

JUNETEENTH

OPINION VS. KNOWLEDGE: A GUIDE TO JUNETEENTH



IN THIS GUIDE.



This year will mark the 156th year of Juneteenth; the oldest known celebration honoring the end of slavery in the United States. On June 19, 1865, two and a half years after President Lincoln’s Emancipation Proclamation, Union General Gordon Granger led thousands of federal troops to Galveston, Texas, to announce that the Civil War had ended, and slaves had been freed. Unfortunately, approximately **250,000 Texan slaves** had no idea the government had secured their freedom.

The purpose of this guide is to help create your Juneteenth into a day of Learning, Listening, Reflecting, and Celebrating!

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FROM THE DESK OF DR. IMANI PERRY



Juneteenth, as with other celebrations of emancipation, is an important historical commemoration. It is at once a recollection of the joy of emancipation and how the struggle to be free had to continue long after the formal declaration of emancipation. In recent years, as we have found ourselves grappling with the persistence of racial inequality, the celebration of Juneteenth has taken on a new significance. It provides an opportunity for us to tell a more complete history of the nation and to affirm our commitment to building a society in which all members of our population are valued and treated with fairness and decency.

JUNETEENTH FACTS

Fact #1: Following the issuing of the Emancipation Proclamation on January 1, 1863, not all enslaved people immediately found freedom. The Emancipation Proclamation freed slaves in states then in rebellion against the United States. Union troops operating in said states gave teeth to the Proclamation. This, however, did not apply to the border states.

Fact #2: The Civil War ended in the summer of 1865. Union General Gordon Granger and his troops traveled to Galveston, Texas to announce General Orders No. 3 on June 19, 1865. June 19th would go on to be known and celebrated as Juneteenth.

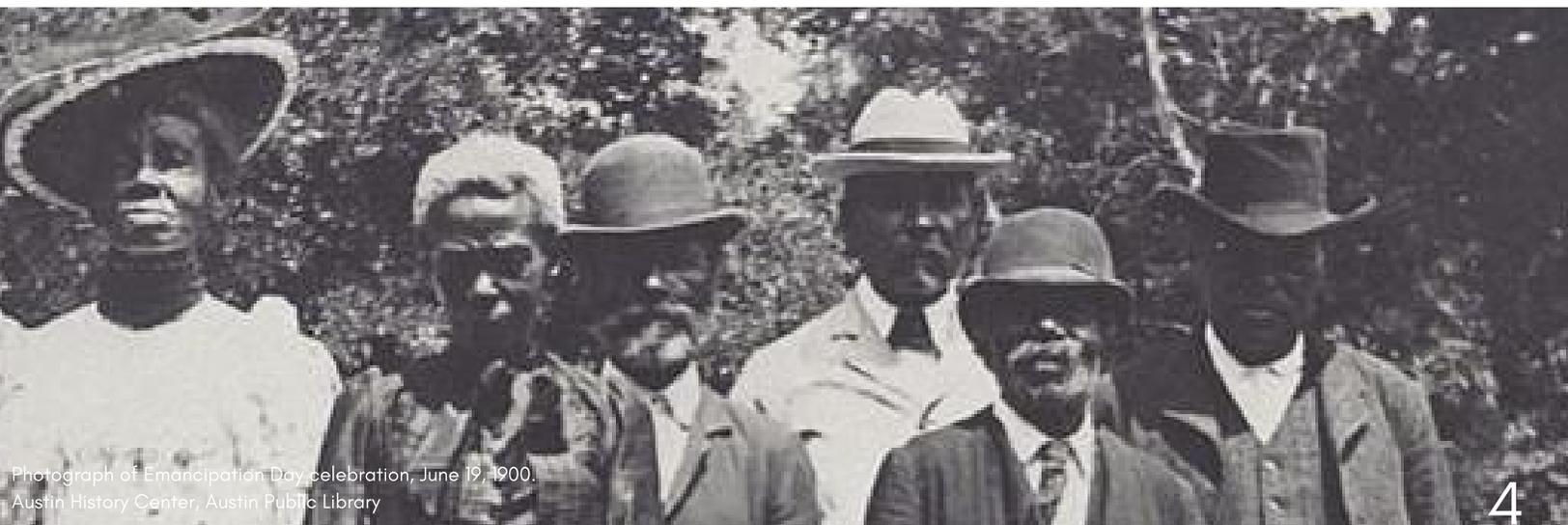
Fact #3: Part of General Order No. 3 encouraged the newly freed people to remain with their past owners. "The freedmen are advised to remain quietly at their present homes and work for wages. They are informed that they will not be allowed to collect at military posts and that they will not be supported in idleness either there or elsewhere."

