct of routine business operations. Some institutional racism is subtle, and even appears to be non-existent. The institutionalized racism that affects every aspect of African American lives leads to marginalization. In the United States, racism can exist on three levels: institutionalized, personally mediated, and internally mediated (Jones, 2000). After 400 years of slavery, Jim Crow, segregation, and discrimination, a few right-wing conservatives still dispute race equity. They also reject the claim that CRT even exists. The Goldwater Institute, a right-wing organization, associated racial identity with education, politics, and the media. The advocates of CRT support the idea of confronting discrimination everywhere and whenever it occurs.

Wealth and Nation Building

Darity hinted those 40 acres a mule served as a suitable base for calculating reparations for enslaved African Americans. Historically, generations of enslaved people were left with little hope after being promised but later not granted land. In this article, Shambaugh and colleagues examine the intended and unintended effects of racism in the US. Racism has subtle and overt effects rooted in private enterprise, government, and institutional policy regimens. Over time, racial disparities grew worse through racial policies. In the United States, the spatial separation of Black Americans from the mainstream did not just happen by accident. As a result, a system was carefully designed, implemented, and maintained that separated all races economically, socially, and politically (Hardy et al., 2018).

The nation's factories would end the working day with white and black factory workers. Black production workers retired to neighborhoods marked by segregation, redlining, and now gentrification, while white production workers moved to more prosperous parts of cities and suburbs. When Black Americans fled the south, they sought refuge in the north. Job opportunities, housing, and better living standards were their primary concerns. Between 1910 and 1940, Black Americans migrated in droves to significant cities in North America, particularly in the Northeast and Midwest (Leibrandt et al., 2020). Many of them hoped to find work in the industrial sectors, including food processing, appliance assembly, and automotive production. Despite the limited economic opportunity, Black Americans enjoyed in the labor force, their social, political, and legal rights were severely disadvantaged. Institutional policy prevented Black Americans from participating in other areas of life accessible to White

Americans. Despite having few assets, meager incomes, incomplete education, and no resources to support themselves adequately, many survived.

White people hold economic, social, and political power in America, but black and brown people-built wealth. "CRT brings light to the dark parts of America's past." Those who oppose it fight fiercely to silence the conversation, and they use almost any means at their disposal to keep it that way. Race is also a point of contention for them. In the 1750s, George Washington owned and operated a tobacco plantation in Virginia. About forty percent of the enslaved population worked in tobacco fields. The Washington family owned 123 enslaved people. In the same way, Lincoln freed enslaved people! It appears that he did so in the historical records. Abraham Lincoln, however, rejected the notion of equality between white men and black men (Foner, 2018). In his speech, Lincoln argued in favor of the white man if given a choice. Consequently, the contributions of Black Americans have been hidden and undermined by historical accounts. Those contributions could be devalued or undermined for self-aggrandizement, profit, or other selfish reasons.

Black Americans contributed significantly to the development of the United States. During the industrial revolution, Black Americans contributed 2.7% of American inventions (Rothwell et al., 2020). More than 50,000 patients also received treatment during this time. The statistics illustrate Black Americans' outstanding inventive ability. Black Americans led all immigrant groups in inventions during this time, including Asians and Egyptians. Patents were filed by Black Americans at a rate of 31%, while White Americans filed patents at 39%. The achievement occurred despite the racism, segregation, and discrimination faced by Black Americans. Many of the most significant inventions originated in the north, even though slavery and Jim Crow dominated the south.

African Americans struggle twice as hard in virtually every walk of life, and they remain at the bottom of every measurable economic scale compared to Whites. Even the most influential African Americans like Robert F. Smith, Vista Equity Partner, $6 Billion, Oprah Winfrey, OWN/Harpo Production, $2.6 Billion. Surprisingly, Kanye West, Good Music, DONDE, Yeezy, Yeezy Adidas, and Tidal, $1.8 Billion. The list of African American tycoons continues with celebrities like Michael Jordan, $1.6 Billion, and Jay-Z, $1.4 Billion. The wealth of these CEO and Celebrities nymphs compared to the volume of generational wealth accumulated by whites. In today's equivalent, if the enslaved had been able to own 40 acres of land and a mule, they would be worth $1.6 trillion. (Holloway, 2020).

Nevertheless, African Americans continue to face discrimination in education, employment, housing, healthcare, and legal/justice (Elias et al., 2021). As a result, discrimination symptoms are so pervasive and obscure to the victim that they are challenging to detect. Nonetheless, they exist, and African Americans are the most brutal hit.

Institutional Racism

Institutional racism consists of deeply embedded; well-established beliefs supported by stereotypes of black inferiority. The high infant mortality rate associated with poor nutrition, housing, and healthcare in black neighborhoods emerges as a primary culprit. The problem of infant mortality leads to inadequate policy initiatives of the government. The problem reaches even further into the quality of education or lack thereof. The impact of ineffective, non-responsive policy creates unwanted consequences. The lack of a quality education makes it difficult to manage basic life choices.

Furthermore, young adults from such families have a higher drop-out rate than average. The lower skills of many Black Americans result in a higher unemployment rate than the average. In addition, the marginalization and disenfranchisement of Black Americans complicate matters further. (Blessett, 2014) Many Black Americans live in segregated communities with limited opportunities, unlike White Americans. Those with low levels of education become hopelessly ensnared in poverty. The voraciousness of poverty looms over the lives of those helplessly weighed down by its debilitating, menacing grasp.

