



The logo features the name 'Ray' in a large, black, cursive script font. Below it, the name 'EDWARDS' is written in a bold, black, sans-serif, all-caps font, with each letter spaced out.

EDWARDS

Ray Edwards Show, Episode 468

A Real Conversation

[00:00:00] Male Announce: *Ray Edwards Show Episode 468. A Real Conversation.*

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The Ray Edwards show. This is the podcast for prosperity with purpose.

[00:00:18] Ray Edwards: Hey there, welcome back to the Ray Edward show today. Diana Gladney is my guest host and her specialty is helping busy entrepreneurs, simplify video creation to amplify their business and their brand. She helps a lot of busy entrepreneurs take complicated video and she teaches them tips in a way that the everyday businessperson can understand so they can share their purpose with those who need to know about it the most.

So, whether you're a stay at home, mom growing your business, or you run a full-scale marketing empire, Diana believes everyone has a purpose. And that video is simply the best way to share your purpose online with the world to change people's lives. I'm one of her clients I learned from her. She does incredible work, but that's not what she'll be talking about with us here today. For this episode, I've once again, suspended the usual format to allow more discussion about race in the aftermath of the killing of George Floyd, the protests and the riots that followed, and the focus on this issue right now, I feel that as a leader, I have an opportunity to help make a real change. Michael Hyatt put it best this week. He said, we who have any kind of leadership role need to ask ourselves, what does this moment require of me as a leader?

I don't have all the answers. I feel like I only barely have begun to understand the issues deeply. So, I like many people am in learning mode and I'm using my platform to give voice to those who know the subject far better than I last time we invited dr. Fred Jones for a conversation. I encourage you to check that podcast out. If you haven't heard it yet today, I asked Diana to allow me to republish her latest podcast, because I believe it gives even more insight into what our brothers and sisters are suffering on a daily basis. And I think empathy is the birthplace of action. Please visit Diana's site@dianagladney.com. Follow her Instagram it's at Diana Gladney, and you can find links to those things on the post for this episode, which you'll find@[rayedwards.com/468](https://www.rayedwards.com/468). Now, without commentary for me, here's Diana.

[00:02:58] Diana Gladney: What is up entrepreneurs? Welcome back to the video simplified podcast with me, your host, Diana Gladney. Today is going to be a different type of conversation. If you've checked back anywhere in the podcasts, you'll know I've covered a myriad of topics and things like that. We're not talking about video today. So, if you don't want to hear it, then now would be the time to sashay away.

However, one thing I can always say about my platform is that you can always expect it to be welcoming, you can always expect it to be engaging, and you can always expect it to be real. I have no intentions of changing that and that includes today's conversation. I legit want it to be a conversation. So, if you're not familiar with Anchor, anchor.fm/dianagladney, where this podcast is hosted, you have the right and the ability, not the right, but you have the ability. I don't know why I said the right, but you have the ability to click on the show and leave a voice message. So, if you have or you want to jump into the conversation, it'll let me add it even to the episode afterwards and reply and go back and forth. So, the door is open. If you want to share your thoughts and, and what not.

[00:04:16] So needless to say, the world's eyes again are wide open to what's going on. I have gotten questions, around, how I'm doing, how I'm feeling, am I going to say anything, what am I going to do? Honestly, at no time would I ever just sit and be quiet around this kind of stuff. Because I believe each and every last one of us has a purpose.

My thing around helping people become more visible using video to be able to get more competent when it comes to learning the video techniques and things it's because I believe your message, and what you have to share. The purpose of how you plan to help people, you know, all of that, the camera stuff should not get in the way. It should not be a hindrance to you, but it should amplify that. And so, such as a time now where those moments are more important than ever for people to stand up and say, and, and have conversations around the things that are difficult.

[00:05:22] Diana Gladney: I think the most difficult thing for me right now is to see people that I know, love, and care about and have trusted, say hurtful, harmful, cruel things in general. Or just not understanding how, what they're saying, or maybe not even caring about what they're saying publicly is wrong. The difference being that it's okay to be offended. It's okay to be uncomfortable. It's okay. However, it is always wrong to be hurtful, harmful, and cruel until the point where people that I'm seeing, make comments. So, I always think of my Facebook feed, our Facebook feeds in general, based on the type of people that we engage with and interact with. And I think mine is super diverse, but it's like, based on that type of people, again, mine would be predominantly black.