Fact #4: Juneteenth has been celebrated under many names. Freedom Day, Jubilee Day, and Cel-Liberation Day, Second Independence Day, and Emancipation Day to name just a few.

Fact #5: The celebration of Juneteenth was revived during the civil rights movement. The Poor People's March planned by Martin Luther King Jr. was purposely scheduled to coincide with the date. March participants took the celebrations back to their home states and soon the holiday was reborn.

Fact #6: Celebrations of Juneteenth continue today. Traditions include public readings of the Emancipation Proclamation, singing traditional songs, and reading of works by noted African American writers. Celebrations can also take the form of rodeos, street fairs, cookouts, family reunions, park parties, historical reenactments, and Miss Juneteenth contests.

<https://www.battlefields.org/learn/articles/10-facts-juneteenth>



Photograph of Emancipation Day celebration, June 19, 1900.
Austin History Center, Austin Public Library

REFLECT



Below you will find a set of questions to keep in mind while learning and reflecting about Juneteenth past, present, and future.

- Do you think that there is just one American history story or many?
- Were you familiar with Juneteenth or the story of Emancipation? What do you think about the idea that a law was passed but was not followed immediately?
- What did you learn in school about American history? What were the most important milestones that you learned about?
- When you think about ideas like freedom and democracy, what comes to mind? Do you think that laws actually protect people or grant rights as intended?
- When you think about Black or African American history, what comes to mind? Who are the people you might have learned about?
- What did you learn about slavery and how it actually ended?

Do you think that we should have separate learning about the history of people from different backgrounds, or should we include them in one narrative – women, African Americans, Indigenous Native Americans, Pacific Islanders, Latinos, LGBTQ+, European Immigrants?

How does learning about the past matter today? Can it help to solve problems? Do you agree that history can repeat itself?

What do you remember learning about American history? Are there particular stories that stuck with you? Who were those stories about?

What comes to mind when you think about African American or Black culture? Are there musicians, writers, artists who come to mind?

What do you wish you knew more about?

READ

Juneteenth is an important milestone in American culture. It represents resistance, resilience, and Black Joy. To honor this holiday, we encourage everyone to take a moment to reflect and learn about this day. Developing a deeper understanding of our past and the struggles of Black Americans can help everyone come together to create a movement for change. On the next few pages, you will find a list of historical books, current articles, and learnings that will help reflect on our past and look towards the future.

Books

- [On Juneteenth by Annette Gordon Reed](#)
- [We Can't Breathe: On Black Lives, White Lies and the Art of Survival by Jabari Asim](#)
- [The New Jim Crow by Michelle Alexander](#)
- [A People's History of the United States by Howard Zinn](#)
- [Freedom Is A Constant Struggle by Angela Y. Davis](#)
- [From Black Lives Matter to Black Liberation by Keeanga-Yamahatta Taylor](#)
- [The Audacity of Hope by Barack Obama](#)
- [Futures of Black Radicalism by Gaye Theresa Johnson](#)
- [Stamped From the Beginning by Ibram X. Kendi](#)

Articles

- [75 Things White People Can Do for Racial Justice by Corinne Shutack](#)
- [Why You Should Speak Up Even When It's Not Easy by Kevin Daum](#)
- [Three Things You Can Do Now to Take Action an Ally in the Workplace by Katie Burke](#)



BLCK
24 HRS
7 DAYS

"Struggle is a never-ending process. Freedom is never really won. You earn it and win it in every generation."

Coretta Scott King, human rights activist and leader

LISTEN, LEARN & WATCH

Listen

- [Race Matters: Webinar Series by Korn Ferry](#)
- [Intro an American Uprising: White Accountability](#)
- [Addressing Historical Trauma](#)
- [Raising our Black Sons: Perspectives from Mothers](#)

Learn

- [Google's course on Unbiasing](#)
- [Microaggression Guide](#)
- [Facebook's Managing Unconscious Bias Training](#)

Watch

- [When They See Us - The story of 5 teenaged boys falsely accused of rape in Central Park \(available on Netflix\)](#)
- [I Am Not Your Negro - A documentary of James Baldwin's story about race in modern America\)](#)
- [TED Talk: Get Comfortable with Being Uncomfortable by Luvvie Adjayi](#)
- [TEDx Talk: Let's get to the root of racial injustice by Megan Ming Francis](#)



