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Making Sense of Gentrification, Critical Race Theory and Strategic Marketing Communication (SMC) in the Inner City

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Introduction

Housing demand continues to outpace the supply of affordable, livable, competitively priced homes. Strategic Market Communication (SMC) appears to be noticeably absent in raising awareness about gentrification. The integration of SMC in educating stakeholders about Critical Race Theory is also meaningful to educating stakeholders about change in the inner city, notwithstanding the fact that the Rural is slowly transitioning as well. The noticeable economic, social, and political effect of gentrification is slowly but assuredly discoloring the complexion of residence to a lighter shade or hue. Urban arenas predominantly occupied by black and brown people now domiciled with increasing numbers of whites, middle-to-upper class, educated, upwardly mobile residents. They are transplanting poorer, less educated, low waged earners in the debts of the metropolis. The changing cosmetics of urban centers has a diminutive effect on traditional lifestyles, culture, and core values of residents. The causative effect has led to the realignment of traditional boundaries to accommodate the revolution. The planning process introduced in discussions of state, local, and municipal government won favorable nods in Chambers of Commerce. However, those plans sent a demystifying effect in urban and rural America. Longtime residents were suddenly ensnarled in a lethal economic trap laced with higher taxes, rent, and mortgages. They succumbed to gentrification with limited opportunities to continue their life in the city. Their choice is severely restricted because of a dearth of wealth albeit inflation, an impending recession, and a depleted stock of affordable, low-cost, inhabitable housing. The integration of Strategic Marketing Communication is significant to raising awareness about Critical Race Theory and Gentrification. Furthermore, SMC underscores the need for reparations as a remedy for redressing wealth deficiencies rampant in urban and rural America. The study uses a demographic targeting approach by analyzing the generations of Z and Y. The goal is to promote greater acceptance of Critical Race Theory while increasing awareness of Gentrification's effects. RACE Strategy and Strategic Marketing Communications (SMC) are integrated in the study as motivators for Generation Z and Y. Interactive digital technology and social media are instrumental in reaching both generations where they are. This is critically important because both Generation Z and Y are so mobile. Integrating the technology with a convincing message with a strategic marketing communication plan raises awareness about the gentrification of communities. Moreover, it generates the needed support for CRT in black and brown communities.

H₀= Strategic Marketing Communication Plan (SMC) can raise awareness about the gentrification of black and brown urban and rural communities.

H₁= Strategic Marketing Communication Plan can promote support for CRT in black and brown urban and rural communities.

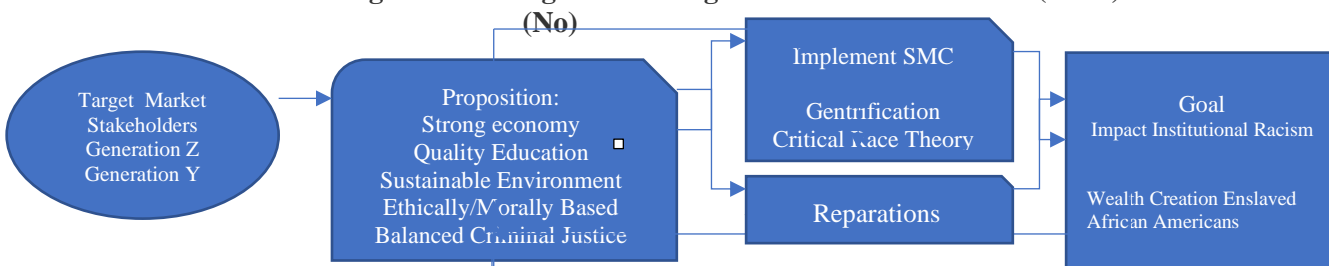
The current study is significant because of the high incidence of racism in America and elsewhere. Although racial division continues to separate urban and rural residents, the underlying motive is purely Economic. Either access to wealth or a lack of it is the overriding reason urban and rural challenges exist today. Therefore, the opportunity to come together with a SMC hold great promise to solving widespread inequity, racism, and urban decay languishing across America.

Literature Review

Strategic Marketing Communication

Strategic Marketing Communications (SMC) refers to the purposeful use of communication to accomplish the objectives of an organization (Hallahan et al., 2007; Zerfass et al., 2018). Percy similarly defined strategic marketing communication as the systematic approach to determining the most effective and consistent message for a targeted audience. The SMC process must integrate six areas of expertise, according to Hallahan et al.: management, marketing, public relations, technical communication, political communications, and information/social marketing campaigns. During a panel discussion at the International Communication Association Conference, a panel of journal editors and scholars revealed the results of the research. The term strategic marketing communication can also be referred to as integrated marketing communication. IMC aligns and creates connections to multiple platforms and channels to create a consistent brand message. Integrated communication strategy and strategic marketing communication seem to be interpreted the same way. A comprehensive literature search revealed the existence of a Strategic Integrated Communication process (SIC). Communication and information management are incorporated through creative media strategies and environmental communication (Barker, 2012). To be effective, marketing communication must connect products and services to their market. During this process, products and services are strategized and planned in a well-structured way. As with Generation Y, Generation Z relies on the internet and mobile devices extensively to communicate virtually. Social media platforms such as Instagram, Snatchat, YouTube, and TikTok are popular with the Net Generation. The challenge in communicating with and reaching Generation Z at school or work is figuring out when they display a large online presence (Desai, Supriya Pavan, et. al., 2017).

