

Black History Month Campaign

Feb. 1 - Feb. 28 (subject to change)

OVERVIEW

Black History Month is an opportunity to highlight Black-Owned Businesses and unique facts about Black/ African-American communities in Precinct 2 and Harris County.

GOALS

1. Bring awareness on Black-Owned Businesses in Precinct 2 and Harris County
2. Share unique facts around Black African-American Community; Members and/or historical places
3. Promote inclusivity within our platforms
4. Engagement + CTA (Community to activate around an inclusive community)

Helpful docs / links

[2021: Social Media Content Plan](#) (February)

Hashtags

Twitter: #hounews #harriscounty #harriscountynews #supportblackownedbusinesses
#shopsmall #smallbusinesses #shoplocal #blackhistorymonth

IG: #hounews #harriscounty #harriscountynews #supportblackownedbusinesses
#shopsmall #smallbusinesses #shoplocal #blackhistorymonth

ND: none

FB: none

Creative Mockup/Samples

Instagram:

https://www.canva.com/design/DAETyJ0KtM0/share/preview?token=eCZmWjgwTn96yTNQaQLiRw&role=EDITOR&utm_content=DAETyJ0KtM0&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Facebook:

https://www.canva.com/design/DAETyWVple8/share/preview?token=u3fXJUZauShDvVLJMO3uJA&role=EDITOR&utm_content=DAETyWVple8&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

ND:

https://www.canva.com/design/DAETyJoN0zE/share/preview?token=EDbjk-0YV_UfeREETGJzUQ&role=EDITOR&utm_content=DAETyJoN0zE&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Proposed Schedule - ND, FB, IG

- | | |
|---------|------------------------------------|
| 2.2.21 | Black History Month Kicks Off |
| 2.28.21 | Black History Month Campaign Wraps |

Potential Businesses & Facts to Highlight:

- Barrett Station - Historical Marker
- Joe Tex
- SuperGirls Foundation
 - Loretta Williams Gurnell
 - loretta@SUPERGirlsSHINE.com
- Buffalo Soldier National Museum
- Houston Museum of African American Culture
- Passing Thru BBQ in Huffman
- The Houston Black Chamber of Commerce
- Recognition of the elected official's being the first?

Pasadena Chamber of Commerce

SUPERGirls SHINE Foundation
Loretta Williams Gurnell
Executive Director
SUPERGirls SHINE Foundation

Crosby-Huffman Chamber of Commerce

Just Passing Thru BBQ-Huffman
Bobby Winslow
281-764-5436

Partnership Lake Houston

- Dax Parker - Owner
Main Squeeze Juice Co. Atascocita
16402 West Lake Houston Pkwy Ste 100

Houston, TX 77044

(832) 243-6015 (work)

mainsqueeze.dax@gmail.com

- **Darren McCall** - Owner
McCall Mixed Martial Arts, LLC
6730 Atascocita Rd, Ste. 109
Humble, TX 77346
(832) 375-9608 (work)
teammccall@yahoo.com

Houston East End Chamber of Commerce

- Marcus Powell, Hoots Smokehouse, 832-491-0556
- Robert Humbert, Juice Easy, (832) 434-3486

Port of Houston

- Bea-Dot Cafe, LLC

Pasadena Chamber of Commerce

- SUPERGirls SHINE Foundation

Crosby-Huffman Chamber of Commerce

- Just Passing Thru BBQ-Huffman

La Porte - Bayshore Chamber of Commerce

- Heavenly Hands Personal Care
- L&L Cleaning Service

Message to Reach Out to Businesses/Community Members

Good afternoon _____,

My name is _____ and I am the _____ with Harris County Precinct 2. _____ shared your contact information with our Community Relations Director. We have asked several Chambers of Commerce to help us connect with Black African American Business Owners in order to bring awareness to the community of these businesses.

We found the mission of this organization to be profoundly inspirational and would love to highlight it on our social media platforms for a social media campaign in the month of February. The social media campaign entails of highlighting Black African-American Owned Businesses and/or sharing unique facts about the community. That being said, we would love to interview you to get more information about how your business' story, mission, and impact on the community.

