



#MLK2BAKER #BEYONDREACTIVISM #ORGANIZINGFORPOWER

#BEYONDREACTIVISM

THE USE OF MULTIMEDIA
FOR MOVEMENT BUILDING

PREPARED BY JAMYE WOOTEN, KINETICS
KINETICSCOM.COM

15TH ANNIVERSARY OF THE SAMUEL DEWITT PROCTOR CONFERENCE
CONFERENCE THEME:
STAYING IN THE STRUGGLE UNTIL THE END



STAYING IN THE STRUGGLE UNTIL THE END

SANAA & XELA WOOTEN.
HUMAN RIGHTS ZONE MARCH. APRIL 2009



OVERVIEW

Ella Baker was a civil rights pioneer and activist and co-founder the Southern Christian Leadership Conference. Baker was critical of the patriarchal, hierarchical and messianic leadership style of the civil rights movement. Baker argued for a more democratic model, called participatory democracy.



**"Strong people don't
need strong leaders"**

- Ella Baker

From Jena 6 to Freddie Gray, social media has played an integral part in how we organize and galvanize the masses. **#MLK2BAKER: BeyondReActivism, OrganizingForPower** examines the role of social media in social justice organizing and raises a couple questions:

- 1) As social media begins to democratize communication, can the hashtag lead us to an Ella Baker model of movement building (Participatory Democracy)?
- 2) How can these tools be utilized to help us move #BeyondReActivism? Beyond the tweeting and protest of #BlackDeath to a sustained movement – #OrganizingForPower or holistic community development where the end goal is not reform or rights, but power.

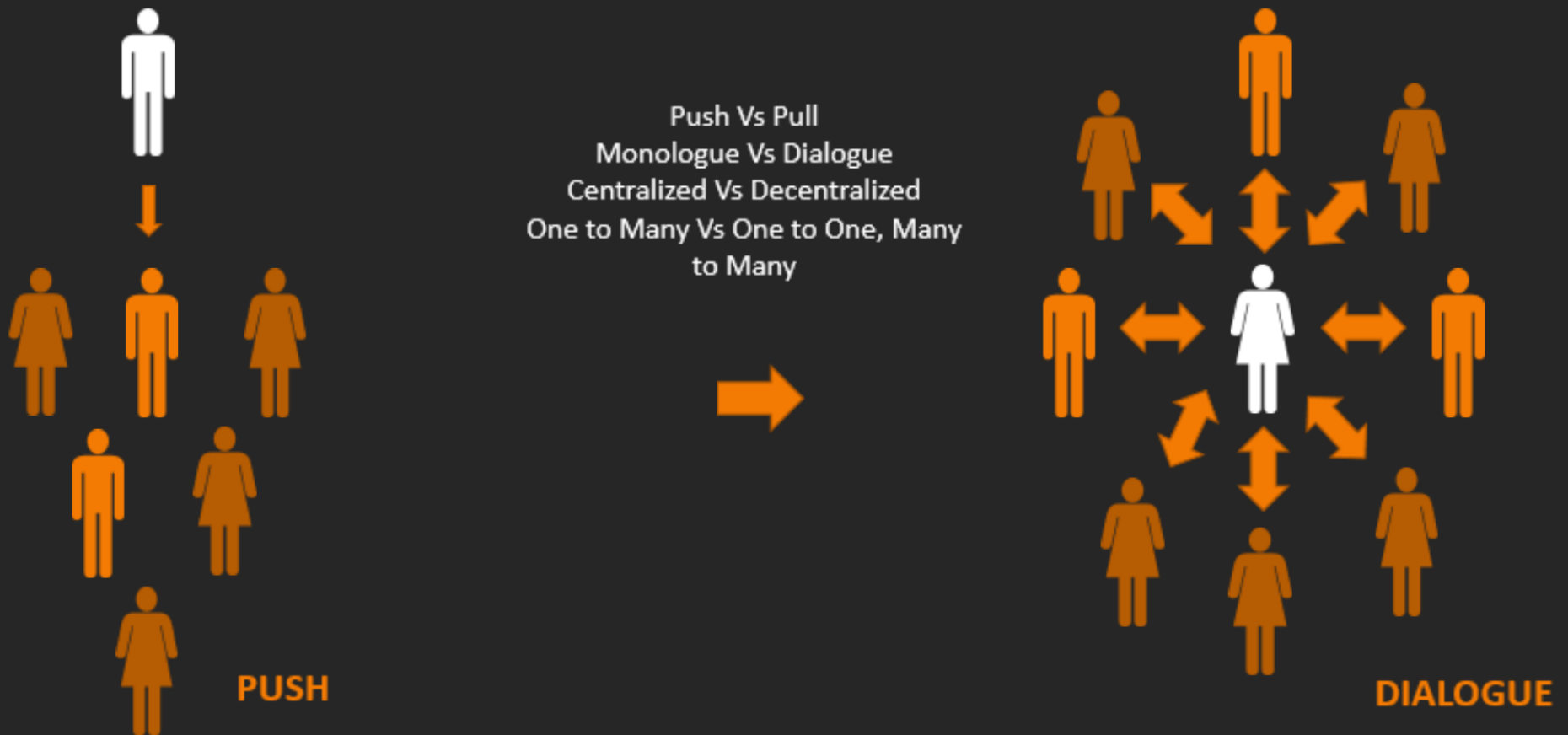
A black and white photograph of Martin Luther King Jr. and Ella Baker. King is on the left, wearing a suit and tie, with his mouth open as if speaking or shouting. Baker is on the right, wearing glasses and a light-colored sleeveless top, also with her mouth open and holding a vintage microphone. The background is slightly blurred, showing what appears to be a crowd or a large indoor gathering. An orange diagonal overlay covers the bottom left portion of the image.