Many of the problems affecting African American progress are macro-economic, social, and political. Government, quasi-public, and private institutions across the country continue to create the most significant barriers to their success. Quality of life is affected when wages are less than the national average. Neighborhoods are segregated, neglected, and impoverished. In the meantime, poorly funded educational systems from K-12 to higher education and lack of access to quality healthcare contribute to the ongoing cycle of poverty impacting African Americans. Abled-bodied Black Americans find it nearly impossible to live comfortably without enough personal income. People of African ancestry experience unnecessary stress every day because of poverty. A significant percentage of African Americans suffer from hypertension, cardiac arrests, strokes, diabetes, and cancer (Sowimino, 2019). Obamacare's intended purpose is to make health care more affordable, but 12.2% of Black Americans have enrolled. Black Americans have an uninsured rate of 11.8% (Statista, 2021). African Americans comprise 13% of the entire population of the United States, but 23% of the African American community died from COVID-19. Environmental concerns, social distancing, sanitary conditions, and testing posed enormous challenges to African Americans, as did all others. However, African Americans faced immediate challenges at their front doors. They have struggled with chemical producing plants emitting caustic, life-threatening chemical emissions into their homes and living space. A case in point, Cancer Alley stretches from New Orleans to Baton Rouge, Louisiana. The region provides homes for more than 45,000 predominantly Black, poor, uneducated, and undereducated people. There is no question that 140 petroleum plants created a cancer cluster through their detrimental effects

on health. Statistically, the number of diagnosed cases far exceeds the expected number in any region. There are three chemical culprits in the air: formaldehyde, benzene, and ethylene oxide (Campisano, 2021). Additionally, African Americans were particularly vulnerable because of their pre-

Sustainability

It is easier to sell concepts like critical race to African Americans and other black and brown people than Whites. As a result, selling critical race becomes a challenging proposition when targeting Whites. In their study, Chen et al. hypothesized that communication and sales occur through message clarity, uniformity, and integration. Messages conveyed efficiently about critical races theory depend on the concept and delivery. Consumers respond well to informational and relationship-based messages when communicating new concepts and ideas. It means that they can potentially associate themselves with ideas and concepts if they relate to them. Adoption and acceptance will significantly increase as a result. Although a clear, integrated message can moderate performance links, message uniformity impacts the message's ability to sell.
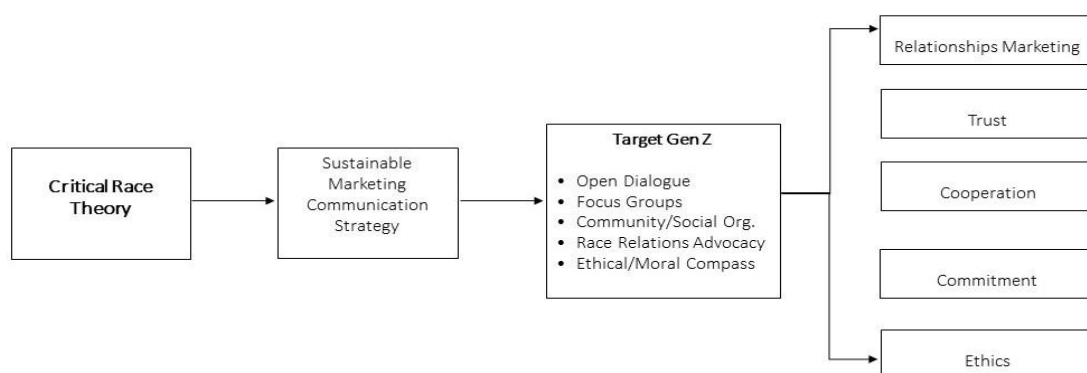
Internet use among Generation Z, born between 1997- and 2012, is greater than any other generation. In alternative terms, the Net Generation is best suited and uniquely characterized as a target market for CRT sales. It is crucial to influence Gen Z and Y strategically approaching CRT since they are likely to act as influencers and opinion leaders. The old guard, especially the aging Gen Xers and Boomers, is

existing conditions and lack of health insurance. Low-wage jobs without company hospital insurance only made matters worse. African Americans often worked on the front lines, where it was likely that they would encounter COVID infection in some form.

unlikely to impact CRT. In the next few decades, the number of older boomers and Gen Xers will decrease. Digital technologies and the internet are crucial to Gen Z and Millennials. A marketing strategy demographically segments these populations for marketing campaigns and sales promotions has great promise (Naumovska, 2017). For CRT to launch successful campaigns, we analyze buying behavior, adoption rates, consumer profiles, and media preferences of Generation Z and Generation Y.

Barroso-Mendez et al. discussed the prerequisites for building trust and advancing controversial ideas and concepts. The antecedents to a sustainable marketing communication strategy for CRT depend on good relationships, trust, corporation, commitment, and strong ethics (Figure 1). Even though this study has profit and non-profit relationships, an analogous paradigm might apply to CRT. Figure 1: Designing a sustainable relationship requires stakeholders on both sides to cooperate to establish long-term commitment and trust. Diffusion of an ethical plan ensures some conversion from the entitlement position to one of inclusion by imbuing it with strong ethical values.

Figure 1: Antecedents to Sustainable Relationship Building Model

Holm investigated problems that can develop with Integrated Marketing Communication (IMC). Successfully achieving the tactical phase of IMC, but not strategically successful in communicating the message of CRT. Naumova discussed several stages of effective IMC: tactical, financial, and strategic coordination. However, properly promoting CRT requires both tactical and strategic efficacy. CRT advocates should develop a comprehensible strategy addressing sensitivity concerns of opponents legislative bills banning teaching Critical Race Theory in the classroom. Twenty-two states have enacted a ban on teaching critical race theory, and those states sought to shield or protect young children from the cruelty and

harshness of the reality of slavery. Forty-one states attempted to pass laws outlawing the teaching of critical race theory (Schwartz, 2021). Seven states vetoed, overturned, or stalled any hopes of CRT.

