


Advertising



**MENTAL
ILLNESS
DOESN'T
DISCRIMINATE
SYSTEMS DO.**

AMERICA IMPRISONS
2 MILLION
PEOPLE WITH
MENTAL ILLNESS
EVERY YEAR

40% OF THOSE
INCARCERATED
ARE **BLACK**

Black men face various systemic disadvantages in society, many of which contribute to depression, anxiety, and other mental illnesses. For those in jail, the problem gets worse - Black men receive 60% less mental health treatment and receive infrequent psychiatric evaluation. Greater access to treatment through criminal justice reform can help.

Visit endthedivide.com and learn of the various ways KOCH is removing barriers to opportunity.

K KOCH

Served as project manager, planner, and account service for the development of this ad that was placed in the 2019 Black Enterprise's Black Men Xcel Summit event app.

Advertising

Served as project manager, planner, and account service for the development of the following three ads placed in National Newspaper Publisher Association papers.



SUCCESS
LOOKS GOOD ON YOU

African American women are owning it in business. As the fastest growing group of entrepreneurs, we want to help you get to the next level.

To learn about Koch's Market-Based Management® principles [click here](#)

KOCH.

Focus: Entrepreneurship



**“WHAT DOES A FORMER INMATE
TURNED TECH CEO LOOK LIKE? ME.”**

MARCUS BULLOCK | Founder, Flikshop.com

LEARN MORE ➤

KOCH

Focus: Criminal Justice Reform



KOCH

READ MORE ➤

**A Criminal Record Destroys Opportunity.
Criminal Justice Reform Creates It.**

Focus: Criminal Justice Reform

Social Media

Matlock adpr @MatlockAdPR · Aug 31, 2018

The Point in Time Count identified 94% of the [#homeless](#) population in [#Atlanta](#) were [#Black](#).

Matlock adpr @MatlockAdPR · Aug 31, 2018

People experiencing [#homelessness](#) are at a greater risk of developing a [#mentalhealth](#) condition.

Matlock adpr @MatlockAdPR · Aug 31, 2018

Only about a quarter of [#Blacks](#) seek [#mentalhealth](#) care, compared to 40% of [#Whites](#). This is most likely due to the stigma surrounding [#mentalhealth](#) in the [#Blackcommunity](#) [#curestigma](#)

Matlock adpr @MatlockAdPR · Aug 31, 2018

According to [@MinorityHealth](#), [#AfricanAmericans](#) are 20% more likely to experience serious mental health problems than the general population. Learn more info at [@NAMICommunicate](#) [bit.ly/2Pp00HX](#)

Matlock adpr @MatlockAdPR

[#DYK](#) untreated mental health disorders and unmanaged stress are silent killers of Black men. Check out this article about [@HenryHealthApp](#), a mobile app, dedicated to Black men and their mental health. [#MentalHealthAwarenessWeek](#)

4:03 PM · May 13, 2019 · Twitter Web Client

1 Like

Henry Health @HenryHealthApp · May 14, 2019

Replying to [@MatlockAdPR](#)
Thank you for sharing. Our pilot is open in Maryland, Virginia, and Washington, DC.

Matlock adpr @MatlockAdPR

Are you using the 20-20-20 Rule? [#EyeWellnessMonth](#),

Take a 20-second break from your digital screen to view something else 20 feet away every 20 minutes.

Matlock



Matlock adpr @MatlockAdPR

African American men are more likely than White men to develop prostate cancer and are twice as likely to die from the disease. Health disparities are why these risk factors exist. [#NMHM19](#)

NUMBER OF NEW CASES OF PROSTATE CANCER PER 100,000 MEN

RACE	CASES PER 100,000 MEN
WHITE	105.7
BLACK	178

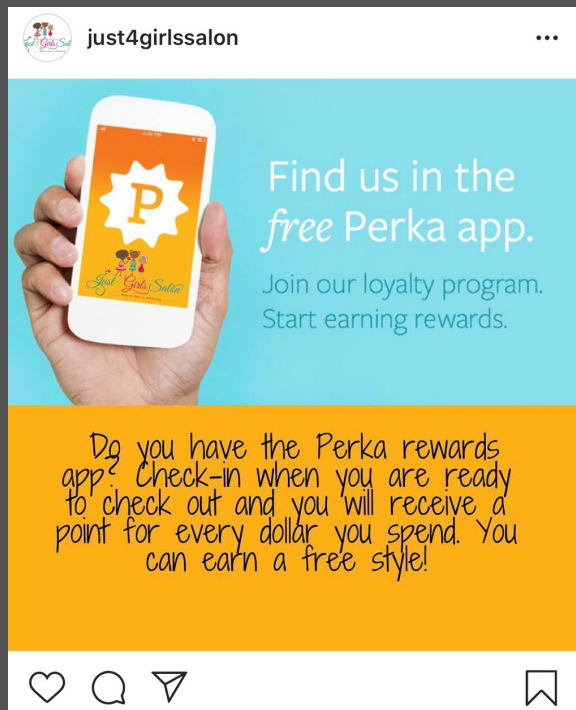
African American Disparities in Low-Grade Prostate Cancer De...
African American men with low-grade prostate cancer are more likely to die from the disease than men of other races, a new ...
[cancer.gov](#)

Matlock adpr @MatlockAdPR

25% of African Americans seek treatment for a mental health issue, compared to 40 percent of white individuals. The reasons for this drop off include misdiagnosis by doctors, socioeconomic factors and a lack of African American mental health professionals.

