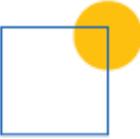




THE BLUEPRINT

Virtual Town Hall



Black Men, Sports and Social Justice

The Blueprint Virtual Town Hall

September 29, 2020

Transcript

Speaker: Chris Broussard

Moderation: Kenneth Braswell

Kenneth Braswell ([00:15](#)):

Hey everybody we back to the Blueprint, Re-Imagining the Narrative of the Modern Black Father. We've had a great day so far. Many speakers and panelists continuing to elevate the conversation of Black men and fatherhood and the families that are impacted by their health and wellbeing. We have an awesome interview and conversation coming up with you now with a good friend of mine, Chris Broussard. He is the founder of the organization K.I.N.G. He is also on Fox Sports. He is the co-host of the Odd Couple with Rob Parker. You can also see him almost every day on Undisputed with Shannon and Skip Bayless. How are you doing Chris?

Chris Broussard ([01:02](#)):

I'm great, man. How are you?

Kenneth Braswell ([01:04](#)):

I can't complain at all. I was talking to somebody and telling them that I did a quick shift on Chris because we were going to talk about K.I.N.G, and brothers, and Black fatherhood, and faith. Then I was just compelled to kind of switch on them. But because of that switch I do want to give you the opportunity, and I want to touch on this just a little bit. Talk to us a little bit about K.I.N.G and why you founded K.I.N.G and the work that you're doing today within K.I.N.G.

Chris Broussard ([01:38](#)):

First of all, K.I.N.G is an acronym that stands for knowledge, inspiration, and nurture through God. In a nutshell, our purpose is to strengthen men in their daily walks with Christ, through things like teaching, encouragement, support, accountability, and fellowship. So K.I.N.G is really a national brotherhood or national movement that wants to help men live out their faith in Jesus Christ Monday through Saturday. Or maybe I should say Sunday afternoon through Saturday. Because our feeling is we are a group of men whose lives and worldviews have been impacted positively by our faith in Jesus Christ. So we know that the change that happened in our lives can happen in other men's lives. It's made us better husbands, better fathers, better leaders, better citizens, better



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role models.

Chris Broussard ([02:46](#)):

K.I.N.G is for all men, but we do focus specifically on a lot of the issues that deal with African-American. A big goal of ours is to help the African-American community be the all that God created it to be, and have the great quality of life that he desires for us to have. We know that we can't do that without strong families. We can't have strong families without strong men. So you hear a lot of different support for Black women and other Black people. But I think what's sometimes getting lost is strengthened Black men. So that's our goal.

Chris Broussard ([03:43](#)):

Again, we're for all men. We have men of all races in the K.I.N.G movement. We work with people of all different races. But we recognize that we need to build up African-American men so we can build up our community, build up our children, build up our families, and become the people that God has created us to be, and enjoy the quality of life that he's created for us to have.

Kenneth Braswell ([04:11](#)):

So, as we move into our core conversation, I want to make sure that I give you the opportunity to tell people how they can join K.I.N.G and where they can find out more information about it.

Chris Broussard ([04:22](#)):

We're on social media, Instagram, The K.I.N.G Movement. Our website is kingmovement.com. You can email us at king@kingmovement.com. So those are some of the places that you can find. If you're interested in joining, definitely hit us at king@kingmovement.com. Or go to our website kingmovement.com and you can follow the way to become a member on that. We've got about 15 chapters throughout the country, in the East, West, North, and South and Midwest.

Chris Broussard ([05:02](#)):

We're growing, we've done work with many professional athletes, professional actors. A lot of people in the public eye who really loved the Lord and really want to strengthen men. So that's what we're about, man. We need a movement of Black men taking their rightful place and again, being the men that God called us to be.

Kenneth Braswell ([05:28](#)):

Okay, thanks. So now let's move into this conversation around Black men in sports, and particularly as it relates to the social justice movement right now. I thought that this was a conversation that I quite frankly, believe that you are a perfect person to kind of talk about this given you're covering up the sports, your perspective. I love that. I think out of all of the athletes that I see today, you have found a way to integrate and bring the Lord into



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your space in sports. I think people highly respect you for not separating your conviction to God from your profession. I honor you for that, I admire you for that.

Chris Broussard ([06:20](#)):

Thank you.

Kenneth Braswell ([06:20](#)):

I think that's awesome. So from your high level view, what's your first thoughts about what you're seeing today as it relates to Black athletes and social justice?

