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The African American Policy Forum and Civil Rights Partners Release Race-Forward Messaging Project and Host Upcoming Briefings to Unveil New Research

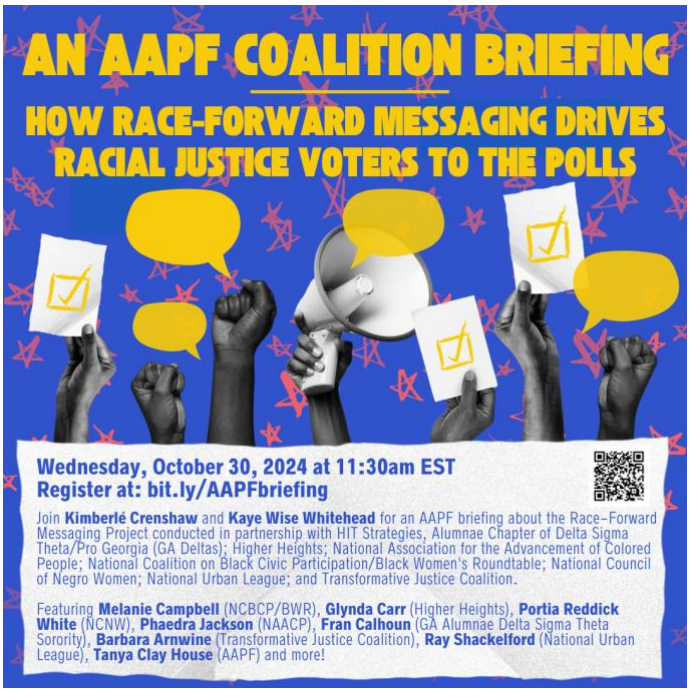
Implications of Findings– 17% Increase in Turnout of Black Registered Voters in Swing States

National – The African American Policy Forum (AAPF) hosted a series of briefings to present the latest findings from The Race-Forward Messaging Project, a new research initiative led by AAPF and supported by a broad group of racial justice and democracy advocates: GA Deltas Higher Heights; National Association for the Advancement of Colored People (NAACP); National Coalition on Black Civic Participation/Black Women's Roundtable (NCBCP/BWR); National Council of Negro Women (NCNW); National Urban League (NUL); and Transformative Justice Coalition (TJC). Conducted by HIT Strategies, this research assesses race-forward messaging vs race-neutral messaging and revealed that 17% of Black voters reported an increase in motivation to vote after hearing the race-forward messaging in the survey.

Coalition Briefing: How Race-Forward Messaging Drives Racial Justice Voters to the Polls:

On Wednesday, October 30 at 11:30 AM ET, the African American Policy Forum hosted a coalition briefing, which provided valuable insights into the shaping of public discourse, influencing policy on race-related issues, and how race-forward messaging can be effective in mobilizing voters to the polls. The call was joined by **Kimberlé Crenshaw**, Co-Founder and Executive Director, AAPF; **Tanya Clay House,** Senior Strategist, AAPF; and host of Today with Dr. Kaye on WEAA, **Kaye Wise Whitehead** as moderator — in addition to the speakers below.

- **Barbara Arnwine,** President, Transformative Justice Coalition
- **Drew Williams**, HIT Strategies
- **Fran Calhoun,** President of the GA Alumnae Delta Sigma Theta Sorority
- **Glynda Carr,** President and CEO, Higher Heights
- **Melanie Campbell,** President and CEO, NCBCP/BWR
- **Phaedra Jackson,** VP of Unit Advocacy and Effectiveness, NAACP
- **Portia Reddick White,** VP of Advocacy & Policy, NCNW
- **Ray Shackelford**, VP of Equitable Justice and Strategic Initiatives, NUL



A Virtual Barbershop — Between the Media and the Scolding, What Black Men Were Really Thinking About During the Election:

AAPF hosted a special episode of *Under the Blacklight* — **"A Virtual Barbershop: *Between the Media and the Scolding, What Black Men Really Think About the Election*"** on **Friday, November 1, 2024, at 3 PM ET**. This conversation explored how Black men are scapegoated in political discourse around the 2024 election, examined the effects of misogynoir on Kamala Harris's historic candidacy, and explored the issues that truly matter to Black men as Election Day approaches. This cross-generational conversation included political correspondent **Anthony Conwright,** legal scholar **Paul Butler,** nonprofit leader **Alvin Starks, TN State Rep. Justin Jones,** pollster **Joshua Doss,** and **MN Attorney General Keith Ellison.**



Key takeaways from the survey include:

- 92% of Black registered voters and 89% of white liberal registered voters agree that racism is a problem that holds back the progress of Black and other people of color in America and that it is important that political leaders do more to reduce the impacts of racism and discrimination.
- 92% of Black registered voters and white liberal registered voters say that it's important to vote for a candidate who cares about and fights for racial justice.
- 91% of Black registered voters and white liberal registered voters think it's important that schools teach about race and racism.
- 85% of Black registered voters and 91% of white liberal registered voters believe it's important for Americans to understand Critical Race Theory (CRT).
- 72% of Black registered voters, 68% of Black Gen Z registered voters, and 70% of white liberal registered voters say they are more likely to vote after learning how Project 2025 uses the threat of critical race theory (CRT) to attack and roll back civil rights.
- The research identified a multiracial cohort of "racial justice voters" in swing states who are especially highly motivated by race-forward messaging on top issues. Marginal increases in vote likelihood among this group can make a difference in this close election.

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African American Policy Forum:

The African American Policy Forum (AAPF) is a social justice think tank that utilizes new ideas and innovative perspectives to transform public discourse and policy on race and social justice

concerns. We bring together academics, policymakers, artists, politicians, activists, and stakeholders to promote frameworks and strategies that address a vision of racial justice that embraces the intersections of race, gender, class, and the array of barriers that serve to disempower those who are marginalized in society. We are dedicated to advancing and expanding racial justice, gender equality, and the indivisibility of all human rights.