

RACE

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WHY RACE TOGETHER?



At a recent Chicago town hall meeting, Starbucks CEO Howard Schultz listened as employees talked about the effect of race on their lives.

Racial diversity is the story of America, our triumphs as well as our faults. Yet racial inequality is not a topic we readily discuss. It's time to start.

Conversation has the power to change hearts and minds.

At Starbucks, we've seen this firsthand. Recently, as racially charged events unfolded across our country, we felt a responsibility to act. To start, we called our partners [employees] together and invited them to express what they were thinking or feeling.

In forums from Oakland to New York to Chicago, as well as St. Louis, people shared personal experiences and ideas about how to move our country forward. Men and women from backgrounds as diverse as America's own populace spoke about their childhoods and their neighborhoods, their fears and their hopes. Each story, each voice, offered insight into the divisive role unconscious bias plays in our society and the role empathy can play to bridge those divides. In most of the cities we visited, we also met with senior police leaders to hear their concerns and share what we were learning.

At USA TODAY, while covering those dramatic news stories in Ferguson, Mo., and New York City, among others, we committed to telling the story of the changing face of America. We used our graphical and human storytelling strengths to help our readers better understand the underlying issues that have brought us to this place. We examined our nation, community by community, to help every American learn about each other and rise above bias.

What more can we do together?

RACE TOGETHER is an initiative from Starbucks and USA TODAY to stimulate conversation, compassion and action around race in America. Over the next year we plan to do just that, using all of our strengths in publishing and in stores across America.

Our companies share a philosophy: Elevating diversity is the right thing to do, but it is also a necessity. Our nation is only becoming more diverse. To ignore, dismiss or fail to productively engage our differences is to stifle our collective potential. Diversity of thought and skills lead to more creative ideas and higher performance. Bias, even unintentional slights, sap our potential for shared prosperity while denying our shared humanity.


For all our country's progress, barriers to social justice and economic equality exist in far too many corners. The following pages reveal this reality. Today, we invite you to read this special section, then share your thoughts with family, friends, strangers and with the country. And please see the back page for ways to send us your feedback.

RACE TOGETHER is not a solution, but it is an opportunity to begin to re-examine how we can create a more empathetic and inclusive society — one conversation at a time.