 Black History Month and African American Mental Health Stati...
Black History Month, celebrated in February each year, is a time to recognize the central role African Americans have played in...
[discoverymood.com](#)

Social Media



Media Relations



The screenshot shows the Los Angeles Sentinel website. At the top is the "ePaper" logo and the main "LOS ANGELES SENTINEL" logo. Below the logo is a navigation bar with links: Videos, Galleries, Cartoons, Calendar/Events, Home, News, Opinion, Entertainment, Sports, Crenshaw & Around, Religion, Family, Business, and ePaper. A banner for the County of Los Angeles is visible, stating "Struggling right now? We can help. Free food, rental assistance, mental health support and more! Call 211 or Text 52-211". The main article is titled "Former Inmate Shares His Journey from Ex-Convict to Entrepreneur" by Kimberlee Buck, Contributing Writer, published August 29, 2019. The article text reads: "In 2017, the Sentencing Project reported that one in three Black men in the U.S. will be arrested during their lifetime. After completing their sentence, many of these Black men will commit another crime and return to prison. Koch Industries believes that everyone has the right to justice including ex-convicts, which is why the company". To the right of the article is a photo of a man and a quote from Danny J. Bakewell Sr., Chairman and Executive Publisher: "During this time of 'Shelter In' let's not forget about our Black Businesses that are still open and struggling to stay afloat. We are facing some challenging times ahead and we need to support one another whenever we can."

Pitched the idea and coordinated the interview.



The screenshot shows the Los Angeles Sentinel website. At the top is the "ePaper" logo and the main "LOS ANGELES SENTINEL" logo. Below the logo is a navigation bar with links: Videos, Galleries, Cartoons, Calendar/Events, Home, News, Opinion, Entertainment, Sports, Crenshaw & Around, Religion, Family, Business, and ePaper. A banner for the County of Los Angeles is visible, stating "Struggling right now? We can help. Free food, rental assistance, mental health support and more! Call 211 or Text 52-211". The main article is titled "Criminal Justice Reform Long Overdue for Black America" by Dr. Benjamin Chavis, published November 29, 2018. The article text reads: "As a member of the infamous Wilmington Ten case in North Carolina from 1972 to 2012, I witnessed firsthand why the criminal justice system in the United States needed to be thoroughly reformed. We had been unjustly sentenced in 1972 to a combined total of 282 years in prison for standing up for equal quality education for Black students in the public school system in Wilmington, NC in 1971." To the right of the article is a photo of a man and a quote from Danny J. Bakewell Sr., Chairman and Executive Publisher: "During this time of 'Shelter In' let's not forget about our Black Businesses that are still open and struggling to stay afloat. We are facing some challenging times ahead and we need to support one another whenever we can."

Coordinated the idea for this op-ed and drafted talking points for inclusion.

Media Relations

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The Miami Times

85° Partly Cloudy

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FEATURED

Advocates want more companies to ban the box

Miami-Dade in 2015 stopped asking about criminal history during initial application, conditional job offer

Felipe Rivas May 22, 2019



Pitched the idea and coordinated the interview.


The Baltimore Times

Search The Baltimore Times... SEARCH

HOME NEWS EDUCATION OPINION HEALTH LIFESTYLE ENTERTAINMENT SPORTS MONEY BLACK EXPERIENCE

Former Incarcerated Baltimore Woman Brings Opportunity To Other Ex-Offenders

5/3/2019, 6 a.m.



Teresa Hodge (right) with her daughter Laurin Leonard. The mother and daughter duo co-founded Mission Launch and R3 Score. Mission Launch assists as many as 15 returning citizens each year and focuses on introducing technology and entrepreneurship to previously incarcerated individuals as a way of ensuring self-sufficiency. COURTESY PHOTO

Baltimore MBDA Business Center
1 North Charles Street, Suite 707
Baltimore, MD 21202
667.303.3530


The Baltimore MBDA Business Center under the U.S. Department of Commerce offers established Minority Businesses the following Core Business Services:

- ACCESS TO CAPITAL
- ACCESS TO PROCUREMENT & CONTRACTS
- GLOBAL BUSINESS DEVELOPMENT
- STRATEGIC BUSINESS CONSULTING

Contact the Baltimore MBDA Business Center to register, gain access to a nationwide network and invaluable resources.
www.baltimorembdacenter.com