#MLK2BAKER

**IS THE HASHTAG MOVING US
TO AN ELLA BAKER MOVEMENT?**

TRADITIONAL MEDIA vs. SOCIAL MEDIA

HIERARCHY OF INFORMATION



A photograph of a protest scene. In the center, a Black woman with a large afro is shouting with her mouth wide open. She is wearing a blue denim shirt. Behind her, other protesters are visible, some holding signs. One sign in the background says "No Justice No Peace". Another sign to the right says "STOP KILL". A sign in the foreground, partially obscured by an orange diagonal overlay, says "BLACK LIVES MATTER". The overlay is a semi-transparent orange shape that cuts across the image from the top left to the bottom right.

**“Blacks and Latinos
are significantly more
likely than Whites to
engage with and
learn about social
issues and causes
through social
media.”**

HIERARCHY OF ORGANIZING/LEADERSHIP

Communication (CSIC)



**MESSIANIC
STYLE**

Hierarchical Vs Democratic
Centralized Vs. Decentralized
One to Many Vs One to One,
Many to Many



**PARTICIPATORY
DEMOCRACY**

IS THE HASHTAG MOVING US TO AN ELLA BAKER MOMENT & MOVEMENT?

TWO NATIONAL MARCHES CALLED ON THE SAME DAY.
BOTH RECORDED THE SAME ATTENDANCE NUMBERS.

DECEMBER 13, 2014



**JUSTICE
FOR ALL**

50,000



**MESSIANIC
STYLE**



**MILLIONS
MARCH**

50,000



**PARTICIPATORY
DEMOCRACY**

DEVELOPING A FRAMEWORK FOR DECENTRALIZED ORGANIZING.

Spider Vs. Starfish

SPIDER

Centralized. Central body with legs.
Cut off the head and it dies.