The ethical sustainability of Marketing communication as a tool for discussing CRT is an anomaly (Lim, 2015). According to Lim, there is apparent ambiguity when blueprinting marketing sustainability. The incompatibility of the concepts of marketing and sustainability poses a problem. The nature of marketing itself counters long-standing endurance as a communication tool. It is so because Marketing Communication, like the beast itself, changes with the

environment, ethics, economic, social, and technology of the time. Therefore, Marketing Communication is a great conveyor of CRT if ethically applied in good conscience. Consider the five identified dimensions to achieve greater sustainability. Lim integrates consequentialism, deontology, and virtue ethics in the strategic approach.

Moreover, the technological dimension resulting from changing innovative technology facilitates the implementation of effective communication, education, and promotional sustainability. The reality of ethics as a moral pone using the latest technology creates or co-creates acceptance of critical race theory sustainability. CRT, marketing communication, and wealth-building sustainability develop from aspirational, familial, navigational, and resistant capital forms well-entrenched roots to a cure (Sabian,2020). Strategically targeting Gen Z through social media and the latest technology improves acceptance of CRT. Table 1 shows the achievement of a sustainable Marketing Communication Strategy by instilling ethics, building relationships, education, capital, and social media.

Table 1: Marketing Communication Strategy

	LOW	HIGH
GEN Z	Building Relationships Ethics	Sustainable Marketing Communication
SOCIETY	Capital Formation/Education	Social Media

Table 1 illustrates the importance of an effective Marketing Communication Strategy to generational support of Critical Race Theory (CRT). The core argument espouses that at a macro-level society builds a solid ethical relationship between Gen Z, laggards, and non-adopters along with race, gender, religion, and nationality. As expected, Gen Z, Gen X, Boomers, and the Gray Generation, exhibit greater tolerance, openness, and acceptance of others. Gen Z missed the Civil Rights Movement, Jim Crow, and the debilitating, shameful carnage of slavery. Gen Z emerged from the womb, acquiescing to the high-powered, innovative technology in communication, transportation, and globalization unknown to any other generation. Nevertheless, Capital Formation and social media solidify a clear strategy of sustainability that ensures dialog about CRT.

Table 2: Institutional Racism

INSTITUTION	DISCRIMINATION	OUTCOME
Education	• Segregated • Inferior • High Drop-out • Less Diverse • Limited Socialization	• Low Levels of Human Capital
Employment • Public • Private	• Hiring • Promotion • Training • Networking • Termination	• Manpower Shortages • High Unemployment
Housing • Community • National	• Segregated • Mortgage Lending • Redlining • Gentrification	• Poverty • Fewer Diverse Communities
Healthcare	• Limited Access • Low Quality • White Advantage • Limited Diversity	• Low to No Access • Less Healthy Society • Low Life Expectancy
Legal/Justice System	• Restricted Voter Access • Policing • Dual Justice System • Incarceration Rates • Deaths	• High Minority Imprisonment • Recidivism

Institutional racism symbolically impacts education, work, housing, healthcare, and the legal system, Table 2. Each of the areas embodies both subtle and overt discrimination. The shameful effect cripples the economy leaving black and

brown races to bear the lion's share of dysfunction. Unskilled, poorly trained workers reside in low-income neighborhoods with a host of health problems. Generally, a substantial portion of the population encounters issues with law enforcement and the criminal justice system. African Americans appear to be more adversely affected by the maze of systemic racism and discrimination.

Methods

A qualitative, descriptive study was conducted to examine Gen Z's knowledge and awareness of Critical Race Theory. A Canvas administered survey consisting of 15 questions addressed respondents understanding of Critical Race Theory. Those results were compared to the findings of the Morning Consult polling survey. In this survey, pollsters discovered more support for CRT, 22 percent than Capitalism 19 percent. Moreover, the Antecedents to Sustainable Relationships based on Barroso-Mendez Model, Figure 1, targeted Gen Z using five strategies: (a.) use of open dialog; (b.) focus groups; (c.) community/social organizations; (d.) race relations advocacy; (e.) ethics/morality implementation. The consequential effects of the antecedents result in the use of relationship marketing, trust, cooperation, commitment, and more ethical behavior. Table 1 illustrates a generic model of the researcher's vision of the stakeholders: Gen Z and Society with the level of inputs, resources, and activities required to achieve an effective sustainable marketing communication strategy. Table 2 provides insight into the effect of institutional racism, the discriminatory effect, and the likely impact on stakeholders. For example, a discriminatory educational system separates students of color from White students resulting in an inferior education and ultimately low human capital development. A similar approach yields similar results when applied to work, housing, healthcare, policing, and the criminal justice system. The outcome mimics what is already known. The models show that African Americans did poorly when compared to almost everyone else.

The study is replete with secondary data extracted from online internet sources. This approach proved to be more effective because CRT is rarely talked about. Opponents to CRT wish it away condemning it to archives while placing it under lock and key. Nevertheless, Gen Z revealed their sentiments about race relations through a survey over 3 years, 2019-2022. The survey ranked opinions on a Likert-type scale from very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied, and no opinion. The results of the poll revealed Gen Z's disposition about race. Other secondary data provided insight into social issues impacting the races. Educational enrollment, attainment, and impacts revealed in hard data and graphs paint a picture of the situation among the races concerning CRT. Also, Joaquin Pheonix's testimony held an audience of the actors guild spellbound. In his Oscar acceptance speech, Joaquin appealed to the academy to be more inclusive of black and brown people. Talented people of color with rare talent remain overlooked by organizers of the academy. Joaquin challenged them to be more inclusive. Therefore, the entertainment industry appears to be tainted with the residue of racism and discrimination. Finally, Lamb, Hair, and MeDaniel provide the framework for categorizing Gen Z's ethical perspective and outlook. According to their framework, Gen Z sees life challenges through one of the following five lenses: deontology, utilitarian, casuist, moral relativist, or virtue ethicists. A Canvas based questionnaire launched reveals Gen Z's ethical alignment and perspective relative to CRT.

