



The Arkansas Martin Luther King, Jr. Commission
“Celebrating Dr. King Beyond the Holiday”
2010 Executive Summary



About the Arkansas Martin Luther King, Jr. Commission

The Arkansas Martin Luther King, Jr. Commission (AMLKC) was created by Act 1216 of 1993. The AMLKC is an offspring of the Martin Luther King Federal Holiday Commission. It was established under former Governor Bill Clinton by executive order and then signed into legislation by former Governor Jim Guy Tucker. The Commission was created to promote the legacy and philosophy of Dr. Martin Luther King, Jr. In 1997, a formal mission statement, a stated purpose, goals and objectives, and the Commission Board were developed. Because of its limited resources, a consensus determined that the Commission would focus on youth oriented projects first, and then expand. Violence and crime among youth was one of the critical concerns with the people of Arkansas. The Commission also formed the Youth Commission Board, which is composed of Arkansas high school and college students who have demonstrated strong qualities of leadership and community service. The Youth Commissioners have particular influence in advising the Commission in projects dealing with youth. The mission of the Arkansas Martin Luther King, Jr. Commission is to promote understanding and acceptance of nonviolence and human equality as a way of building community among all Arkansans. The purpose and goals of the Arkansas Martin Luther King, Jr. Commission are to promote racial harmony, understanding, community service, respect and goodwill among all citizens, to promote principles of nonviolence, promote awareness and appreciation of the Civil Rights movement and advocacy of the principles and legacy of Dr. Martin Luther King, Jr. Develop, coordinate and advise the Governor and General Assembly of ceremonies and activities throughout the state relating to the observance of Dr. King’s Holiday.

Mission

- ④ Promote racial harmony; understanding; community service, respect and goodwill among all citizens.
- ④ Promote principles of nonviolence.
- ④ Promote awareness and appreciation of the Civil Rights movement and advocacy of the principles and legacy of Dr. Martin Luther King, Jr.
- ④ Develop, coordinate, and advise the Governor and General Assembly of ceremonies and activities throughout the state relating to the observance of Dr. King’s Holiday.

Vision & Goals

The Arkansas Martin Luther King, Jr. Commission is guided by Dr. King's teachings and philosophy of love, tolerance, and nonviolence. The Commission strives for social improvement in Arkansas, helping communities and organizations achieve new levels of leadership and public service. The Commission works directly with youth and others, encouraging them to embrace alternatives to violence and discover their common humanity. Through activities that stress racial and cultural diversity, the Commission offers the youth of Arkansas a new understanding of the important roles they play in the communities, now and in the future. The Commission advocates creating social change through changing public policy by providing training and technical assistance to developing and established organizations with similar goals. Whether working with



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the Arkansas State Capitol or at small community centers across the state, the Commission strives to build alliances. The Commission brings people together to better focus on common goals and increase their collective strength.

MLK Birthday Bash

- ④ The MLK Birthday Bash is an event to celebrate Dr. Martin Luther King, Jr.'s Birthday in order to recognize and celebrate all of his work and accomplishments. The bash took place on January 14, 2010 at W.D. “Bill Hamilton Learning Academy at 11:45 a.m.

Moment of Silence for Dr. King

- ④ On January 15, 2010, there was a moment of silence for Dr. King throughout each school. It was broadcast on the Little Rock School District station. It will also be moment of silence through the Arkansas Broadcast Association displayed on TV.