Chris Broussard ([06:34](#)):

Well, I'm very proud of the athletes and what they've done. I mean it really, I think this new wave of social activism among our athletes began with LeBron James when he got his Miami Heat teammates together and they took the photo all in the hoodie after the Trayvon Martin murder. Since then, LeBron has really been a champion of social justice. Obviously, Colin Kaepernick did it in a different way, but that brother sacrificed his career for other people who are less fortunate than himself.

Chris Broussard ([07:17](#)):

I remember at the time when he did it, I said "He was actually even more courageous than many people gave him credit for being." Because when he knelt during the national Anthem or sat initially during the National Anthem, he was expendable. He was a second stringer, he was a backup. He was no longer a star. The 49ers, The San Francisco 49ers could have cut him pretty much immediately. Nobody really would've thought twice. They would've looked at it as, "He's not that good anymore." That would have been that. So I thought he was even more courageous because he was expendable and that's been proven out because he's not back in the league and probably won't get back in the league.

Chris Broussard ([08:09](#)):

So if he were a Russell Wilson, Patrick Mahomes, an Ezekiel Elliott and he had taken that stand, and been the first player to do it as he was, he would have still been in the league and it may have caught on as a trend even earlier than it did. So I have to give him props for that. Even on a Christian perspective. I wrote a column, I wrote a blog talking about what Christians can learn from Colin Kaepernick. Obviously, a lot of White Christians thought was baffling, but when you really look at it we know that the Christian story is that the son of God gave his life for those who couldn't help themselves. In a sense, Kaepernick followed that example. I'm not equating him obviously to Jesus Christ, but he's followed that example by sacrificing his livelihood, his career, to help those who couldn't help themselves. To help the voiceless, to help powerless.



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Chris Broussard ([09:15](#)):

So I thought that was a lot we could learn from him, his courage, his boldness, and his commitment to those who are less fortunate than him. They've been the two, LeBron and Colin Kaepernick, have really been the two guys who have defined this generation of a social activist among our athletes. I said at the time, what a week and a half ago, I guess? Well, it was back in August when the Milwaukee bucks boycotted their playoff game in the NBA bubble. The threat was that they might boycott the entire season. I said at the time, "I've never been more proud of Black athletes in my life." Because I have always felt as an adult, as I began critically thinking about the plight of African-American people, that our athletes have more power than any other group of Black people in this country. I would even include politicians in that.

Chris Broussard ([10:27](#)):

I say that because they are the most beloved African-Americans on the planet. They're the most well-connected as a whole when it comes to corporate America, they are the wealthiest by and large. If you look at the list of wealthiest African-Americans the overwhelming majority of the top 10 or 15 made it through sports or entertainment. Then they are the most irreplaceable in the context of this society. Of course, everybody can be replaceable but in the context of this society they are the most irreplaceable. You can't replace LeBron James.

Kenneth Braswell ([11:05](#)):

Right.

Chris Broussard ([11:06](#)):

You can't replace Cam Newton.

Kenneth Braswell ([11:07](#)):

Yeah. When you [crosstalk 00:11:10] the LeBron James of the world with the Muhammad Ali's of the world, right? Well, Muhammad Ali to your point was in the prime of his career when he made his stances. He was able to be gone for three years and come back and still be at the top of his game. When you look at, Muhammad Ali, and you look at Jim Brown, and you look at Kareem, right? We forget about Kareem. You think about the impact that they had on the civil rights movement. Do you see an equal impact by our athletes today?

Chris Broussard ([11:54](#)):

I would say overall, yes. There're different things. Let's take Jim Brown, for instance. Jim Brown helped organized the iconic meeting and photo with Muhammad Ali, himself Jim Brown, Lew Alcindor, Kareem Abdul-Jabbar, Bill Russell. All these great athletes in that iconic photo, when we think about it. I believe it was in Cleveland, Ohio. Jim Brown's idea at that meeting was to talk to my Muhammad Ali about his decision to not go into the military. But Jim Brown wanted to parlay all of that unity into Black athletes, creating a Black economic group that would



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empower the masses of Black people.

Chris Broussard ([12:45](#)):

Obviously it didn't happen. What I say is that at that time in the '60s, just speaking out was a heroic act. Okay? Because obviously the society was much more violent, even as we see violence continuing against Black people today, but it was even more so back then. You could easily lose your career. The athletes weren't making nearly as much money. They weren't endorsing all these products. So like when Muhammad Ali wasn't fighting for those three years, he was broke for the most part. So speaking out at that time took incredible courage, a lot more courage than it takes to speak out today.