Data

The scientific community shuns attempts to explain Critical Race Theory quantitatively. The countervailing argument centers on the degree of error in statistical results and the fact that the data may not adequately address related issues of CRT. Sabian provides a more realistic data analysis associated with this phenomenon. The nature of CRT, slavery, and effective marketing communication should address the following variables: ethics, education, economics, social, political, and technological factors on life, liberty, and freedom of everyone. It is a matter of fact that, at times, the truth hurts. Like everything else, the same applies to CRT. Avoiding dialoguing about racism, the culprit that drives us apart will continue to strain human relationships. Sabian provided an effective capsule for dealing with the problem of communication and CRT. The issues raised in Sabian's Model address several forms of capital affecting descendants of black and brown people. Among the forms of capital mentioned by Sabian are aspirational capital, familial capital, navigational capital, and resistant capital.

Table 3: Attitudes About Race Relationships

YEAR	VS	SS	SD	VD	NO	%
2022	7	21	30	38	4	82
2021	7	16	25	46	6	85
2020	7	29	33	25	6	72
2019	8	22	31	33	9	76

Source: Gallup Poll Data

Table 3 highlights the importance of improving race relationships. A Gallup poll conducted between 2019 and 2022 bears evidence of this finding. Table 2 shows that 85% of the respondents to the survey relative to those indicating that they were satisfied with race relations. (Gallup poll, 2022). Fewer than 8% of the respondents in the poll felt Very Satisfied *(VS)* with Race Relations. Approximately 29% of the respondents felt Somewhat Satisfied (SS); however, 13% more felt Slightly Dissatisfied with Race Relations, (33%). In 2021 and 2022, fewer than 46% of the respondents indicated that they were Very Dissatisfied *(VD)* with Race Relations.

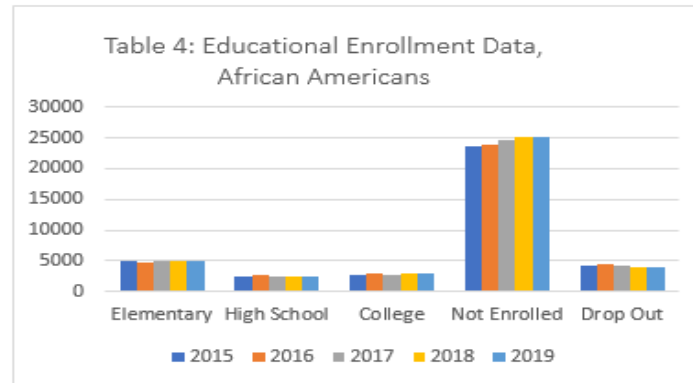Table 4: Educational Enrollment Data, African Americans

Table 4 illustrates changes in Educational Enrollment and Attainment Data, 2015-2019. Data for this period reveal interesting trends in Black American educational achievement. The elementary enrollment for 2015-2019 was virtually unchanged, but it appears as though High School Enrollment was almost one-half of the elementary school enrollment. During the same period, data shows that just as many students were enrolled in college as those in High School. The high drop-out rate reflects the inadequacy of the Educational System to accommodate the needs of African Americans. According to the enrollment data, 2015-2019, just as many students dropped out, as those enrolled in elementary school. However, the drop rate was significantly higher than the number of students enrolled in both High School and College.

In 2019, 87% of African Americans 25 years and older earned a high school diploma in comparison to other races people. Of Caucasians, 93% earned a high school diploma. 23% of the African American people earned college degrees in comparison to 37% of Caucasians. More African American women, 25% than African American men, 19% earned college degrees. Of African Americans, 8.6% earned a graduate or professional degrees. Although African Americans received an education beyond high school, the dropout rate is unusually high. Therefore, better aligning education policy to meet the needs of African Americans emerges as a fundamental challenge to the United States of America.

Table 5: Incarceration Rates

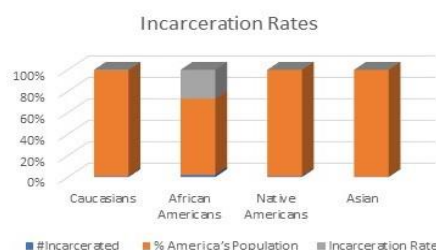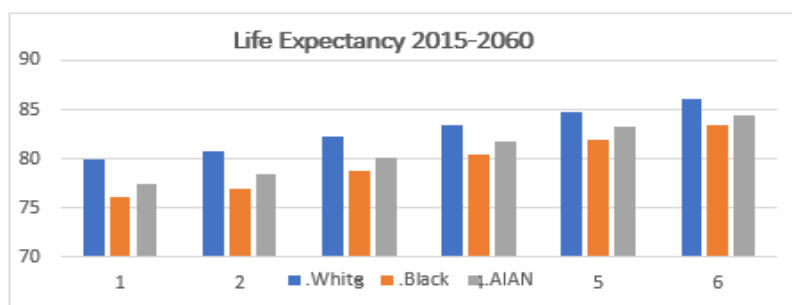| Race	Incarcerated	% America's Population	Incarceration Rate
Caucasians	0.59	77	0.45
African Americans	0.38	13	4.94
Native Americans	0.02	2.7	0.00005
Asian	0.02	5.7	0.0011

Incarceration Rates

Table 5 provides a snapshot of the incarceration rate by Race. The data shows parallels of claims made in the literature. Specifically, the incarceration rate ranks high for African Americans (4.94%). Although African Americans comprise 13 percent of the total U.S. population, they make up 38 percent of the prison population. Caucasians on the other hand, make up .77 percent of the population and .59 percent populate our prisons. However, the incarceration rate for Caucasians is .45 nymphs in comparison to African Americans' incarceration rate.

