

Delta Sigma Theta Sorority, Incorporated

A Service Sorority Founded in 1913

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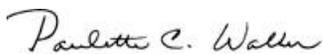
Dear Sorors:

It was recently brought to my attention that Ford Motor Company for several months has been offering some interesting advertisements for its Ford Fusion car. Two ads in particular raised concern. One is entitled “Drive to Your Own Beat,” and the other is entitled “The Beauty of a Well-Made Choice.” The “Drive to Your Own Beat” video shows a city that is completely white in color. An African-American woman in a royal blue top gets into a white car, and the car suddenly turns red. The woman picks up another African-American woman dressed in a flowing red dress. The driver, wearing red high heels, presses on the accelerator, and the two women speed off. The license plate of the car shows the letters “DST,” fleetingly. The two women pick up two other women. “The Beauty of a Well-Made Choice” video shows a woman who gets into a red car that also has “DST” on the license plate, which is shown only fleetingly.

I have received communications from some members asking whether Delta is associated with the advertisements. Delta has no partnership or other agreement with Ford to promote the company’s vehicles to Delta’s membership, and Delta had no role in the conception, creation or approval of the above-mentioned advertising campaign.

Although Delta did not approve Ford’s use of the “DST” image, the “DST” image on the cars was so fleeting that it was almost imperceptible. Thus, for now, Delta will limit its action to monitoring Ford to see if its advertising tactics in the future more directly implicate Delta.

Sincerely,



Paulette C. Walker, Ed.D.
National President