STARFISH

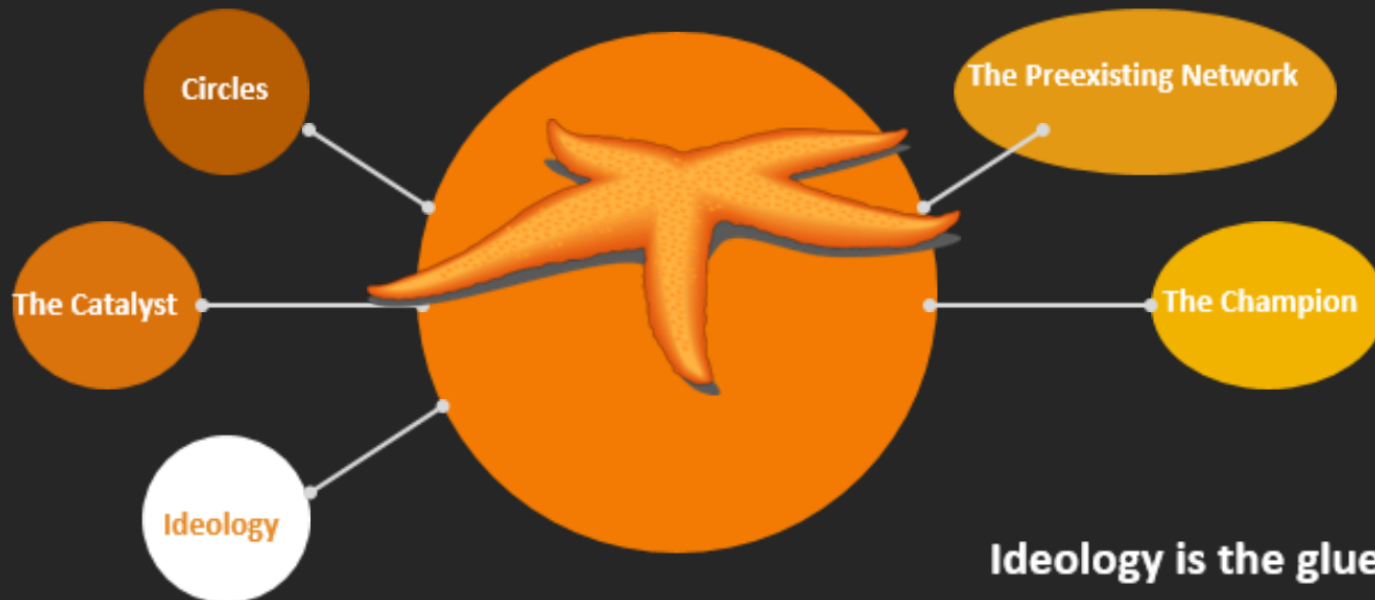
Decentralized network. No head. Major
organs are replicated throughout each arm.
Cut it in half and you get two starfish.



IDEOLOGY IS THE GLUE THAT HOLD DECENTRALIZED ORGANIZATIONS TOGETHER.

STANDING ON FIVE LEGS

Five legs – when all five work together the decentralized organization can really take off.



**Ideology is the glue that holds
decentralized organizations together.**

#BEYONDREACTIVISM: TOWARD A HOLISTIC IDEOLOGICAL FRAMEWORK

Hashtag

How can these tools help move us beyond the tweeting and protest of #blackdeath to a sustained movement – #OrganizingForPower or holistic community development where the end goal is not reform or rights, but power?

Hashtags based campaigns or decentralized movements without an holistic ideological framework keep us in reActivism mode, moving from campaign to campaign. Leaving little energy to organize for power. The ultimate goal of movement building must be power; not limited to reform and rights that can be revoked whenever power decides.



Interlocking Principles

Building campaigns with an holistic ideological framework moves us #BeyondreActivism. Activism rooted in principles hold community members accountable to the agreed upon framework. Our campaigns must be holistic, with principles that lead to power, not limited to reform and rights.

