

Respect Us Campaign Information

- A primary goal of our Respect Us Campaign is to establish Economic Withdrawal as a political strategy
- The Respect Us campaign makes the point that in spite of our voting and consumer spending Blacks are still being ignored and disrespected, our money and our votes are casually taken for granted. While much attention has been given to the Black Lives Matter slogan, all evidence points to the conclusion that Black lives don't really matter at all, especially the lives of Black women and girls.
- Respect Us is taking a position against rhetoric that romanticizes and encourages violence against Black females. While this rhetoric is encompassed in Hip Hop lyrics our issue is with hateful and vulgar rhetoric that is calling for the killing of Black people, not with Hip Hop per se.
- These are actual lyrics from current rap performers:

"Coupe got the missing roof, Your boo came up missing too
Poof, I just stole your boo, now ooh, she gone eat the whole crew...
We done with her come and pick your b*tch back up"
From Rover 2.0 by Block boy JB & 21 Savage

"Five ni**as including me I had to back back
Try to diss me I take it to your family
I f**k your sister then make sure she vanish"
By Lil Uzi Vert. FYI Spoken fast sounds like lil Lucifer

"Wet your mamas house (which means to spill blood) wet your grandmamas house- keep shooting till somebody die.

"Spray your block down. We not really with that rah rah sh**t
Glock cocked now, I don't really give no fu*k bout who I hit."
Performed by 21 Savage

- We say that the use of Ni**er is a political device that allows the rap performer as well as others that routinely use it to make it clear to their white managers, concert promoters, booking agents and the whites who own the entertainment industry as well as whites in general, that these rappers are not talking about their wives and daughters. The use of the N-word makes it clear that they are talking about **our** wives and daughters. They are careful not to offend whites. If they slip up as did 21 Savage, when he said he makes Jewish money, he quickly apologized.
- We note that when anyone uses media to defame or insult any group the sponsors immediately withdraw. However, when the victim is Black, sponsors refuse to withdraw their support. Five major sponsors of media that target Black women for violence are Subway restaurants, McDonalds, Adidas, JC Penny and KOHL'S. Each of these sponsors have refused to even talk with us.

- The Respect Us campaign adopts Dr. King's strategy that we should attach economic withdrawal to our direct action campaign.
- We are asking Black people to withdraw economic support from targeted companies on targeted "withdrawal weekends."
- The campaign begins now with radio interviews, social media campaigns, flyers on all the social media platforms.
- It is a National effort with five key cities, which because of the significant Black population are the primary targets for the first "withdrawal weekend." They are New York, Chicago, Atlanta, Washington DC and Philadelphia.
- We launch officially Saturday, March 16, 2019 with a public forum in New York City that will be broadcast on WBAI FM radio. An appeal is to be made on what we are calling "Sanction Sunday," March 17, by pastors, calling on their congregations to withdraw their dollars from Subway restaurants and Kohl's Department Store on the weekend of March 23 & 24th. These events are planned to give the campaign momentum as we begin now to start getting the word out.
- The very real demand is that everyone RESPECT US, especially those who receive such significant money and votes from Black Americans.

For more information, see www.nationalblackleadershipalliance.org;
www.nationalcongressbw.org or call 202/678-6788