Partnership with Central Arkansas Transit Authority (CATA) to provide Free Bus Rides

- ④ DuShun Scarbrough requested free bus rides henceforth for Dr. King Holiday in the name of Dr. King and Rosa Parks for Central Arkansas Transit, therefore there will be free bus rides sponsored by the Arkansas Martin Luther King, Jr. Commission and the Central Arkansas Transit authority to promote “A Day of Service.” The first implementation was held on January 18, 2010.
- ④ He met with the lawyers of Rosa Parks and Dr. King

A Day of Service

- ④ On January 18, 2010, “A Day of Service” was held at Philander Smith College in Little Rock, Arkansas. This event allowed the homeless and less fortunate to have a free meal and a personal hygiene kit. Coach Nolan Richardson spoke about how he feels about Dr. King and how important Dr. King was to all minorities.
- ④ Partnered with Olive Garden and Coca Cola
- ④ Combine
- ④ Recognized as the largest day of service

Nonviolence Youth Summit Part I

- ④ On January 21, 2010 there was a Nonviolence Youth Summit held at Holiday Inn Convention Center in West Memphis, Arkansas. These Summits allow youth to interact with other students. Isaac Newton Farris Jr. and other guests spoke about the importance of



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nonviolence in our society and the struggles that they went through in their lives that made them the people that they are today.

- ④ Talk about the biggest one then combine the rest

The 2nd Annual Vigil 42nd Anniversary of the assassination of Dr. King

- ④ The Martin Luther King Jr. Commemorative Vigil was held on April 2, 2010 at 10:30 a.m. on the steps of the State Capitol. The vigil is a celebration in remembrance of the death of Dr. Martin Luther King Jr.

Nonviolence Youth Summit Part II

- ④ On May 7, 2010, Nonviolence Summit Part II was held in Pine Bluff, Arkansas. These Youth Summits allow youth to interact with other students. Guest speakers presented about the importance of nonviolence in our society and the struggles that they went through in their lives that made them the people that they are today.

A Few Other Events in 2010

- ④ Nonviolence training at King Center from April 26th – May 1st
- ④ Operation Appreciation IV
- ④ Nonviolence Youth Summit Part III

Partnership with CATA (Central Arkansas Transit Authority)

- ④ Free Bus rides for the MLK Holiday
- ④ Advertising/Promoting the MLK Holiday.

Southeast Arkansas Transportation

- ④ Advertising MLK for January through the newspaper
- ④ The Newspaper, “Aging Arkansas” which reaches 30,000 people

Facebook

- ④ Recently the AMLKC has created Facebook pages for the commission so people are informed on the events that the King Commission hosts. The web address is www.Facebook.com/ARKingDream.org.

Twitter



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- Ⓜ We want people to be informed on the events that the King Commission host and be a part of on Twitter (www.Twitter.com/AMLKC)

Operation Appreciation IV Grand Finale

- Ⓜ In appreciation of the city of Little Rock, festivities of fun, food, and celebration were held at Crump Park, July 14, 2010. The mission of the Martin Luther King Jr. Commission was to recognize the citizens of Arkansas and our Partnerships and demonstrate how much we appreciate them. It was the grand finale of a fun filled summer of events, community service projects, fundraisers, and fieldtrips. It was a time out we took to honor



and celebrate those heroes of our community who have been the most gracious supporters of the King Commission and thank them for all that they have done in continues service to our beloved community. Over 500 youth and young adults were in attendance as we honored our supporters The City of Little Rock, Coca Cola Enterprises, Inc., Metropolitan National Bank, MLK Enrichment Center, Wrightsville Unit of the Arkansas Department of Corrections, Thrasher Boys and Girls club, P.A.R.K., Job Corps, CADC, Chief Master Anderson’s Taekwondo Martial Arts, Little Rock Fire Department, and Little Rock Police Department.

Community Outreach off the “Beaten Path”:

- Ⓜ June and July 2010: In response to the extreme temperatures that gripped the state, the Arkansas Martin Luther King, Jr. Commission gave box-window fans to several families throughout the city.
- Ⓜ July 30, 2010: Executive Director DuShun Scarbrough, while on a business trip to Washington DC, arranged and accompanied students from the Ivy Center for Education (I.C.E.), a community-based organization out of New York that was on a College Tour of the Washington DC area, to meet with Elizabeth Burks, Chief of Staff for Senator Blanche Lincoln. A tour of the United States Capitol Building was arranged for the group as well.
- Ⓜ August 22, 2010: AMLKC assisted City & Church Leaders of Pine Bluff to successfully, initiate the 1st Annual Fun Day for the citizens of Pine Bluff and surrounding areas.

