

 **UR HOUR**

**A Gathering for BIPOC
in Public Media**

This space is for **us.**

Dr. Sarah L. Webb

**International
Colorism Expert
&
Colorism Healing
Founder**



Colorism in Media

Dr. Sarah L. Webb | Colorism Healing  

Thursday, April 21, 2022
Our Hour

This is a science that's called **image making**. They hold you in check through this science of imagery.... It's imagery. They use **their ability to create images**, and then they use these images that they've created to mislead the people."

MALCOLM X



Definition & Description

What is Colorism?

Colorism is a system of social stratification that marginalizes people with darker skin tones and privileges people with lighter skin tones.

DR. SARAH L. WEBB
@COLORISMHEALING

Why it Matters in Media

Understanding the impact of colorism in society is a crucial component to furthering diversity, equity, and inclusion efforts in any arena. Without being proactive in addressing colorism, institutions and organizations run the risk of creating what I call

“MONOCHROMATIC DIVERSITY”

which happens when a group is racially and ethnically diverse, yet all/most members of the group have the same or very similar skin tones.

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MONOCHROMATIC DIVERSITY

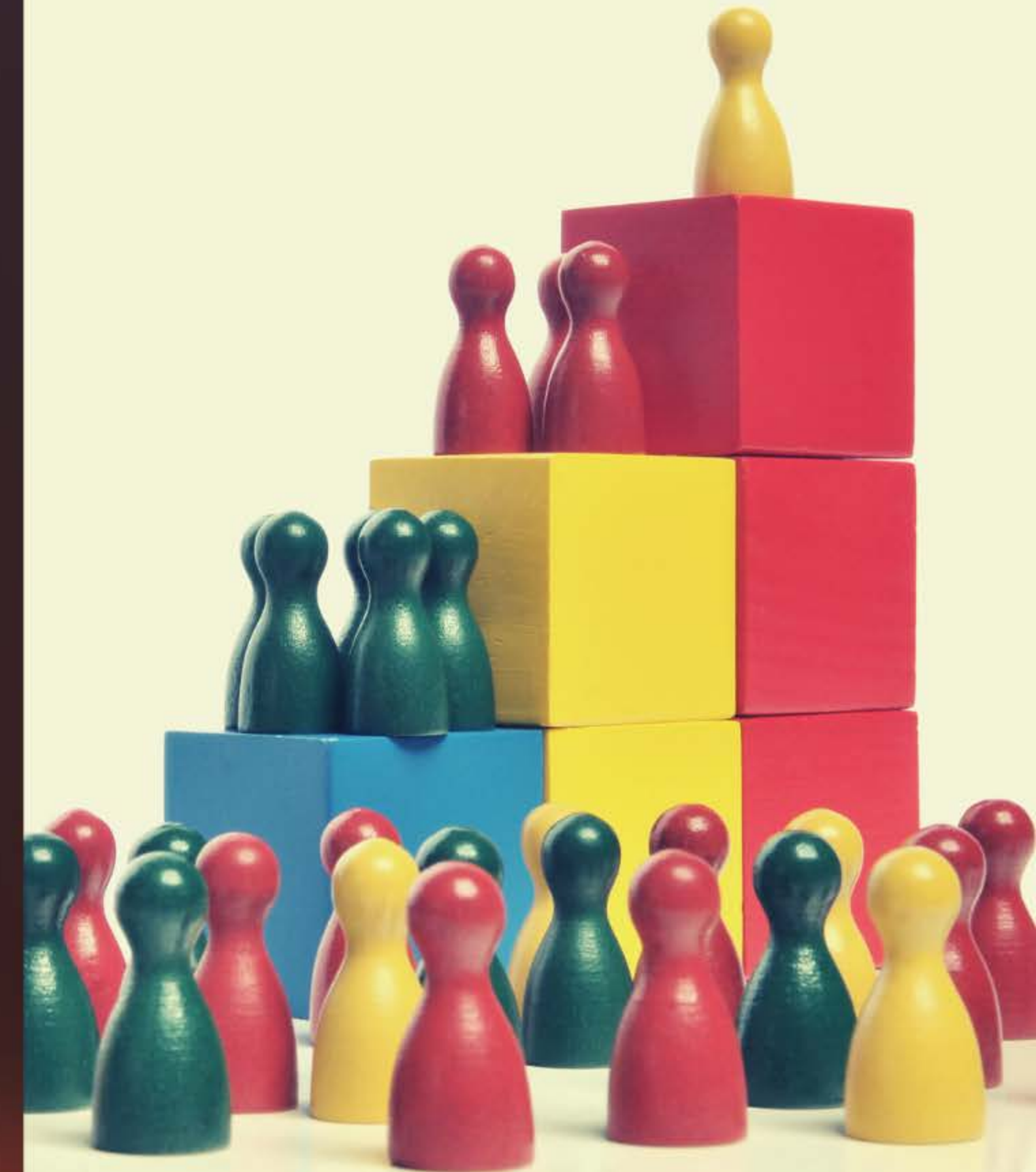
Colorism vs. Racism

Color  Race

complexion is a biological fact with
socially constructed meaning

Colorism as a Hierarchy of Privilege

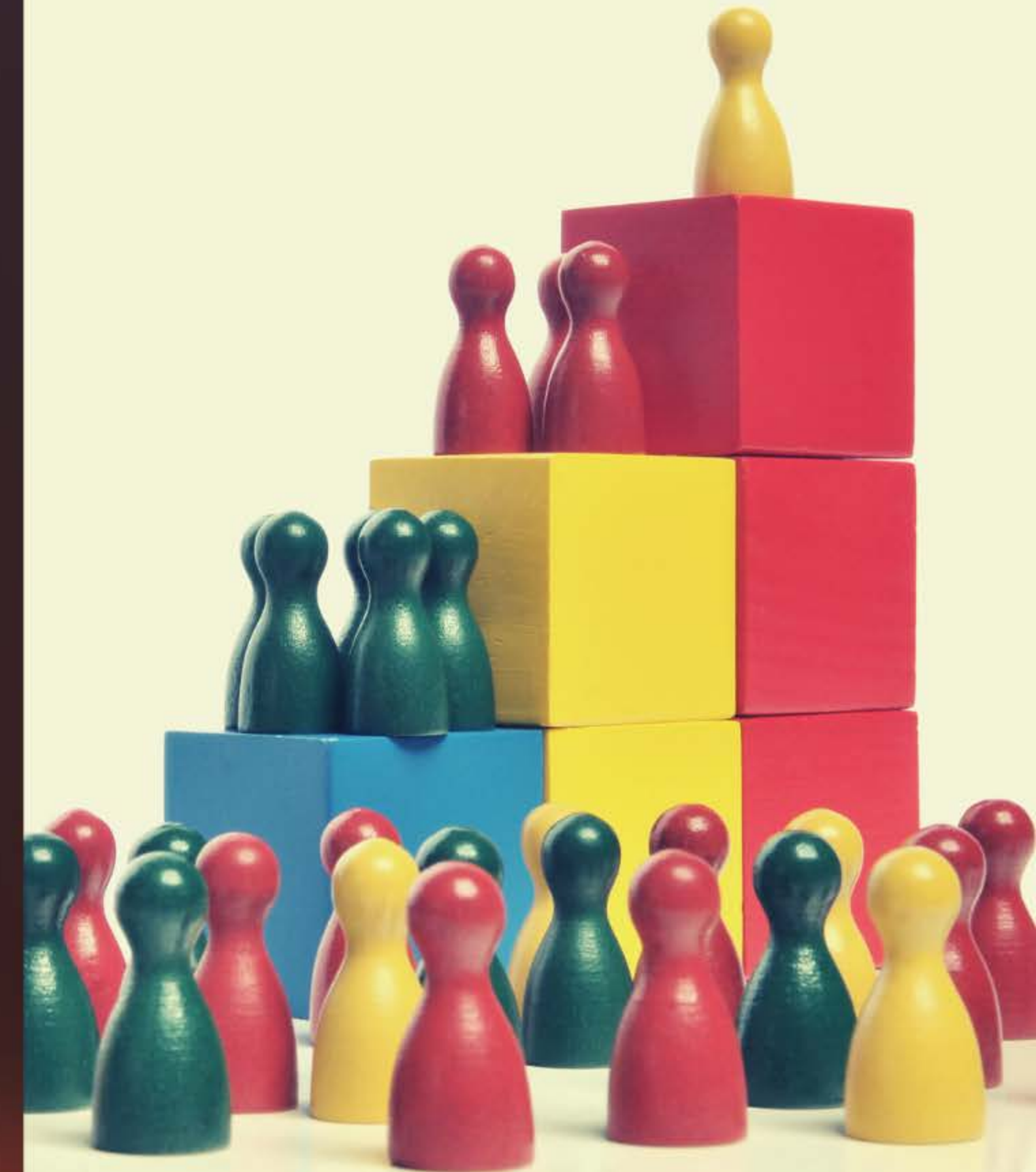
- **Color privilege is a spectrum.**
 - not all-or-nothing
- **Color privilege is contextual.**
 - Can be the darkest person in one setting and the lightest person in another
- **Colorism includes hair and facial features (nose, lips, eyes).**



