

NAACP

WEEKLY NEWS UPDATE



MSNBC: [President and CEO Derrick Johnson on Election 2024 and Reports of Racist Text Messages](#)

VIDEO: NAACP President and CEO Derrick Johnson joins MSNBC'S "Morning Joe" on November 8, 2024 to discuss the racist messages Black Americans are receiving in the wake of the 2024 election results and the broken campaign business model that's impacting Black voters' engagement.

MSNBC: [Trump campaign was built on 'hate' which has contributed to 'racial terror': NAACP exec](#)

VIDEO: The FBI is investigating racist text messages sent to Black Americans, including middle schoolers. MSNBC host Jonathan Capehart, former prosecutor Charles Coleman and NAACP Chief of Policy & Legislative Affairs Patrice Willoughby join Chris Jansing to react.

The New York Times: [Wave of Racist Texts After Election Prompts F.B.I.'s Scrutiny](#)

Derrick Johnson, the president of the NAACP, said in a statement that

the messages reflected how racist groups had been emboldened after Mr. Trump's victory, and represented a sharp increase in "vile and abhorrent rhetoric." "These actions are not normal," he said. "And we refuse to let them be normalized."

CNN: [Racist texts about slaves and 'picking cotton' sent to Black people as state AGs, colleges and police probe their origins](#)

The [NAACP president](#) warned Thursday of possible broader implications of the hate-filled rhetoric reported in more than 20 states from [New York](#) to California and the [District of Columbia](#). Attorneys general of both parties are [condemning](#) the messages and vowing to root out their senders. "The unfortunate reality of electing a president who, historically, has embraced and at times encouraged hate, is unfolding before our eyes," NAACP CEO [Derrick Johnson](#) said.

NBC News: [Black people are receiving racist text messages about picking cotton 'at the nearest plantation'](#)

The NAACP condemned the messages, saying they believe the messages were a product of the president-elect's rhetoric. "The unfortunate reality of electing a President who, historically has embraced, and at times encouraged hate, is unfolding before our eyes," the statement read.

Reuters: [US law enforcement probing racist texts targeting Black Americans](#)

The NAACP civil rights group said the messages urged recipients in multiple states, including Alabama, North Carolina, Pennsylvania and Virginia, to report to a plantation to pick cotton, an offensive reference to past enslavement of Black people in the United States.

Springfield News-Leader: [MSU investigating reports racist text messages sent to students on Springfield campus](#)

"We are appalled by these acts of intimidation, which not only undermine our core values of equality and justice but also threaten the safety and well-being of our students in educational environments that should be inclusive and nurturing for all," wrote Kai Sutton, president of the Springfield NAACP chapter.

ABC7 Chicago: [NAACP willing to collaborate with Trump on common ground issues](#)

The NAACP organization will seek common ground to work with

President-elect Donald Trump's administration, President Derrick Johnson said in a statement. In the 2024 election cycle, the NAACP spent \$20 million to get out the vote and mobilize 14.5 million Black voters.

Reuters: [Students at Black US colleges wield political power ahead of Election Day](#)

A recent NAACP survey found from August to October, the percentage of Black men under 50 likely to vote for Trump fell from 27% to 21%, while support for Harris rose from 51% to 59%.

USA Today: [Step 1: Election results. Step 2: Lawsuits? Across the U.S., top lawyers are prepared](#)

Stephanie Owens, senior advisor for voting rights for the NAACP, said the national organization has taken some legal action ahead of the election, including intervening in a lawsuit over the hand-count rule. The [Georgia Supreme Court decided not to weigh in](#) on the issue ahead of Tuesday after a trial court concluded the rule was unlawful."There are several actions that we have taken and continue to take with our partners, mostly preemptive, to ensure that we don't have to have as many of these fights on Election Day and beyond," Owens said.

Cheddar: [NAACP Launches \\$200 Million Fund: NAACP Capital](#)

The NAACP has entered the VC space with a new fund that will invest in startups and fund managers that are focused on closing gaps facing communities of color.

Deadline: ['Beyond The Gates': CBS Rounds Out Cast For New Sudser Kicking Off In Early 2025](#)

CBS has completed another round of casting for Beyond the Gates, its upcoming daytime sudser from CBS Studios/NAACP Venture. Production begins in November for an early 2025 premiere.

Radio and Television Business Report: [CBS Holds Ribbon-Cutting For NAACP-Backed Daytime Drama Debut](#)

A new "soap opera" on network television, in 2025? That's indeed in the works at CBS, thanks to a three-way partnership between the Paramount-owned network, the NAACP and a division of Procter & Gamble Co.

Soap Hub: [Beyond The Gates Table Read And Ribbon Cutting Before Start Of Production In Atlanta](#)

Beyond The Gates is developed and produced by the [CBS Studios/NAACP Venture](#), led by Sheila Ducksworth, in partnership with P&G Studios, a division of Procter & Gamble. This marks the first-ever one-hour Black daytime soap and the first daytime drama to premiere since Passions in 1999.

Soap Opera Digest: [Beyond The Gates Celebrates As It Heads Into Production!](#)

On Wednesday, CBS gathered with the cast, crew and executive producers of its upcoming history-making new soap, Beyond The Gates, the debut project from the CBS Studios/NAACP Venture, for a ribbon-cutting ceremony on the show's soundstages outside of Atlanta, GA. The exciting event took place prior to the first table read of the first episodes of the show.

STATEMENTS:

- [NAACP Reacts to News of President Elect Donald Trump's Win in the 2024 Presidential Election](#)
- [NAACP Reached 14.5 Million Voters Through Historic \\$20M+ Investment in 2024 Election - Building Black Political Power and Progress](#)
- [NAACP President Condemns Racist Text Messages Sent to Black Americans Across the Country](#)

ARE YOU STILL ALL IN?



unhistoric.