Kenneth Braswell ([13:30](#)):

Yeah.

Chris Broussard ([13:30](#)):

So I say today, you can't just speak out. Speaking out is good. That's the first step, but it has to be followed up with action. The type of action. Jim Brown wanted to follow up with, creating a Black economic union through the athletes, that's something like what we need today. So that's one thing. The athletes can't settle for speaking out, you have to create organizations for African-Americans. I think they should create an organization of African-American athletes. Because in every other field of endeavor we have Black advocacy group: the National Association of Black Journalists, the National Medical Association, which is Black doctors, the Black Lawyers Association, so on and so forth. We need that among athletes. Not even so much for themselves but so that they can use their collective power and influence to help the masses of Black people. So we need more action than just talk, which was powerful in the '60s.

Chris Broussard ([14:32](#)):

Secondly, as far as Kareem Abdul-Jabbar, I think Kareem when he played he was very intelligent, he was outspoken. But I think his great contribution to the fight or his greatest has been just all the books he's written. I think he wrote about 14 books. Many, if not all of them on dealing with Black history, and empowering, and uplifting Black people. So he's done a tremendous amount after his career in terms of promoting education and intelligence and things, and history and understanding, and cultural empowerment and things like that.

Chris Broussard ([15:14](#)):

Now, Ali and LeBron, I've said this on my radio show the Odd Couple on Fox Sports Radio. That LeBron has actually done more tangible things than Muhammad Ali. LeBron has started a school. LeBron has hundreds, and it'll get into the thousands of kids who when they go through his program, the I Promise Program in Akron, Ohio, they'll get free scholarships to the University of Akron. He has created a business empire that has empowered



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his high school friends, Maverick Carter, Rich Paul, and Randy Mims to be particularly, Rich and Maverick to become moguls in their own.

Chris Broussard ([16:02](#)):

Rich Paul is arguably the most powerful agent in the NBA. They've branched off into baseball and football as well. So that's through LeBron James doing that. So he has done tremendous things on a tangible level. Muhammad Ali, he didn't do those tangible things but what Muhammad Ali did that it was different from LeBron is that he made the ultimate sacrifice. Which he was willing, he had worked since he was 12 years old, we all know the story. His bike got stolen, police officer found him and, and Ali wanted to fight. The police officer took him to the boxing gym and he became a boxer. He was willing to give that childhood dream up, to stand up for his principles and stand up for African-American people. Remember, here's what people forget about Ali, when he was stripped of his title and stripped of the right to fight he did not know if he'd ever fight again.

Kenneth Braswell ([17:09](#)):

Right.

Chris Broussard ([17:10](#)):

As far as he knew he was done.

Kenneth Braswell ([17:12](#)):

Right.

Chris Broussard ([17:12](#)):

He was trying, he was going through the courts but he had no idea. I think today people look at it as, "Okay. He knew he was going to be off for three years as punishment. It was almost like a probation or"... Then he would come back and fight. No. As far as he knew, this is a guy in his early 20s or mid 20s, wherever he was at that point. As far as he knew he would done.

Kenneth Braswell ([17:39](#)):

Right.

Chris Broussard ([17:39](#)):

His career was over, his dream was over. How was he going to make money? He gave all of that up for African-American people. He remained committed to us as LeBron is obviously, but throughout his career in his life. So he doesn't have the tangible things that LeBron has done, and I'm sure we'll do. But that sacrifice, that was the ultimate in terms of an athlete, so that's why he has such iconic status.



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Kenneth Braswell ([18:11](#)):

Yeah. I was going to ask you, I was going to say, as you were talking about Muhammad Ali, and he had to rely on his biggest rival to help him get there, Joe Frazier.

Chris Broussard ([18:25](#)):

Frazier gave him money when Ali was out of boxing to help him sustain himself.

Kenneth Braswell ([18:30](#)):

Right. So we are [crosstalk 00:18:32] talking about Black men supporting each other, it's about more than that. It's about collective support and how we do that. Which is why I want to ask you, what is the level of emphasis? A lot of people look at athletes today, 45 is known for this quote that he made against LeBron, "Just shut up and dribble." Right? So a lot-

Chris Broussard ([18:57](#)):

That was [crosstalk 00:18:57] actually Lower England.