Figure 1: Strategic Marketing Communication Process (SMC)



Source: Strategic Marketing Communication Process

Figure 1 illustrates the role of stakeholders, generation Z and Y, in strategically communicating the selling proposition. Gentrification and critical race theory are issues requiring clarification to residents in both urban and rural America. Their versatile technological agility with digital technology, social media, and the internet make Gen Z and Y uniquely equipped to educate and raise awareness of CRT and gentrification. Wealth accumulation or a lack of it requires a plan for Reparations. The plan to compensate generations of enslaved African Americans should not be limited to personal compensation. It should also support business development, education, community development, racial integration, and a fair and equitable criminal justice system

Gentrification

In America, gentrification is affecting many cities. According to Smith, gentrification is the transformation of inner-city working-class neighborhoods into middle- and upper-middle class residential and recreational areas. Gentrification involves a range of factors that remain characteristic and unique to certain regions. A changing demographic, dynamic housing demand, unique urban amenities, and changing economic base occur in those regions. The fast pace of gentrification is attributed to the changing demands of a new generation of urban dwellers. The demand for a more skilled work force seems to be growing. These workers have higher expectations of time value, higher commuting costs, and a greater need for centrally located housing. Increasing demand for decent, safe, affordable housing in urban areas drives up rental and mortgage prices. A similar perspective to Yichen's was that of Redferm et al on gentrification. The report also looked at the demand side of a challenging issue affecting living standards. In a similar study, Gentrifiers and Suburbanites emerged as competing urban dwellers. The housing market became a status symbol, and it played a key role in driving gentrification throughout the outer reaches of the country. Atkinson, however, investigated several inner-city problems. Rehabilitation of urban centers has caused evictions, social conflict, and property ownership issues. A recent study of growing rent gaps revealed a significant difference between rents before and after gentrification (Smith, 1987). The research revealed that the huge rent gap originated from housing market dynamics. In Smith's opinion, reclassifying substandard housing into middle- and upper-income areas with recreational and community amenities may partially or completely close the rent gap. The conclusion reached in Smith's analysis seemed reasonable in retrospect, but it failed to manifest because substandard housing remained uninhabitable. Housing prices rose as the housing bubble burst in 2008, making middle-class housing less affordable. According to the Panel Study of Income Dynamics, housing instability has increased over the past 10 years (Kang, 2020). Today, the conclusions Kang reached in his study of low-income housing still apply. Additionally, the findings indicate that more severe housing instability incidents are associated with longer periods of housing instability. As the COVID Pandemic began in 2019, affordable, habitable housing was in short supply across the country. America still bears the indelible marks of its impact on many of its cities. The demand for decent, affordable housing continues to exceed supply in 2022. In comparison to last year, prices rose 1.15 percent. Considering today's housing market, Kang's conclusion seems more plausible. Furthermore, housing prices continued to rise over the last 31 quarters (Richter, 2019). Considering this, consumers seeking residency of any kind in America are likely to pay more. The statement is undeniably true today.

Critical Race Theory (CRT)

Institutional racism continues to have a significant impact on gentrification in the United States. In fact, it resonates as one of the most harmful factors in today's debilitating housing market. Unfortunately, this remains the case for minorities, African Americans, and Hispanics. Governments, policymakers, and stakeholders continue to express disappointment over the prospects and availability of affordable housing. Despite the housing crisis, think tanks continue to search for viable solutions. Despite the growing population of Generation A and Generation Z, alternatively called Net and Alpha kids, viable options remain elusive. Nonetheless, institutional racism paralyzes the development of once vibrant communities, making them virtually uninhabitable for anyone. An urban landscape survey identified five California cities as "the most gentrified in America": San Francisco-Oakland, Los Angeles, San Diego, San Jose, and Sacramento (Flores, 2020). Census data shows that California had 129,972 homeless people in 2018. Since 2014, the homeless population increased by 14 percent (Department of Housing and Urban Development, 2018). Gentrification and a lack of affordable, livable housing are interrelated to the economic condition of homeless people. Financial institutions, banks, and investors continue to redline many neighborhoods. When communities are redlined deliberately or unintentionally, they lose access to vital funds for development. In urban areas, banks deny mortgages to people of color, restricting their ability to purchase homes. Moreover, it increases rental rates and mortgages, displacing residents from their homes and communities. Redlining has been documented in Atlanta, Chicago, Detroit, and Tampa, where large populations of African Americans reside (Khristopher, 2022). Google searches for tweets containing anti-black racist slurs led to a list of the "Most Anti-Black Cities in America" (Madison Staff, 2016). Twelve million tweets with racist language about Blacks, Hispanics, and women were sent. Using Google Search, the top cities with the most racist anti-black tweets were Baltimore, Atlanta, New Orleans, Newark, and Houston. According to the same study, El

Paso and Corpus Christi were among the cities with the least amount of diversity. Dallas and Houston rank among the nation's most diverse cities (Liens, 2020).

Figure 1: Gentrification of American Cities



CRT addresses the deadly effects of systemic institutional racism. Among the most critical issues facing America is the gentrification of American cities. Institutional racism nevertheless permeates virtually every aspect of our lives. It has become so widespread that in some instances it has become the norm, part of an environment where human existence remains segregated by race. This means that gentrification perpetuates racism, segregation, and isolation in communities. Gentrification affects many facets of our lives. The transformation of American cities occurs due to gentrification. Affluent middle-class residents can enjoy a lifestyle based on class and income. Families, education, lifestyles, and geographic distribution continue to exacerbate racial and economic inequality. There is a growing isolation of the community, and members of the lower to middle class are increasingly excluded from it (Reeves, 2015). There is a growing spatial separation between upper middle-class residents and everyone else in gentrified communities. Residents of this community enjoy sports, boating, tennis, and skiing as well as golfing. For low- or middle-income families, a crippled economy and the risk of a recession make it difficult to maintain this lifestyle. A systematic institutional racism drains urban communities of a well-balanced, ethically based strategy that targets growth and development. Strategically marketing to residents of every age group, mainly members of Gen Z, Gen Y, Gen X, and Baby Boomers, raises awareness about Critical Race Theory (CRT) and its importance. Despite popular belief, ignoring history and refusing to accept the consequences of the good and the bad does not resolve anything. Americans in the generation that precedes Gen Z and Gen A must acknowledge, accept, and fix what is wrong. Despite the claims to the contrary, a slave economy built this nation. African people working the cotton, rice, corn, sugar cane and tobacco fields suffered 400 years of agonizing, exploitative, dehumanizing treatment. The harsh, brutal, inhumane treatment they received at the hands of slave owners led many to their demise. Irresponsibly dismissing the truth about what happened to black people serves no useful purpose. By doing so, we only delay the inevitable revelation of America's real character. America must overcome the burden of guilt that binds us to the past to move forward. Gen X'ers, Baby boomers, and others brought up in an environment of hate must face the truth and learn its lesson. 'Critical Race Theory' conveys meaningful dialog, written historical accounts, and insight into race relations in America. It is imperative that this country's history be told. Using strategic marketing communication, stakeholders can be motivated to embrace the benefits of CRT. It is Generation Z and Millennials who are tasked with communicating the message, not slavery, as slavery is the root cause of the problem. The message must deal with the real issues that create, prevent, and undermine equality in America. A number of those institutions created a racist paradigm intended or unintentionally discriminating against the descendants of slaves: black and brown people.

