



National Black
Chamber of Commerce®

PARTNER MEDIA KIT

Black Business & Ballot Initiative

The State of Black Business America · Virtual Town Hall

Wednesday, October 28, 2026 · 7:00–9:00 PM ET

Streaming live on BNTV · Free · Registration required

OUR BALLOT. OUR BUSINESS FUTURE. OUR POWER.

Version 5 · October 23, 2026 · For use by all partners, participants, and affiliated chambers. Replaces all earlier versions. Registration link and NBCC social handles are filled in throughout.

WHAT IS IN THIS KIT

#	SECTION	USE IT FOR
1	What we ask of partners	The three actions that drive registrations
2	Campaign calendar	What goes out, by day, through Election Day
3	Event fact sheet	The approved facts — use only these
4	Confirmed participants	Names and titles exactly as approved
5	Key messages & guardrails	How to talk about the Initiative; what to avoid
6	Ready-to-use copy	Partner email, newsletter blurb, social posts, text message
7	Asset library	Every file in the package and where to use it
8	Media & interviews	Contact, spokespeople, boilerplate

THE ONE LINK EVERY MESSAGE CARRIES

Register free:

https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQQ/viewform

Watch live: buildnetwork.info (BNTV on Roku, Fire TV, Apple TV, Google TV, iOS, and Android)

1 WHAT WE ASK OF PARTNERS

Partner networks carry this town hall further than NBCC's own channels. Three actions from every partner, completed by Tuesday, October 27, make the difference.

	ACTION	HOW
1	Send the invitation	Forward the NBCC eblast, or send the partner email in Section 6 to your members and network under your own name. Target: Monday, October 26.
2	Post three times	Use the social copy in Section 6 with the flyer or square graphic: once now, once on Tuesday ("Tomorrow"), and once on Wednesday ("Tonight"). Tag NBCC and use #OurBallotOurBusiness.
3	Register and bring your members	Register yourself, then share the registration link with your board, staff, and members. Every viewer registers through the one link.

Participating organizations and speakers

- Reshare NBCC's speaker posts and the full-lineup flyer from your organization's accounts and your personal profile.
- Speakers: a one-line personal note on LinkedIn ("I'm joining this conversation on Oct. 28 — register free") outperforms a plain reshare.
- Send interview requests you receive to the NBCC media contact in Section 8 so coverage stays coordinated.

Affiliated chambers — Election Readiness actions

The Election 2026 Business Readiness Brief (included in this package) asks each affiliated chamber to:

- **Adopt the model statement** in the brief, co-signed by your board chair and president, before Election Day.
- **Send the brief and the model employee notice** to your members by Friday, October 30.
- **Promote the October 28 town hall** to your list.
- **Report local business impacts** to NBCC so they carry into the post-election policy agenda.

2 CAMPAIGN CALENDAR

Five days to the town hall; eleven to Election Day. One ask in every message: register free.

DATE	NBCC SENDS	PARTNERS DO
Fri, Oct 23	Press release v3 to media. This partner kit to all participating organizations, BNTV, and affiliated chambers.	Post the full-lineup flyer. Schedule your partner email for Monday.
Sat–Sun, Oct 24–25	Speaker spotlight posts on NBCC channels.	Reshare speaker posts. Speakers add a personal line.
Mon, Oct 26	Eblast — Event Brief version — to NBCC members, affiliated chambers, and policy and corporate contacts, with the Election Readiness Brief. Follow-up pitch to media.	Send your partner email. Chambers forward the Election Readiness Brief.

DATE	NBCC SENDS	PARTNERS DO
Tue, Oct 27	Eblast — Flyer version — as the “Tomorrow” reminder. Interview pitches for speakers.	Post the “Tomorrow” social copy.
Wed, Oct 28	Morning “Tonight” post. 6:30 PM “Starting soon.” 7:00 PM “Live now” with the BNTV link. Program starts promptly at 7:00 PM ET.	Post “Tonight” in the morning and “Live now” at 7:00 PM.
Thu, Oct 29	Thank-you message to registrants.	Share the thank-you post.
Fri, Oct 30	Reminder to chambers on the Election Readiness actions.	Chambers: brief and employee notice to members by today.
Mon, Nov 2	Final “Make your plan to vote” post pointing to vote.gov.	Chambers: issue the model statement before Election Day.
Tue, Nov 3	Election Day. Point only to vote.gov and local election offices. No commentary on results.	Same — official sources only.
After Nov 3	The Initiative continues: NBCC engages the officials voters seat on the issues that matter to SMEs, entrepreneurs, and founders.	Report local business impacts to NBCC.