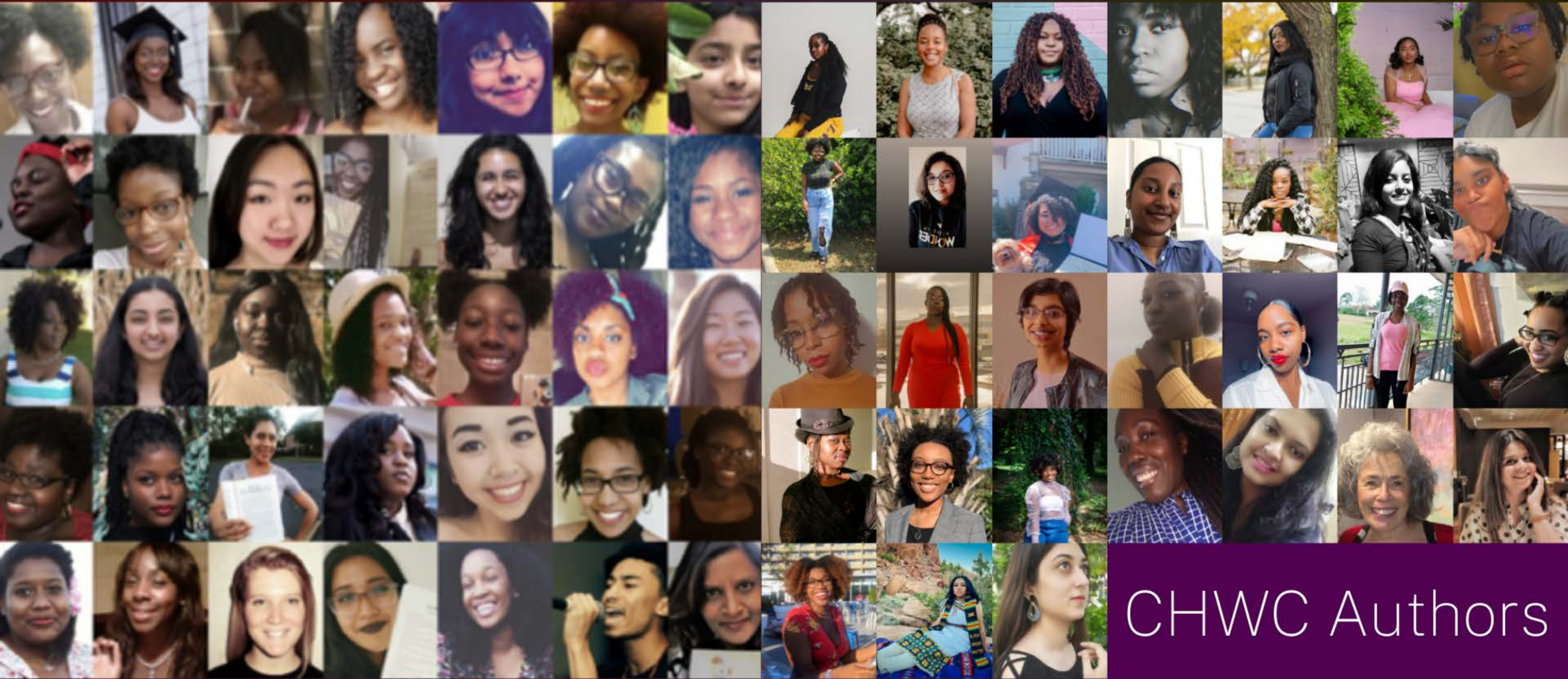
Colorism as a Hierarchy of Privilege

- Colorism is systemic
 - Healthcare
 - Policing and Law
 - Education and Schooling
 - Income and Wealth

