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Black Lives Matter



KOLORSTRUCK

A New Conversation for the 21st Century

By Dr. Joseph L. Williams



“It is my desire that KolorStruck will begin a ‘new conversation’ in colleges, universities and communities across America.”

Amid times of a surging Dow, decreased unemployment, breakthrough medical technologies, and record-breaking performances of various corporations, America stands bruised and torn—on the precipice of self-destruction.

America’s fabric is being torn from within as a result of its inability to improve fractured race relations.

Marches, demonstrations and town hall meetings have erupted throughout the greatest nation on earth. Yet, nothing has changed. While cameras and ticker tapes are rolling, informing the world of our problem, a solution rests in the balance of ignorance.

Despite the progression of our nation, we Americans live in an antiquated reality.

Racism has been the most polarizing subject matter in current American society. Whenever issues of race arise, they get covered and addressed in the media. Yet, the same way of thinking and interacting remains in place after the media dies down.

The stories of Trayvon Martin, Mike Brown and Eric Garner all follow a similar cycle. First, there is the shock of the breaking news. Then the media covers each story

for weeks, exploiting each opportunity to gain new listeners while holding the attention of old ones. Then comes the reaction of leaders and community activists. Each travesty leads to its own series of marches, demonstrations and protests covered in the media. The story cycle ends with the re-establishment of “normalcy.” Everyone goes home and life returns to “business as usual.”

What is the fix? Who will lead us from this world of racial darkness? If there was ever a time the work and spirit of Dr. King was needed, it’s now!

I cannot say I have all the answers. I’m not sure anyone does. However, there are some things we need to consider:

- 1) Racism will continue as long as the concept of race becomes our primary medium of personal identification within this country.**

“Race” is a system that was designed to limit choices and possibility in society for those who are classified as “non-white.” “Race” is always attached to certain stereotypes. The

system causes us to treat one another as well as view ourselves within a paradigm of a stereotype. Long dread locks and dark skin is “thug”-like imagery. A black man with that image must be a “threat” to society.

This becomes our “reality”—until a man with long dread locks and dark skin like Seattle Seahawks Cornerback Richard Sherman—who maintained a 4.0 GPA from Stanford University—re-defines the “reality.”

2) Community leaders and activists must understand this is not a “black” problem. It is an American problem.

When our stance of “fighting” becomes protest and marches without advocacy and education, nothing ever changes. Dr. King made it clear in the letter he wrote while imprisoned in Birmingham that marching doesn’t change a problem; it just brings attention that there is one. There is nothing wrong with marching or demonstrations. However, there must also be strategic plans of action that are implemented nationally—and systemically.

3) Race relations must be addressed by way of education.

Racism does not exist within any baby’s crib. However, as our children grow, they are taught to be racist. This problem has become so polarizing that racism exists within the lives of those who are unaware racially as a “world view”. Racism is engrained into our consciousness. Television perpetuates many “isms” in our society and because of this, we must learn how to not be racist through educational classes K-12, and on the college level as well.

My response to race relations within this country was to create a documentary: KolorStruck. The documentary project presents race as a “social construction.” A national tour called “Race Solutions” will be the medium through which this documentary project will get to be viewed.

It is my desire that KolorStruck will begin a “new conversation” in colleges, universities and communities across America. At the end of each “Race Solutions” experience, real life race solutions will be presented to all who are a part. Groups within the community will be paired with local com-

munity leaders in order that each race solution gets addressed strategically and systemically.

Until we unite—as Americans—our issues of race will continue in this greatest nation called America!

ABOUT DR. JOSEPH L. WILLIAMS AND KOLORSTRUCK

Dr. Joseph L. Williams is one of Atlanta’s most dynamic spiritual and visionary leaders. Dr. Williams’ unique gifts are expressed as an author, certified nutritionist, public speaker, philanthropist, and ordained minister of a megachurch. He co-pastors Salem Bible Church with his legendary father Reverend Jasper Williams Jr. Each week, Dr. Williams leads 10,000 parishioners in the quest for personal and spiritual growth.

A recipient of the Informer Newspaper’s coveted “America’s Top 40 Pastors Under 40”, Dr. Williams was a Presenter at the 2010 National Martin Luther King, Jr. Remembrance Day Celebration at Historic Ebenezer Baptist Church. In recognition of his stature as an emerging national activist and civic leader, Dr. Williams was invited by the Reverend Al Sharpton to speak at the nationally televised 50th Anniversary of the March on Washington Commemorative March held in August 2013.

Dr. Joseph L. Williams sees with laser beam clarity the imperative to publicly engage people around the issue of race. Williams predicts Americans will continue to be trapped in a destined-for-failure coexistence with one another until the issue/concept of race gets powerfully addressed in America. His documentary film project called “KolorStruck” includes an eclectic mix of noteworthy educators, youth, civil rights, political and faith leaders. With its recent sold-out premier launch, KolorStruck is poised to travel around America through colleges, universities, and community centers. The viewing sessions will include engagement

designed to elicit solutions that can be implemented on a local to national level, systemically.

Dr. Williams’ intention is to “open the eyes” of the American public and the world to the true, destructive nature of the race issue. This can free humanity, Williams asserts, to solve the complex and life-threatening issues facing America in the twenty-first century global society. SCLC

Dr. King’s quote from the Letter from Birmingham Jail April 16, 1963

Direct action is not a substitute for work in the courts and the halls of government. Bringing about passage of a new and broad law by a city council, state legislature, or the Congress, or pleading cases before the courts of the land, does not eliminate the necessity for bringing about the mass dramatization of injustice in front of a city hall.

Indeed, direct action and legal action complement one another. When skillfully employed, each becomes more effective.

— Dr. Martin Luther King, Jr., *Why We Can’t Wait*, p. 28, Penguin, 2000