Kenneth Braswell ([18:58](#)):

Yeah. Well, [crosstalk 00:19:01] they ran with it. Well, he ran with it. So there's been a lot of dialogue around... and I guess some conversations in the locker room, whether or not to stand up and take a stance, or be responsible for your livelihood, your family, your personal dreams that you've made, and the support that you've given your family. People are struggling with that because careers are so short in the NFL, and it's not as many careers in the NBA. There's so fewer Black men in Major League Baseball and even National Hockey. As you look at players today, how much do they weigh that, their livelihood against their stance?

Chris Broussard ([19:49](#)):

Well, I mean that's a huge issue that they have to deal with and think about. It's not a negative on them to think about that. I mean, we all have to take care of our families. We all have to find a way to provide for ourselves and our families in this society. I have a friend of mine who, a very Afro-centric and he once told me this... Because early in college he was just very radical to the core. He's still radical in terms of being Afro-centric. But he said, "Look, no matter how militant and Afro-centric you going to have to find a way to exist in this system that is based on White supremacy. You're going to have to find a way to work within it and take care of your family, and provide for them and be a good father and husband." So it is not out of bounds for the athletes to think about their livelihoods. So what I say is this, it can't be the marginal and the average athlete, as I said, Colin Kaepernick. That Colin Kaepernick's out of the league and they've kept on moving. Right?

Kenneth Braswell ([21:04](#)):



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Mm-hmm (affirmative).

Chris Broussard ([21:05](#)):

It has to be the superstar. It has to be the LeBron James, the Chris Paul, the Kawhi Leonard. I know Kawhi's not very vocal but guys on that level. Kevin Duran, Kyrie, guys that the league can't do without. The great superstars in the NFL, if they take the lead, the league's not getting rid of them. So they have a lot more leverage to speak out. Then that opens up for the average players to kind of join forces with the superstar to follow their lead. But it has to absolutely has to be led by our superstar. That doesn't mean the smartest guy athlete on the issues, he might be an average player. But he can't be out front. He can be in front with the superstars right next to him, but the superstars have to be involved because the average players they'll just let them go and they'll find another average player. It has to be the superstar.

Kenneth Braswell ([22:18](#)):

Mm-hmm (affirmative). As we get to three more minutes before we have to close, what can the average Black man do, who is the consumer, the fan, the watcher? We struggle and I'm sure, I know I do. Where people, "Oh, you seriously watching the NFL?" It's like, "Yeah." It's like, "Well, why do you watch them?" I was like, "If I shut off every corporation in America, or shutdown from every corporation in America that has a history of oppression or ill will towards Africans African-Americans in this country, there wouldn't be much left for me to do."

Chris Broussard ([23:00](#)):

Exactly. Amen.

Kenneth Braswell ([23:00](#)):

Because everybody has had some historical hand in this. so how can the average fan, Black father, a Black man in particular play a role in supporting Black athletes when they take that stand that you're talking about?

Chris Broussard ([23:16](#)):

Well, I think that's a great point or question. I think one thing is in this case you look at the NBA, the playoffs have been fantastic.

Kenneth Braswell ([23:27](#)):

Yes. They have.

Chris Broussard ([23:27](#)):

It seems like one nail biter after another. In fact the whole bubble has been fantastic even before they started



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the play off. But the ratings are really down. The ratings are down about 40% in the last two years. They're down almost 30% from a year ago. A lot of that people believe and I think it's probably true, is because of the stance that the league has taken, and I believe rightfully so, with supporting the Black Lives Matter. The fact that Black lives matter, putting it on their court, slogans on the back of the jerseys for players.

Chris Broussard ([24:06](#)):

So I would say one way is by watching and supporting the NBA, if the NFL players they're going to make their stand, support that. I know, a lot of brothers and they meant well, and I think it was a good thing. They said, "We're not tuning in to the NFL until Colin, Kaepernick's back in." But now you have these other players standing up doing the same thing Kaepernick's done. We need the NFL to continue to prosper as these athletes stand up and use it as a platform to speak up for the mass of the Black people.

Chris Broussard ([24:45](#)):

So I would say support in that regard. Then I would say let it be known that you support the athletes in their stances. If they take a stand against this or that. We need to be supportive on the social media and things like that. Then finally, I would say we need to look in the mirror and whatever our sphere of influences let's do what we can to promote the cause of equality and justice, and empowering of Black men and the Black family.

Chris Broussard ([25:23](#)):

Let's be the best men we can be. Let's be the best fathers, husbands that we can be, workers, leaders, role models that we can be. See, I think we need to fight this fight Ken, on two levels or two lanes, if you will. We definitely need to fight the system and try our best to dismantle systemic racism. I think the best way to do that is to demand that Black people be given the resources and the capital to competently compete in a capitalistic society and we've never been given that. Whites have been given that.