COLORISM HEALING
WITH DR. SARAH L. WEBB



Colorism is Global & Crosscultural



CHWC Authors



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*Intra*Racial

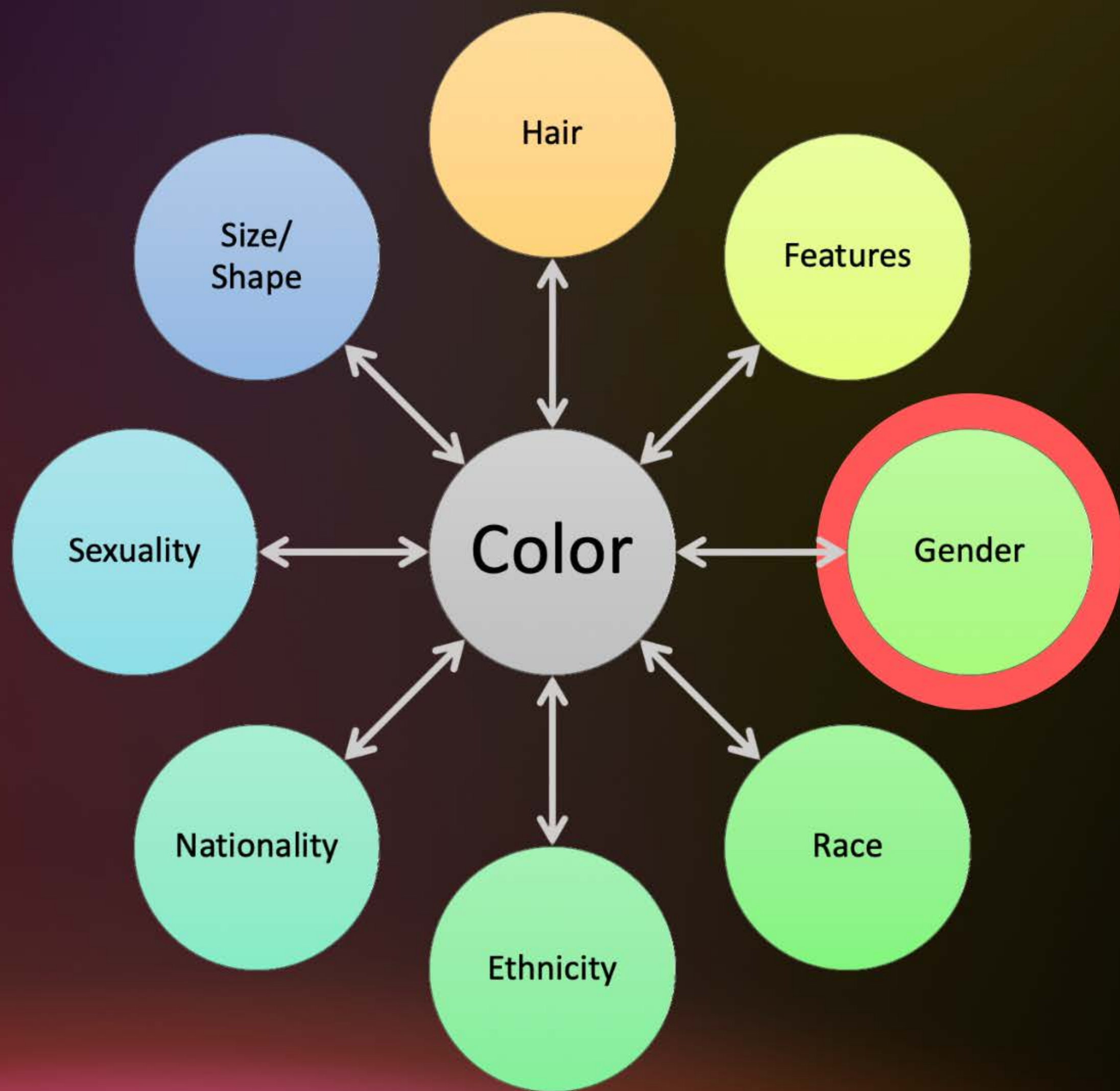
*Inter*Racial



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Colorism is Intersectional

Additional factors that often influence how a person experiences the relative privilege or marginalization of colorism:



Contemporary Colorism in Casting

Casting Call for *Straight Outta Compton*

A GIRLS: These are the hottest of the hottest. Models. MUST have real hair – no extensions, very classy looking, great bodies. You can be black, white, asian, hispanic, mid eastern, or mixed race too...

