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Presidential Politics and the Black Vote, Part 3 of 3

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Black Votes Matter
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Black Lives, Black Poverty and Black Votes Matter

Presidential Politics and the Black Vote

Part 3 of 3

From part 2: In that hotel, that day we struggled and argued the pro and cons and finally he made the decision. At that moment he decided to run for President of the United States

November 3, 1983, Rev Jesse L. Jackson announced that he was running to be the President of United States. The room was filled to the brim with blacks and white, leaders and followers, Secret Service and two hecklers who were escorted out of the room. American and African American history was made that day and the following months. During the exploratory period, Jackson was awarded Secret Service protection the first ever at that early stage in presidential campaigns. For the record Jackson received more threats and attempts against his life than all presidential campaigns combined at that point in history.

As we traveled from state to state blacks registered at record numbers. The Jackson run for the Presidency, quickly grew from a campaign to an undeniable movement. Rev. Jackson became the most famous and adored black, in black America and internationally. His rainbow coalition captivated the progressive wing of the Democratic Party and activated the black vote. The Jackson, Juggernaut once thought only to be a novelty, began to look serious. Jesse performed expertly in the debates and was speaking to record crowds all over the country. Black voters were on fire. During the democratic primary Jackson won South Carolina, Louisiana, Mississippi, Virginia and South Carolina. How did that happen? The black vote. In 1988 Jack won 11 states and was considered the front runner and nearly got the nomination, the Black vote.

In both the 1984 and 1988 National Conventions Jackson was a major broker for a more progressive platform and should be credited for the changes from winner take all to proportional delegate counting. Above all the power and significance of the Black vote was display before the nation, affirmed by the black communities and gave rise to a surge of black voter participation. Finally nationally and locally realized that yes the Black Vote mattered. The seed was planted by his candidacy for the eventual emergence of many other black candidates for president. 1988 was [Lenora Fulani](#), a psychologist and social activist. Fulani ran as an Independent and bettered Chisholm's efforts by getting her name on the presidential ballot in all 50 states. US Senator, Illinois' [Carol Moseley Braun](#), ran for President in 2004. Republican Party is [Alan Keyes](#), a former diplomat who campaigned in 1996 and 2000. [Al](#)

Sharpton, ran for President in 2004, in the Democratic Party. President Obama in 2008, In 2012 Herman Cain and in 2016, Dr. Ben Carson.

The Black vote and Jesse Jackson deserve the historical credit and power of all that followed. Additionally, the emergence of the black vote caused a resurgence of the voting "Jim Crow". But in 2016 the black vote finds itself struggling to understand the Black Votes Matter. If we don't vote this year and Donald trump becomes President we will learn the importance of our vote the hard way.

*To review previous Black Votes Matter column articles visit **Omahastar.com**. Or **prestonlovejr.com**. Preston love can be reached at prestonlovejr@gmail.com*

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