Figure 2: Gentrification and Critical Race Theory (CRT)

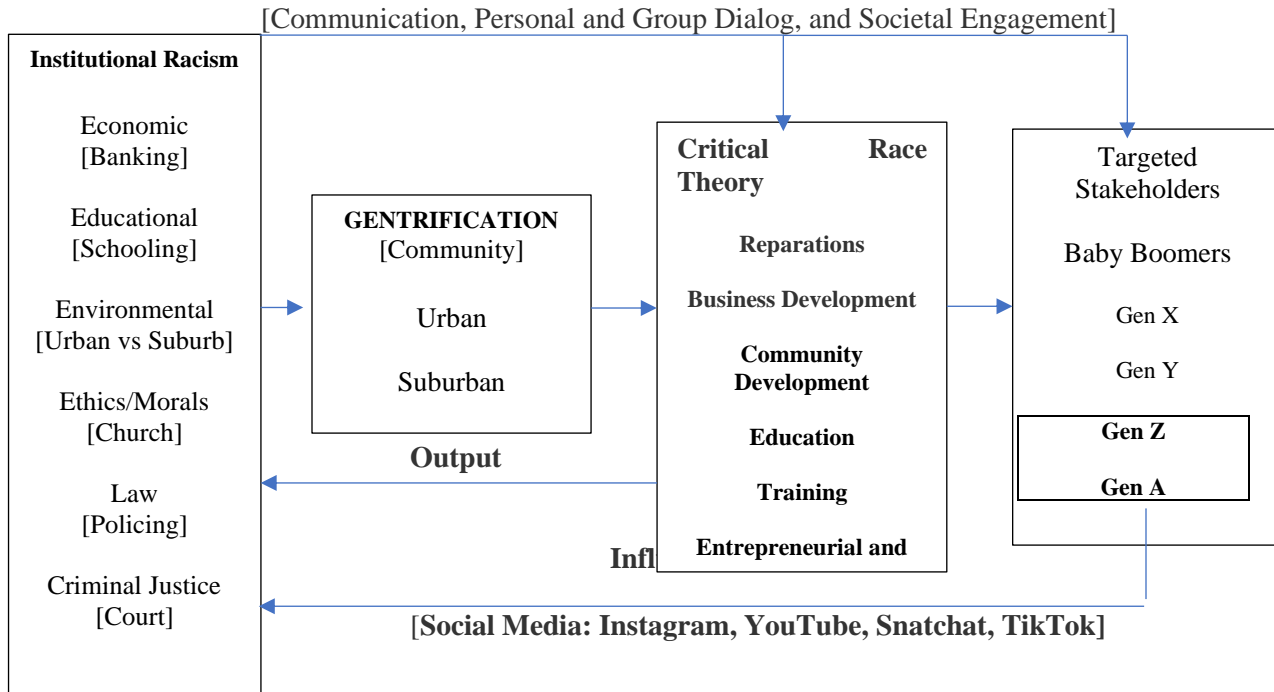


Figure 2 shows the process by which institutions in America gentrify popular cities. African Americans have been cleansed and ultimately removed from urban centers because of several different economic barriers. As a result, African Americans lack enough wealth to sustain a lifestyle in the city. Two, African Americans continue to receive less favorable treatment than Whites when they apply for mortgages, business loans, and personal loans. As an example, the number of African Americans in Baltimore is twice that of Whites, however, whites receive many loans. Because African American business owners often lack sufficient capital at the onset, banks often deny their loan applications. African Americans, Hispanics, and Asians appear to have higher rates of loan denials than Whites. African Americans are rejected at a much higher rate than all other groups when personal wealth is considered (Cavalluzzo, 2005; Gotham, 2012). Additionally, the low priority given to education, particularly in inner-city schools, undermines the credibility of the importance of education. Furthermore, Historically Black Colleges and Universities demonstrate their relevance for educating minds of diverse population. These institutions operate on meager budgets; however, they still provide a quality education. However, despite the shortcoming, the salaries of minority college graduates remain well below those of White male high school graduates. Certainly, this anomaly deserves additional study because it further justifies claims of institutional racism. The exodus of teaching professionals on all levels is regrettable as it will have a lasting impact on the quality of learning for Gen Z and Gen A. Many reasons justify good teachers leaving the profession. Contrary to popular belief, unruly students, and disdain for teaching itself can be eliminated as the primary reasons for leaving. Teachers can certainly be influenced by students' behavior; however, some seek greater flexibility in how they approach their teaching. Moreover, some seek greater autonomy in performing their duties. The nature of school administration precludes schools from significantly departing from rather restrictive policies (Smith et. al., 2017).

