Corey Andrew Powell ([00:01](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Hello everyone. I am Corey Andrew Powell. Welcome to Motivational Mondays. And today we are honored to have Dr. Amora Pope with us. She's a TEDx speaker, a PhD in media studies seasoned professional marketer, and she specializes in diversity inclusion and dedicating over a decade to breaking barriers and building brands. Dr. Pope, welcome to Motivational Mondays.

Dr. Amora Pope ([00:24](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Thank you for having me.

Corey Andrew Powell ([00:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Oh, it's my pleasure. My pleasure. Uh, you know, as we were talking before we started recording here, I, uh, I love this conversation. It's timely, uh, it's for some reason provocative. Um, I would love to take, before we begin, I would love to get your take on what seems to be this current movement of removing DE and I efforts across campuses and businesses. It's, it's alarming to me. What's your take on it?

Dr. Amora Pope ([00:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Well, I believe that like many social movements, things come in trends. So I believe that right now we're going through the downwards part of that trend. It's no longer popular culture, popular news, and needless to say, it's as important as ever, but yet without kind of big headlines happening in, in the news streams, it seems to be something that educational sectors as well as the indus different industries in, in workplaces seems to less prioritize.

Corey Andrew Powell ([01:27](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([01:27](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

In their day-to-Day business. And, you know, we saw a big uproar with political movements and social movements in 2020 when we had a lot of Black Lives Matter movements reinvigorated. And we had a lot of sensitivity around just the way we speak about people, the way we address music and categorize individuals.

Corey Andrew Powell ([01:44](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm.

Dr. Amora Pope ([01:44](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

But now we're seeing that kind of downfall of that 2020 movement. And it's unfortunate because again, these, these situations haven't technically been amended, but they're outta trend.

Corey Andrew Powell ([01:55](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. It also seems to be, unfortunately, historically, it's, uh, a step backwards.

Dr. Amora Pope ([02:01](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yes, definitely.

Corey Andrew Powell ([02:02](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Beause a lot of these things were not surfaced. They were attempts to actually correct what was already problematic. And so that's where, for me, it's like, well, you know, we're not trying to give people things that they didn't deserve, we're trying to correct, uh, years of, or centuries of them not getting what they were, should have been had access to, to themselves. You know, it's a, it's a really weird sort of dilemma.

Dr. Amora Pope ([02:24](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Agreed.

Corey Andrew Powell ([02:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Dr. Amora Pope ([02:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Agreed. And, and again, I believe that a lot of these things were put into popular culture because a lot of celebrities, a lot of people were trying to engage in these kind of discussions years ago.

Corey Andrew Powell ([02:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([02:37](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And now that it's kind of pushed outta popular culture, it seems to be a less relevant topic to the mainstream media outlets and as well as educational sectors and in, in the industry. So I believe that, you know, it's nothing that's been resolved. A lot of it's been surface level and then just brushed over again for the tomorrow's news.

Corey Andrew Powell ([02:57](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. Yeah. It also reminds me, I mean, 'cause a lot, lot of your work deals with intersectionality.

Dr. Amora Pope ([03:00](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([03:01](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And for you, it's like the, the topics of like race and nationality, for me, it would cover like sexuality and race and ethnicity. And, um, my friends and I always laugh at, in a similar way how like every June, you know, here come the rainbow flags, like, and every store and, you know, rainbows everywhere. And then like July 1st, there's like a white paint going over.

Dr. Amora Pope ([03:20](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([03:21](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Everything, you know, so we need people to sort of be allies like year round, you know?

Dr. Amora Pope ([03:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. And I was gonna say too, with Black History Month, again, that was something that there was a big uptick in, in, in, in having a lot of public speakers coming out and being invited to do panel discussions and then died down again for the rest of the year. So I totally agree with that in different intersections of identity.

Corey Andrew Powell ([03:42](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. And it's always funny with that month too. 'cause I do find myself every year, inevitably it's like, well, we don't, well in all the cases out here, we don't have a straight people month. I'm like, okay, we're not gonna really, I really, you know, and then we're, and then I get the whole thing, well, white, whoa, white people don't have a month. I'm like, no, but you have the other 11, so can we <laugh>, can we have this one? It's kind of funny. So anyway, it's, it's, uh, I have to laugh at it because it's, it's actually otherwise angering. But, um.