So, it was just like my feed, like this that's going on now. It has never stopped. Do you know what I'm saying? It's amplified now, but it's never not been a thing. It's in so many cases that we see that I see that never get, you know, national recognition gets swept under the rug or whatever the case is. And, you know, you can hear people ask, well, how is that possible? Because it's, it's been the norm. The unfortunate, most unfortunate thing right now is the fact that how normal, the everyday experience is to be black in America, how normal it is to see somebody wrongfully treated or even you, yourself have experienced that.

[00:07:06] Diana Gladney: I saw a post going around about asking people that, you know, people of color, like what, what was your or what has been your experience with the police, and there are just thousands and thousands of comments? Do you know what I'm saying? People upon people, hundreds at every time, somebody shares more dozens, more hundreds, more commenting and replying on what their experience has been. It's not, somebody that's a vigilante or what have you, but the fact that you know, they're just like you, people that you assume, or you would figure don't have a reason to be involved with the police. It's just like, Oh, well, they wouldn't treat you like that, would they? Oh yes, the hell they would, and yes, the hell they have.

[00:07:51] Diana Gladney: I have my own personal experiences were like, so I love bass in my music, and I really like tinted windows in cars. So, one of my cars had tinted windows, tinted windows that I bought off the freaking car lot with the windows already tinted, and I'm just like, oh, okay, Great. And so, me being still a nerd remember riding with my brother and we're going through Ferguson because I frequent that area. I don't live that far. And I put money into that community consistently and intentionally. And so, this is before the whole Michael Brown thing. And, you know, we get pulled over, and I'm just like, well, for what, you know, it's just like that. The thing is it's like, my cousin said it best, it's how normal we have become with being uncomfortable around police. Unfortunately, how are the pit of our stomachs drop when we get pulled over or when you see those lights, and you're just like, dang man. Now what? Cause you don't know how it's going to end.

[00:08:53] Diana Gladney: And that's not for If you're just a black man, it's just for if you're black period, it just is. And so, no matter how nice you are, how great your day is, you don't know how you're going to be treated. All you can do is hope that you'll be treated fairly, all you can do is hope.

Unfortunately, that wasn't the case, and I've had plenty of times where I get caught up in the circus of dealing with the police around in St. Louis for the silliest of things. It's like this dude came, and it's like I just said, I bought my car, and the windows were already tinted from the dealer. Like I didn't go and get them tinted or whatever. So, I'm super confused when he asked me like, to roll my window partially up. I'm like, what are you talking about? Because I'm thinking in my mind, wouldn't that be rude? You know? He's like roll it up, roll the window up, and I'm like, what are you trying to do? So, he pulls out this device and puts it on a window. He's like your windows too dark. And I'm like, what? Next thing I know, this thing about the window being too dark. And I'm like, what are you talking about? He says I can't see you. And I'm like, it's a tinted window. I'm like, it's not even like a blackout, but like you know what I'm saying? I'm like, what are you talking about? I'm genuinely confused at this point. My brother's getting upset because he knows what's going on. And so next thing you know, it's four cop cars. You know, it's like every time you get pulled over its three and four cop cars.

[00:10:10] Diana Gladney: So next thing I know you, I'm getting tickets from the left side of my car to stretch over to the right side of my car. I'm handing part of the ticket paper to my brother, like, dang did, y'all run out of ticket paper? This ain't the little thing that they write on, It's like a printed thing. And I'm like this is like the CVS receipts and is running from one side of the car to the other. I'm just like, what the hell?

Then to go to court because you trying to have an understanding of what was the cause, I was so furious. I went peeled off the freaking tinted window in my car because

I was so upset. You know? I've gotten tickets and had incidences with the police, and you're paying hundreds of thousands of dollars. Now it feels like hundreds of thousands. It's just hundreds and thousands of dollars over time. Hopefully not hundreds of thousands, but hundreds and thousands of dollars that you're paying out to multiple police departments or you're driving down one diagonal street. Like I was one day with my sister.

