



# REPRESENTATION MATTERS

The Role of Black Fathers in TV Commercials

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**Dr. Jeffery Shears**  
Speaker



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Speaker



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Speaker



# INTRODUCTION MOYNIHAN INSTITUTE

The Moynihan Institute for Fatherhood Research and Policy (MIFRP) utilizes the historical work of Moynihan as a base to research and introduce policy that will positively impact Black families, with the father as the focal point within the family.

MIFRP devotes specific attention to addressing Health and Wellness, Popular Media Representations, Family Stability, and the Educational Involvement of Black fathers.

[www.themoynihaninstitute.com](http://www.themoynihaninstitute.com)



# WHY THIS TOPIC MATTERS

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- Changing the narrative - Black Fathers matter to (children, families and communities)
- **The power of media in shaping cultural narratives.**
- Historical underrepresentation or misrepresentation of Black fathers in media.
- **The shift toward inclusive advertising and its societal impact.**



# HISTORICAL CONTEXT OF BLACK FATHERS

## STEREOTYPES

Absent or neglectful father tropes in 20th-century media discuss Macy's Holiday ad and Heinz print ad.  
**Contrasts with positive portrayals in Black.**

## ADVERTISING

**Predominance of nuclear families excluding Black representation.**  
Rare depictions of Black fathers and their children in mainstream campaigns.

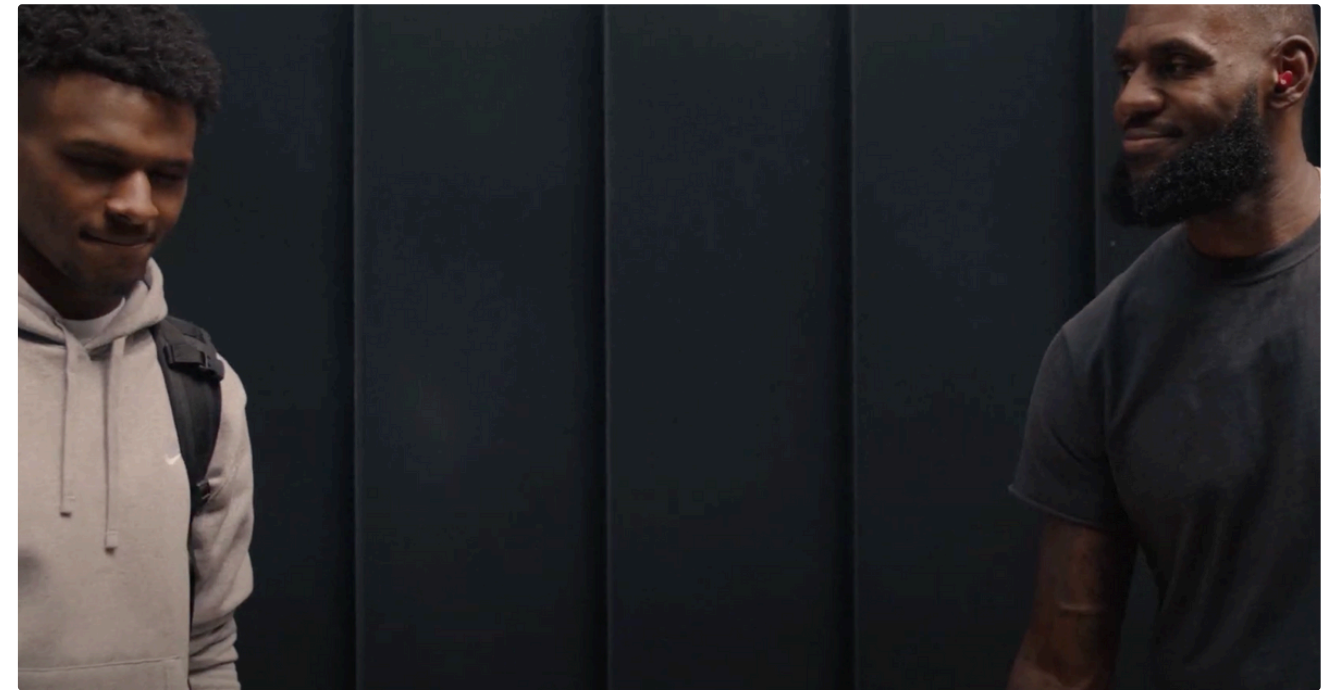
## INCREASE

Increase in fatherhood organizations  
**Fathers Incorporated**

## EMERGENCE OF DIVERSE CAMPAIGNS:

Examples of brands celebrating Black fatherhood (e.g., Dove, Oreo, Denny's Men+Care, Nike, P&G's "The Talk").