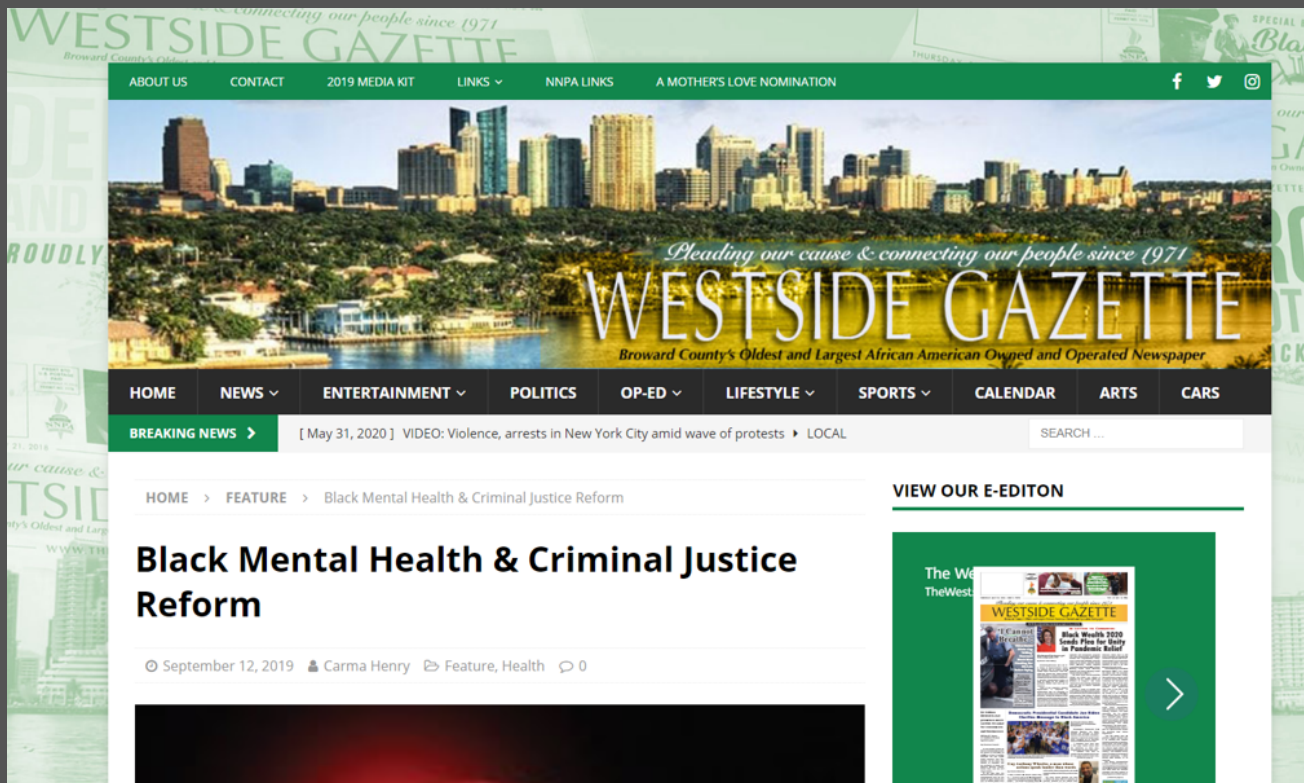
Operated and Sponsored by
U.S. Department of Commerce

CNN VIDEOS



Pitched the idea and coordinated the interview.

Original Content



Wrote a recap of a panel session our client sponsored and provided it to the paper for placement.

A screenshot of a blog post on the Matlock website. The header includes the 'Matlock' logo and navigation links like 'HOME', 'RADIO', 'DIGITAL', 'PRINT', 'TV', 'TEAM', and 'BLOG'. The date 'August 11, 2017' is displayed. The title of the article is 'Marketing to Multicultural Millennials: Three Things You Should Know'. The text discusses Nielsen's research on multicultural millennials and their buying power. A table titled 'YEARS OF EFFECTIVE BUYING POWER STRONGEST AMONG MULTICULTURAL CONSUMERS' compares four groups: NH WHITE, AFRICAN-AMERICAN, ASIAN-AMERICAN, and HISPANIC. The table lists Life Expectancy, Median Age, and Years of Effective Buying Power for each group. The text concludes by stating that multicultural millennials have a high disposable income and are eager to spend, making them a valuable target for marketing.

	NH WHITE	AFRICAN-AMERICAN	ASIAN-AMERICAN	HISPANIC
LIFE EXPECTANCY	78.7	74.3	87.3	83.5
MEDIAN AGE	42	32	35	27
YEARS OF EFFECTIVE BUYING POWER	36.7	42.3	52.3	56.5

Wrote a blog that is featured on Matlock's website.