Dr. Amora Pope ([04:10](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah, humor's the best way to deal with a lot of these issues, <laugh>. Oh yeah.

Corey Andrew Powell ([04:14](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. It 'cause they're so serious and so Mm-Hmm. <affirmative>, you know, I try to, you know, alleviate it a little bit with humor. So, um, which brings me to something else, which is great. Yeah. I know your work deals with marketing.

Dr. Amora Pope ([04:23](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([04:23](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Um, when it comes to, even with brands and how they communicate with, um, certain groups and ident, ident, you know, certain identities. Um, it, I always think that when there's these really obvious missteps, when brands attempt to talk to certain groups, I always say, I wonder if they had anyone of that origin in the room when they made those decisions. So are you finding that, um, you see more people in decision making positions when it comes to marketing? Or are you still walking into like a boardroom of like, it's all white people and you're like, well, maybe you guys should try a different language in this, or how, how, what are you seeing as far as the trends?

Dr. Amora Pope ([05:02](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Well, when I conducted my PhD research, I looked at the music industry in particular, and the Canadian music industry more in the genres of R&B and Hip Hop.

Corey Andrew Powell ([05:11](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([05:12](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And, my case studies were focused on Drake, Justin Bieber, and Jesse Reyes. So I looked at their kind of rise to fame, the history of Canadian R&B and Hip Hop, as well as what they were doing in the contemporary space. And when I was looking at the contemporary space, it happened to be 2020 when there was the reinvigoration of Black Lives Matter movements, a lot of cultural marketing. So I looked at how those three artists participated in cultural marketing. And during that time, precisely in 2020, Jesse Reyes came out with a quote and she stated in an interview that of all the people that are part of her music label, the people in decision making powers were majority white males.

Corey Andrew Powell ([05:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Dr. Amora Pope ([05:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And so she was saying, although she tries to participate in all these different spaces, the people that are trying to direct her music industry and music label are predominantly white male.

Corey Andrew Powell ([06:04](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([06:05](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So it continues today. And she's trying to participate in cultural movements. But again, the decision makers are from a specific mentality or background.

Corey Andrew Powell ([06:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([06:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So I think that, you know, having the exposure of having more people of different identities represented in the decision making processes are still lacking. And that was just the music industry. You know, I've been participating in marketing in multiple sectors. Construction tech is where I'm at right now. But I've worked in finance, I've worked in mining, I've worked in so many different sectors.

Corey Andrew Powell ([06:34](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Wow.

Dr. Amora Pope ([06:34](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And I've often been the only quote, unquote colored female in the rooms. <laugh>. Well, I still, I st from firsthand experience. I can say that, you know, it's still lacking as well.

Corey Andrew Powell ([06:45](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. And it's funny 'cause we talk about that in a sense of like organizations and businesses, but that dynamic, of course, as we know, it's prominent in social issues right now, the abortion conversation, for example, every time I turn on a tv, it's like a bunch of like old, well, they can be any color, but it's primarily old white men.

Dr. Amora Pope ([07:04](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([07:05](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

T alking about what women should be doing with their bodies. And it's like, how are we in that place in 2024? So, and then you're telling me it's happening, you know, somewhat still in marketing, it's like, well, have we made any progress at all? Really?

Dr. Amora Pope ([07:18](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([07:18](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I mean, how do you gauge if we're making progress at all, if you're still seeing that in your work?

Dr. Amora Pope ([07:23](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. And I, I think that it was really great for just conducting my research personally, because what I found was these three artists, Drake, Justin Bieber, Jesse Reyes, very different backgrounds.

Corey Andrew Powell ([07:33](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm.

Dr. Amora Pope ([07:33](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So to give context, Drake is a biracial Yeah. Toronto Canadian artist who participated in, you know, hip hop, r and b pop music. Jesse Reyes is a second generation Canadian Columbian woman participating in this mixture of r and b hip hop and pop. We have Justin Bieber, who's a white Canadian, small town Ontario boy participating in hip hop, pop and r and b.

