

# #BlackBrunch is...

**“Not about grabbing the public by the throat, so much as nurturing solidarity from within. It was about taking the pain and suffering of so many wrongful deaths and airing them out, in the light of day, in plain view of those who can easily avert their gaze. It was about reclaiming a space and demanding that black voices cease to be ignored.”**

**~ East Bay Express**

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12/14*

**#BlackBrunch**

**#BlackLivesMater**

**#BYP100**

# **The Importance of Black Spaces for Black People**

Anti-Black racism is a violent force that often diminishes the safety of Black people in public spaces. We reclaim our humanity and right to unapologetically hold space in public. Our history of struggle for Black liberation continues and we proudly draw on the tactics of previous Black struggles including slave rebellions, civil disobedience used during the Civil Rights Movement and movement to end apartheid in South Africa. Our focus on the plight of Black people “every 28 hours” is drawn from the work of the Malcolm X Grassroots Movement and our call to action is inspired by the struggle of young Black people on the ground everyday in Ferguson, MO.

Anti-Black racism is taught and often perpetuated among non-Black people of color, thus we also recognize the importance in creating spaces that uplift Black life and Black voice, while still finding ways to build coalition with our non-Black comrades and allies.

## **Background**

Black Brunch is a form of resistance and a direct action tactic based out of Oakland, CA. Young Black leaders organized Black Brunch in response to the historic violence and unjust crimes committed against Black people in America. Leaders of Black Brunch understand that Black people around the world face many forms of violence, anti-Black racism, and oppression, and thus critical and creative intervention is needed on a number of levels to address these issues. What’s happened in Ferguson and New York is happening in Oakland. There is a war on Black people in America that cannot be ignored and the Black Brunch tactic is one that is committed to interrupting ‘business as usual’ until the war against us has ended.

Black Brunch was curated by Black folks all around Oakland and the Bay Area. Some of us are organizers, community members, students, and those who are just genuinely outraged at the injustices Black people are forced to confront daily, in the US. It is our goal that this manual will help black people across the US to carry the weight of their pain to communities and to people who otherwise never have to think or feel for us. The beauty in the Black Brunch tactic is that it is easily replicable and allows for Black folks of all backgrounds, generations, identities etc. to mobilize together and create space for inclusive Black leadership and Black resistance.

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# #BlackBrunch Action Plan

#BlackBrunch is a Black organized event where we invite those who identify as Black to stand with us in solidarity and honor Black lives lost to police and vigilante violence. We march, chant and sing together as we claim space in areas that are predominantly non-Black.

## Step 1 - **Choose a Route:**

The first thing that needs to be done is choosing a neighborhood and a route. It helps to choose a neighborhood or location that has lots of foot traffic as well as several highly visited shopping or eating establishments.

## Step 2 - **Choose Roles (fuller explanations of roles in the back):**

- **MC's** - People who will recite "every 28 hours" line in each establishment.
- **Readers** - The people who will read the names of the murdered.
- **ChantLeader** - Person who will lead the crowd in chants while marching.
- **Security Liaisons** - People who will ensure that the crowd is safe in the establishments and stays together while marching.
- **Store Liaison**- Person responsible with communicating with the manager or owner of the restaurant or store.
- **Police Liaison** - Person responsible for communicating with the police if they are called.
- **Media Liaison** - Person who is responsible for identifying media and will represent the group to the media. They will take all interviews and media questions.
- **Documentation** - Person/Persons responsible for taking pictures and quotes as well as posting to social media sites.

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# #BlackBrunch Action Plan

## Step 3 - Do Action

Upon entering our first location (x location), our 5 chosen readers then dispersed to various areas of the restaurant with 2 others by their side. The situation inside will be tense, so we advise having folks (inside & out) remain silent throughout the readings, with hands on their hearts or fists in the air. Then have 3 people recite the following:

**“Every 28 hours, a Black person in America is killed by the police, security officer or self appointed vigilante. These are our brothers and sisters. Today and every day, we honor their lives.”**

At that time, the names of our brothers and sisters will be read (name, city, age) with a collective response of Ashe for each. To prevent as much interaction with police as possible, we read only 25 names in each restaurant, giving us time to move efficiently from one location to the next. After the 25th name is read, we close with “And so it is,” then collectively sing, “Which Side Are You On as we exit.” We spent about 4-7 minutes in each spot, sang our chants and carols as we marched and repeated ritual at the next place. The march lasted about 2 hours total and afterwards the group got together and ate brunch at

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a designated home, to break bread together and rejoice in celebration of Black life.

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# #BlackBrunch Roles

## Speakers

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**MCs:** 3 people who will recite “every 28 hours” line in each establishment. (Crowd should repeat each line after them)

**Readers:** 5 people who will read off the names with 2 or 3 other folks from crowd; If the group doesn't have 5 readers with 2-3 other people per person willing to read (totaling 15-20 people) the reading could then be done with one person and a megaphone or one person using a ‘mic check’ tactic. The main idea is that the names are read and everyone around is captivated. We used a megaphone during marches and used the mic check tactic once inside each establishment. You can also make scrolls and read the name off of them.