Bullard explains how environmental issues negatively impact African Americans. This is evident from the densely populated African American communities in Cancer Alley. It is a tract spanning from New Orleans to Baton Rouge. Working-class and poor people continue to be disproportionately affected by this state. Air pollution, solid waste, toxic fish consumption, lead poisoning, and the growing threat of Covid-19 continue to

adversely affect the environment (Bullard, 2019; Meltzer, 2020). More African Americans died from Covid-19 than any other race, a fact that comes as no surprise. In her analysis of the African American fatality rate, Elizabeth Gawthrop identified several possible causes. She identified (a.) lack of testing, (b.) politics refusing to acknowledge COVID deaths, (c.) deaths from other causes because of overcrowding in hospitals, and (d.) deaths caused by the extra stress caused by the pandemic.

Figure 1.1 shows how CRT counteracts the harm caused by Systemic Institutional Racism. Acting against a critical problem - racism - is a goal of CRT. Slavery can no longer be marginalized. Instead, it focuses on the disenfranchisement of African Americans due to economic, social, political, and environmental factors. In just world, slave descendants should receive compensation for the sacrifices their forefathers made. In this respect, the rallying cry for Reparations is an appeal for past wrongs. As of today, the promise of 40 acres and a mule remains unfulfilled. So, African Americans need a strategy that will fix, restore, and fulfill their promise. In predominantly black communities, the "big fix" is adequate investment in business development, community development, education, and training.

Promotion Generation Z

Finally, it takes a village to elevate African Americans from the lowest debts of mere existence to the loftiest heights and reaches of life. Every generation of Americans is responsible for getting involved and making a significant difference in the world. However, African Americans of all ages, Baby boomers, Gen X, Gen Y, and Gen Z must work together to overcome life's challenges. Generation Z and Gen Y must mobilize unrestrained energy to promote change. An integral part of this endeavor is effective strategic marketing communication. To accomplish this, we must implement a coherent, cohesive, well-structured strategy for promoting CRT. Gen Z and Gen Y, by sharing information on social media platforms like Instagram, YouTube, Snatchat, and Tiktop, have the power to change thinking. The connections they make on social media have the potential to win the hearts of many users. Some internet users are completely unaware of Critical Race Theory. A well-informed knowledge base empowers Generation Z and Millennials to effectively connect with peer Generation Z internet users about CRTs. Sharing information about issues, regardless of controversy surrounding them, empowers us all. Clearly structured paradigms can help assess CRT. In addition, it may be used to disseminate information about systemic institutional racism in urban environments.

Methods

The descriptive research study addresses gentrification and critical race in America. The central focus remains major American cities and rural locations. Therefore, it is both geographic, while demographically targeting Generation Z and Generation Y. The analysis relies on internet-based secondary data analysis during the period, 2013-2017. The study seeks to identify an effective strategic marketing communication strategy for gentrification and critical race theory. Low-income urban residents and the overwhelming reluctance of Whites to accept the underlying arguments of CRT drives the study. To address both issues, the researcher defined both terms because of the misconceptions associated with them. CRT continues to be misunderstood. Contrary to popular beliefs, Critical Race Theory does not merely address Slavery; however, it does address structured systemic institutional racism. After slaves were emancipated in 1865, the United States enter the epoch of Jim Crow. The rise of hate groups and deep division between Whites and recently freed slaves evolved and continue until this day. The study targets Generation Z: however, Generation Y has been included because of their youthfulness and vitality. Critical Race Theory and Gentrification are primarily economic issues, but both are well rooted in wealth accumulation or a lack of it. The spread of gentrified cities appears in a map, Figure 1.2. Gentrification continues across the continental U.S., however, there appears to be a high concentration of affected cities in the Northeast and Midwest. Both problems appear in the generic input/output model, Figure 2. The flow chart highlights critical issues routinely raised about the urban environment in America. Gentrification brings an entirely different class of people into the community. Upper- and middle-income residents populate space once dominated by low-income wage earners or those receiving government income support: welfare, social security retirement and disability compensation, others hold employment in private sector and self-employment jobs. Nevertheless, the true character of urban and rural America spirals into an entirely different lifestyle pattern and cultural orientation from the average suburban lifestyle. The researcher used survey response results from an opinion survey about gentrification that provided support for the study's findings.

The National Community Reinvestment Coalition, NCRC, has provided comprehensive secondary data on gentrification. Data pertaining to gentrification intensity, opportunity zones, and geographical data provided a bases for the study's findings. Furthermore, the integration of a generic RACE strategy supplementing the Strategic Marketing Communication process provides an effective modus operandi and conduit of communication with Generation Z and Y. In addition to revealing the true impact of gentrification, these cohorts will serve as important influencers and opinion leaders of Critical Race Theory.

Generations Z and Y are savvy and well equipped to serve the role of tomorrows "geeks" with a vested interest in CRT. Moreover, selected referenced sources appearing in the bibliography of this study are specified in the RACE Strategic Marketing Model, Table 1. Each strategy recommendation is based upon references (Table 1). The element of institutional racism is provided as a plausible solution to systemic institutional racism.

Table 1
RACE References Sources

Author(s)/Source	Institutional Racism
Akin, William, K. (2020). Multigenerational Perceptions of the Law Enforcement Work Environment.	Law/Justice
Anderson, Issabella. (2022). How to reach Generation Z with these 5 strategies.	Economic
Anderson, Rowland. (2003). Misunderstood Savior or Vengeful Wrecker? The Meanings and Problems of Gentrification.	Ethics
Ansgar, Zerfass. (2018). Strategic Communication: Defining the Field and its Contribution to Research and Practice.	Education
Brazil, Jamin. (2022). Comparing Generation Happiness in 2022.	Education
Brooks, Kristopher. (2020). Redlining's Legacy: Maps are Gone, But the Problems hasn't Disappeared.	Environmental
Center for American Progress. (2022). Systemic Inequality: Displacement, Exclusion, and Segregation.	Economic
Desai, Supriya P. (2017). Correlating Internet, Social Networks and Workplace-A Case of Generation Z Students.	Education
Dolat, Anna. (2018). The Characteristics of Generation Z.	Economic
Dwivedula, Ravikiran. (2020). What Motivates Generation Z at Work? An Empirical Analysis.	Environmental
Gabriella, Melzer et. al. (2020). Environmentally Marginalized Populations: The "Perfect Storm" for Infectious Disease Pandemics, including COVID-19.	Environmental

