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## Update: ColorComm Denounces Anti-Asian Racism

**AUTHOR: SOON MEE KIM, CHIEF DIVERSITY, EQUITY & INCLUSION OFFICER, OMNICOM PUBLIC RELATIONS GROUP | 3/5/2021**

From the ColorComm Board:

Almost one year ago, ColorComm came together to denounce the acts of hate and violence against people of Asian descent related to the coronavirus pandemic. Sadly, the violence has continued to grow.

Since March 2020, Stop AAPI Hate, a national coalition aimed at addressing anti-Asian discrimination amid the pandemic, has received over 2,800 firsthand accounts of anti-Asian hate from 47 states and the District of Columbia. These acts include physical and verbal assaults, especially against women, youth, and the elderly; workplace discrimination; and refusal of service. These assaults have resulted in death, trauma, and a sense of fear across businesses and communities.

As the nation's leading women's platform addressing diversity, equity and inclusion across the communications, marketing, advertising, media and digital industry:

- We urge those across the public relations and communications industries, as well as journalists and media professionals to:
  - Refrain from using hateful language such as "Chinese virus," "Chinese coronavirus" and "Wuhan virus" and other terms that dehumanize, and fuel xenophobia.
  - Raise awareness and push for media coverage of anti-Asian hate incidents.
  - Encourage inter-community and inter-racial dialogue.
- We specifically ask senior-most executives to:
  - Acknowledge the pain experienced by your Asian colleagues and express the organization's commitment to seriously address discrimination of any kind.
  - Speak out publicly against anti-Asian hate and continue to do so.
- We encourage greater understanding of Asian American history and identity, and familiarity with concepts such as "the model minority myth," "Asian invisibility," "bamboo ceiling" and "conditional American" that impact the Asian American experience.
- We advocate for bystander intervention training, volunteerism, reporting of hate incidents, and donating to local community groups via #StopAsianHate on GoFundMe.
- And, we call on the brilliance of those who care to consider creative solutions to ongoing challenges of hate across communities.

As women and women of color, we recognize racism against one is racism against all. We stand in solidarity with our sisters and fellow citizens of Asian descent to combat hate in all forms and against all people.