**Chant Leaders:** Several people who will lead the crowd in chants & teach chants to crowd before march begins.

## Liaisons

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**Security liaison:** You will need 3-4 people to work security only. One person in the front, one in the middle and one in the back. These folks should help keep the group together, and keep people on the sidewalks. One extra person should know the route well and lead the march; this person leading the march realistically won't be doing security at the same time, but should communicate to the security point person ahead of time what the route is.

**\*\*Important to note\*\*** People with disabilities or other accessibility needs (parents w/ small children, elders, etc) should always be close to the front of the march to set the pace & not be left behind.

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# #BlackBrunch Roles

**Store liaison:** To help mediate between the group and the establishment. The situation inside will be tense & you want to captivate everyone's attention without interruption. Have one person who can regulate interaction with owners/employees of the store. You can simply let them know that you all are there in peaceful protest to disrupt their business for just a few minutes and you will then be on your way. If you wish this to be a non-arrestable action, this person should not be confrontational if the store asks you to leave or refuses to let you in. Completing the ritual directly outside the establishment proved to be just as powerful for #BLACKBRUNCH Oakland, and we were only refused from one location.

**Police Liaison:** This person (2 people at best) should help buy time if you need it. Should the police show up, you should introduce yourselves to them immediately. Notify everyone in your group that should the police arrive and begin to question them, they should direct them to your police liaisons. Similar to the store liaison, you can simply let the officers know why you're there. We want to maximize impact but minimize risk. If you all remain protesting on the sidewalks, then you are not doing anything illegal and this should help prevent police interaction. Things can become tricky once entering into private establishments, but the store liaison should serve to help prevent those interactions as well.

**Media Liaison:** There should be 1-2 media liaisons in the event that media show up to the event. Again, notify your group that should the media show, you have appointed representatives who will communicate the collective message. It would be useful to have some talking points and/or demands that have been agreed upon by the group ready in case media has questions.

**Documentation:** There should be several people who are responsible for documentation and social media posting. You want to make sure you have people who are taking pictures and video and Blasting social media! Twitter, Facebook, Tumblr, etc. Use the #blackbrunch hashtag and other supporting tags like #BlackLivesMatter and #BYP100. Post photos, videos and anything you can to boost media attention! Be sure to document as much as you can.

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# #BlackBrunch Roles

## Other forms of Support

These roles are very important support roles leading up to the action and for the day of the action. These roles are great ways allies and Black people can support.

**Printing:** Have someone in charge of printing the materials you'll need the day of the event. List of names or messages you want to send to the places you're disrupting.

**Brunch Committee:** This is a good opportunity for other allies and non-Black people of color to offer support. While we marched, we had friends and supports making us brunch to make sure we were fed.

**Legal:** You want to avoid legal confrontation, but be prepared no matter what. Consider having legal aides present to assist interactions with the police.

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# #BlackBrunch Communication

## Email #BLACKBRUNCH

This email was used to outreach to black people and tell them about the action. We only sent this email to people we knew and trusted if you do not feel comfortable sending an email do not do it.

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Peace family, friends, and comrades,

In the past few months, our justice system has spoken loudly and clearly about the ways in which it values Black lives and it is clear, Black lives DO NOT matter. Every 28 hours a Black person is killed by a police officer, security officer or self appointed vigilante. Now, with no indictments in the murders of Mike Brown and Eric Garner, these officers continue to walk with no impunity for their actions.

The war on Black lives MUST end.

We want to honor all of the lives we have lost from police violence and rejoice together in march, chant and song. We want to continue to uplift Black life, voice and revolution through occupying space by the masses, gracefully and unapologetically. Please join us as we remember lives stolen by police and vigilante violence, and march together throughout the Rockridge neighborhood. We recognize that police violence is experienced by people of all diaspora, however we ask that this space be reserved for those who are of Black and the African diaspora.

Our Plan: Meet \_\_\_\_\_ to march to various establishments throughout the \_\_\_\_\_ neighborhood. As we march, handouts will be distributed and organizers will help assemble and direct groups. We will enter our first location and read the names of our brothers and sisters, then honor each name by collectively responding with Ashe (Ase). With the conclusion of the reading, we will sing and chant together, then move on to repeat the ritual at the next location. The march will last until \_\_\_ and we will then convene at \_\_\_\_\_ to break bread together and rejoice in celebration of Black life.

This movement has been organized by Black folks for other Black folks. Again we ask, please only forward this information to members of the Black and African diaspora.

**#BlackBrunch**

**#BlackLivesMater**

**#BYPI00**



Lastly, please DO NOT share this information via FB, Twitter or any social media platform. Feel free to mass text, email, or have ol'skool face to face conversation! We request however, all hands on deck for documenting during the event and blasting on social media. You can use the hashtags #blackbrunch and other relevant tags.

In Peace & Power

### **Text #BlackBrunch**

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This is the message we sent through text message our friends and again those we trust.

Comrades,

Our justice system has spoken loudly & clearly, Black lives DO NOT MATTER. We will be disrupting 'business as usual' to honor Black lives stolen by police. Join us (Black folks only) as we march, chant in song, & claim space throughout the \_\_\_\_\_ neighborhood. We are taking this moment to be loud & unapologetic about our lives & existence as we reveal the true atrocities of this nation.

Location: Date: Time:

Come eat with us after! & If you would like more info, ask for the #blackbrunch email