3 EVENT FACT SHEET

Use only these facts in partner communications. If a detail is not here, leave it out or ask the NBCC media contact.

INITIATIVE	Black Business & Ballot Initiative — NBCC’s national, nonpartisan civic-education effort connecting business priorities, public policy, and civic participation.
PROGRAM	The State of Black Business America · Virtual Town Hall. The town hall is the Initiative’s kickoff.
PRESENTED BY	National Black Chamber of Commerce
DATE AND TIME	Wednesday, October 28, 2026 · 7:00–9:00 PM ET · starts promptly at 7:00
FORMAT	Live and virtual; two hours
WHERE TO WATCH	Streaming live on BNTV (Build Network Television) at buildnetwork.info — Roku, Fire TV, Apple TV, Google TV, iOS, and Android
COST	Free · registration required
REGISTER	Registration form (Google Form)
AUDIENCE QUESTIONS	Submit questions for the panel when you register
MODERATOR	Shawn Cunningham, Chief Officer of News and Public Affairs, Build Network Television (BNTV)
TOPICS	Entrepreneurship, access to capital, government contracting, workforce development, and economic opportunity for Black-owned businesses
THEME	Our Ballot. Our Business Future. Our Power.

HASHTAG	#OurBallotOurBusiness (secondary: #BlackBusiness, #NBCC)
NONPARTISAN LINE	This initiative is nonpartisan. It does not endorse or oppose candidates or political parties, or direct participants toward particular voting choices.
AFTER THE ELECTION	NBCC continues the Initiative after November 3, engaging elected officials on the issues that matter to SMEs, entrepreneurs, and founders.

4 CONFIRMED PARTICIPANTS

Use names and titles exactly as written. Additional participants will be announced as confirmations are finalized; NBCC will send an updated list.

NAME	TITLE
Charles H. DeBow, III	President and CEO, National Black Chamber of Commerce; Co-Founder, National Alliance for Black Business (NABB)
Dr. Kenneth L. Harris	President, National Business League; Co-Founder, NABB
The Honorable Johnny R. Ford	President and Founder, World Conference of Mayors; Co-Founder, NABB
Dr. Larry D. Ivory	Chairman, National Black Chamber of Commerce; President and Founder, Illinois State Black Chamber of Commerce
Denise Tyler	President and Founder, National Policy Alliance
Dr. John E. Harmon	Founder, President and CEO, African American Chamber of Commerce of New Jersey
Dedrick Asante-Muhammad	President, Joint Center for Political and Economic Studies
Cherie Shepherd	President and CEO, National Black Business Owners Association
Holli Holliday	Howard University Alumni Association
Dr. Terri O'Neal-Ford	President, National Association of Negro Business and Professional Women's Clubs, Inc. (NANBPWC)
Moderator: Shawn Cunningham	Chief Officer of News and Public Affairs, Build Network Television (BNTV)

Short form for social posts: "President & CEO" and "&" are acceptable; keep "Dr." and "The Honorable/Hon." on every reference.

5 KEY MESSAGES & GUARDRAILS

Core messages

- 1. This is a conversation about business, not candidates.** The town hall connects business priorities, public policy, and civic participation. NBCC does not endorse or oppose candidates or parties.
- 2. The stakes are economic.** Capital, contracts and timely payment, workforce, and policy continuity for programs such as SBA 8(a), DBE, and small-business contracting goals are shaped by the officials this election seats.
- 3. An orderly, trusted election is a business condition.** Every eligible voice heard, every lawful ballot counted, results certified under the law, and an orderly transition.

4. **The town hall is the kickoff, not the finish line.** The Initiative continues after November 3 on the issues, bills, and legislation that affect Black-owned businesses.
5. **National leadership, one table.** Leaders of national business, policy, and civic organizations convene to tell the country what their constituents face.