Corey Andrew Powell ([07:58](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

Dr. Amora Pope ([07:58](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. So we have seen some progress just in that genre specifically where my focus was. But again, that's just a case study. You know, we could see that occurring in multiple different industries, multiple different music genres as well. How Beyonce and a lot of colored identities are participating in country music.

Corey Andrew Powell ([08:14](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Dr. Amora Pope ([08:15](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And they're getting their space and they're getting their voice in places they would often been pushed out of traditionally. Yeah. Yeah. So we are seeing progress, but it's slow coming, you know, it's, it's, it's been a long time coming. There've been a lot of people kind of pushing on the, the, the up movements and the, and the uproars. But we have artists standing on their shoulders now to say, like, we we're getting there, we're making progress.

Corey Andrew Powell ([08:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([08:37](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So from personal experience in the marketing world, I'm seeing some movement of course. But again, still a long way to come.

Corey Andrew Powell ([08:44](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. Well, you know, when, when, when you just were speaking about, uh, Drake and Jesse Reyes and, and, um,

Dr. Amora Pope ([08:52](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Justin Bieber.

Corey Andrew Powell ([08:52](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Bieber. Right. I almost said Justin Timberlake, but, um, <laugh> because Yes. And because he's actually part of what I was gonna say, which is I would love to talk to you a little bit about your, it is just personal thoughts because you really don't, I don't think talk about this much, but, um, the, the notion of appropriation.

Dr. Amora Pope ([09:08](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([09:09](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

When it comes to cultural stuff. And we as, especially in the, we're talking about the music industry. So I see someone like Justin Timberlake and I see someone like Justin Bieber who have benefited greatly from what could easily be argued a borrowed sound of a particular group of people demographic.

Dr. Amora Pope ([09:28](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([09:29](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Um, and I, I struggle with the appropriation thing 'cause I think it's really great when other cultures actually sort of, uh, they, they are uplifted by and they emulate what they see and they think it's actually something that they wanna celebrate. I think the problem with that happens when, um, they're not giving credit, I think from where the originators came from. But the reason why I bring that up is because you, the George Floyd thing is like, I always see Justin Timberlake or Justin Bieber at all the black radio stations. When it was time to promote their music, I didn't necessarily see them taking to the internet saying, George Floyd, George Floyd, or participating in the protest for Black Lives Matter. So there's this really weird balance where people kind of, the, I think the appropriation argument is, if you're gonna take the best of us, we need you to also work with us on some of the difficult stuff as well.

Dr. Amora Pope ([10:20](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([10:20](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So in your line of work, do you see any sort of work, uh, that deals with people having any, uh, thoughts about cultural appropriation and where that lies and how do you remedy that?

Dr. Amora Pope ([10:33](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah, that was a huge section actually of my PhD research

Corey Andrew Powell ([10:37](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I'm looking at. Great, great.

Dr. Amora Pope ([10:38](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Appropriation was a huge chapter because what I'm looking at a section of a chapter, because what I was looking at was how Canadian artists are participating in r and b. When r and b is itself is traditionally associated with black America.

Corey Andrew Powell ([10:50](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([10:51](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

we have multiple Canadians of different ethnicities participating in that space now.

Corey Andrew Powell ([10:55](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([10:56](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So having Justin Bieber be a white Canadian trying to create r and b music creates a lot of space for deliberation on whether or not he should be allowed to participate in the space or to what degree he can participate in the space.

Corey Andrew Powell ([11:08](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

Dr. Amora Pope ([11:09](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Same thing with Drake. He's biracial, Jesse Reyes, she's a woman, which is also, you know, a very male dominated space.