B GIRLS: These are fine girls, long natural hair, really nice bodies. Small waists, nice hips. You should be light-skinned. Beyonce is a prototype here...

C GIRLS: These are African American girls, medium to light skinned with a weave...

D GIRLS: These are African American girls. Poor, not in good shape. Medium to dark skin tone. Character types

Actress **Wendy Raquel Robinson** has noticed the difference. “I’ve never been offered, you know, the **crackhead** or the **distressed** mother,” she said. “I play the very **upscale, educated** young **lady**,” Robinson said. “I do have some peers that are a lot darker than myself. **They don’t get the opportunities.**”

I tell my daughter: “You’re black, you’re a woman, and you’re **dark skinned** at that. So **you have to be a triple, quadruple threat**.... Look at Viola Davis. That’s who you want to be. You want to be her. **Forget about the little pretty girls** because ... if you’re relying on that, when you hit 40, you’re out the door. You better have some chops.”

Denzel Washington

Two stage spotlights are positioned at the top of the frame, casting a warm, yellowish light downwards. The beams of light create a soft glow on the dark background, framing the text below. The spotlights themselves are visible as bright, circular sources of light.

WHO is on
screen/stage,
and who is not?

Two stage spotlights are positioned at the top of the frame, casting a warm, yellowish light downwards. The light beams create a soft glow on the dark background, highlighting the text below. The spotlights themselves are visible as bright, circular sources of light.

HOW MUCH
screen time do
they have?



WHAT roles do
they play?

Q&A Discussion

How did you observe colorism in
In the Heights or other stories?

FOLLOW UP!

WEBSITE

colorismhealing.com

YOUTUBE

[Colorism Healing](https://www.youtube.com/ColorismHealing)

INSTAGRAM

[@colorismhealing](https://www.instagram.com/colorismhealing)

LINKEDIN

[linkedin.com/in/colorism/](https://www.linkedin.com/in/colorism/)



FEEDBACK SURVEY

bit.ly/SLWfeedback

Links from today

Colorism Healing Resources:

2022 Writing Contest (ends April 30, 2022):

<https://colorismhealing.com/colorism-healing-writing-contest/>

Coaching & Support Groups:

<https://colorismhealing.com/coach/>

Colorism Index (for further research or study):

<https://colorismhealing.com/colorism-database/>

Dr. Webb's TEDx Talk:

<https://youtu.be/W5eQyHBfgTs>

Colorism Resources Based on Racial Identity:

A love letter to my fellow light-skinned natives:

<https://lastrealindians.com/news/2019/7/26/a-love-letter-to-my-fellow-light-skinned-natives-by-ashley-nicole-mccray>

I'm a Pacific Islander Too: Melanesian Women on Colorism and Anti-Blackness:

<https://www.allure.com/story/melanesian-women-on-colorism>

Latinos have many skin tones. Colorism means they're treated differently:

<https://www.washingtonpost.com/nation/2022/03/31/latinos-have-many-skin-tones-colorism-means-theyre-treated-differently/>

Study: lighter-skinned black and Hispanic people look smarter to white people:

<https://www.vox.com/2015/2/28/8116799/white-colorism-racism-study>

Texturism & Featurism - The Nasty Cousins of Colorism:

<https://theblackstory.com/public/Resources/details/66>

Colorism in South East Asian and Asian Diaspora Communities:

<https://www.bbc.com/future/article/20200818-colourism-in-india-the-people-fighting-light-skin-bias>

Additional Links:

PMDMC Proposal Submission

<https://pmdmc.org/session-proposals/>

PMDMC 2022

<https://pmdmc.org/>