Your experience is not the same as somebody else's. It's just like dang man, why can't we just drive down the street and not get harassed? Like for real, we just got stopped three times on the same street by different cops because it's like 98 municipalities or little police departments that may stretch a block or something. It's like, just a ton on this one street. We were driving down the street like this three different times, my sister, she's getting tickets like, dude, we just got a ticket from this other police. It could be something the smallest thing like I said, I've gotten tickets for, and the ticket is just the thing for those that don't know the ticket is just the thing. Especially like here in St. Louis, like people ask me like, is it really like that, yes, it really is. It really is.

So, it's like the ticket is just the entry. It's just a door. It's just an excuse. You didn't turn on your signal fast enough; you been sitting in the turning lane too long. It's just that, you know, it's just a doorway for them to try to figure out something else or make it to be more than what it is. Even saying, like not saying that you wouldn't be in the wrong or something, but it's just to find a way. I've gotten tickets for the silliest things.

[00:12:18] Diana Gladney: The one officer told me, if you notice, like when the pollen is out. Your car gets kind of dusty, even if it sits there for a day or whatever, like you're literally not getting your car washed every day. But let's say you take a day off, go back to work, like whatever, just like a pollen accumulation on your car. I had where my car was just like, I cleaned the windows off and it's like, I haven't gotten a car wash, which I usually do. It's around like a bunch of pollen stuff going on, get pulled over. As soon as I'm like leaving off of my block, you'll get pulled over by the police. He's like, I can't see your license plate too much pollen on it. I'm like, what are you talking about? I'm like, can I get out and dust it off with a paper towel or something? And he was like, no, sit in the car. And you just get treated like garbage, complete and total garbage. And so, it's just like, when you see this stuff that goes on is every damn day it's constant. So, it's just, like I said, driving with my sister and getting pulled over three different times on the same street, treated like crap the whole time. You're trying to pay tickets, and a lot of the courts have court on the same night. So, you got to decide who you going to go to? Do you have enough money to potentially hire somebody to help you? You know, as far as like from legal representation, you know, I'm just like all of the all of the stuff. And it's just like, or you get caught up that debtor's prison stuff is for real, you know, it's just like, it's been plenty of times I'm sitting there, and it's like the number that they throw out at you that they want you to pay. And it's just like, I don't have that. Or you're looking at, that's going to cut into my rent, or that's going to cut into my car payment is just going to, you know what I'm saying?

[00:13:44] Diana Gladney: It's just like, it's real. And somebody that don't have no real reason to have the whole bunch of police interactions and stuff. It's just like, even I still have those same interactions, and you got to think. I was telling my friend, I said, it's not just the stuff that happens, but it's also the things that you omit to do. The things that you decide not to do. The places you decide not to go in. The conversations in a black community with your black friends are very different than the ones that you have

when. It's just like, well, are we going to go over here? And It's just like, nah man, I'm cool. Or it's just like, you want to just like? Nah. You know, it's just like, or you might be okay if you, but it's like two or three too many people in an area where you don't quite look like you belong, you get the eyes cut at you. And then the stuff were people calling the police on you. That stuff is real, it's real. And it's just like it's heart wrenching to see. And to hear people that, you know, have come to love trust to some extent or whatever, show themselves in these moments because it's, it's, it's the fact that people are like, I don't get it. I don't understand. I can't believe it. I think it's the most hurtful thing with that is just understanding that the reality of their with their life is very different. It's very different than how we live our lives and what we have to deal with on a consistent and regular basis.

[00:15:20] Diana Gladney: That, you know, it's just like, we deal with this stuff every single day. Or your cousin got locked up or your brother got locked up. Or your daddy got a gun pulled on him and all of this extra other stuff. It becomes an everyday occurrence. And we get used to it, whether we like it or not, don't matter. It's like we don't have a choice. You're born into it. And the difference is our skin is born with a weight attached to this born. We're born with, you know what I'm saying? Like our skin is born weighted. I don't know how else to put it to you. So the fact that you know, you see. You hear people saying stuff, and you get tired of unfriending people. You get tired of trying to be a voice of reason and understanding. I've always been a person to have the hard conversations, never running from the hard conversations.