Howard Schultz
Chairman and Chief Executive Officer
Starbucks Coffee Company




Larry Kramer
President and Publisher
USA TODAY

March 2015



STARBUCKS®



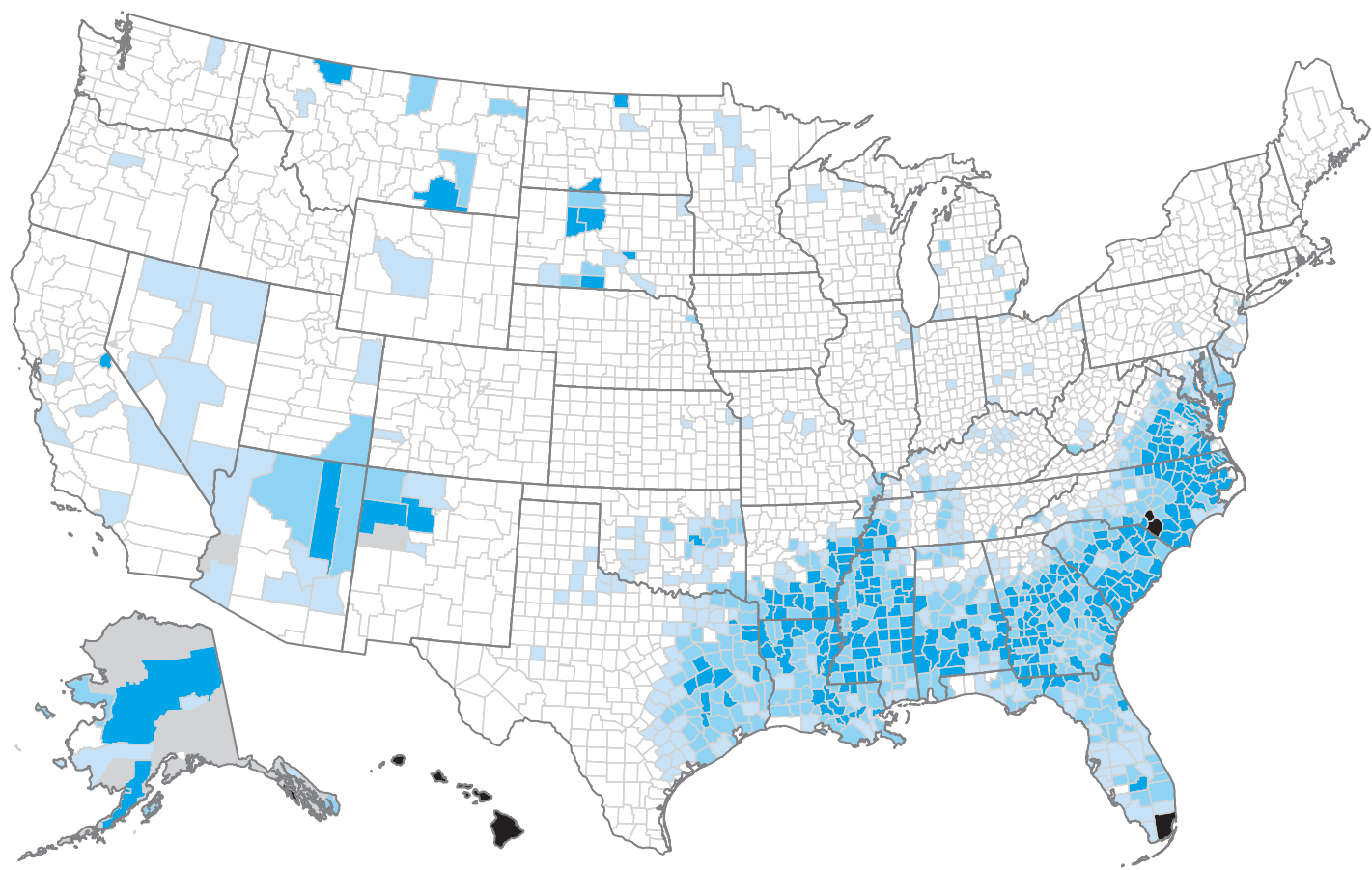
USATODAY

WHAT IS THE CHANCE THAT THE NEXT PERSON I MEET WILL BE DIFFERENT FROM ME?