Corey Andrew Powell ([11:14](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([11:15](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

and a Canadian, second generation Canadian. So when I discuss these three artists, I like, I purposely quote them sp as they're talking specifically about their participation. And Drake had a really interesting quote when he said, uh, that appropriation to him is, and, and again, paraphrasing, you can go to the dissertation for the direct quote, but paraphrasing, he essentially said to the sentiment that unless you're paying homage and you're helping advance those cultures, it's appropriation. But you have the right to participate in those spaces if you're once by them. And, and Justin Bieber says directly quoting that he was influenced by black culture. So if you can say that, but also have the real steps, like real tangible steps towards uplifting those voices and equally participating in this space.

Corey Andrew Powell ([12:04](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([12:05](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

To an extent, then I think you can participate. But if you're participating, appropriating and stomping on the people that have come before you, and not paying homage to those people, not giving voices to people in the same breath as you, in the same gen generation as you, then I would argue that that is appropriation. But yeah. Someone that's Canadian that loves RB music that isn't black, that isn't from the US.

Corey Andrew Powell ([12:28](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([12:29](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I would love to have a right. To be able to listen and participate equally as a fan who's also from the US and participating in that space.

Corey Andrew Powell ([12:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. Yeah.

Dr. Amora Pope ([12:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Cause you don't come from the US I'm not black, but I love and appreciate the music. So.

Corey Andrew Powell ([12:40](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

Dr. Amora Pope ([12:41](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I came from it from that angle that, you know, knowing that history is, is just as important as being able to equally participate in the space now.

Corey Andrew Powell ([12:48](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Oh, I love that. Yeah. Because that's, that's the, that's the balance I was looking for because, you know, I, I push back a lot when people say, oh, that's appropriation, you know, and I'm like, well, wait a minute. We should all sort of enjoy these gifts that we're bringing to each other culturally. Like, I don't mind that, you know, um, a white person has cornrows. I just want them to understand where they came from. It's not just a hairstyle. There's history. And then I would hear someone say, well, Beyonce has blonde hair. I'm like, yeah, that's a good point. You know, she does, but you know, she's not trying to be a Marilyn Monroe. She just, <laugh> likes the hair color is paint homage to probably that gold, the blonde bomb shell. So, you know, it's a really an interesting thing. And I think if we all just sort of respected each other and approach each other with a very genuine curiosity

Dr. Amora Pope ([13:31](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. And I think that's a great way to say it. Just saying that, that curiosity, having that education and knowing that history.

Corey Andrew Powell ([13:38](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([13:38](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Then gives you, I think, a right to be able to engage in different spaces.

Corey Andrew Powell ([13:42](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. Yeah. I love that. And I, and I live, um, well, I live in two places, but I have, uh, and my one neighborhood is very predominantly like Indian neighborhood.

Dr. Amora Pope ([13:50](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Okay.

Corey Andrew Powell ([13:51](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And I've been there for like 17 years. So all my neighbors and friends and you know, and, um, there's this little India street that I live near, and it's like my favorite street in Jersey City because it's like the most colorful, vibrant street with all the restaurants. And like, everything smells amazing. And, um, I remember walking down the street going, I'm gonna go to the street like every day. This is my happy place. Because I was so curious about all the stuff in the window. And I'd go into shops probably made them, I annoyed them. I'm sure <laugh> because I, so I was like, so what does that do? What is this for? But they began to, like a lot of the shop owners, they would actually begin to really enjoy that they were talking about their culture to someone. And then I started to get questions.

Dr. Amora Pope ([14:29](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([14:30](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And that's the cultural exchange. And I thought, this is what it's about. Right. That's the genuine curiosity that I think we need to have. And it moves us.

Dr. Amora Pope ([14:37](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Definitely. And I, I, I have a, a similar experience that I grew up in a predominantly white space. So I am from a small town in Ontario. I grew up, I was actually born in Scarborough where there was a lot of diversity.

Corey Andrew Powell ([14:47](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Dr. Amora Pope ([14:48](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And that my parents moved us to a really small town where we were the only brown family in a corner house. <laugh>, we old brown family in town. I was the only brown girl in school.

Corey Andrew Powell ([14:56](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

New Speaker ([14:57](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I had a girl come up and ask me, you know, were you born like that or did you change a lot? And she just didn't, and I didn't take this as a little, you know, in grade two, I didn't take this with a fence because she just genuinely didn't know. She

Corey Andrew Powell ([15:08](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Didn't know. Yeah.

