

**NAACP**

**COMMUNICATIONS STRATEGY**  
**SCOTUS AFFIRMATIVE ACTION**

# PRESS RESPONSE

## Action Item One

Immediately following the SCOTUS decision in the cases of SFFA v. UNC Chapel Hill and SFFA v. Harvard, our national press team published a press statement condemning the ruling on Affirmative Action.

## Action Item Two

Utilizing the voices of our bench members, we coordinated press response with print and broadcast networks.

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Key civil rights groups blast Supreme Court for sharply curtailing affirmative action



NAACP president on affirmative action ruling: "The Supreme Court has failed America"



Black leaders blast Supreme Court for overturning affirmative action



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# AFFIRMATIVE ACTION

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## KEY POINTS

### One

Affirmative action existed because historically, we have not been able to rely on colleges and universities to enact admissions and hiring practices that embrace diversity, equity and inclusion.

### Two

This decision will not only impact the opportunities our young people have to thrive at the university or college of their choosing. It will impact the representation we have in every space from hospitals to court rooms and board rooms.

## Three

We're calling on colleges, universities, and corporations across the country to commit to diversity no matter what.

## Four

The Supreme Court's decision to overturn affirmative action is not an excuse for institutions to embrace regressive policies that are inherently segregationist and racist.

## Five

A thriving Black America is crucial to a thriving America.

Institutions throughout this nation were built on the backs of our community, and they cannot exist without us.

# AFFIRMATIVE ACTION

## MASTER MESSAGING

### One NAACP

In an effort to maintain a unified voice accross The Association on Affirmative Action, we've created a master messaging document which can be accessed [here](#).

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**THANK YOU!**

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