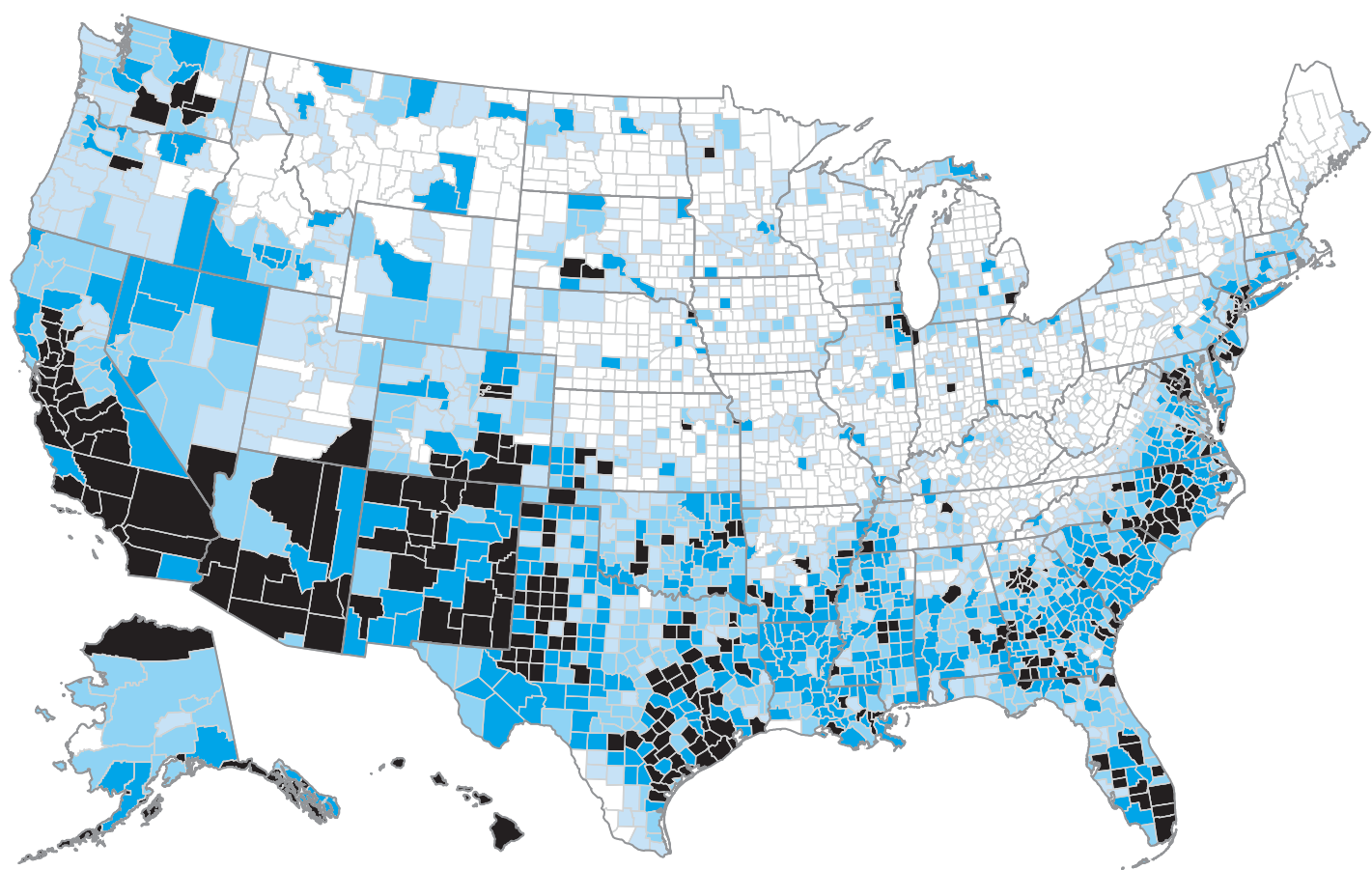
On a scale of 0-100, the chance that two random people are different by race and ethnicity.



