

AD GURU CREATES “ARE YOU BRAINWASHED?” SURVEY Best-selling Author Tom Burrell uses quiz to challenge stereotypes

ARE YOU BRAINWASHED? HOW WOULD YOU ANSWER THESE STATEMENTS?

“If white racism ended tomorrow, the race problem in America would be over.”

“Dark skin is not as beautiful as light skin.”

“It’s okay to use the N-word when in the company of other blacks.”

“Black kids should hide how smart they are to avoid being bullied or told they are “acting white.”

In ***Brainwashed: Challenging the Myth of Black Inferiority***, marketing communications pioneer Tom Burrell^{*} launched a deprogramming movement—challenging individuals to explore their own levels of black inferiority conditioning. In his April review, Alfred Edmond, Jr., editor-in-chief of BlackEnterprise.com summarized Burrell’s mission:

Simply put, to have a chance to win this propaganda war, Burrell must win a critical early battle—getting enough black people from all walks of life to throw off denial long enough to simply read *Brainwashed*. I, for one, choose to fight by his side. If you read no other book this year, now read this.

Response to Burrell’s message has been phenomenal. The book has remained at the top of Amazon.com’s Bestsellers in African-American Studies list and was recently included in *Ebony* Magazine’s list of “65 Great Books,” alongside *The Mis-Education of the Negro*, *Beloved*, *Before the Mayflower* and *The Autobiography of Malcolm X* and other notable titles.

On October 25, 2010, people everywhere can take the **Are You Brainwashed? Quiz**. The quiz will be released nationally on websites and blogs, including the following: <http://www.stopthebrainwash.com/> and <http://www.tavistalks.com/>

Designed to raise consciousness about beliefs and values related to our levels of black inferiority conditioning, the survey uses familiar images and thought-provoking statements to dig at the roots of the disturbing black inferiority complex that still plagues African Americans. Respondents are asked to evaluate a range of 40 direct statements on a scale of strongly agree to strongly disagree. Statements include: *“Dark skin is not as beautiful as light skin,” “I wish I had been born with ‘good hair,’”* and *“Buying expensive or exclusive brands shows that I’m important.”*

Burrell created this provocative educational tool with award-winning journalist Sylvester Brown, Jr., and in consultation with Dr. [Ronald E. Hall](#), co-author of *The Color Complex*. It is the next step in his mission to raise awareness and encourage African Americans to “question, analyze, unplug, and reprogram” themselves from media distortions and racial stereotypes.

Because race in America remains a red-hot topic, Burrell encourages us to monitor the media. “Racism is not the issue; how we respond to media distortions and programmed self-hatred is the issue,” Burrell says. He implores African Americans of every generation to wake up to the very real possibility that they may have been brainwashed over the course of their entire lives. “Taking the quiz,” Burrell adds, “is one way to take positive action so that succeeding generations can grow up without being blinded or blindsided.”

In ***Brainwashed***, Burrell brought 45 years of experience in the advertising industry to the table to educate readers on the black inferiority/white superiority brainwashing campaign. Eye-opening, challenging, and uncompromising, ***Brainwashed*** has initiated much-needed dialogue about how African Americans are viewed in America and, most important, how they view themselves. Now the **Are You Brainwashed? Quiz** will spark critical discussion and open the floodgates of black conversation.

* Marketing communications pioneer, founder and Chairman Emeritus of Burrell Communications, and Advertising Hall of Fame inductee Tom Burrell is credited with revolutionizing the image of African Americans in television and changing the face of American advertising. His award-winning work promoted positive and realistic images of blacks and acknowledged the purchasing power of the African American community. Burrell is the founder of The Resolution Project, a nonprofit organization that promotes intra-racial dialogue and community-based new media “stop the brainwash” campaigns. He lives in Chicago’s South Loop area.