If that is something that interests you, please feel free to reach out to me. I'd be happy to answer and questions, concerns, or guide you through the next steps. One last point, considering that we are still going through the pandemic this would all be handled virtually to ensure the safety of our partners and our staff.

Please let me know if you have any questions. I look forward to hearing back.

Scheduled 02.02.21 Barrett Station Community in Precinct 2



Since taking office, Commissioner Adrian Garcia has been committed to fight for a brighter future for our Black African American and minority communities, whether it's through opening a Wellness Center in Barrett Station, recognizing community members in Commissioners Court, and supporting minority businesses through an MWBE program.

Join us as we celebrate Black History Month on our social media channels to highlight unique historical facts about Black African American communities in Precinct 2 and Black-Owned Business in Harris County.

Did you know about Precinct 2's historical Barrett Station? Barrett's Settlement was founded by Harrison Barrett (1845-1917). A former slave who purchased the land for fifty cents an acre, and the community began with just seven houses. The best way to describe Barrett Station as the sign says when entering "rich in heritage, education, and community pride." To discover more about Barrett Station visit their website: <http://barrettstationcivicleague.org/home.html>.

Tag: FB- @BarrettStationCDO

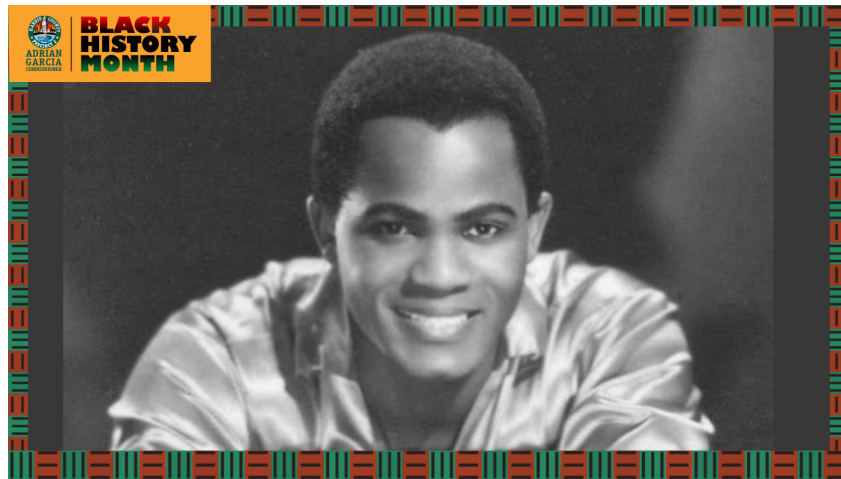
Live Links

FB <https://www.facebook.com/harriscountyprecinct2/photos/a.1007760255937807/3675092009204605>

IG https://www.instagram.com/p/CKzNF46r_Id/

ND <https://nextdoor.com/city/feed/?post=175705035>

Scheduled 02.06.21 Joe Tex



Did you know about Joe Tex? Born in Rogers, TX raised in Baytown, Joe Tex was an American rhythm and blues singer who was popular in the '60s and '70s. Before fame, he won a talent contest in Houston, which sent him on a trip to New York City. Some of his hits were “I Gotcha” (1971), “Skinny Legs and All” (1967), and “Hold What You’ve Got” (1965). Joe Tex went on to have four million-selling hits and was nominated for the Rock & Roll Hall of Fame six times! Did you know? One of his record plaques is now located at J.D. Walker Community Center! What are some of your favorite songs from Joe Tex? Let us know in the comments below.

#hounews #harriscounty #harriscountynews #celebratingcommunities #blackhistorymonth
#blackhistory #africanamericanhistory

Live Links

FB <https://www.facebook.com/harriscountyprecinct2/photos/a.1007760255937807/3685173898196416>

IG <https://www.instagram.com/p/CK9cVqtFUUJ/>

ND <https://nextdoor.com/city/feed/?post=176061793>

Scheduled 02.11.21 Lee P. Brown



Did you know? Lee P. Brown, elected in 1997, was the first African American Mayor of Houston & the city's 50th mayor. Prior to becoming Mayor, Mr. Brown was the Houston, Texas' chief of police from 1982 to 1990 and developed Neighborhood Oriented Policing, a program employing community policing techniques.