***Note: Reference Sources used in Completing Table 6: RACE STRATEGY**

Table 2

Most Intensely Gentrifying Cities 2013-2017

City	Total Tracts	Eligible Tracts	Gentrifying Tracts	Gentrifying %
San Francisco-Oakland	975	131	41	31.3%
Denver	619	80	22	27.5%
Boston	1003	75	16	21.3%
Miami-Ft. Lauderdale	1215	81	17	21.0%
New Orleans	392	64	13	20.3%
Austin	350	56	11	19.6%
New York City	4515	362	70	19.3%
San Jose	383	72	13	18.1%
Phoenix	991	162	29	17.9%
Sacramento	484	56	10	17.9%
Minneapolis	771	115	20	17.4%
Indianapolis	360	100	17	17.0%
Washington D.C.	1346	86	14	16.3%
San Diego	627	88	14	15.9%
Los Angeles	2921	404	48	11.9%
Baltimore	679	150	16	10.7%
Chicago	2210	324	28	8.6%
Philadelphia	1473	280	20	7.1%
Detroit	1294	293	14	4.8%
Dallas	1314	238	11	4.6%

NCRC.ORG NATIONAL COMMUNITY REINVESTMENT COALITION

Source: NCRC, 2021

The table above illustrates the intensity of gentrification in terms of numbers. The data contains the top five most gentrified American cities, as well as others. The top five cities are San Francisco, Denver, Boston, Miami-Fort Lauderdale, and New Orleans. Typically, gentrification tracts appear when a city experiences a 50-75 percent shift in its composition. The displacement of long-term residents, changes in home values, and the level of education are just a few of the factors influencing gentrification. From 2013 to 2017, Boston and Miami-Fort Lauderdale contained more gentrification tracts than all other cities in the United States. In total, Boston has 1003 tracts and Miami-Ft. Lauderdale has 1215. There were more gentrified tracts in New York than in any other American city, 4515. There were 20.3% of gentrification tracts in New Orleans compared to 31.3% in San Francisco. Consequently, the gentrification process and the number of tracts in New Orleans led to fewer tracts by as much as 35%.

Table 3: Gentrified Neighborhoods and Opportunity Zones

Zone(s)	Eligible Gentrification Tracts	Gentrifying	Gentrifying or near an opportunity zone	Total Gentrification Tracts
Number	9,743	954	657	72,668

Source: NCRC Data

In Table 3 There are 9,743 gentrified neighborhoods in Table 2, but only 954 are in the process of gentrification. This translates into 90% of the eligible neighborhoods succumbing to the gentrification process. Clearly, more neighborhoods or areas close to designated areas are gentrifying.

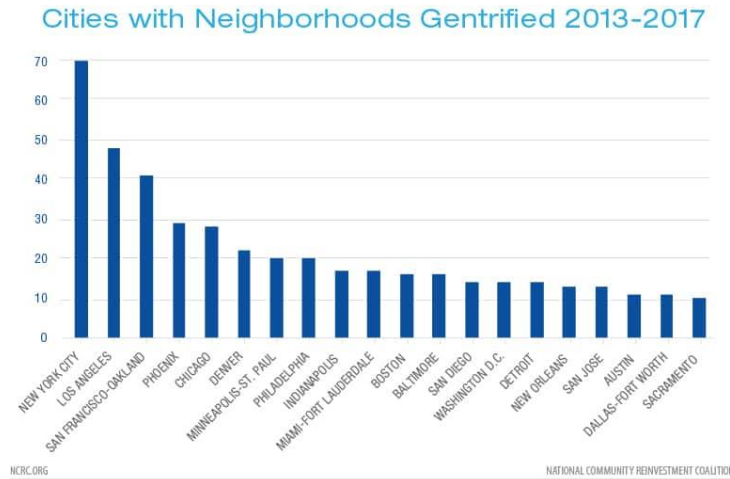
Table 4: Urban and Rural Gentrification-Opportunity Zones

Tract	Number of Tracts	Opportunity Zones	Gentrifying	Near Opportunity Zones
Urban	26,864	4,089	954	657
Rural	47,137	4,581	-	-
Total	74,001	8,670	954	657

Source: National Community Reinvestment Coalition

The results shown in Table 4 indicate that there are 45% fewer gentrified tracts in urban than rural areas in America. Furthermore, data shows that urban opportunity zones are 11% lower than rural opportunity zones. The significance of this development is not clear. However, it is important to be aware that opportunity zones for gentrification do exist in rural areas. According to NCRC, gentrification took place in 26,864 urban and 47,137 rural neighborhoods between 2013 and 2017. In America, there are 57% more tracts available for gentrification in rural areas than in urban areas.