Table 6: Projected Life Expectancy by Race 2015-2060 Sex and Race

RACE	2015	2020	2030	2040	2050	2060
White	80	80.7	82.2	83.5	84.8	86
Black	76.1	77	78.8	80.5	82	83.4
AIAN	79.9	80.7	82.2	83.6	84.9	86
AVG	78.6	79.4	81	82.5	83.9	85.01

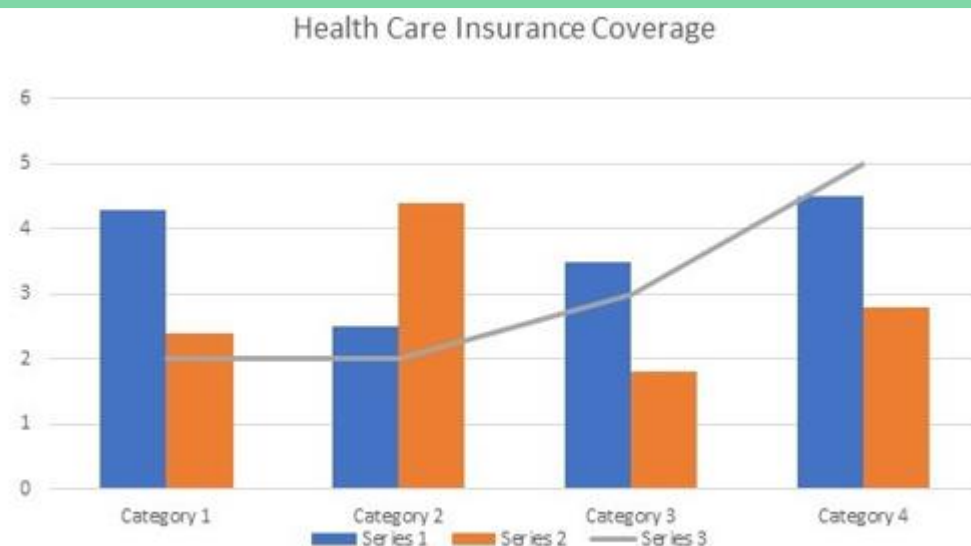
Source: National Center for Health Statistics

Table 6 and the accompanying bar chart shows that African Americans' life expectancy lags significantly behind other race people. Although all races will experience increases in average life expectancy, African Americans, as shown by the center bar, are expected to live fewer years than Whites and Asian Americans.

The Center for Disease Control and Prevention reports the high incidence of heart disease, stroke, diabetes, cancer, asthma, and HIV/Aids plaguing the African American community. Many African Americans battle with these illnesses. earlier in life, when unchecked often lead to long-term disability and premature death. Pandemic, Covid 19, the Delta Variant, and Omicron Viruses accelerated illness and the death rate in the African American Community. Many Blacks Americans with preexisting conditions infected with Covid or a variant prematurely suffered a similar fate. CDC data shows 77 years to be the average lifespan of African Americans, 79.9 years and 74 years for African American women and men, respectively. White Caucasians on average live to reach 80.6 years of age, 83 years for Caucasian women, and 78.4 years for Caucasian men. Therefore, the estimated change in African Americans' lifespan remains to be 4% shorter than that of their Caucasian counterpart. African American shorter life expectancy can also be attributed to an inadequate, non-responsive healthcare system, and a lack of assessment to adequate insurance and health care coverage.

Table 7: Regression-Adjusted Gender and Racial/Ethnic Wage Gaps, 2000 and 2019

2000	2019	Change	Change 2000/2019
23.90%	22.60%	5%	-1.3
10.20%	14.90%	20%	+4.8
17.80%	22.20%	20%	+4.4
3.40%	8.20%	58%	+4.8
12.30%	10.80%	-12%	-1.5
15.60%	13.30%	-15%	-2.3
8.00%	7.90%	-01%	-0.1

Health Care Insurance Coverage

Note: The regression-adjusted wage gaps control for education, age, race/ethnicity, gender, and region.
Source: Author's analysis of EPI Current Population Survey Extracts, Version 1.0 (2020).

African Americans struggle economically to live daily. The earnings of African Americans continue to be much lower than Caucasians. Table 7: Black and White Wage Gap, 23.9 % in 2000 and 22.6% in 2019. Lower than average wage rates affect one's ability to afford health care insurance. Although The Obama Care exists as government-subsidized health care insurance, it too comes with a premium. Many African Americans face the reality of putting food on the table against the cost of health insurance. Therefore, the higher cost of living, including less affordable insurance coverage becomes a challenge for many African American

In Table 7, the most significant gap in wages occurred among Black women over twenty years, 2000 to 2019, (4.8%). The Wage gap was significantly lower among Hispanic whites, women in particular, (-0.1%). The overall change in the wage gap, (1.3%). The wage gap for Black women exceeds the average for all races by (3.5%).

Table 8: Wealth and the Racial Gap, 2019

CATEGORY	PRETAX INCOME	AGE OF REFERENCE PERSON	FAMILY SIZE	NUMBER OF VEHICLES	NUMBER OF BATHROOMS IN UNIT
All United States [1]	$63,934.98	49.7	2.5	19	[2]
All U.S. Black households	$45,286.80	47.4	2.6	1.3	1.5
High-income Black households	$112,306.56	46.5	3.3	2.1	1.9
Low-income Black households	$6,342.43	47.3	1.9	0.5	1.2

Source: U.S. Bureau of Labor Statistics

Table 8 illustrates the pre-taxed income for U.S. citizens overall, $63,934.98. For Black households, the pre-taxed income was 30% lower. Moreover, a large gap existed between high- and low-income. The large gap here met expectations.