Our Beloved Community Dinner (“OBC Dinner”)



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- September 14, 2010: In recognition of our valued sponsors and supporters, the Arkansas Martin Luther King, Jr. Commission hosted the annual “Our Beloved Community Dinner”; formerly known as “Rebirth”, at the Olive Garden Restaurant in North Little Rock.



Nonviolence Youth Summit Part III

- On October 8, 2010, the AMLKC presented Part III of the Nonviolence Youth Summit series at the Donald Reynolds Center on the campus of the University of Arkansas at Fayetteville. This exciting event allowed area youth to interact with other students. Our dynamic Guest Speakers conducted Breakout Sessions with the students and their chaperones on various



topics regarding the importance of nonviolence in our society and the struggles that they went through in their lives, which made them the people that they are today. This forum set Junior High and High School students of Northwest Arkansas “abuzz” with excitement!

Arkansas African American History Makers Coloring Book Volume Three

- The Arkansas Martin Luther King, Jr. Commission released 100,000 copies of the third edition of the Arkansas African American History Makers Coloring Book throughout the State of Arkansas. The AMLKC held additional events in which the coloring books were distributed. The first event was the Martin Luther King, Jr. Birthday Bash, which was held on 1/14/2010 and throughout the month of February, Black History Month. The second event in which the coloring books were distributed was at our annual Martin Luther King, Jr. Vigil, marking the 43rd anniversary of Dr. King’s assassination and is a celebration of his Legacy.



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This event was held on 4/4/2010 at the State Capitol and was attended by children throughout the state. Finally, we distributed the coloring books during Operation Appreciation V.

There are 15 education service cooperatives throughout Arkansas. The cooperatives serve to provide support to the school districts in their region, as well as provide professional development opportunities and act as a consortium for purchasing certain services and supplies. The cooperatives also provide technical computer support services to the schools in their area. Through partnership with these education service cooperatives throughout the State of Arkansas, the Arkansas Martin Luther King, Jr. Commission was able to distribute a massive amount of coloring books to the following Education Service Cooperatives:

- Arch Ford Education Service Cooperative
- Arkansas River Education Service Cooperative
- Crowley's Ridge Education Service Cooperative
- Dawson Education Service Cooperative
- DeQueen/Mena Education Service Cooperative
- Great Rivers Education Service Cooperative
- Northcentral Arkansas Education Service Cooperative
- Northeast Arkansas Education Service Cooperative
- Northwest Education Service Cooperative
- Ozarks Unlimited Resources Cooperative
- South Central Education Service Cooperative
- Southeast Arkansas Education Service Cooperative
- Southwest Arkansas Educational Cooperative
- Western Arkansas Education Service Cooperative
- Wilbur D. Mills Education Service Cooperative

Red Ribbon Week

October 29, 2010 Mr. Scarbrough, his staff at the AMLKC, and his performing group known as “I.M.A.G.E.” traveled to Pine Bluff, Arkansas to Jack Robey Junior High School and help them celebrate Red Ribbon Week where Mr. Scarbrough spoke to student body of 800+ students about leadership and remaining drug free.



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Dream Keepers Tour (December 2010)

- December 3, 2010, 9:00 am at McClellan Magnet High School in Little Rock, AR, Mr. Scarbrough spoke to 500+ students about leadership, professional development skills, motivation, self-development, and test preparation. During the speaking engagement, there was a live hip-hop performance with music from dance troop I.M.A.G.E. (Integrity – Motivation – Ambition – Goals – Education) that reinforces the message of Mr. Scarbrough’s speech. Over five-hundred (500) 9th and 10th graders attended.