[00:16:09] Diana Gladney: It's really getting hard to continue to have to deal with that. Or you hear people say, and it's just like, and it ain't no one specific person is always just a ton of people. It really is. And it's exhausting. And people be like, Oh, all day, just the news is always trying to make it a racist thing. It's just like, you don't know what you're talking about. You really don't, you really don't understand. Or people have people post stuff like they're asking questions like, well, what was he doing? And where was he going? At what point does somebody being outside, a law-abiding citizen, have to tell you what their plans are for the day, and to get your damn permission for where they are and are not "supposed" to go, what they are or are not supposed to do? Who are you? Who do you think you are at that point? You know what I'm saying?

[00:17:02] Diana Gladney: Like, so is when you see that kind of stuff and you see, and you hear, and it's consistent, and now it's like, you know, again, you know, the world is having its eyes put on these situations. It's just knowing that it's the norm. It's just every day for us already. Everybody else gets to see it now. And it's like, at some point, it gets frustrating because it'll die down. A few things may get done. And it'll go back to willful blindness for most people because it's not their everyday thing furthermore. Where that ties in for me when it comes to like, this year is a year where we'll vote in a new president or, you know, you have people that are a vote for who's already there. And you look at somebody that says hurtful, harmful, and cruel things that agree with the treatment of negative things.

[00:18:08] Diana Gladney: And people never like to, you know, get political, but it's just like, guess what? That impacts our everyday life. So, whether we want to be, or not, it's just going to happen. You know what I'm saying? Like this is conversations that need to happen. The hardest thing for me right now is having people that I know, love, care about, and trust and stuff like that agree with hateful people. At what point

are we off? You know what I'm saying? The way I explained it to someone was that if somebody is saying that they agree with you and are doing a bunch of things that benefit the black community, but they hate native Americans, and they're going to do a bunch of stuff that's going to be against them. Or they're doing a bunch of things that would be against Mexican Americans, for example, or the Latino community. I can't vote for that person either. Because guess what? Just because they're not hateful towards me in the things that may be important to me, doesn't make them, you know what I'm saying? At that point, you disqualify yourself because you know what I'm saying?

[00:19:07] Diana Gladney: Here's the thing with politics stuff, they always lie, all of them. You know what I'm saying? They're going to push whatever they like, it's always a thing. So, trust is hard to some extent, or belief is hard. I really don't want to hear nothing about no damn conspiracy stuff. You know what I'm saying? Like straight up, I don't care. If we look at what's there, what's present what's right now, That's why it pissed me off about the whole stuff with coronavirus, honestly, because when we look at people go up to the government offices, cause they mad about the damn grocery store, or haircut, or the freaking workout places, and the gyms, and the restaurants. It's just like more upset about that, and you can walk in the door with a freaking AR 15 around your chest, and nothing happens to you. We try to speak about what's going on and why, and it's just like, you see somebody, even my cousin. My cousin was out last night, and not doing any kind of anything, and he got teargassed in the face. You know what I'm saying? Just like having to deal with it. So, you look at that kind of stuff, and it's just like, this is why it just like, I don't give no damn about no what happened to wear no mask over, you know what I'm saying? The white gets killed in the streets. It's like you grossly misunderstand where my attention is at the moment is not that some of these things aren't important, or it's not that some of these things aren't needing attention. But it's just like, I'll be damned.

[00:21:12] Diana Gladney: It's like somebody getting murdered in the street. And somehow, it's, it's easy to swipe past. I'm not saying that you have to stop and watch all of that stuff. Ain't nobody asking you to do none of that. We all have to take into account our own social and mental health. We really do, but at some point, it's just to the point where it's so easy to ignore and easy to say, well, he must have done something, or they must've stolen something. You know, it's just like, you automatically get grouped into this horrendous version of a person. Then they always try to find a clip to prove it. Ah, well look, they stepped on an ant when they walked across the street, what animal cruelty the person, you know, just like there's always a way the narrative gets flipped.

[00:22:04] Diana Gladney: And it's just like unless you have been in the shoes of a person of color and not that you got black friends and not that you're, it's just like my family's hella mixed, hella mixed, like stupid mixed. And it doesn't really matter. It's like I don't need white friends for me to care about the humane treatment of another person. And just like in this funny, I was thinking about this last night, we talk about the humane society that deals with animals. And yet there's no humane society that deals with humans, no humane society for a person of color. And then it's always thrown up like, Well, I feel like that statement is racist. I feel like that statement is against when it has been racist ever to be white in America and don't get me wrong. I love, I love the hell out of people, period. I respect the hell out of people, period.