**Impact of social movements) on pushing for authentic representation.**

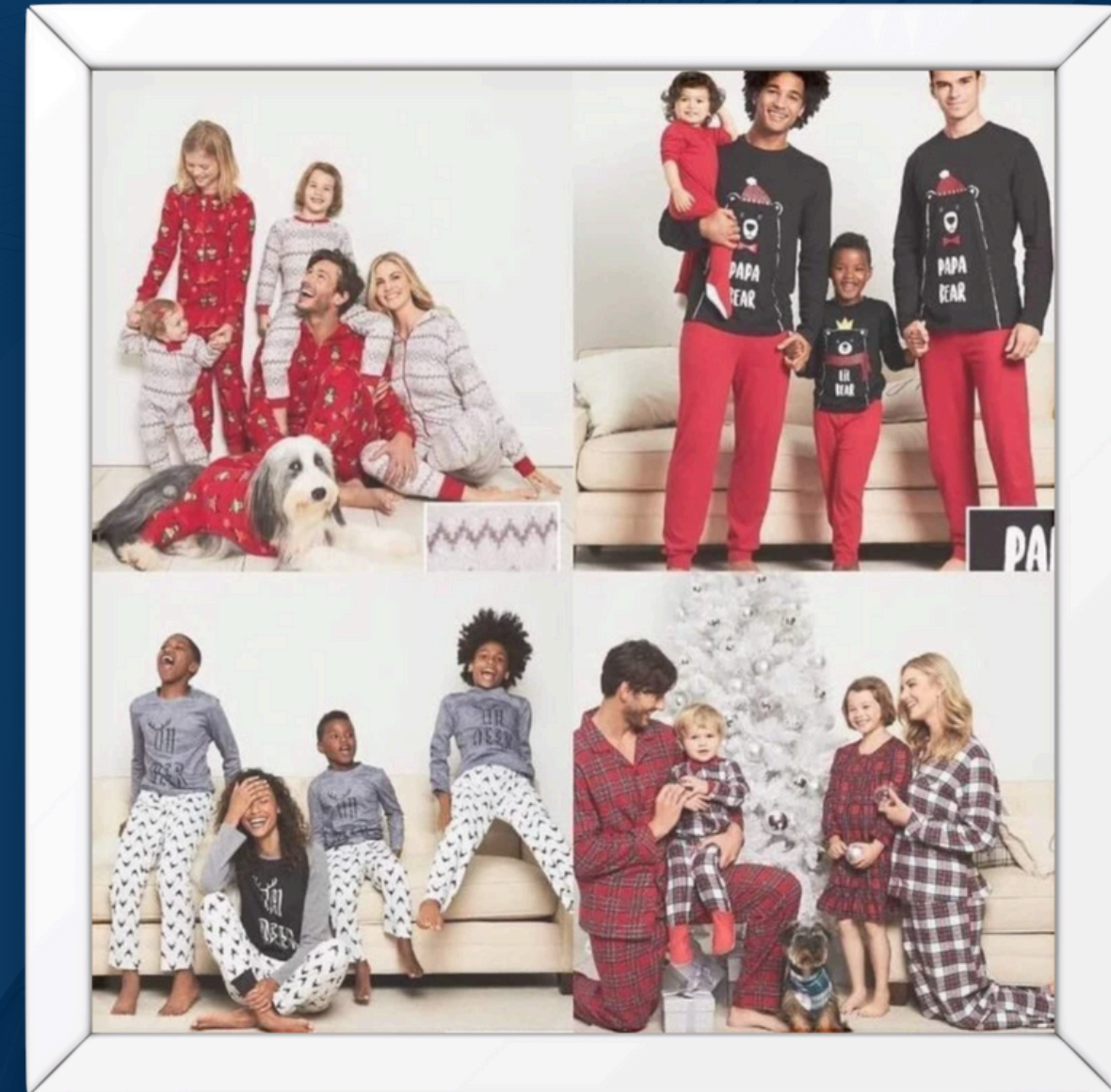


**Black fathers as nurturing caregivers.**

Celebrations of Black joy, success, and resilience.