Approved quote

CHARLES H. DEBOW, III, PRESIDENT AND CEO, NATIONAL BLACK CHAMBER OF COMMERCE

"This town hall is the kickoff, not the finish line. Elections decide who holds office; what happens after decides whether our businesses win. For more than three decades, NBCC has convened Black business leadership at the national level. This Initiative makes certain that voice is organized, informed, and present every time policy is made, not only in election season."

Short form for graphics: "Elections decide who holds office. What happens after decides whether our businesses win."

Quotes from other speakers require that speaker's approval before use.

Guardrails

DO	DON'T
Encourage participation by all eligible voters	Endorse, oppose, or rate candidates or parties
Cite official election sources (vote.gov, state and local election offices)	Forward unverified claims, even to debunk them
Frame stakes as economic: capital, contracts, jobs	Use partisan labels or campaign language
Call for lawful counting and certification	Predict or call results before officials do
Say "Black-owned businesses" and "disadvantaged businesses"	Assume every member shares one political view
Send voting questions to vote.gov or the local election office	State voting deadlines or rules yourself

6 READY-TO-USE COPY

Replace bracketed fields with your organization's details. Keep the registration link intact.

PARTNER EMAIL — SEND UNDER YOUR ORGANIZATION'S NAME

Subject: Join us Oct. 28: The State of Black Business America virtual town hall

Preview text: Free · 7:00–9:00 PM ET · national Black business and civic leaders, live on BNTV

Dear [FIRST NAME / Member],

[PARTNER ORGANIZATION] is proud to join the National Black Chamber of Commerce for the Black Business & Ballot Initiative Virtual Town Hall, The State of Black Business America, on Wednesday, October 28, from 7:00 to 9:00 PM ET.

Leaders from national business, policy, and civic organizations will discuss how public policy and civic participation affect entrepreneurship, access to capital, government contracting, workforce development, and economic opportunity for Black-owned businesses. The program is nonpartisan and free, and it streams live on BNTV.

Register free:

https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ/viewform

You can submit a question for the panel when you register. Please share this invitation with your network.

[SIGNER NAME]

[TITLE], [PARTNER ORGANIZATION]

NEWSLETTER BLURB (ABOUT 80 WORDS)

The State of Black Business America — Virtual Town Hall. Wednesday, Oct. 28, 7:00–9:00 PM ET, live on BNTV. The National Black Chamber of Commerce convenes national leaders from business, policy, and civic life for a nonpartisan conversation on access to capital, government contracting, workforce development, and economic opportunity for Black-owned businesses. Moderated by BNTV's Shawn Cunningham. Free; registration required:

https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ/viewform. #OurBallotOurBusiness

Social posts

LINKEDIN — NOW THROUGH MONDAY

On Wednesday, October 28, the National Black Chamber of Commerce convenes national leaders from business, policy, and civic life for The State of Black Business America, a virtual town hall under the Black Business & Ballot Initiative.

The conversation: access to capital, government contracting, workforce development, and economic opportunity for Black-owned businesses. Nonpartisan. Free. Live on BNTV, 7:00–9:00 PM ET.

[PARTNER ORGANIZATION] is proud to be part of it. Register and submit your question:

https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ/viewform

#OurBallotOurBusiness #BlackBusiness @National Black Chamber of Commerce (tag the NBCC LinkedIn page)

FACEBOOK / INSTAGRAM — WITH THE FLYER OR SQUARE GRAPHIC

Our Ballot. Our Business Future. Our Power.

