

Reclaiming the Black Community Strategy

This is a draft of our strategy to start reclaiming the Black community. This document is evolving and we need your input and comments. We have started out with 10 points. Please send your comments to reclaim@blacklivesmattergeorgia.org.

1. Police Brutality and Murdering of Black People Must Stop

The 14th Amendment of the United States Constitution guarantees full citizenship and protection to Blacks born or naturalized in the country. Statistics prove that there is an assault on the Black community by police officers and system. We are issuing Cease and Desist Letters to the United States of America authorities to stop the illegal actions against our community.

2. We Want Media to Stop the Negative Narrative of Black People

Media of all kind – television, radio, movies – is subliminal brainwashing. It really shapes world views of people and things. Black people in the United States have always been portrayed negatively in media and that must stop. We want our children to see and hear balanced portrayals of the Black community in media.

3. Crime, Murders and Violence in Our Community Must Stop

#BlackLivesMatter in and out of our community, and the continued devaluing and taking of life with guns in our community must stop. We are going back to the extended family with a goal of nurturing a respect of lives through constructive and loving interactions of youth and adults.

4. Create Community Alternatives to Selling Drugs, Stealing and Violence in Our Community

We must take care of our communities and develop environments for change and growth. Churches and businesses must open their doors after hours to offer education, career development and provide recreation outlets to Black youth and adults. Businesses in our area must invest in our community, respect our dollars and hire from the neighborhood.

5. Black Professionals, Visionaries and Successful Individuals Must Come Back to the Community

Black people of all ages must take time to invest in the community. Come back and share your knowledge and expertise. For example, we need attorneys to give hours monthly to represent innocent Black men and women with cases or in prison.

6. We Want Affordable and Decent Housing as Well as Tenant Rights

We believe that if the White Landlords will not give decent housing to our Black community, then the housing and the land should be made into cooperatives so that our community, with government aid, can build and make decent housing for its people

7. We Want Livable Wages and Employee Protection

All people in the United States deserve a livable wage, and especially Black people since living in our communities cost us more. We must have a livable wage and Right-To-Employee Protection laws must be passed in right-to-work states to give Black employees protection.

8. Remove Ineffective Local, State and Federal Politicians Representing our Community

We are putting all ineffective local, state and federal politicians on notice that if they are not doing or have not done anything tangible for the Black community as a whole will be voted out of office. We have an ongoing #BlackLivesMatter Voter Registration Drive and are educating the Black community to become informed voters.

9. We Want United States School Books to Reflect the Complete and True History of African and Blacks in Building and Maintaining this Country

The United States educational system should give a true account of the kidnapping, murder and enslavement of Africans, and the enormous contributions of Black people in building and maintaining this country from its beginning.

10. We Want the Top 50 Advertisers in the United States of America to Spend 20% of Their Advertising Budgets with Digital and Print Black-Owned Media and Businesses

The Black community spends over \$13 trillion dollars on consumer goods annually. Yet the top advertisers only spend 1% of their advertising budgets with Black media and businesses. We are asking top advertisers to spend at least 20% annually of their advertising budgets with Black-owned media and businesses.