Table 9: Black Higher Education Attainment					
ASSOCIATE DEGREE, OCCUPATIONAL	ASSOCIATE DEGREE, PROFESSIONAL	BACHELORS DEGREE	MASTERS DEGREE	PROFESSIONAL DEGREE	DOCTORAL DEGREE
1,338	1.926	5,229	2,279	199	304
92	125	391	23	-	-
1,246	1,801	4,839	2.256	199	304
177	229	887	226	8	22
172	175	635	244	22	17
177	223	557	291	20	44
113	166	545	301	29	51

Source: U.S. Census Bureau, Current Population Survey, 2019 Annual Social and Economic Supplement

Table 9 shows that Blacks attained higher education at the bachelor's degree level, 5,229. Almost half of those getting bachelor's degrees pursued master's degrees, 2,279. Amazingly, despite more education, Blacks with a college degree earn less than the average white high school dropout (Shropshire, 2017). Data shows the average Black family with a college graduate head hoards 33% less wealth than a white family headed by a dropout. Moreover, the median net worth of Millennials, Blacks specifically, has been reduced to less than one-tenth of Whites (Ensign et al. 2021).

Table 10: Education Level				
African American Education Level	Married	College Graduates	High School	Less Than High School
All	72	23	35	23
White	76	18	37	18
Black	47	11	29	42
Hispanics	65	8	17	59

Source: American Council of Education

Table 10 shows levels of education and race. More Hispanics than Blacks lacked a high school education, (59%). The statistic for Blacks, (42.38%) was 29% less on average than all races. 17.18% of Blacks received some college. This is 12% lower than the average for all races.

Table 10.1: Health and Life Span					
RACE	EXCELLENT	GOOD	FAIR	POOR	DON'T EXPECTED LIFESPAN 75+ YEARS
ALL	2	73	10	2	6
WHITE	2	74	9	2	5
BLACK	4	66	11	4	8
HISPANIC	3	62	17	3	15

Source: Social Security Administration Health and Retirement Study Wave

Table 10.1 While Blacks achieved high levels of education, health care became another concern altogether. Primary health of the head of household was statistically recorded as good for 66% of Black households and 74% for Whites. 11% fewer Blacks than Whites expected the head to be in good health. When asked about the chance of the head living to 75 years or older, 8% of Blacks responded, "No Chance". 8% of Blacks felt sure the head of their household
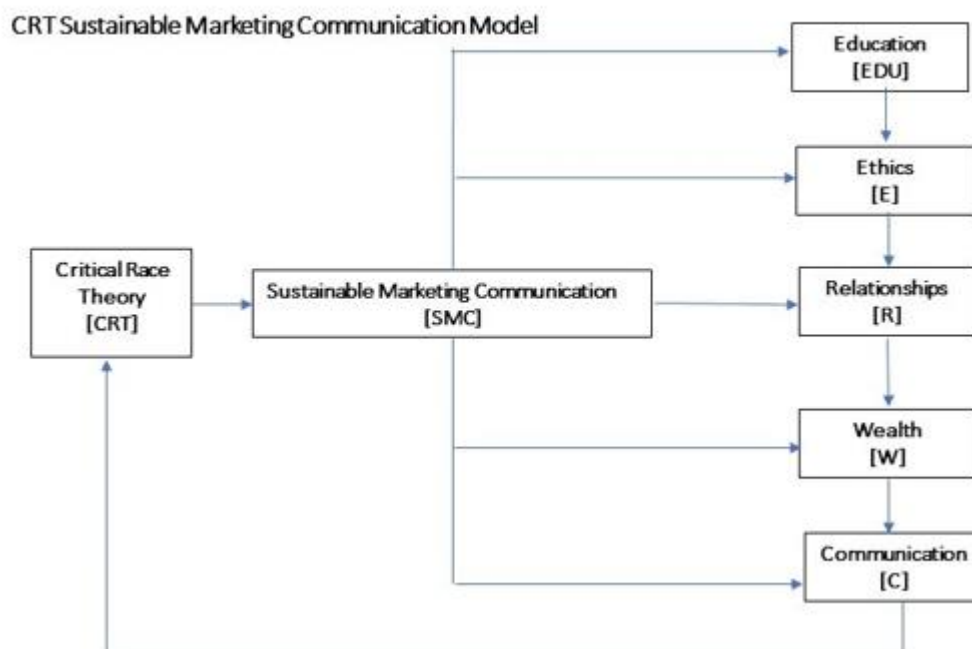
would not live beyond 75 years of age. Whites appeared more pessimistic than Blacks, 5% responded "No chance".

ETHICAL CLASS	DEFINITION	Percentage Supporting CRT
	Table 11: Gen Z's Ethical Philosophy Survey Data	
Deontology	Duty bound decision making based on policy, rules, and regulations. [Ex. The termination of an employee based on company's policy.]	8
Utilitarian	Decision making based on what benefit the masses of people. It's for the greater good! [Ex. The company requires employees to wear mask because it provides health benefits for all employees.]	17
Casuists	Decision making using general rules, paradigms, analogy in problem solving. [God is punishing you now for some misdeed done in the past.]	15
Moral Relativist	Decision making based on moral principles. [Ex. I am a Christian, and we believe abortions are morally wrong.]	34
Virtue Ethicists	Decision making based upon personal conviction, principle, or belief. [Ex. As an American, I believe in life, liberty, and justice for all].	25

Source: Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2021). Principles of Marketing. Cincinnati, Ohio: College Division, South-Western Pub.

Table 11 provides survey results of Gen Z's ethical perspective about CRT as the causative factor of racism in America. 34% of Gen Z align with the ethical values of moral relativists (Morrow, 2018). This notion refutes the position currently taken by policymakers, including politicians, educators, and stakeholders. Gen Z values transparency, diversity, and inclusion. They seek opportunities to learn and grow. Like Gen Y, they are motivated and drawn to competitive environments, and they appreciate authenticity more than anything else.

Contrary to those banishing CRT to the doldrums of antiquity, Gen Z craves an appetite for honest, straightforward, dealings and relationships in their lives. As for the communication strategy, they prefer using mobile phones and tablets rather than computers. As Morrow indicated, they are mobile-driven. Therefore, it would be effective and quite meaningful to integrate mobile engagement strategies appealing to this age segment.

