

1. I honestly don't think I have used my proximity to a person of color to justify racism. I say this largely because I didn't know any persons of color until I was in college, and even then, I was only friends with a few people of color—JMU is very white.
2. I really don't think I have. I can't recall doing so, anyway. I like to believe that I pay attention to my black friends and that they teach me better.
3. Same as above
4. I'm not a business owner, but I've spent a lot of time studying rhetoric. I have been taught that alluding diversity in advertising grabs the attention of both people of color as well as white people that value diversity.
5. Again, my habit to be silent in the face of race issues is a problem. And oh my if this isn't happening right now... The number of people I am friends with on Facebook that, I know, do not support the Black Lives Matter movement that is saying, "I love black people but..." or "I have black friends/coworkers but..." and my personal favorite, "I'm NOT a racist but..." It's not hard for me to speak out about my support for the movement, but it's still hard for me to speak out against the people that are speaking about their disagreement about it.
6. I honestly can't remember a time that I ever did research into a company to check how diverse they are. I don't think I've even considered that. That's not to say I believe a company every time they try to squeeze every person of color into an ad that they can. As I mentioned, there's a big difference between rhetoric and honesty. I do think though that it can be easy to just make an assumption of a company based on their perceived diversity.