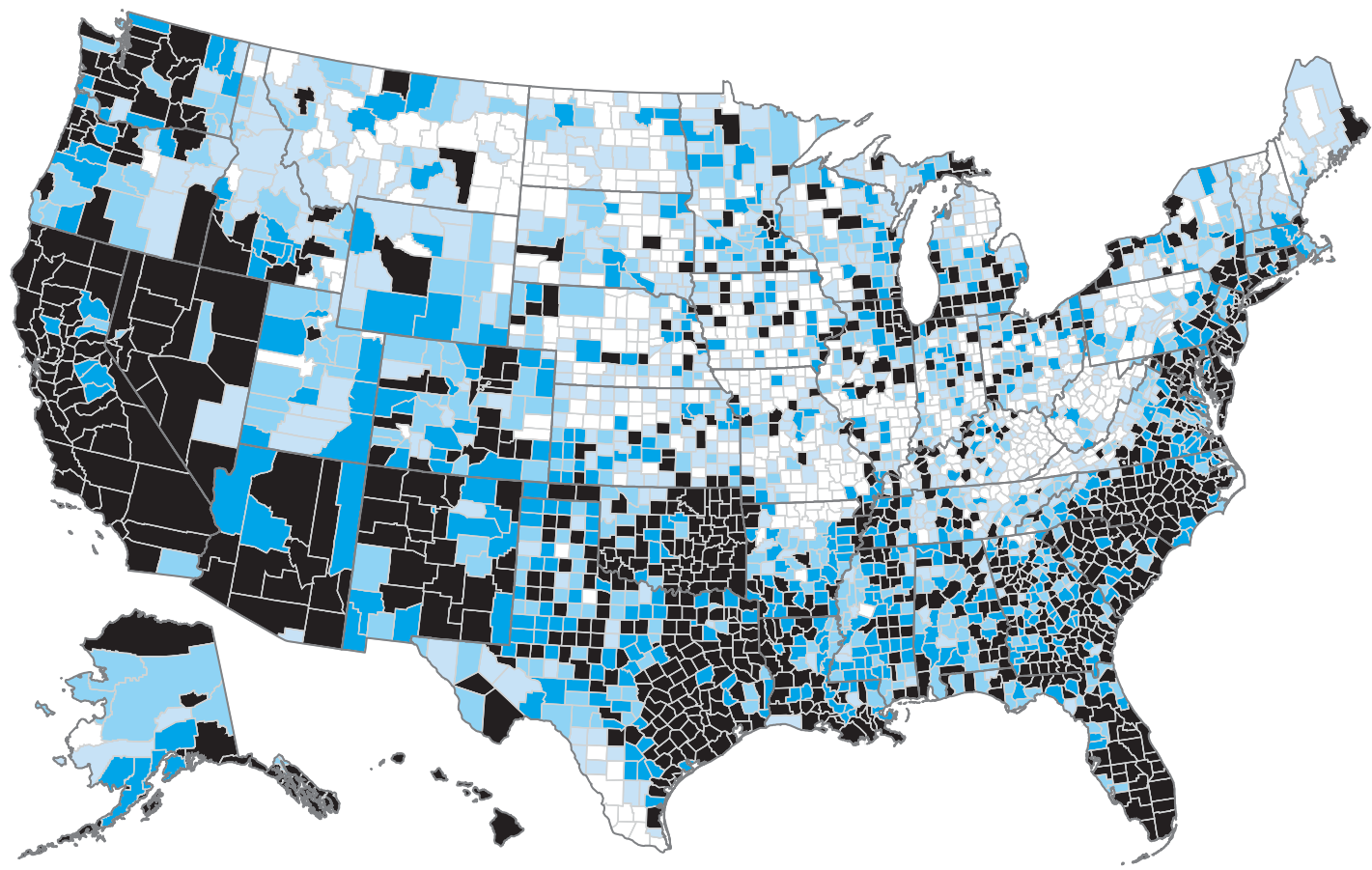
1960
NATIONAL INDEX NUMBER
20



2010
NATIONAL INDEX NUMBER
55



2060
NATIONAL INDEX NUMBER
71



Sources: Census Bureau; NHGIS, University of Minnesota; ProximityOne, Alexandria, Va.

THE DIVERSITY INDEX, A TOOL EXCLUSIVE TO USA TODAY, EXPRESSES AS A SINGLE NUMBER – NOT A PERCENT – THE LEVEL OF RACIAL AND ETHNIC DIVERSITY IN A GIVEN AREA.

EXPLORE YOUR COUNTY AT [USAT.LY/DIVERSITY](https://usat.ly/diversity)

Q

When did you first become aware of your race?



“ In elementary school, I remember very vividly having a fight with kids on the playground because they said I needed a green card and I didn’t know what that meant. I went home to my grandparents just absolutely upset. That was the first time I realized I might be perceived as something different.

Teresa Benitez-Thompson, 36, is a Reno social worker and Nevada state lawmaker.



“ When I first came to the U.S. (in 1979) I saw the big difference. It's not like in El Salvador where we are all Latino. Here you could see the differences in everything, not just the difference in how we conduct ourselves but also how we eat, drink or even how we have fun.

Carlos Castro, 60, is owner of Todos Supermarkets in Woodbridge, Va.



“ As a black person in America, you’re made aware of race at a very young age. I can remember back as early as first grade being conscious of being black. Another thing that makes you realize your race in America is the media. You watch a lot of (TV) shows, and the people don’t look like you.

Chad Golden, 27, works for a health care company in Louisville.



“ That would be in elementary school. Our family moved to the Philadelphia Main Line (from West Philadelphia) and it was the first time when being black made me feel different. Everything I did – going to school, making friends, meeting people – every new situation reminded me that I was an outsider.

Melinda D. Anderson, 51, is a Washington, D.C.- based writer.



“ Gosh, I wouldn’t know. I really don’t. As far as being aware of different races, that’s so long ago I couldn’t tell you when that happened.