Interlocking Principles for Holistic Campaigns

On December 10, 1988 George Edward Tait published an article entitled, “**Interlocking Principles: Kwanzaa and Buy Black Campaign**”, a strategy to incorporate the principles of Kwanzaa into the “Buy Black Campaign.” What

Tait set out to do was to move us from celebrating the principles of Kwanzaa once a year to incorporating them into our everyday life. The idea was to use the principles to support and sustain the Buy Black campaign; transforming the structures of oppression in their own lives. Tait stated that these principles must become an “integral part of our daily existence and not just limited to a hasty observance during the final holiday season of the year.” Buying Black Campaigns shouldn’t just be in response to state violence, but a set of principles in our framework to gain power.



BALTIMORE UNITED FOR CHANGE (BUC) IS A COALITION OF ORGANIZATIONS AND ACTIVISTS WITH A LONG TRACK RECORD OF WORKING FOR SOCIAL JUSTICE IN BALTIMORE. THE BUC COALITION CAME TOGETHER THREE DAYS AFTER THE MURDER OF FREDDIE GRAY, AND HIT THE GROUND RUNNING.

HASHTAG: #BMOREUNITED

PRINCIPLES:

- WE BELIEVED THAT BALTIMOREANS HAVE THE EXPERT KNOWLEDGE OF THE CITY'S PROBLEMS AND ARE IN THE BEST POSITION TO CREATE SOLUTIONS.
- WE BELIEVE IN THE DEVELOPMENT OF COMMUNAL-BASED INDEPENDENT BLACK (OF AFRICAN-DECENT) INSTITUTIONS.
- WE BELIEVE THAT A LENS THAT RECOGNIZES STRUCTURAL VIOLENCE IS CENTRAL TO TRANSFORMING BALTIMORE.
- WE SEE SERVICE TO OUR COMMUNITY AS BEING INTRINSICALLY LINKED TO BUILDING AUTHENTIC GRASSROOTS POWER IN COMMUNITIES.

RESULTS

- THROUGH OUR COALITION AND WITH THE SUPPORT OF COMMUNITY, WE WERE ABLE TO RAISE OVER \$100,000 FOR JAIL SUPPORT.
- WHEN BALTIMORE CITY SCHOOLS WERE CLOSED AND THROUGHOUT THE WEEK OUR PARTNERS PROVIDED SAFE SPACES AND FED THOUSANDS OF STUDENTS AND FAMILIES THROUGHOUT THE CITY.
- BAILED OUT NEARLY 100 INDIVIDUALS (19 OF THEM HAVING BAILS GREATER THAN \$50,000; 1 FOR \$500,000)
- HOSTED NONVIOLENT CIVIL DISOBEDIENCE TRAININGS AS WELL AS "KNOW YOUR RIGHTS" AND OTHER LEGAL AND ACTIVIST TRAININGS.
- CREATED SKILLS BANK TO BE AN ON-RAMP FOR COMMUNITY MEMBERS TO SERVE. OVER 260 INDIVIDUALS AND ORGANIZATIONS JOINED.



FRAMEWORK IN
ACTION
#CLLCTIVLY
LAUNCHING IN
2018

“ If you want to go quickly, go alone.
If you want to go far, go together. ”

- African Proverb



CLLCTIVLY
BUILDING BLACK FUTURES TOGETHER

#CLLCTIVLY

WE ARE STRONGER TOGETHER.

In 2015 after the death of Freddie Gray, a coalition of grassroots activists and concerned citizens came together to form Baltimore United for Change. In the days following the Uprising we launched a skills bank to create an “on ramp” for concern community members that wanted to serve. Over 260 individuals and organizations answered the call.

Community organizations often work in silos, these silos lead to fragmentation, fragmentation leads to duplication, and duplication leads to wasted resources – time, talent and treasure. The first phase of our project (CLLCTIV ASSETS) will create an online asset map/directory of organizations in greater Baltimore listed by neighborhood and area of concentration. Our goal is to end the fragmentation and duplication of programs, to learn from and about each other, and to be a resource for the greater Baltimore community that seeks to find, fund and partner with Black social change organizations.





SKILLS
BANK

ASSET
MAPPING/
ONLINE
DIRECTORY

AMPLIFY
MULTIMEDIA
STORYTELLING

CAPACITY
BUILDING
INSTITUTE

THE FUND

STRATEGIC
PARTNERS/
MARKETPLACE

We are stronger together.