# STEREOTYPES OF BLACK FATHERS





# ANALYZING IMPACT

## **SOCIETAL PERCEPTIONS**

- How these commercials challenge stereotypes and normalize diversity?
- Impact on self-perception among Black fathers and communities.

## **CONSUMER BEHAVIOR**

- Increased brand loyalty and trust due to authentic representation.
- Studies or data on the financial and cultural rewards of inclusive advertising.

# Industry Insights and Best Practices

## Strategies for Brands



### STANDARDS

How to authentically portray Black fatherhood without pandering?



### PARTNERSHIPS

Partnering with Black creators and community organizations.



### RECOGNITIONS

Annual highlight of media imagery of positive black fathers.



**LET'S  
TALK**

**PLACE YOUR QUESTIONS IN THE CHAT.**





# CONCLUSION AND CALL TO ACTION

## **FOR BRANDS**


Commit to inclusive and authentic storytelling in advertising.

## **FOR CONSUMERS**

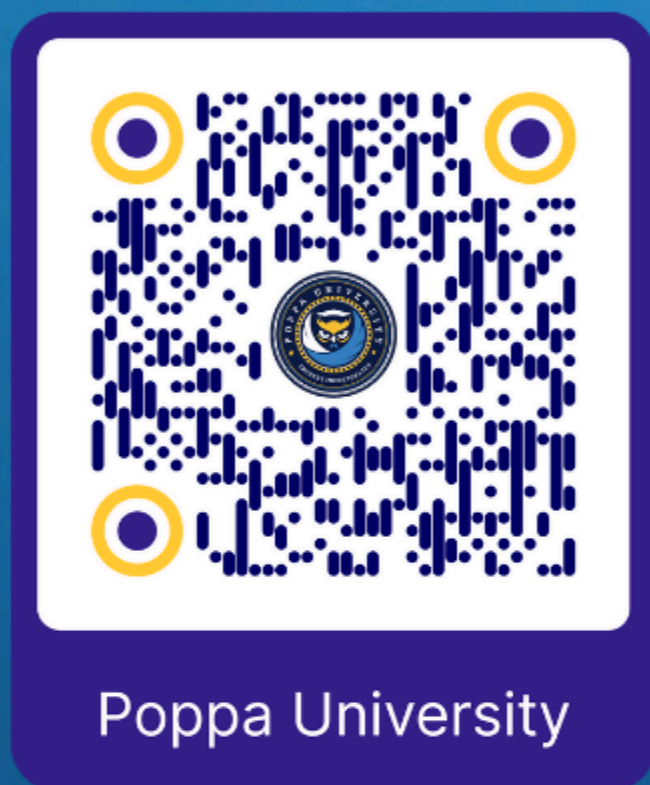
Support brands that prioritize diversity and call out performative representation.

## **FOR MEDIA PROFESSIONALS**

Continue advocating for inclusive casting, production, and creative leadership.



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# POPPA UNIVERSITY

Poppa University is an innovative online resource center crafted exclusively for fathers. The program, brought to you by Fathers Incorporated, offers a broad range of tools and resources to empower fathers in their parenting journey. Features include a rich library of informative literature, instructive self-help videos, practical parenting guides, a vibrant social media platform for peer interaction, and a comprehensive directory of referral resources.

[www.poppauniversity.com](http://www.poppauniversity.com)





**Moynihan Institute**<sup>™</sup>  
FOR FATHERHOOD RESEARCH AND POLICY

# THANK YOU



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