Photograph of Emancipation Day celebration, June 19, 1900.
Austin History Center, Austin Public Library

ACT, JOIN & DO

Act

- [4 Ways You Can Tackle Racial Discrimination In Your Workplace](#)
- [13 Effective Ways To Educate Employees On Diversity](#)
- [How to have more productive conversations about race in the workplace](#)
- [How do I talk about race at work?](#)

Join & Do

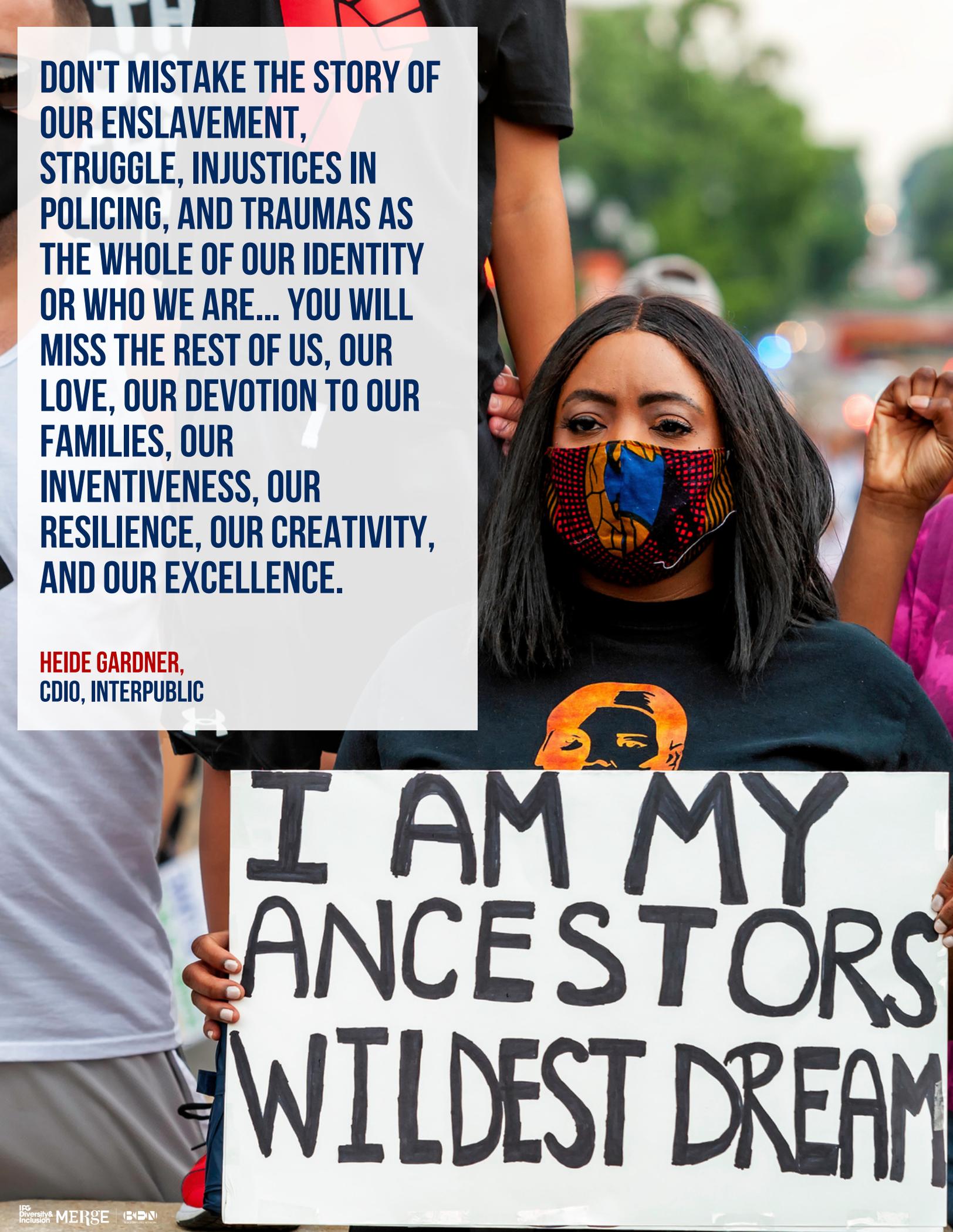
- **Juneteenth a National/Federal Holiday** In 2016, Opal Lee, a 94-year-old Texan, started a walking [campaign and petition](#) Congress to make Juneteenth a national holiday.
- **Support Black-Owned Businesses** The US Chamber of Commerce offers a list of [Black-owned small business directories](#), such as the [Black Business Green Book](#)—an online directory searchable by state or retail category (e.g., media, health, and wellness, food and drink, art, and photography).

