

*The*  
**Culture  
Report**

Q4 2024

# General *U.S.* News



## \* Prominent “X” Accounts Fleeing Elon Musk’s Site in Favor of “Bluesky” After Trump Election

Prominent “X” accounts with millions of followers are fleeing the Elon Musk-owned platform in favor of Jack Dorsey’s “Bluesky” after Donald Trump was elected for a second term. Notable figures including journalist Don Lemon (1.5m followers), newspaper The Guardian (27m followers), author Stephen King (7m followers), and actor Ben Stiller (5.3m followers). Many previous “X” users have headed over to Dorsey’s “Bluesky.”

[Source](#)

## \* Walmart Receives Backlash After Becoming First Major Retailer to Rollback DEI

Walmart, the largest retailer in the world, rolled back its diversity, equity, and inclusion policies, including a previous five-year \$100M commitment towards an equity racial center, pulling out of a prominent gay rights index, and ending the diversity litmus test for their suppliers. The move comes after growing attacks against corporate DEI initiatives by conservative activists. President-elect Trump has also vowed to “end wokeness” in corporate America. Walmart’s holiday campaign featuring prominent Black actors rolled out after its DEI rollback, receiving swift backlash in the media from Black consumers and DEI advocates.

[Source](#)

[Source](#)

## \* Historic Wins on Election Night 2024

In what shaped into one of the most historic election seasons in American history, Vice President Kamala Harris lost her presidential race against the former 45th president of the United States, Donald J. Trump. Harris was running to become the first Black and Indian woman president in United States history, while Trump was campaigning for a second term against the backdrop of numerous federal investigations, allegations of inciting an insurrection, and a previous impeachment.

[Source](#)

[Source](#)



## \* TELFAR Opens First Flagship Store in New York City

TELFAR, the brand launched by designer Telfar Clemens in 2005, has opened its first flagship store in New York City. The Black-owned brand became famous for its vegan leather handbags, Clemens spearheading unforgettable collabs with everyone from Beyoncé to Uggs, and even making unisex 2024 Olympic uniforms for Team Libera. The new store has been years in the making, and shoppers can now purchase signature TELFAR bags year-round and broadcast themselves in-store on Telfar TV, the 24-hour streaming network TELFAR uses to announce new releases.

[Source](#)

[Source](#)



## \* Pharrell, LeBron James, A\$AP Rocky, Colman Domingo, and Lewis Hamilton Named Co-Chairs of 2025 Met Gala

The Met Gala, fashion's biggest night, has cemented itself as the most prominent stage where the worlds of art, fashion, philanthropy, and celebrity collide. In 2025, the iconic event aims to make an even bigger statement, announcing a new theme and co-chairs that pay homage to Black excellence.

The 2025 theme, "Superfine: Tailoring Black Style," celebrates the legacy and influence of the Black dandy, the co-chairs embodying that style and representing the evolving landscape of Black excellence in entertainment, art, fashion, and sports.

[Source](#)

# Sports & Entertainment



## \* LeBron James' "The SpringHill Company" Reportedly Lost Nearly \$30M in 2023

LeBron James' media platform, "The SpringHill Company," took a huge hit last year, reporting losses of nearly \$30 million in 2023. James co-owns the company alongside his business partner and friend, Maverick Carter. Since launching in 2020, the company has reportedly never reported a profit, reporting \$17 million lost in 2022, \$28 million lost in 2023, and projected expectations of more financial loss in 2024. Still, Carter says James remains committed to seeing the vision through.

[Source](#)



## \* Kaleena Smith Makes History as First High School Women's Basketball Player to Sign NIL Deal With Adidas

16-year-old Kaleena Smith, a star athlete in Ontario, California, has just made history as the first high school women's basketball player to sign a name, image, and likeness (NIL) deal with Adidas. Smith is one of the youngest athletes to sign a deal with Adidas and the first signee under three-time WNBA champion Candace Parker, who took over in May as president of Adidas women's basketball. Parker says she is focused on evolving the women's basketball arm at Adidas by signing players like Smith.