Carl Crane, 60, is an auto repair shop owner in Easley, S.C.



“ I was 3. I was wondering why my parents were so particular about what color my dolls were. I was like what’s the big deal, they look like how my friends look. That’s when it hit me, because all the little kids were white and I was the token black girl. My parents just wanted me to play with dolls that looked like me.

Umaara Elliott, 19, of New York City, is a professional dancer.

UNCONSCIOUS BIAS EXPERIMENT

THE ATTITUDES AND BELIEFS THAT GUIDE US

1. Researchers drafted a legal memo from a hypothetical associate named “Thomas Meyer.”
2. The memo purposefully contained 22 different spelling/grammar, technical writing and analysis errors.
3. The exact same memo was sent to 60 partners at different law firms. Half were informed the litigation associate was African-American while the other half were informed the associate was Caucasian.

HERE’S HOW THE PARTNERS RESPONDED

THE “CAUCASIAN” THOMAS MEYER

AVERAGE RATING (5.0 WAS “EXCELLENT”)

4.1

AVERAGE NUMBER OF ERRORS FOUND

10.2

REPRESENTATIVE COMMENTS

“HAS POTENTIAL”

“GOOD ANALYTICAL SKILLS”

“GENERALLY GOOD WRITER BUT NEEDS TO WORK ON...”

THE “AFRICAN AMERICAN” THOMAS MEYER

AVERAGE RATING (5.0 WAS “EXCELLENT”)

3.2

AVERAGE NUMBER OF ERRORS FOUND

14.6

REPRESENTATIVE COMMENTS

“NEEDS A LOT OF WORK”

“CAN’T BELIEVE HE WENT TO NYU”

“AVERAGE AT BEST”

Source: Unconscious bias study by Dr. Arin N. Reeves, Nextions

USA TODAY REPORTERS TALKED TO PEOPLE ACROSS THE NATION TO TAP INTO THEIR FEELINGS AND EXPERIENCES AROUND RACE.

SEE MORE QUOTES AND FULL STORIES AT RACETOGETHER.USATODAY.COM

TRUE OR FALSE

WHAT DO YOU THINK YOU KNOW ABOUT RACE? THE ANSWERS MIGHT SURPRISE YOU.

IDENTITY

Most people who identify themselves as African American in the United States have some European ancestors.

A new study finds many people who identify themselves as completely white also have African ancestry.

IMMIGRATION

Asians recently surpassed Latinos as the fastest-growing group of new immigrants to the United States.

Almost 10% of blacks are new immigrants from African or Caribbean countries, especially Haiti, the Dominican Republic and Jamaica.

ECONOMICS

White people control almost 90% of the nation's wealth.

From 2002 to 2007, the number of black-owned businesses jumped more than 60% and the number of Latino-owned businesses jumped more than 40%.

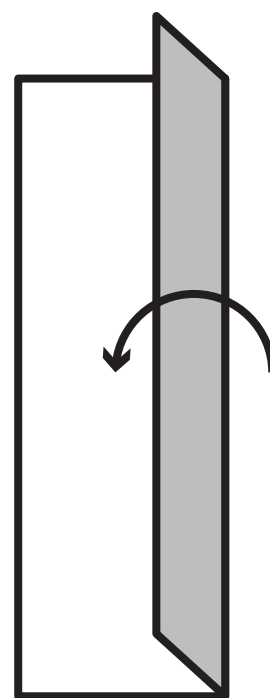
FAMILY

About two in three black children live in single-parent homes.

More white children than black children live in single-parent homes.

QUIZ RESULTS

PLEASE FOLD ALONG DOTTED LINE FOR YOUR QUIZ RESULTS



RESULTS

TRUE


Most people who identify themselves as African American in the United States have some European ancestors.

TRUE


Many people in the South who identify themselves as completely white also have African ancestry.

TRUE


Asians recently surpassed Latinos as the fastest-growing group of new immigrants to the United States.

TRUE


Almost 10% of blacks are new immigrants from African or Caribbean countries, especially Haiti, the Dominican Republic and Jamaica.