- **Explore a Museum either Digitally or Virtually** Immerse yourself in Black art and culture at the [Studio Museum in Harlem](#), the [National Museum of African American History and Culture](#) in Washington, D.C., the [National Civil Rights Museum](#) in Memphis, or the [Northwest African American Museum](#) in Seattle, to name a few. These museums have virtual components, and online exhibits also abound, such as the [New York Public Library's Digital Schomburg](#), the [National Women's History Museum's Standing Up for Change](#), and [Google's Black History and Culture](#).
- **Volunteer in Voter Registration** The ability to cast a ballot that will be counted is a fundamental freedom that protects our essential rights as Americans. As we celebrate freedom on Juneteenth, consider getting involved with organizations like [Rock the Vote](#), [HeadCount](#), and [Fair Fight](#) that need volunteers to spread awareness about voting rights and the importance of voting at a local, state, and national level.



**DON'T MISTAKE THE STORY OF
OUR ENSLAVEMENT,
STRUGGLE, INJUSTICES IN
POLICING, AND TRAUMAS AS
THE WHOLE OF OUR IDENTITY
OR WHO WE ARE... YOU WILL
MISS THE REST OF US, OUR
LOVE, OUR DEVOTION TO OUR
FAMILIES, OUR
INVENTIVENESS, OUR
RESILIENCE, OUR CREATIVITY,
AND OUR EXCELLENCE.**

**HEIDE GARDNER,
CDIO, INTERPUBLIC**



**I AM MY
ANCESTORS
WILDEST DREAM**



CELEBRATE

Celebrate

The Juneteenth NY Organization was created to celebrate and empower our community to look at the marvels of our creativity, ingenuity, and innovation as a people across the globe while educating others on how to change the narrative about Black history.

<https://www.juneteenthny.com/schedule>

Juneteenth a Celebration of Resilience Online Celebration at the African American History and Culture Museum

Juneteenth is a time to celebrate, gather as a family, reflect on the past, and look to the future. We invite you to engage in your history, learn where you came from, and discover (or share) ways to celebrate this holiday. On this day, we are bringing the Museum to you through presentations, stories, photographs, and recipes from the Sweet Home Café.

<https://nmaahc.si.edu/event/juneteenth-celebration-resilience>

The Juneteenth Legacy Project explores the development of many physical and virtual community, educational, and legacy events for many diverse audiences, including visitors, school children, and the greater community. Please join us for the following public events.

<https://www.juneteenthlegacyproject.com/what-we-do>

68 Recipes From Black Creators to Celebrate Juneteenth

The traditions of this day of Independence are rooted in outdoor activities and gatherings centered around food, music, and communion.

<https://food52.com/blog/25366-food52-juneteenth-virtual-potluck-2020>

“ON JUNETEENTH WE COME TOGETHER YOUNG AND OLD TO LISTEN, LEARN AND REFRESH THE DRIVE TO ACHIEVE. IT IS A DAY WHERE WE ALL TAKE ONE STEP CLOSER TOGETHER - TO BETTER UTILIZE THE ENERGY WASTED ON RACISM. JUNETEENTH IS A DAY THAT WE PRAY FOR PEACE AND LIBERTY FOR ALL.”

JUNETEENTH.COM

BEN RECOMMENDS

Our National Co-Chairs Recommend.



**Vice President, Tax
INTERPUBLIC**

MERLIN BASS

[The Stony Road by Henry Louise Gates Jr.](#)
[The Fire Next Time by James Baldwin](#)



**Head of Strategic Initiatives, Office of the CEO
WEBER SHANDWICK**

ALICIA FRANCIS

[Joy Buolamwini, Poet of Code, Computer Scientist](#)
[Algorithmic Justice League](#)



**SVP, US Ad Operations
KINESSO**

CHANDON JONES

[Kneading Dough: The Podcast](#)
[The Audacity of Hope by Barack Obama](#)