Dr. Amora Pope ([15:09](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Had lack of exposure to it. And I'm talking, you know, back when I was in grade two, this was before TikTok and Instagram.

Corey Andrew Powell ([15:14](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([15:15](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And this was before all the social media cra So when you don't have that exposure on broadcast media, when Canada was predominantly white.

Corey Andrew Powell ([15:21](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Dr. Amora Pope ([15:22](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

They didn't have exposure to anybody that didn't really look like them. So I, yeah. Yeah. I put that as an opportunity to educate them and, you know, explain, my parents are from Trinidad, they're from the Caribbean.

Corey Andrew Powell ([15:31](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([15:32](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

When I get into those details, I start bringing my food to school and it's different from everybody else's.

Corey Andrew Powell ([15:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Dr. Amora Pope ([15:37](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Genuine curiosity. And they, it was, it was an experience I enjoyed because it was an educational moment. It wasn't, I mean, there was obviously moments of racism, but there were a lot of other positive moments where we just had that cultural exchange.

Corey Andrew Powell ([15:49](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. So I definitely see you should just gave them that first taste of roti, honey, <laugh>.

Dr. Amora Pope ([15:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([15:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And it would've been all over <laugh>. Yeah.

Dr. Amora Pope ([15:57](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And my mom's roti too. So

Corey Andrew Powell ([15:59](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

<laugh>. Oh, I'm telling you, because I lived in Brooklyn and my little neighborhood in Brooklyn, it was a Trinidad and restaurant. And when I tell you every day, I was like, yeah. Yeah. Uh, I mean, I could smell it coming through the windows. I was there every day. They got like my whole paycheck, like every week. It's

Dr. Amora Pope ([16:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Intoxicating, but in the best way,

Corey Andrew Powell ([16:15](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

<laugh>. It's so good. Well, and you bring up a great point too, and I love that you mentioned that the, the fact that you didn't get offended by that, because I've, which is strange I've had in my life, which is, you know, we're young people relatively speaking. And I guess in the, the history of the world in my lifetime, I've had twice, two trips to Europe where I was the first black person that two white children had seen in like, in real life. First time was in 1999, and I was in like the, uh, the northern coast of France. So it's not Paris, you know, it's like really way out in the outskirts.

Dr. Amora Pope ([16:48](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

No metropolitan.

Corey Andrew Powell ([16:49](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

<laugh> right. At all. There is none. I mean, you know. Yeah. Um, and he was about four, and he just was like, you know, and his father in broken English was like, I'm sorry, my son never saw a black person in real life before. And that's like almost a year 2000. So I'm going, what, how was that po But there were no black people in the town, and he's four, he hasn't been here very long.

Dr. Amora Pope ([17:09](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([17:10](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And very similar experience, uh, in Germany. And they wanted to touch my hair in both instances. Mm. And it was the most innocent, genuine child curiosity. So I was like, there you go. And

Dr. Amora Pope ([17:22](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I've got, I I, it's funny you do this stare because I had the exact experience with my younger brother and I being in that small town, they would just

Corey Andrew Powell ([17:30](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

<laugh> They're fascinated. Yeah. Right. They're fascinated. Yeah. And, uh, and it's honest. Um, so, you know, I think in that regard, and they were children, so it's honest and it wasn't done in malice.

Dr. Amora Pope ([17:39](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. And, and that's, and that was the key difference. I think as an adult, I probably would've felt a bit more offended or taken back. But when it's a child's a classmate at that instance, you know?

Corey Andrew Powell ([17:50](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([17:51](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

You're on a diff you're on an equal playing field at that point.

Corey Andrew Powell ([17:53](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Dr. Amora Pope ([17:53](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

You're innocent there and you know, it's different <laugh>.