Creating an ecosystem to foster
collaboration, build capacity and
amplify the voices of Black-led
organizations in greater Baltimore.



CLLCTIVLY

BUILDING BLACK FUTURES TOGETHER

PHASES 1-3 OF CLLCTIVLY



CLLCTIV ASSETS

BUILDING AN ONLINE
DIRECTORY/ASSET MAP OF BLACK-
LED ORGANIZATIONS SERVING
GREATER BALTIMORE.



CLLCTIV SKILLS

CREATING AN ONLINE DATABASE OF
COMMUNITY BASED PROFESSIONALS
WHO ARE READY AND WILLING TO
SERVE OUR COMMUNITY.



CLLCTIV AMPLIFY

A MULTIMEDIA PROJECT THAT WILL
AMPLIFY THE VOICES OF COMMUNITY
LEADERS AND ORGANIZATIONS
SERVING GREATER BALTIMORE.

ORGANIZING BLACK-LED ORGANIZATIONS BY FOCUS CATEGORIES/SUB-CATEGORIES



**ADVOCACY &
HUMAN RIGHTS**



ART & CULTURE



**COMMUNITY
ECONOMIC
DEVELOPMENT**



EDUCATION



**FOOD &
AGRICULTURE**



**LABOR/WORKFORCE
DEVELOPMENT**



**LAW & LEGAL
SERVICES**



**MENTAL HEALTH
& WELLNESS**



MENTORSHIP



SOCIAL SERVICES



SPIRITUALITY

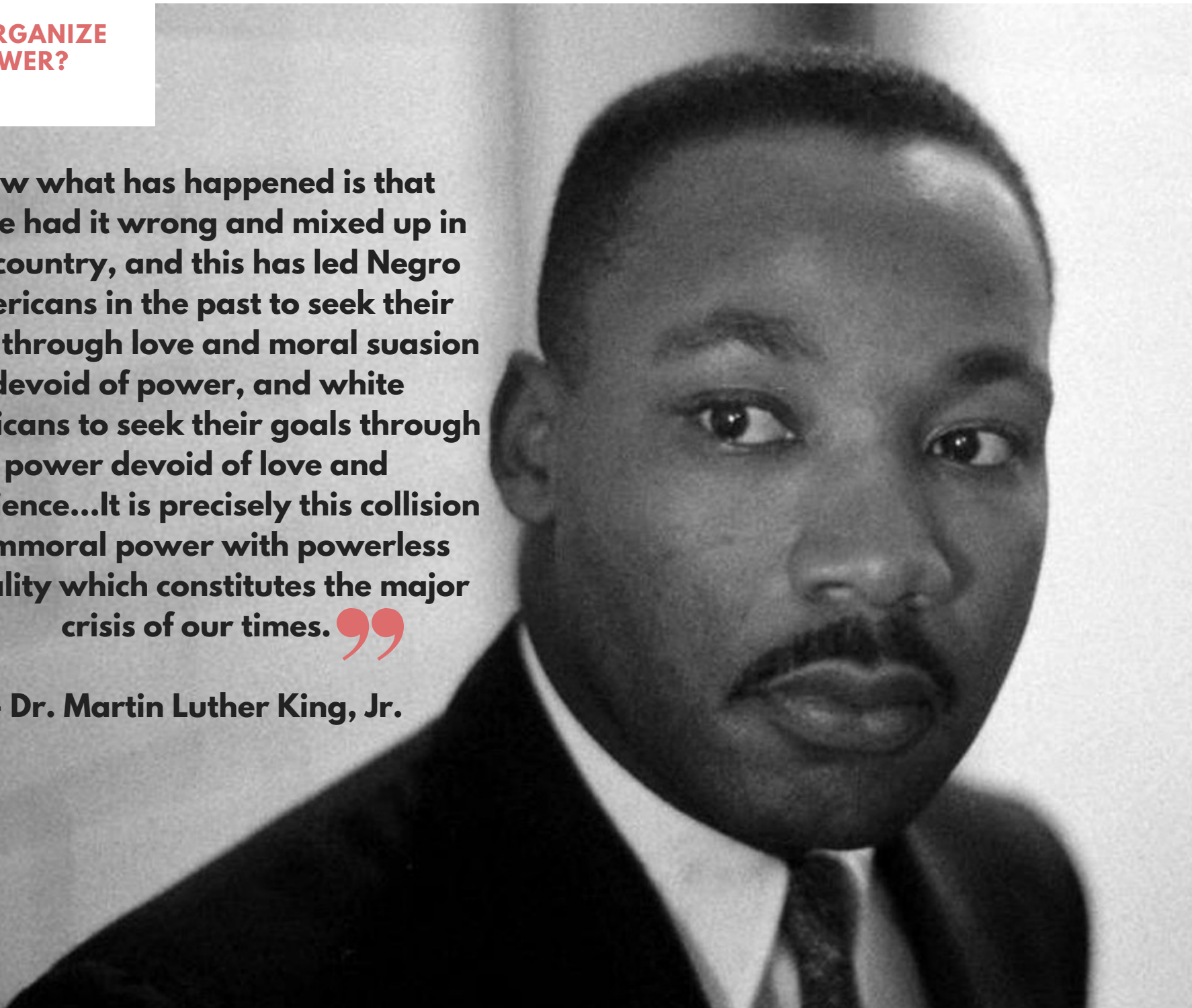


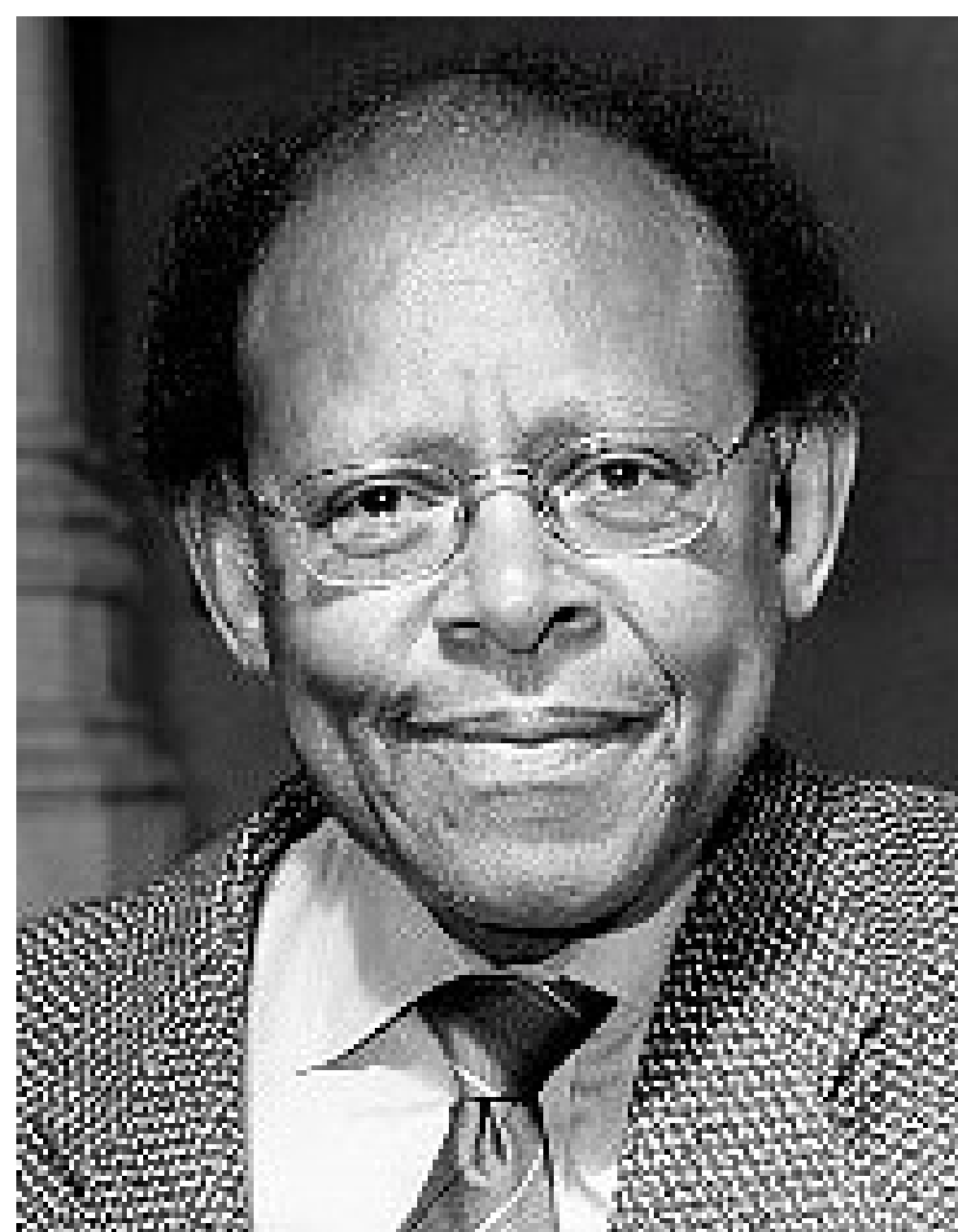
**SPORTS &
RECREATION**

WHY ORGANIZE FOR POWER?