Figure 2: Sustainable Marketing Communication Strategy Model

CRT Sustainable Marketing Communication Model

Source: Warner's Generic Model CRT

Table 13 Critical Race Theory (CRT) would generate greater support among Gen Z and others if a sustainable marketing communication strategy addressing education, ethics, relationships, wealth, and communication should ever be implemented. A sustainable marketing communication strategy provides an effective means for winning the support of Gen Z for CRT. The prevailing message of focus group discussions and dialog gives better focus to the narrative. Sharing information rather than shelving CRT enhances people's knowledge and understanding of our country's history. Stakeholders must embrace the truth about CRT. The modus operandi support developing the fortitude to embrace change for the good of this nation.

Table 13: CRT: Input and Output Model

A simple input/output model illustrating the primary factors that feed racism and discrimination in the United States is shown in Table 13. Among the problems are segregated schools, communities, discriminatory employment practices, a broken criminal justice system, and inadequate healthcare. Race ignites discriminatory practices, but if gatekeepers, including policymakers, educators, politicians, and businesses, reject CRT, then segregation and racism intensify. Influencers need to encourage more open communication and discussion about CRT. As a result, CRT stands out as a formidable agent that transforms overt and subtle racism into a more diverse society. Every generation has the responsibility of implementing the necessary transformation, specifically Gen Z and Y, and both are well equipped to do so. Generation Z, "the Net Babies" are more educated, tech-savvy, and capable of using various social media platforms. In addition, advancements in education, transportation, communication, and technology fuel the motivation and means by which Gen Z implements needed to change. Therefore, CRT becomes responsible for transforming racism into an open, race-neutral society where everyone enjoys the abounding wealth. Dialog about CRT enhances a better understanding of improving human capital, GNP, community, and environmental conditions, so that everyone lives longer and prospers.

Discussion

Critical Race Theory (CRT) surfaced as a controversial issue facing America. Parents packed School Board Conference Rooms and auditoriums in protest of children's exposure to it in the classroom. The dispute appears to be grounded in misinterpretation and poor perceptions of the meaning of CRT. Critics view CRT as a means of reparation and reckoning for self-made, historical, premeditated institutional racism. The weak defensive argument that this is all about slavery diminishes the real purpose of CRT. This misleading interpretation merely minimizes the real facts of public and private institutional racism, segregation, discrimination, and exploitation of enslaved African Americans and their descendants. Like Generation Z, Millennials alternatively called Gen Y, Gen X, and Generation A will grow in numbers, and they will either adopt CRT as late adopters or laggards. The inherent argument of this study rest on the premise that America created a system of governance that behaves favorably toward Caucasians under both the best and worst circumstances. Even in the bleakest cases, the outcome always benefited Caucasians against African Americans. Aston defined "systemic racism" as policies and practices that exist throughout a whole society or organization that creates an unfair advantage for some people but create harmful treatment of others based on race. There are many examples of systemic racism in America. Racial segregation in residential neighborhoods continues in many cities across America. The practice evolved through racism codified in Jim Crow Laws banning were people of color resided. Redlining, gerrymandering, and gentrification emerged systematically to separate and exclude African Americans. Moreover, the discriminatory practices inflict severe restrictions and limitations on homeownership, property values, and credit scores. These constraints trap African Americans in a web of financial depravity forcing them to pay higher fees and usurious interest (Aston, 2021). This financial web continues to snowball into endless debt, a bottomless pit, leaving victims deeper in ruin. This practice mirrors the experiences of sharecroppers in the old south, where African Americans worked the land and handed the proceeds from their spoils to the landowner. The landowner rented the land to the shareholder who raised cotton, tobacco, and rice. The landowners would also lease or

rent heavy equipment. Sharecroppers succumbed to added debt while purchasing seeds, fertilizer, and other supplies. The African American sharecropper became a victim of unseasonal weather, escalating interest rates, and erratic, and unpredictable weather conditions causing extreme financial loss. The prospect of generating a wealth of any kind quickly faded as a pipedream. African American sharecroppers could barely etch out a living for the family. Therefore, CRT can serve as a platform for addressing the root cause of the inequity. Excavating the cleverly hidden archaic remnants of systemic racism starts with acknowledging the wrong, dialoging and talking about it, and reaching a point of mediation and resolve.

As for the children, white parents show concern about their child's education. They complain that CRT would be too much for their child to bear or understand. The hypocrisy inherent in this line of thinking strikes any reasonable human being as bewildering, archaic, and out-of-touch with the reality of today. What about Ruby Nell Bridges, a frightened 6-year-old Negro girl flanked by federal marshals, faced a mob of angry White adults shouting the N-word and other expletives at her? She integrated the White William Frantz Elementary School in New Orleans. What about the Little Rock Nine? Nine innocent Negro children entered Little Rock Central High School in 1957. They sought access to an education, but they were viciously accosted by a hostile mob of angry White adults. There is little mention of the racial epithets and improprieties experienced in the school itself. As a concerned parent, I now wonder what they must have gone through. The solution rest in building affable relationships with each other. "History, despite its wrenching pain, cannot be unlived, but if faced with courage, need not be lived again." (Maya Angelou, XX). Therefore, merely restricting CRT in education is futile and it counters the real solution to the controversy. Americans must face its racist past! America must fix what is broken if the healing process should lead to a more abundant future for every citizen.