TRUE


The nation's wealth is concentrated in the hands of 88.4% of whites, 4% of Latinos and 2.7% of blacks.

TRUE


From 2002 to 2007, the number of black-owned businesses increased to 1.9 million and the number of Latino-owned businesses jumped to 2.3 million.

TRUE


About 67% of black children live in single-parent homes.

TRUE


There are nearly 2.9 million more white children than black children living in single-parent homes.

MORE CONTEXT

The Human Genome Project, which mapped out the complete human genetic code, proved race could not be identified in our genes. A January 2015 study of 23andMe DNA service customers found about 5% of self-identified whites living in South Carolina and Louisiana have at least 2% African ancestry.

Research conducted by USA TODAY shows the nation is in the midst of a 'second wave' of immigration not seen since the Ellis Island period of the 1880s-1920s, largely composed of young, non-European immigrants. As of July 2013, the Asian population had grown to 19.4 million, up 2.9% over 2012, while the Latino population topped 54 million, up 2.1% over 2012, the Pew Research Center notes.

United States' wealth remains concentrated among whites despite gains by blacks and Latinos in education and income. Calculations vary, but researchers agree that blacks are the least wealthy group in America.

Everywhere you look, households are changing. Kids Count Data Center notes about 24.6 million children reside in single-parent homes, with another 3.6 million in homes where neither parent is present. According to the Pew Research Center, less than half (46%) of U.S. kids younger than 18 live in a home with two married heterosexual parents in their first marriage.