NAACP.



This week, we learned that Donald Trump will become the 47th President of the United States.

America has decided, and now it's up to you. Where will you stand these next four years?

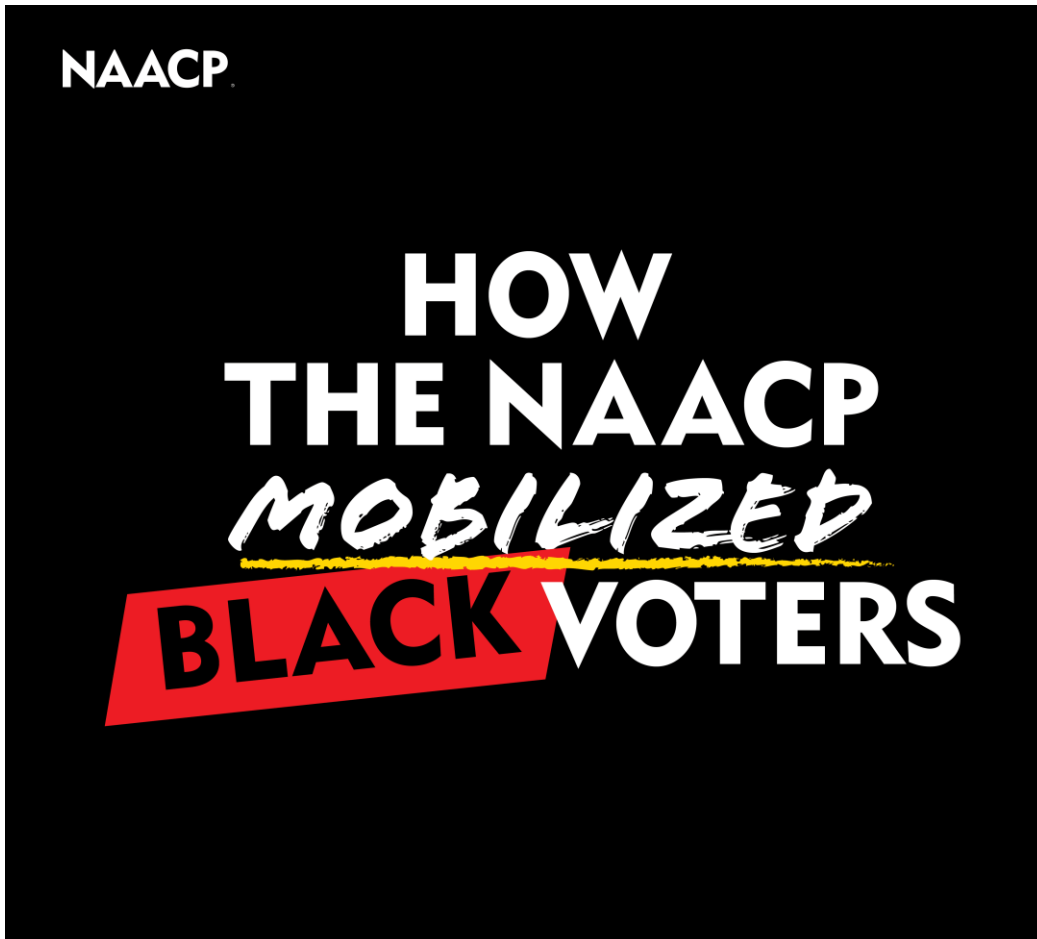
- Are you still in for women's rights?
- Are you still in for social justice?
- Are you still in for an economy that works for you?

We are. Today, and every day. Keep advancing with us.

Keep Advancing



WHEN NAACP MOBILIZES



#NAACPVOTES

This year, the NAACP went all-in to ensure Black voices were heard at the polls. Here's a snapshot of our impact:

- Engaged over **100,000 NAACP volunteers**.
- Knocked on **200,000 doors** to get out the vote.
- Sent **17 million text messages** and made **300,000 calls** to connect directly with voters nationwide.
- **Committed \$20 million** to empower Black voters and ensure turnout.
- Spent **\$4.5 million on media outreach** across Black radio and digital, reaching over 15 million impressions.

- Granted **\$6.5 million to NAACP units and Black organizations** through our [Building Community Voice Fund](#).

Our voter protection efforts were robust. We litigated in nearly a dozen cases, including successfully ending Georgia’s Hand Count rule, preventing voter purges in WA, and halting Alabama’s “Purge Program.” Our Election Protection Hub, volunteer lawyers, and law students were on standby through Election Day, addressing real-time incidents and ensuring every vote was counted.

This is the power of our community in action!

56TH NAACP IMAGE AWARDS



Submissions for the [56th NAACP Image Awards](#) are still open!

Showcase your incredible work in motion picture, television + streaming, recording, literature, and podcasts by submitting at www.naacpimageawards.net. **All entries must be received by midnight tonight.** Nominations will be revealed on January 7, 2025.

The NAACP Image Awards, recognized globally as a premier multicultural awards show, honors artists who inspire equality, justice, and change. Only submitted work will be considered, and all entries are evaluated by NAACP Image Awards Nominating Committees, composed of industry professionals and NAACP leaders.

Join us on Saturday, February 22, 2025, in Pasadena, California, for the [56th NAACP Image Awards](#), airing LIVE on BET. Celebrate Black excellence with Hollywood's biggest stars.

[Submit Work](#)



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4805 Mt. Hope Drive
Baltimore MD 21215