OUR HOUR

A Gathering for BIPOC in Public Media
This space is for us.
Dr. Sarah L. Webb
International
Colorism Expert
&
Colorism Healing
Founder
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.
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.
MONOCHROMATIC DIVERSITY
Colorism vs. Racism

Color $\neq$ 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
IntraRacial

InterRacial

DR. SARAH L. WEBB
@COLORISMHEALING
Colorism is Intersectional

Additional factors that often influence how a person experiences the relative privilege or marginalization of colorism:
Contemporary Colorism in Casting
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
WHO is on screen/stage, and who is not?
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

INSTAGRAM
@colorismhealing

LINKEDIN
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:

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:

Colorism in South East Asian and Asian Diaspora Communities:

**Additional Links:**
PMDMC Proposal Submission
https://pmdmc.org/session-proposals/
PMDMC 2022
https://pmdmc.org/