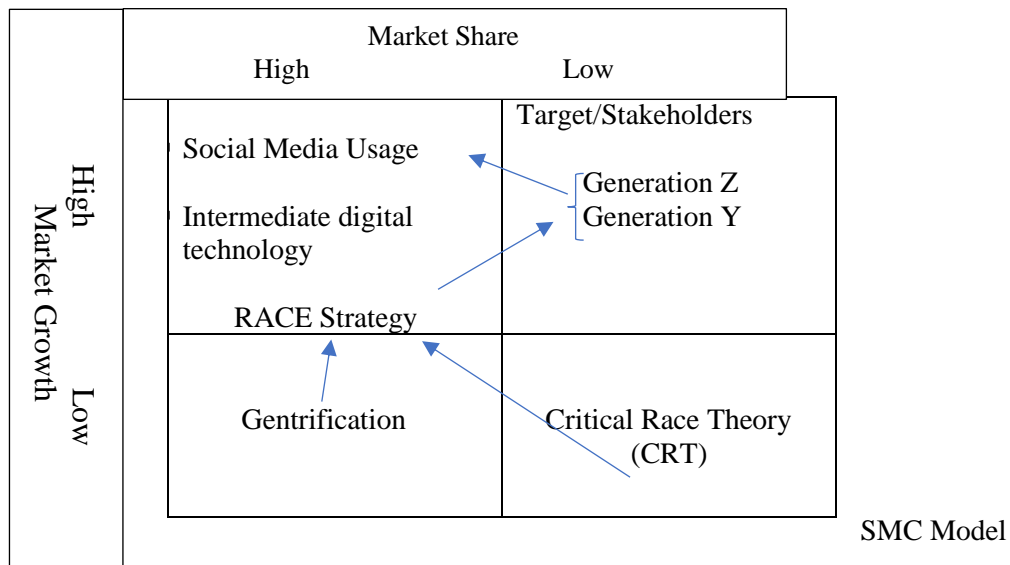
Table 5



Source: NCRC Data

A graphical representation of gentrified neighborhoods is provided in Table 5. New York, Los Angeles, San Francisco, Phoenix, and Chicago lead the way in urban gentrification during 2013-2017. In terms of the number of cities with gentrified neighborhoods, California appears to be more dominant. Cities that may be included are Los Angeles, San Francisco, San Diego, and Sacramento. New Orleans made the top five list of "Most Gentrified Cities in America". A closer look at the exhibit above demonstrates the intensity of gentrification. With respect to gentrification tracts of American Cities, Chicago has replaced New Orleans as one of the top five.

Table 5A: Strategic Marketing Communication Gentrification and Critical Race Theory



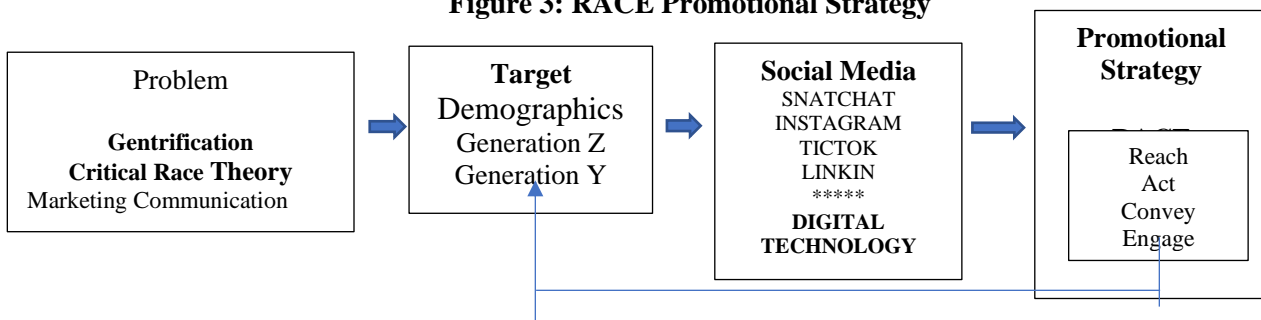
With Table 5A, gentrification and critical race theory are addressed in a compelling manner. To turn gentrification into a success story, Strategic Planners need to increase their share of believers, influencers, and opinion leaders in Generation Z and Y. We specifically target Generation Z and Y in this study. They should incorporate RACE Strategy for Strategic Marketing Communication with knowledge of gentrification and critical race theory. Table 6 offers a comprehensive, yet detailed, approach to effectively educating the public about gentrification and critical race theory. The acronym RACE stands for Reach, Act, Convert, and Engage. Targeting the appropriate target market, Gen Z and Gen Y, can provide favorable results from a strategic perspective.

Discussion

The study sought to identify a strategic marketing communication strategy to promote critical race theory and gentrification. Strategic marketing communication is the process of systematically targeting a population or segment of users with a product. It can alternatively work for a concept or idea like gentrification and critical race theory. The simple input/output model, Figure 2, illustrates how institutional racism remains embedded in policy of America’s most influential institutions. These public and private entities propagate an environment of hatred for people of color. Critical Race Theory makes the exchange of valuable, objective, documented facts about racism in America. Obviously, the dialogue addresses slavery, but how is it possible to address the reality of America’s development without addressing 400 years of slavery, involuntary, forced, labor services of the enslaved. CRT raises many questions about the development of America. An important part of that history reflects the little known, hidden fact of the real contributions of people of color with African ancestry. Knee-deep in a struggle to overcome the carnage of slavery, the enslaved labored without compensation of any kind to make this country what it is today. However, many of those same institutions generated policy of exclusion against the enslaved. The well- knit biased policy against black and brown people permeates many well know and trusted institutions: education, banking, environment, as well as the legal, criminal justice system. The venomous effect of Gentrification against the poor and disenfranchised remains suspect. However, gentrification like everything else also has merit, especially since it leads to redevelopment. Rehabilitation of communities with high levels of blight and substandard housing benefits residents. However, redevelopment and rehabilitation plans should be inclusive of a broad cross section of resident of varying income levels despite race, sex, age, and national origin.

Table 5 provides a formidable solution to issues surrounding gentrification and critical race theory. Addressing the question of how Strategic Planners can address the problem of gentrification and CRT requires growing market shares of believers, influencers, and opinion leaders among Generation Z and Y. In this study, Generation Z and Y are the targeted segment. With knowledge and insight about the two controversial issues: gentrification and critical race theory, they should integrate the RACE Strategy in their Strategic Marketing Communication approach. Figure 3 provides a comprehensive, yet detailed enough, approach to effectively educating the public about the merits of gentrification and critical race theory. The acronym RACE represents Reach, Act, Convert, and Engage. Strategically, targeting the appropriate target market, Gen Z and Gen Y can result in a favorable outcome.