[Source](#)



## \* NAACP Launches \$200M Fund to Support Black Businesses

The NAACP announced a new \$200 million fund aimed at supporting Black businesses. The new NAACP Capital fund is an extension of the organization's economic justice initiative, which aims to close the racial wealth gap by addressing funding inequities Black-owned companies face. According to a 2024 U.S. Census Bureau report, while 10% of all businesses in the nation are Black-owned, those businesses receive less than 1% of venture capital funding.

The new fund comes on the heels of civil rights organizations advocating for protections for DEI initiatives that have been heavily under attack post-pandemic and in the wake of an incoming Trump administration.

[Source](#)

[Source](#)



## \* Actor Michael Rainey Donates \$2.4M to Financial Literacy Initiative for High School Students in Staten Island, NY

Actor Michael Rainey Jr. (PowerBook II: Ghost) teamed up with the R.A.R.E. (Restoring America through Recovery Education) Foundation to donate \$2.4 million in financial literacy services for three high schools in his hometown of Staten Island, New York. The foundation partners with notable influencers and organizations to help fund financial services for students, veterans, and returning citizens.

[Source](#)



## \* All 12 Songs From Kendrick Lamar’s ‘GNX’ Debut on Billboard Hot 100, Including Entire Top Five

Kendrick Lamar released his surprise album, “GNX,” on November 22nd to rave fan reviews. As of December 7th, Billboard reports that “GNX” is now No. 1 on the Billboard 200, earning 319,000 album units in its first week and marking Lamar’s 5th biggest album. All 12 GNX tracks have entered the Billboard Hot 100, all within the top 30, seven in the top 10, and Lamar’s songs all ranking in the top five. He now joins Taylor Swift, Drake, and The Beatles as one of the only artists in history to have songs dominate the entire top five in the same week.

[Source](#)



## \* Kelis Releases New Children’s Book Inspired By Her Travels in Africa

Singer/songwriter and entrepreneur Kelis has released a new children’s book inspired by her travels in Africa. The “Bounty & Full” owner has been documenting her travels throughout the continent all year, highlighting farming practices, foodways, and the little-known wonders of Africa, exploring countries like Tanzania, Kenya, Zanzibar, and Rwanda. Now, Kelis has released a new children’s book entitled Seven Wonders of Africa, inspired by her journey that aims to create more representation in children’s literature.

Kelis has published the book under her new company, “Make It Brown,” which is focused on telling stories that center underrepresented communities. She now joins a growing number of artists and influencers, adding to diversity in children-focused products and promoting Pan-Africanism through art.

[Source](#)

[Source](#)

[Source](#)

[Source](#)



## \* 'Dads to Doulas' Program in St. Louis Is Empowering Black Men With Tools to Support Birthing Process & Combat Maternal Mortality

Brad Edwards founded "Dads to Doulas," a program he birthed years after experiencing his own loss of twin boys due to complications during pregnancy. Years later, he partnered with "Dear Fathers," a St. Louis-based platform to tell his story. Today, Edwards and Betts operate a free six-week program to help Black fathers learn the tools to support the birthing process, with the aim of combatting the high maternal and infant mortality rate in the Black community. The program helps build a community around Black fathers, providing in-person and virtual programming that covers everything from the history of birth and basic birthing knowledge to pain management education and the creation of a birth plan.

[Source](#)



## \* HBCU Grads Open New 'Grounded' Plant Shop & Wellness Studio In D.C.

Danuelle Doswell and Mignon Hemsley are the co-founders of Grounded, a subscription-based virtual plant shop the two started during the pandemic. Bonded through mutual friends and their love of plants, the two joined forces to offer a different kind of wellness outlet at the height of the coronavirus pandemic, introducing wellness in a way that felt both accessible and welcoming within the community.

Now, 30,000 plants sold later, the duo has opened their first brick-and-mortar, the "Grounded Wellness Studio." The studio operates as a plant shop, cafe, and wellness facility, recently opening in the Anacostia neighborhood of Southeast, Washington, D.C., to immense fanfare.

The new studio sells a variety of plants, merchandise and offers wellness sessions in their back studio, including yoga classes, Reiki sessions, pilates classes, sound baths, and breathwork exercises.

[Source](#)

[Source](#)