Join national Black business and civic leaders for The State of Black Business America virtual town hall, Wed., Oct. 28, 7–9 PM ET, streaming live on BNTV. Free; registration required. Link in bio / https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ_Q/viewform
#OurBallotOurBusiness #BlackBusiness #BlackOwnedBusiness #NBCC

X / SHORT POST

Capital. Contracts. Workforce. Opportunity. Join @NationalBCC and national leaders Wed., Oct. 28, 7–9 PM ET for a free, nonpartisan virtual town hall on what's at stake for Black-owned businesses. Live on BNTV. Register:
https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ_Q/viewform #OurBallotOurBusiness

TUESDAY, OCT. 27 — “TOMORROW”

Tomorrow night, 7:00 PM ET: The State of Black Business America. National leaders, one conversation on capital, contracting, and workforce for Black-owned businesses. Free, live on BNTV. Register now:
https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ_Q/viewform #OurBallotOurBusiness

WEDNESDAY, OCT. 28 — “TONIGHT” AND “LIVE NOW”

TONIGHT, 7:00 PM ET — The State of Black Business America virtual town hall, live on BNTV. Last call to register:
https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ_Q/viewform
At 7:00 PM: We're LIVE. Watch now at buildnetwork.info #OurBallotOurBusiness

TEXT / WHATSAPP

Join NBCC and national Black business leaders tonight [or: Wed. Oct. 28], 7–9 PM ET, for a free virtual town hall on capital, contracting, and jobs. Register:
https://docs.google.com/forms/d/e/1FAIpQLSdPZnRLKr_NYIPwDkBCUpAoTSAYTi8YNNNoAj48f03OyV7ZZQ_Q/viewform

NBCC handles to tag

PLATFORM	HANDLE
LinkedIn	National Black Chamber of Commerce · linkedin.com/company/national-black-chamber-of-commerce

PLATFORM	HANDLE
Facebook	NBCC
Instagram	@nbcc.vbs
X	@NationalBCC
TikTok	@nbcc.vbs1

Speaker tags are welcome; confirm each speaker's handle before tagging.

7 ASSET LIBRARY

Every file is in the Partner Kit package. Use the newest version listed here; earlier versions are retired.

FOLDER / FILE	WHAT IT IS	BEST USE
01 Start Here — Media Kit v5	This document (PDF and Word)	Reference for all partner communications
02 Press — Press Release v3	Updated release with the full panel (PDF and Word)	Media outreach; website news post
03 Brief — Election Readiness Brief v1	Nonpartisan business readiness guide, model chamber statement, model employee notice	Chambers and member businesses; send by Oct. 30
04 Flyers — Corporate v4 (light)	Full-lineup flyer, 1600 × 2000	Email, LinkedIn, print, website
04 Flyers — Navy v6 (dark)	Full-lineup flyer, 1600 × 2000	Instagram, Facebook, digital screens
05 Social — Square 1080 × 1080	Save-the-date graphic	Instagram and Facebook feed
05 Social — Story 1080 × 1920	Vertical graphic	Instagram and Facebook Stories, WhatsApp status
05 Social — LinkedIn banner 1776 × 444	Banner	LinkedIn profile or page banner through Oct. 28
05 Social — Event cover 1920 × 1005	Event cover	Facebook and LinkedIn event pages
05 Social — Email header 1200 × 600	Header image	Top of partner emails and newsletters
06 Email — Eblasts (light and dark; flyer and brief versions)	Ready-to-send HTML emails with images	Import into Constant Contact, Mailchimp, or similar
07 Headshots	Approved speaker and moderator photos	Speaker spotlights and media requests
08 Speaker Bios	On-air introductions and full bios for all participants	Speaker spotlights; media background (not for public posting)

Usage: Do not alter the NBCC seal, crop speaker photos to exclude faces, or add candidate or party references to any asset.

8 MEDIA & INTERVIEWS

MEDIA CONTACT	Shawn Cunningham, Sr. Advisor, National Black Chamber of Commerce · scunningham@nationalbcc.org · (207) 227-3349
SPOKESPERSON	Charles H. DeBow, III, President and CEO, National Black Chamber of Commerce
INTERVIEWS	Media may request interviews with NBCC leadership and participating speakers before or after the program through the media contact.
COVERAGE	Media may cover the livestream on BNTV at buildnetwork.info .

About the National Black Chamber of Commerce

The National Black Chamber of Commerce (NBCC) is America's first federation of Black chambers of commerce, representing more than 150,000 Black-owned businesses through 200+ affiliated chambers across 40+ U.S. states and 50 nations. Founded in 1993, NBCC advances the economic empowerment of Black entrepreneurs through policy advocacy, international trade development, capital access, and workforce readiness programs. For more information, visit nationalbcc.org.