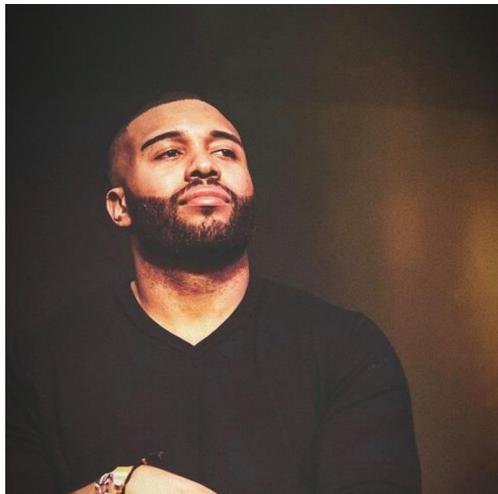


The Black Friend: How to Be Better About Race

Frederick Joseph

**Announced first printing:
250,000 copies**
Marketing spend: \$200,000



Frederick Joseph is an award-winning marketing professional, media representation advocate, and writer who was recently selected for the *Forbes* 30 Under 30 list. He's also the winner of the 2018 Bob Clampett Humanitarian Award, given by Comic-Con International: San Diego, and was selected for the 2018 Root 100 List of Most Influential African Americans. He lives in New York City. You can follow him on Twitter, where he has 90,000 followers, or on Instagram, where he has 49,000 followers, at @FredTJoseph.

"Toward the end of The Black Friend, Frederick Joseph writes that his book is 'a gift, not an obligation.' I respectfully disagree. This book should be an obligation for white people, especially white parents, because we must raise anti-racist kids who will never be perpetrators of or bystanders to white supremacy and who will never mistake tolerance or appropriation for respect. Don't skip the painful parts—read every word."

—Chelsea Clinton, author, advocate, and vice chair of the Clinton Foundation

Writing from the perspective of a friend, Frederick Joseph offers candid reflections on his own experiences with racism and conversations with prominent artists and activists about theirs—creating an essential read for committed anti-racists and those newly come to the cause of racial justice.

"We don't see color." "I didn't know Black people liked *Star Wars*!" "What hood are you from?" For Frederick Joseph, life as a transfer student in a mostly white high school was full of wince-worthy moments that he often simply let go. As he grew older, however, he saw these as missed opportunities not only to stand up for himself, but to spread awareness to those white people who didn't see the negative impact they were having.

Speaking directly to the reader, *The Black Friend* calls up race-related anecdotes from the author's past, weaving in his thoughts on why they were hurtful and how he might handle things differently now. Each chapter features the voice of at least one artist or activist, including Angie Thomas, author of *The Hate U Give*; April Reign, creator of #OscarsSoWhite; Jemele Hill, sports journalist and podcast host; and eleven others. Touching on everything from cultural appropriation to power dynamics, "reverse racism" to white privilege, microaggressions to the tragic results of overt racism, this book serves as conversation starter, tool kit, and invaluable window into the life of a former "token Black kid" who now presents himself as the friend many readers need. Backmatter includes an encyclopedia of racism, providing details on relevant historical events, terminology, and more.

SALES POINTS

With candor, humor, passion, and compassion, Frederick Joseph tackles the complicated topic of race relations in the United States and provides white readers with a guide to being better allies, friends, and accomplices

The Black Friend could do for teens what books like *White Fragility* and *How to Be an Antiracist* have done for adults, opening eyes to systemic problems and to problematic behavior, and providing readers with the tools to confront racism

Featuring interviews with fourteen prominent artists and activists, including Naima Cochrane, April Reign, Angie Thomas, and Jemele Hill, this promises to be a broadly appealing resource on a much-needed topic

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Cover reveal

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Trade, school, and library advertising, including such outlets as Shelf Awareness, Biblionasium

National publicity campaign:

Pitching to major print, broadcast, and online media Fred's past work has been covered in outlets including *People*, *The Washington Post*, PBS NewsHour, and *Essence*, among many others, and he has written for *The Root*, *USA Today*, and *The Huffington Post*.

Extensive blogger and bookstagrammer outreach

Extensive ARC distribution, including throughout publishing industry

Designed press kit

Discussion guide

Author video

Social media campaign

Online giveaways

Proposing for prominent speaking opportunities

Author appearances

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5:12 PM · Jun 19, 2020 · Twitter Web App

9.6K Retweets and comments 50.9K Likes

In June, Twitter placed this billboard in Minneapolis featuring Fred's powerful tweet.

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