Corey Andrew Powell ([17:56](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah, absolutely. And I think just as a, uh, you know, to wrap that part of the conversation up, I just encourage everyone, you know, if you're in those for the adults in the room, if we have those situations and you are curious, just respectfully ask questions, respectfully, don't touch people's hair without asking. 'cause that happens a lot, you know? 'cause when I let this out, it's like boom. You know what I mean? <laugh> and, uh, and you know, and so what people will just kind of come at you with their fingers up, I'm like, wait, wait, wait, wait. Let me say yes first. Yeah. And then just kind

Dr. Amora Pope ([18:23](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Of consent to that <laugh>.

Corey Andrew Powell ([18:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right? Yeah, exactly. So that's wonderful though. Okay. So I know we just went on for, on a tangent.

Dr. Amora Pope ([18:29](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I know

Corey Andrew Powell ([18:30](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

<laugh>, but, but I just had to talk about you, you talk about that stuff with you because you do have that background from a, an academic perspective. So I was really curious though, to know about what you thought. So let me ask you, just in today's increasingly like the, the more global marketplace, if you will, how do you encourage brands to, to more effectively be inclusive without seeming like they're being, um, they're pandering, you know?

Dr. Amora Pope ([18:54](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([18:55](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

There's a, there's a, a fine line between how the public will receive you as being genuine or like I gave you the, the gay pride story with the rainbows just for 30 days. So how do you make sure brands are being really authentic with their efforts?

Dr. Amora Pope ([19:08](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. I think that that's a difference between kind of representation, inclusion, and equity. You know, so having, I, I love this analogy. There was an analogy I learned where they did it in like kind of four tiers. So the first tier is being invited to a party. You know, it's great to be invited. You feel like you're participating, you're invited to a party. The next step is being invited to the party and being asked to dance. Now you're participating in a way where you're interacting with others. Then the next step is being invited to the party, being asked to dance, and being able to dance your own way comfortably.

Corey Andrew Powell ([19:45](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Hmm.

Dr. Amora Pope ([19:45](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

That sense, you know, you're engaging in a way that you're comfortable with. You're representing yourself and you're feeling included the last step. You're invited to the party, you're asked to dance, you're dancing your own way, and now you're contributing to the playlist.

Corey Andrew Powell ([19:59](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm.

Dr. Amora Pope ([20:00](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So that's actually changing the environment that you're in. And I think that's the key here. It's not just feeling represented, feeling included, but you're actually changing the environment and you yourself are changing the area of that everyone else is interacting in.

Corey Andrew Powell ([20:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm.

Dr. Amora Pope ([20:14](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So I think that's the way to have real changes, not just pander, as you said, to invite people to just stand there, but to also make these decision making processes to change the way that we do things. The way that we see things, the way that the organization is made up.

Corey Andrew Powell ([20:28](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

You know, it's so funny you say that because there's a woman I had on the show, um, uh, Eliza VanCort is her name, and she really had a different take on inclusion that was very similar to what you said. She goes, oh, I love the word, you know, inclusivity, inclusion, it sounds nice.

Dr. Amora Pope ([20:44](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([20:45](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

But just including someone is not the same as them being participatory and active, inviting them to contribute is different than inclusion. You can just check a box, go, okay, you got two black, two white, two Chinese, two, you know, included. Exactly. Inclusion. Right. You just summed it up.

Dr. Amora Pope ([21:02](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Multiculturalism, but that doesn't mean anything. <laugh>

Corey Andrew Powell ([21:04](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah. If they don't have any contribution, um, I, I love that, you know, allowing people, and I do believe that brands would be so much farther ahead. They can't get outta their own way sometimes.

Dr. Amora Pope ([21:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Corey Andrew Powell ([21:13](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Brands would be so much farther ahead if they looked at that beautiful diversity in their, in their companies and get these different ideas on maybe how to approach certain goals or missions. I think they missed the mark a lot. Is that something that you think, um, is a, is a factor in why you would promote diversity to a brand? Like maybe there's some ideas in there they're not getting if they don't invite everyone in?

Dr. Amora Pope ([21:36](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Definitely. And it's, it's not just having the kind of, the brainstorming, again, having somebody at the table, but changing the way they do things. It could be in the language they use, not just the people represented, but the scenarios they're representing, again, the environment. Is it in your traditional North American kitchen where there's just the brand names that everyone's used to or is there more diversity represented? It just the little things in this setting I think would make a huge difference, rather than just the visibility of the person that they're putting in a commercial.