PATH TO PROGRESS

NUMBERS SHOW THE CHANCE THAT TWO RANDOM PEOPLE ARE DIFFERENT BY RACE AND ETHNICITY IN AMERICA ON A SCALE OF 0-100

G. I.
1901-1924

27

SILENT
Born 1925-1942

36

BOOMER
Born 1943-1964

45

GEN - X
Born 1965-1979

58

MILLENNIAL
Born 1980-2000

62

UNNAMED
Born 2001-2013

67

- 1901 —
- 1902 —
- 1903 —
- 1904 —
- 1905 —
- 1906 —
- 1906 —
- 1908 —
- 1909 —
- 1910 — **1903**
More than 1,200 Mexican and Japanese farmworkers in California organize the Japanese-Mexican Labor Association.
- 1911 —
- 1912 —
- 1913 —
- 1914 —
- 1915 — **1910**
Jim Crow segregation laws and poor economic conditions in the South spur the Great Migration of African Americans to Northern cities.
- 1916 —
- 1917 — **1915**
D.W. Griffith's landmark, racist film "The Birth of a Nation" debuts amid widespread protests.
- 1918 —
- 1919 — **1917**
Puerto Ricans become U.S. citizens.
- 1920 —
- 1921 —
- 1922 —
- 1923 —
- 1924 — **1924**
Immigration Act declares that no one ineligible for citizenship may immigrate, almost completely ending Asian immigration to the United States.
- 1925 —
- 1926 — **1926**
Negro History Week, forerunner to Black History Month, created by historian Carter G. Woodson debuts amid widespread protests.
- 1927 —
- 1928 —
- 1929 —
- 1930 —
- 1931 —
- 1932 —
- 1933 —
- 1934 — **1936**
Jesse Owens, a runner, wins four gold medals at the Olympics in Berlin, countering Nazi racial propaganda.
- 1935 —
- 1936 —
- 1937 —
- 1938 —
- 1939 —
- 1940 —
- 1941 —
- 1942 — **1942**
Following the Dec. 7, 1941 Pearl Harbor attack, President Franklin Roosevelt signs an order to put 120,000 Japanese Americans into 10 internment camps.
- 1943 —
- 1944 — **1945**
Jackie Robinson signs with the Brooklyn Dodgers. In 1947, he becomes the first black player in Major League Baseball.
- 1945 —
- 1946 —
- 1947 —
- 1948 — **1948**
President Truman orders desegregation of military.
- 1949 —
- 1950 —
- 1951 —
- 1952 — **1954**
In "Brown v. Board of Education," the Supreme Court declares racial segregation in public schools is unconstitutional.
- 1953 —
- 1954 —
- 1955 —
- 1956 —
- 1957 — **1963**
Martin Luther King Jr. delivers his "I Have a Dream" speech at the March on Washington.
- 1958 —
- 1959 —
- 1960 —
- 1961 — **1964**
President Lyndon B. Johnson signs the Civil Rights Act, which prohibits discrimination on the basis of race, color, religion, sex or national origin.
- 1962 —
- 1963 —
- 1964 —
- 1965 — **1965**
The Immigration and Nationality Act paves the way for more Asian immigrants. Johnson signs Voting Rights Act, which bans discriminatory poll practices.
- 1966 —
- 1967 —
- 1968 —
- 1969 —
- 1970 — **1970**
The U.S. Department of Health, Education and Welfare decides students cannot be denied access to education because of an inability to speak English.
- 1971 —
- 1972 —
- 1973 —
- 1974 —
- 1975 —
- 1976 —
- 1977 —
- 1978 —
- 1979 — **1979**
The Sugar Hill Gang's song "Rapper's Delight" brings hip-hop to prominence.
- 1980 —
- 1981 —
- 1982 —
- 1983 — **1983**
Vanessa Williams becomes the first African-American Miss America.
- 1984 —
- 1985 —
- 1986 —
- 1987 —
- 1988 — **1988**
The Civil Liberties Act provides \$20,000 in tax-free reparations and an official letter of apology to Japanese Americans interned during WWII.
- 1989 —
- 1990 —
- 1991 —
- 1992 — **1993**
Toni Morrison becomes the first African-American woman to win the Nobel Prize in literature.
- 1993 —
- 1994 —
- 1995 —
- 1996 —
- 1997 — **2001**
Colin Powell becomes first African American appointed secretary of State.
- 1998 —
- 1999 —
- 2000 —
- 2001 — **2003**
Latinos are pronounced the nation's largest minority group — surpassing African Americans — after Census figures show the U.S. Latino population at about 37 million. The number is likely to triple by the year 2050.
- 2002 —
- 2003 —
- 2004 —
- 2005 —
- 2006 —
- 2007 — **2008**
Barack Obama becomes the first African American elected president of the United States.
- 2008 —
- 2009 —
- 2010 —
- 2011 —
- 2012 — **2014**
Nationwide protests erupt after the fatal police shooting of teen Michael Brown in Ferguson, Mo., and after a grand jury failed to indict an officer in Eric Garner's chokehold death on New York's Staten Island.
- 2013 —
- 2014 —
- 2015 —

USA TODAY research

USA TODAY'S CHANGING FACE OF AMERICA PROJECT FOUND THAT MILLENNIALS ARE THE NATION'S MOST RACIALLY DIVERSE GENERATION SO FAR, AND ALSO THE MOST TOLERANT.

LOOK INTO THE FUTURE OF THE NEXT GENERATION AT USAT.LY/NEWGENERATION

YOUR RACE RELATIONS REALITY CHECK

WHERE DO YOU STAND? USE THESE CONVERSATION STARTERS WITH YOUR FAMILY AND FRIENDS.

1. My parents had _____ friends of a different race.
2. I have _____ friends of a different race.
3. My children have _____ friends of a different race.
4. _____ members of a different race live on my block or apartment building.
5. I most often talk to someone of another race:
_____ At work
_____ Church
_____ Home
_____ Shopping
_____ School
6. In my Facebook stream, _____% are of a different race.
7. In the past year, I have been to the home of someone of a different race _____ times.
8. In the past year, someone of a different race has been in my home _____ times.
9. At work, we have managers of _____ different races.
10. In the past year, I have eaten a meal with someone of a different race _____ times.



How have your racial views evolved from those of your parents?



Did you have a childhood friend of a different race that you've lost touch with? Why?



What is America's greatest race challenge?

NOW WHAT?

ANSWER THESE QUESTIONS, BE A PART OF THIS CONVERSATION:
#RACETOGETHER

YOUR VOICE WILL FEED THE NEXT INSTALLMENT IN THIS SERIES AND OUR YEAR-LONG CAMPAIGN



STARBUCKS®

USA TODAY