“ Now what has happened is that we’ve had it wrong and mixed up in our country, and this has led Negro Americans in the past to seek their goals through love and moral suasion devoid of power, and white Americans to seek their goals through power devoid of love and conscience...It is precisely this collision of immoral power with powerless morality which constitutes the major crisis of our times. ”

- Dr. Martin Luther King, Jr.





“International economic and political arrangements require a certain kind of African and black nationalism if we are to liberate ourselves from European and white American domination.

This economic and political domination, sharply enhanced and defined by racism, will not be ended simply through an appeal to reason or the religious piety of those who hold us in captivity.

Oppression ceases only when the victims accumulate enough power to stop it. ”

- Dr. James Cone

**“ Nobody in the world,
nobody in history, has ever
gotten their freedom by
appealing to the moral
sense of the people who
were oppressing them. ”**

- Assata Shukur





“The argument that Black people only want equal rights in employment, education, housing, government, public accommodation, and a hundred other specific areas of discrimination is a spurious argument because it dodges the basic issue of power. Black people do not only want equal rights granted by a powerful white group. Black people want the power to control their own destiny, to define their own identity and condition.”

Rev. Albert Cleage



GIVE LIGHT — AND PEOPLE — WILL FIND THE WAY

—ELLA BAKER

#BEYONDREACTIVISM #MLK2BAKER #ORGANIZINGFORPOWER



“THE WEB WON’T SAVE THE WORLD, PEOPLE WILL.”

Activism that is rooted in principles hold community members accountable to an agreed upon framework. Disagreements are about principles, not petty and personal. We must move #BeyondReActivism and toward holistic community development as a way of life, not a campaign in response to white supremacy and state violence.

*Go beyond the hashtag
Follow Up. Stay Engaged
Organize, Organize, Organize*

Jamye Wooten, KINETICS
www.kineticscom.com
jamye@kineticscom.com

RESOURCES

#BLACKCHURCHSYLLABUS

#BlackDeath: From Pain To Power

DeRay: Who Sent You And Who Will You Serve?

Beyond Prophetic Rhetoric: Jesus And Justice In Practice

Is the hashtag leading us to an Ella Baker style movement?

Women In Ministry: IS SOCIAL MEDIA THE GREAT EQUALIZER?



CURATING THEOLOGICAL RESOURCES FOR BLACK LIVES

MORE RESOURCES COMING SOON #BLACKTHEOLOGYPROJECT

httpBASE.org