Chris Broussard ([26:07](#)):

I'm not even talking about slavery which is enough, I'm talking about things like the Homestead Act, the GI Bill from initially after World War II. That Blacks for the most part were denied the benefit. The Social Security Act when it first started in the new deal. The unions, which initially discriminated against African-Americans. The Federal Housing Administration and Student Loan in the '30s, through the '60s that created these White suburb. Then coupled with red lining that brought down the value of Black neighborhoods, and you couldn't get good mortgages and insurance on your home and things like that. All of those were handouts to White Americans so they can live out this White American dream, including millions of European immigrants.

Chris Broussard ([26:51](#)):

I haven't even mentioned Affirmative Action, where more White women have benefited from that than people



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of color. Mostly White women are married to White men for White families and people have benefited even more from Affirmative Action than Black people have. We need to get those types of resources, those types of handouts and the advantages that Whites have been given to compete in a capitalistic society. The way we do that we got to demand something from our vote. Timeout for giving away our vote for nothing. We have to demand something of our vote. Because the democratic party can not survive, they don't have a hope and a prayer without the Black vote. So let's get something for that vote. Get more than just this dudes out, this dudes in. Well, what's the new dude going to do for us?

Kenneth Braswell ([27:41](#)):

Right.

Chris Broussard ([27:42](#)):

It's serous about that.

Kenneth Braswell ([27:42](#)):

Yeah.

Chris Broussard ([27:43](#)):

So let's demand something for our vote of this system to tear down systemic racism. But the other lane is we have to look within and do what we need to do to empower and strengthen our families and our community. We have to take responsibility ourselves. Because check this out, I was talking to my brother the other day, Ken. I was saying to him, "When you really break it down for White people and break down like I just did how they've been given so many advantages that we haven't been. We've been denied and things like that. They understand the true context of racism and systemic racism, they'll get with the program." He said "Maybe. Or maybe they just look at it like, 'Why'd you let yourselves be in that position? Why did you let yourselves be oppressed and taken down like that?'"

Kenneth Braswell ([28:40](#)):

Right.

Chris Broussard ([28:40](#)):

They might look at you as powerless. So we have to fight the system on the one hand but we can't rely on the system. What if this system don't do the right thing?

Kenneth Braswell ([28:52](#)):

Right.



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Chris Broussard ([28:52](#)):

What if they don't tear down systemic racism?

Kenneth Braswell ([28:56](#)):

Right.

Chris Broussard ([28:56](#)):

Are we just going to fold? Are we just going to crumble? Are we just go give up? We have to be fighting building among ourselves and doing what we need to do as individuals and as a community regardless of what the system is doing. So those are the two lanes. I think we need to fight as Black people and particularly as Black men to really help help our people.

Kenneth Braswell ([29:22](#)):

Man. Chris, thank you so much. That was... Yeah. Yeah to all of that. That's all I'm to say. Yeah. All of that. Listen, let people know where they can see you every day, where they can hear you, where they can catch up with you, where they can follow you all that good stuff.

Chris Broussard ([29:41](#)):

Well, thank you for that. I'm on Fox Sports 1 television. So that's virtually every weekday starting at First Things First, which is on it's 7:30 to 9:30 in the morning Eastern Time. Then I go on Undisputed with Skip and Shannon after that. Sometimes, once a week you might find me on The Herd, with Colin Cowherd twice a week. Or Speak For Yourself with Marcellus Wile and Emmanuel Acho. Then a radio Monday through Friday, one of the largest, fastest growing radio shows in the country. It might be Ken I'm not positive, but it might've been the first nationally syndicated radio show that is hosted by two African-American men. Maybe, I'm not positive, but it certainly one of them. It's myself and Rob Parker is called the Odd Couple. It's on nearly 400 markets, nationally Fox Sports Radio, the iHeart Radio App, or Sirius XM channel 83 from 7:00 to 10:00 PM. Eastern time, 4:00 to 7:00 Pacific, Monday through Friday. So that's where you can find me. Then of course again, outside of sports I'm doing the K.I.N.G Movement, kingmovement.com. So let's get it together, let's do what we got to do to build.

Kenneth Braswell ([31:05](#)):

Absolutely. Thanks Chris so much, man. God bless you, brother. This won't be our last conversation. Be blessed and be safe out there.

Chris Broussard ([31:14](#)):

All right my man. Thanks a lot.



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