Figure 3: RACE Promotional Strategy



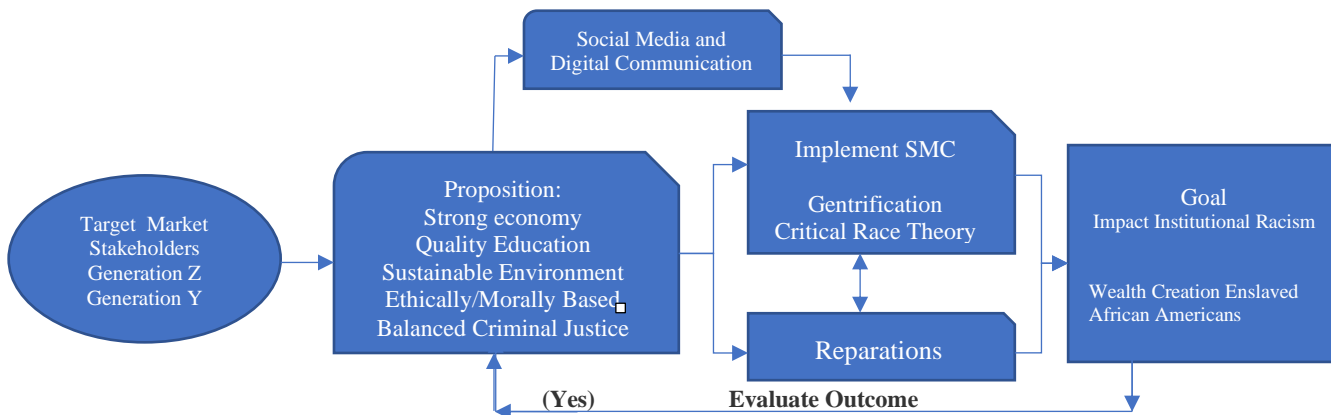
Generic Race Flowchart

Gentrification and critical race theory both pose challenges to marketers, who are committed to finding solutions to their unanswered questions. Racism permeates all aspects of society, including the economy,

education, environment, ethics, law, and criminal justice. Despite the apparent differences, they all share one thing in common, each remains uniquely linked to economics. The adage "Money makes the World go round" holds some truth. All the elements of RACE are heavily dependent on holdings of wealth. A dearth of wealth is often accompanied by significant dysfunction. So, gentrification is seen as a viable solution to hoarders of wealth, who envision potential returns from widespread repossessions and foreclosures in Urban America. The option of rebuilding, revitalizing, and rehabilitating urban and rural housing saves the community from outright urban neglect. The scourge of urban neglect creates communities, inundated with health risks with a disproportionate volume of substandard, uninhabitable, residential housing. Currently, Urban and Rural homelessness is estimated at 326,000 in the United States (U.S. Department of Housing and Urban Development, 2021).

Rehabilitative programs seem to be the decisive answer to the rallying cry for aid. However, as beneficial as the response may seem to planners, the result is less beneficial to the poor and long-term residents of the community. Due to higher-than-average rent, mortgages, and taxes, many residents are locked out of their communities. A characteristic of Generation Z is to adapt to the dynamics of the environment. This generation is comfortable with changing technology, and they are willing to overcome any challenges it may pose (Dolot, 2018). Hence, Generation Z possesses the appropriate behavioral quality to aggressively rally Generation Y for the benefit of Generation A. Meanwhile, Generation A historically inherited remnants of both gentrification and critical race theory. Incorporating the RACE Strategy into social media will make it much easier for Generation A to participate. Advanced Digital Technology and Social Media Platforms make it possible to meet these challenges through strategic marketing communication. Table 6 shows the RACE Strategy for tweeting, sharing, likes, blogging, handles, and hashtags, the most common response, acknowledgement, and feedback methods on social media.

Figure 1: Strategic Marketing Communication Process (SMC)



Source: Strategic Marketing Communication Process

Figure 1 integrates the strategic marketing communication process for raising awareness of gentrification in the inner city using a demographic targeting approach. Stakeholders, specifically Generation Z and Y are targeted as advocates for sharing knowledge of both CRT and gentrification. Communication about economic impacts, educational quality, improved environmental quality, overcoming ethical and moral challenges, and structuring a more balanced criminal justice system is shared via social media and digital communication. The wretched history of America, all of which resulted in urban gentrification, while warranting Critical Race Theory surfaces as needed solutions to social, economic, and political inequity. In sum, the answer to the wombs will continue to languish because of inequitable holding and sharing of wealth. The top 1% wealthiest Americans held \$6.5 trillion of the nation’s wealth (Frank, 2021).

**Table 6: RACE STRATEGY
Gentrification and Critical Race Theory (CRT)**

STRATEGIC MARKETING COMMUNICATION

Gentrification= [Reach + Act + Convert + Engage]

Reach Strategy (f)

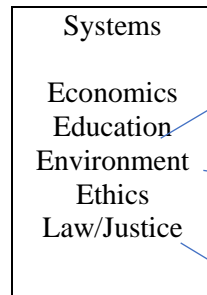
Macro Level Economy: GDP, taxes, inflation, recession, cola, growing poverty rates

Declining quality of Education in primary, secondary, and post-secondary education, high illiteracy rates, inadequate internet education access

Urban decay, rural isolation, and abandonment, failing infrastructure, inadequate and or abandoned housing, nationwide homelessness

Immoral act of slavery and denial of compensation to descendants of enslaved, refusal to discuss race, stolen wealth, including the “40 acres and a mule,” utter disrespect and refusal to acknowledge the contributions of the enslaved contributions to this nations development.

Act Strategy (f)



Exploring audience volume and quality for investment. Leveraging resources to target those stakeholders that matter.

Economic	Education	Environment	Ethics	Law/Justice
Add \$44 Trillion to GDP Strategy: Mobile device for quick assess. Quick marketing content. Strong Social Media Usage Vary internet	Internet Assess Online Education Programs/Trainin g. Value Quick Information Content Selectivity. Prefer internet links assess to key community influencers.	Sustainable Green Marketing a plus. Preference to: • Preserve, conserve, and recycle a plus. • Value energy, fuel, and electricity conservation. • Social Media Assess to business, government, and other stakeholders. • Empowered generation seek	Disaffiliation with traditional religion. More so than Gen Y. • Heavy Family influence initially with strong peer impact over time. • Captive audience on popular internet and Social Media Platforms – a source of ethics	Social Media and Internet for policing, legal, and criminal information. • Popular New and information sharing platforms. • Web based, quick news and information content sources.