Corey Andrew Powell ([22:05](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah, exactly.

Dr. Amora Pope ([22:05](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([22:06](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. We want, and I think what we have now is if we look at Gen Z for example,

Dr. Amora Pope ([22:10](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>,

Corey Andrew Powell ([22:11](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

that's a generation that is sort of more than most and recent New Years. That's a generation that is demanding that corporate responsibility.

Dr. Amora Pope ([22:20](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>,

Corey Andrew Powell ([22:20](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

They're demanding to see more before they say yes, they'll work for you. So I think it's, it's becoming more, more important now.

Dr. Amora Pope ([22:28](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I, I agree. And I think a lot of that too is just their ability to have that access to information. Again, maybe if my classmates had TikTok back then <laugh>, they might have had as many questions or had such a jarring experience when they met me. Yeah. So I think it's the exposure that they're getting as well and the different viewpoints they're able to access now online.

Corey Andrew Powell ([22:46](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. I always say too, like, you know, people sometimes give the internet a bad rap, but you just Great. Raised a great point. You know, it's a wonderful, wonderful tool. Uh, if we use it for, you know, good things.

Dr. Amora Pope ([22:58](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

Corey Andrew Powell ([22:58](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Other than, you know, bad things. And we see it kind of going both ways. Often <laugh>.

Dr. Amora Pope ([23:03](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Mm-Hmm. <affirmative>,

Corey Andrew Powell ([23:03](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Twitter X, Twitter X. But, um, you know, just saying. Um, so have you had any serious challenges though in your work when it comes to working with brands or, you know, were there any obstacles when it comes to like maybe trying to convey, uh, the need for this level of diversity so we could be more successful?

Dr. Amora Pope ([23:22](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

I will say a positive experience and a negative one.

Corey Andrew Powell ([23:24](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Cool.

Dr. Amora Pope ([23:25](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So one positive experience I had was when I was working for an investment firm and I was helping the company to rebrand and redevelop their entire website. So it was not just the website, it was every marketing material out there. We were doing complete brand refresh.

Corey Andrew Powell ([23:39](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Hmm.

Dr. Amora Pope ([23:40](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And one of the first things they asked me to do for the website was, who are our hero images gonna be? Like, who is gonna be represented on this website? We completely stripped everything. And my priority was to look for diverse people to be represented and then have more inclusive language represented on the website. And that to me was huge because that was my first goalpost.

Corey Andrew Powell ([24:02](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right.

Dr. Amora Pope ([24:02](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

There was a million other things to do, but the company prioritized that.

Corey Andrew Powell ([24:06](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([24:06](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And then the individuals that we selected, we got to have them represented all across our different marketing materials.

Corey Andrew Powell ([24:12](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Oh, lovely.

Dr. Amora Pope ([24:12](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

It wasn't your traditional old white men represented on every investment from website out there, you know?

Corey Andrew Powell ([24:18](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Right. Yeah.

Dr. Amora Pope ([24:18](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

And that, that to me was made such a difference every time you log onto the website.

Corey Andrew Powell ([24:21](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Dr. Amora Pope ([24:22](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

So that was a great way for me to say we were making just a small difference, but it ended up being a huge difference in just the way the company was represented.

Corey Andrew Powell ([24:29](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

This is a great conversation and I thank you for, um, allowing me to be a little fun and silly with it 'cause it's serious stuff. But you know, like we said, humor helps us go a long way. So thank you for being here today on Motivational Mondays.

Dr. Amora Pope ([24:41](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Thank you for having me. It's been wonderful.

Corey Andrew Powell ([24:43](https://www.temi.com/editor/t/DvEn2aVqKhxTtgu-ei-NFiueSIfcfh2yh7LIewOJsmBt6_ZMKevYmq_NkFfWdQGb3UxrNhvQD-Atm6JvSsHDXYWCxeE?loadFrom=DocumentDeeplink)):

Thank you for listening to Motivational Mondays, presented by the National Society of Leadership and Success and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.