[00:23:11] Diana Gladney: To understand and to know that people will look at you and talk about you. I've had to sit through those hard times, especially the bullshit with Michael Brown. When I worked at the bank, and I'm sitting there, and I have to listen to the nonsense sitting around, you know what I'm saying? Like this, might get twisted. These stories, these experiences are real, it's every day. If you don't understand this, okay, get an education on it. There's plenty of books out there. Ain't nobody trying, nobody asking for sympathy. Nobody's asking for understanding, just asking to be treated like a freaking human being.

[00:24:02] Diana Gladney: I don't know what's to be said or to be done at the moment, at this moment, but everybody has a role to play in that. It may be having a hard conversation with somebody that only you could reach in your family, in your co-working space, or whatever that maybe has an opinion or a misunderstanding. A lot of people got pissed when freaking Kaepernick took a knee about police brutality, and all of a sudden, it became about, ah, ah, he this and he is doing that. And it's just like, you have no idea what you're talking about. And yeah, you may not agree with how he did it, but guess what? The stuff that's going on right now is the reason why he was doing it. I try to have a very understanding ear, even when I have to sit and listen to a hard conversation. It's especially hard for me personally, right now, having sat in situations where something was said, and I didn't agree, and I didn't say anything. It's like, I regret not saying something it's like, should I have said something? Should I have not? Or whatever the case is, you know what I'm saying? It's just liked that constant internal turmoil. It's frustrating and exhausting to constantly have to like, we still in 2020 are having to have this conversation.

[00:25:38] Diana Gladney: I will always be loving, kind, and understanding. I will always be open to the hard conversations, and I will always treat others that don't treat people that look like me well, with some level of respect, because I respect myself. At no time will I allow the hatred and the disgusting things that we are seeing that human beings are, unfortunately, capable of, affect how I treat and love people in general. We all have to have a moment. Quiet moments. Silent moments within ourselves, where we have to evaluate, how can we be able to continue to love one another and each other through these hard ass times. I just think that if we have these conversations that are hard to have more often, maybe somebody else won't stop taking a breath.

[00:27:05] Diana Gladney: I hate to even have to have to talk about this stuff because it's not easy. It's not comfortable, but neither is trying to make a decision. When you go out of town sometimes, or when you're going to a certain area, or you're having a certain interaction or encounter with police. It's just the constant thinking and double life living of what do I need next, and what should I do? Or what should I say, what should I not do? And what should I not say? Just because of how easy it is for the narrative to flip, and it's hard as hell.

[00:27:58] Diana Gladney: I think as we move forward in these next few years, few weeks, whatever next few days, the only thing I will ask is that my community has a little bit more understanding to the different life that somebody else is experiencing, that you may not. And that as the days go on, you stop and listen first. You stop and listen first. Don't just Google search the stuff that you want to hear or the belief that you want. Be open to having conversations with people that you know, love and care about and trust that you know, how they feel about some of this stuff, you know, that they wrong. Maybe you've been silent. Maybe you've kind of agreed with them in the

moment because you didn't know what to say. Nobody knows really what to say, but stuff has to be said. Open the door to communication even if it's hard.

[00:29:23] Diana Gladney: I hope in the next few weeks to come now, more than ever, we can all lean into who we were created to be, and the purpose we're supposed to have in this world and the impact because we need each other. I'm heavily leaning and relying on God right now for wisdom and for guidance. I would encourage each and every last one of y'all to do the same. That's where I'm going to leave it for this episode because, to be honest with you, I don't have nothing else that I can give to you right now. It's hard to show up in videos, and all of this is on your heart, but we got a job to do and great work ahead of us in all of our respective ways. And no matter what it is that you do. So, all I'm going going to say, it's just listen. Be open to having conversations where you listen.

[00:30:46] Ray: Thanks for listening. Please share this episode and follow Diana, and you can text directly with me by putting your info into my phone. Just do that by sending me a text to (509) 245-2670 of us (509) 245-2670. I look forward to hearing from you until next time. God bless you and peace to your house.

[00:31:15] Female Announcer: Thank you for listening to the Ray Edwards Show.

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[00:31:32] Male Announcer: Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

[00:31:46] [END OF AUDIO]