President Clinton appointed Brown director of the White House Office of National Drug Policy or "Drug Czar", a cabinet-level position from 1993 to 1996. Throughout his career in law enforcement, he led police departments in New York, Atlanta, and Houston and was well-known for his community policing strategies that helped reduce crime while positively changing the relationship police had with minority communities.

To learn more about him and his contributions local and nation-wide, visit <https://hpou.org/hpd-history-chief-lee-brown-laid-the-strong-foundation-for-hpds-strong-community-liaison-practices-with-all-communities/>.

Resources: <https://www.thehistorymakers.org/biography/honorable-lee-p-brown>

Live Links

FB <https://www.facebook.com/harriscountyprecinct2/photos/a.1007760255937807/3697717196942086>

IG <https://www.instagram.com/p/CLKXrnPg89N/>

ND <https://nextdoor.com/city/feed/?post=176624723>

Scheduled 02.20.21 Passing Through BBQ in Huffman/ Small Businesses



Saturdays are for Small Businesses! Meet Mr. Bobby Winslow, owner of Just Passing Through BBQ in Huffman, TX. Born and raised in Louisiana, Mr. Winslow has lived his life serving the community through public service for 42 years and being a pastor at The Whosoever Will Gospel Church - located just steps away from his restaurant. After moving to Texas and living here for some years, in 2008 he decided to open up a BBQ place in the piney woods of eastern Harris County. Since then, his small business has survived two fires (in 2012 and again in 2018) and now a pandemic. Many people from the neighborhood can attest to his BBQ and even community members from Barrett Station, TX come to enjoy it. "Our BBQ is good enough to stop a train," said Mr. Winslow.

Just like Mr. Winslow's business, there are still many business owners who are working every day during this pandemic to make ends meet. In honor of Black History Month, consider supporting a Black-owned business in Harris County this month and in the future too. Below is a short list of small businesses you can follow/support. Have a favorite local shop or business in mind? Tag them in the comments!

BUSINESSES/ CHAMBERS TO TAG:

Main Squeeze Juice Co. Atascocita, TX ♦ Hoot's Smokehouse ♦ JuiceEasy ♦ Soulfood Vegan ♦ Kaffeine Coffee at Museum Park ♦ the breakfast klub ♦ Day 6 Coffee Co. ♦ Heavenly Hands Personal Care ♦ throughgood coffee ♦ Glazed the doughnut cafe ♦ Bea-Dot Cafe, LLC ♦ McCall Mixed Martial Arts ♦ L&L Cleaning Service
Crosby-Huffman Chamber of Commerce
Partnership Lake Houston
Houston East End Chamber of Commerce
Port of Houston
Pasadena Chamber of Commerce
La Porte - Bayshore Chamber of Commerce

Live Links

FB <https://www.facebook.com/harriscountyprecinct2/photos/a.1007760255937807/3745585722155233>

IG <https://www.instagram.com/p/CLzhFZarIQI/>

ND N/A

Metrics

Post	Facebook	Instagram	Nextdoor
Barrett Station	Reach: 1,867 Total Engagement: 90	Reach: 189 Total Engagement: 16	Reach: 7456 Total Engagement: 11
Joe Tex	Reach: 3,355 Total Engagement: 722	Reach: 261 Total Engagement: 29	Reach: 10,913 Total Engagement: 54
Lee P. Brown	Reach: 1,108 Total Engagement: 29	Reach: 211 Total Engagement: 25	Reach: 9,397 Total Engagement: 29
Huffman BBQ	Reach: 5,246 Total Engagement: 599	Reach: 241 Total Engagement: 16	N/A

Takeaways

1. Nextdoor is the best channel to reach our audience
2. The best engagement was seen on our Facebook Page
3. Community posts involving a celebrity and a small business performed the best in this campaign