Joaquinn Pheonix's Oscar Acceptance Speech touched the hearts of Americans around the globe. In his very moving speech, he uttered the words, "black or white we are equal, but black people are not welcome here!". Phoenix proclaimed a known fact. He said that the Academy owes an apology to people of color. Black people inspired so many with their talent. However, despite their immense contributions to the Academy, they still fail to receive the recognition they truly deserve. Like the Academy Awards, African Americans continue to be victimized through institutionalized elements in America. Critical Race Theory gives African Americans a platform, voice, and hope. Joaquinn Pheonix further stated: "God, I'm full of so much gratitude right now. And I do not feel elevated above any of my fellow nominees or anyone in this room because we share the same love, the love of film. And this form of expression has given me the most extraordinary life. I don't know what I'd be without it. But I think the greatest gift that it's given me, and many of us in this room is the opportunity to use our voice for the voiceless." Pheonix's words touched the hearts, minds, and souls of everyone in the room. The experience of being African American burdens one with unimaginable challenges. However, the burden becomes heavier, more piercing, and troublesome when your brother, black, brown, or white sees the trouble but says nothing. The message shared here reflects my philosophy, and it is clear, *"fail to speak up than suffer quietly; wallow in your silence and bear the pain"*. The problem of Critical Race Theory lay shallow in the hearts, minds, and souls of white privilege, and those who dare face the inevitable, an uncertain, and uncontrollable change destined to come, like the wrath of the fierce wave of an angry sea. Let the truth be known because it's destined to be revealed!

Findings and Conclusion

Critical Race Theory (CRT) addresses institutional racism and focuses on root causes rather than blaming individuals. Slavery is not the only affliction of CRT. In addition to addressing the bondage of people, it addresses the rampant racism against African Americans and other people of color today. Sometimes it is impossible to tell fact from fiction. Ultimately, a sustainable marketing communication strategy will be critical to CRT's success. The strategy facilitates effective, meaningful communication with critics of CRT. It enables meaningful dialogue among stakeholders on opposite sides of the debate. A successful strategy depends on building trust and telling the truth ethically. Archives contain ambiguous accounts of black and brown people. Inconsistencies abound in records; they depict false and deceptive narratives. They diminish both the true character and the image of respect that America garners in the free world. In the end, values well-rooted in the hearts of righteous individuals will prevail. Speaking, hearing, and understanding the truth makes life more palatable. In oral, digital, or printed media, trivializing the truth, undermining its credibility, and purposefully distorting it diminishes the integrity of our country.

The study showed that racism impacts African Americans more profoundly than any other demographic group. Since there is only one race of people, racism came about through man-made, artificial means. Despite this, policymakers generally seek comfort in creating superficial barriers, by separating people and labeling them as either "us" or "them". When they consider the wealth of any kind, this practice becomes even more meaningful to them. The Critical Race Theory touches a nerve because it discusses historical wealth acquisition throughout the past 400 years. It follows that much of the wealth acquired since the Emancipation Proclamation of 1865 was used to provide free labor services to Whites. Moreover, the acquired wealth becomes inherited by the children and can be passed on for generations. For their labor, the enslaved and their children received nothing. Arguments like these are the primary cause for opposition to

CRT. Opponents do not want the truth to be known. As they put it, say nothing, and it will go away. Rather, the study reveals a more ethically inclined generation that is more worldly, eager for knowledge, fair, and humane. In contrast with Boomers and Generation X's last generation, Gen Z is open to repairing past wrongs. In the future, transportation, communication, and technological advances will make them the future influencers of Critical Race Theory. Today's desire to correct historical wrongs will become tomorrow's edict. Consequently, racism will be reduced in areas such as education, housing, health, segregated communities, policing, and the criminal justice system. However, any improvement is only possible if there is an open, honest, dialog and discussion between opposing parties. Further, die-hards will be convinced of the benefits of CRT through the implementation of Sustainable Marketing Communications utilizing Gen Z as influencers and implementers.

Further study is needed to examine how the Metaverse impacts Critical Race Theory. This could provide a more comprehensive, holistic platform for discussion. Additionally, meta offers the possibility for real-time communication between opposing factions in a more realistic media format. Similarly, an intensive study integrating various mobile devices to determine the most appealing to Gen Z and others would enhance communication of CRT.

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Appendix 1.1
Joaquin Pheonix's Oscar Acceptance Speech

"God, I'm full of so much gratitude right now. And I do not feel elevated above any of my fellow nominees or anyone in this room because we share the same love, the love of film. And this form of expression has given me the most extraordinary life. I don't know what I'd be without it. But I think the greatest gift that it's given me, and many of us in this room, is the opportunity to use our voice for the voiceless.

I've been thinking a lot about some of the distressing issues that we are facing collectively. I think at times we feel, or we're made to feel, that we champion different causes. But for me, I see commonality. I think, whether we're talking about gender inequality or racism or queer rights or indigenous rights or animal rights, we're talking about the fight against injustice. We're talking about the fight against the belief that one nation, one people, one race, one gender or one species has the right to dominate, control, use, and exploits another with impunity.

I think that we've become very disconnected from the natural world, and many of us, what we're guilty of is an egocentric world view- the belief that we're the center of the universe. We go into the natural world, and we plunder it for its resources. We feel entitled to artificially inseminate a cow, and when she gives birth, we steal her baby, even though her cries of anguish are unmistakable. Then we take her milk that's intended for her calf, and we put it in our coffee and our cereal. And I think we fear the idea of personal change because we think that we must sacrifice something, to give something up, but human beings, at our best, are so inventive and creative and ingenious. And I think that we use love and compassion as our guiding principles, we can create, develop, and implement systems of change that are beneficial to all sentient beings and to the environment.

Now, I have been, I have been a scoundrel in my life. I've been selfish. I've been cruelled at times, hard to work with, and I'm grateful that so many of you in this room have given me a second chance. And I think that's when we're at our best, when we support each other, not when we cancel each other out for past mistakes, but when we help each other grow, when we educate each other, when we guide each other toward redemption. That is the best of humanity.

When he was 17, my brother wrote this lyric. He said, "Run to the rescue with love, and peace will follow."

Source: Christy Pina, Oscars Read Joaquinn Pheonix's Best Actor Speech, The Hollywood Reporter, February 9, 2020.https://www.hollywoodreporter.com/news/general-news/transcript-joaquin-phoenixs-speech-at-2020-oscars-1278278/