<p>platform usage</p> <p>Popular sites- Bloomberg; Yahoo Finance; NASDAQ; SSP; S&P.</p> <p>Web interactivity a plus.</p>	<p>Rely on Mobile assess for instant assess.</p>	<p>to make a difference.</p> <p>Gen Z Seeks major changes in School and Work Environments</p>	<p>and morality.</p>	<p>Popular web based sites- t.v., social media, YouTube, financial news, CNBC .</p>
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A = ACT

Developing lead, subscribers, shares, likes through the implementation of persuasive marketing practices. Targeting Generation Z and Y at a cost saving price, well placed, promotional strategy, to influence CRT support and raise awareness of the effects of Gentrification.

Economics	Education	Environment	Ethics	Law/Justice
Motivated beyond a paycheck.	Passionate about learning.	Environmentally conscious.	Strong value based commitment.	Lack confidence in law enforcement
Seek financial independence	Technically ready to assess learning via mediated technology.	Seek authentic brands.	Strong moral bearing.	Lack of trust in policing
Self-Directed, Enterprising.	Seek relevant content to meet specific objectives	Do less, waste less, and spend less.— pandemic era.	Distrust of system leadership-politicians worldview.	
Expect accountability,				
interaction, and feedback.				

C CONVERT

Influencing, persuading, and converting non users, non believers, or laggards into light, moderate or heavy users/believers in an idea. The conversion of non-users or believers into user.

Economic	Education	Environment	Ethics	Law/Justice
More viable business development.	Higher tax base improve schools.	Real estate rehab. And less affordable housing.	Gen Z supports more diversity in community planning.	Reduction in criminal activity but little affect on property crime.
Technical and Service job development.	Gentrifiers expect quality K-12 and higher.	Specialty business attracted to the community.	Duster the poor to embrace wealthier residents lack Gen Z's support.	Less aggressive policing in diverse communities.
Influx of Higher income earners and ouster of low income earners.	Less culturally diverse and more segregated.	Changing transportaton needs to rapid transit.		
		Demand more recreational resouces		

<p>Fewer but more higher paying jobs.</p> <p>Greater economic opportunity.</p> <p>Higher property values force out long-time residents.</p> <p>Lower criminal rate with little change in property crime rate.</p>		<p>Demand infrastructure improvements</p> <p>Require adequate allied health care system.</p>		
<p>E = ENGAGE</p> <p>Advocacy for stakeholders; delivering lifetime value, and brand satisfaction. Gen Z and X are potential influencers who should become advocates for CRT and more diverse communities.</p>				
<p>Economic</p>	<p>Education</p>	<p>Environmental</p>	<p>Ethics</p>	<p>Law/Criminal Justice</p>
<p>Strategically target Gen Z as future gentrifiers.</p> <p>They are predicted to rake in \$44 trillion to GDP.</p>	<p>Integrate Internet Assess and Social Media to:</p> <p>Raise knowledge and awareness of CRT and Gentrification.</p> <p>More inclusion of a cross section of community representatives in community planning.</p> <p>Share information about the potential affect of gentrification tracts, opportunities, and the gentrification process and what it means for locals.</p>	<p>Advocacy for more diverse, racially mixed communities-based a cross section of different races, sex, ages, and nationalities.</p>	<p>Willing to work hard for the employer; compensation emerges as a critical concern; strong commitment to ethics and values; diversity and environmental problems.</p>	<p>Proactively engage in the security of the community.</p> <p>Implement meaningful changes in policing that safeguards residents.</p> <p>Less criminal activity but more property crime anticipated.</p>

Findings and Conclusion

In this study, the purpose was to identify a strategic marketing communication approach to win greater acceptance of Critical Race Theory. Additionally, it fulfills the promise of creating a Strategic Marketing Communication model to raise awareness of gentrification. Both CRT and gentrification are controversial issues that impact generations of Americans in rural and urban locations. However, the study's aim was to increase

stakeholder awareness about gentrification, while strategizing to influence Generation Z and Y about the benefits of CRT. Both objectives were accomplished through the RACE strategy. While this study used RACE's strategy, future research could explore other means to raise public awareness about urban gentrification. It is possible to also influence stakeholders of all generations through (finding new) critical race theory related activities. RACE is a strategy that motivates Generation Z and Y to Reach, Act, Convey, and Engage. Each component of RACE, however, is dependent on wealth holdings. Reach requires some level of investment. Act involves building a network of followers through persuasive promotional efforts.

The Convey process is the process of converting non-believers into believers in CRT. Since more Generation Z cohorts embrace CRT than any other generation, the strategy has proven successful. Engaging stakeholders requires delivering lifetime value. The best way to reach those with a vested interest in CRT is to devise an innovative strategy. Gentrification entails the acquisition of property, land, and housing with the intent to refurbish them. Essentially, gentrification is driven by economic factors. The process may be designed with the intent of attracting a different class of wage earner into a community. In the end, however, the result becomes one of exclusion for low wage workers, lifetime residents, and the poor. However, their lives become difficult because of higher-than-average taxes, rent, and mortgages that make it impossible for them to live the traditional life they have always known. Considering the forgone study, H_0 was accepted based on the premise that Generation Z and Y were primary targets for raising awareness about gentrification. This also holds true for marketing, selling, and promoting Critical Race Theory. Therefore, H_1 is rejected. While Institutional Racism thrives and permeates virtually all aspects of our lives, its fundamental root seems to be economic. As a result, the H_2 is accepted at the expense of the alternative. A lack of wealth makes minorities, particularly African Americans, more vulnerable to gentrification and institutional racism. The critical race theory serves as a buffer, facilitating open dialogue, discussion, and sharing of the history of America's growth and development.

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