



# HOUSTON INFORMER FOUNDATION, INC.

Preserving the Past...and the Future.

[www.HOUSTONINFORMERFOUNDATION.ORG](http://www.HOUSTONINFORMERFOUNDATION.ORG)

4542 N. Ripple Ridge Dr. Houston TX 77053 • NPO# 86-2509947

*HIFI's 2024 mission is to bring people together through the power of history and culture; promote cultural equity, inclusion and education that engages the public by creating memorable events of historic and edutainment value.*

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MORE INFO:  
[RosenwaldAcres.com/hifi](http://RosenwaldAcres.com/hifi)

## FOR IMMEDIATE RELEASE...

Houston/Huntsville Texas, Jan 9, 2024 :

# Houston Informer Foundation Inc. (HIFI) Hosts Three “Step Back in Time” Historical Edutainment Events in Huntsville Texas

## “Step Back in Time: Huntsville Texas”

*Three Historical Positive Change Educational Entertainment Events:*

**TEXAS MEDIEVAL MERRIMENT FESTIVAL - Costume Play...February 16-18, 2024**

**STEP “BACK TO OUR ROOTS” a Free EARTH DAY OLDIES MUSIC FESTIVAL, ...April 21, 2024**

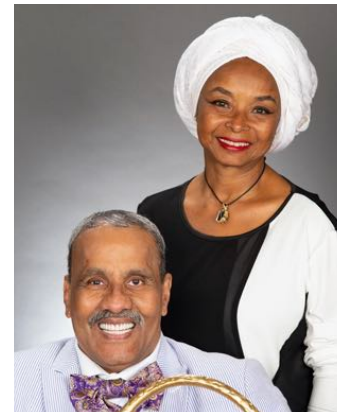
**STEP BACK IN TIME: HUNTSVILLE HEROES Juneteenth Reception & Photo Exhibit... June 1-30, 2024**

The Houston Informer Foundation, Inc. (HIFI) is dedicated to preserving and commemorating the contributions of influential figures from the past and empowering future generations with that knowledge. 2024 will see a continuation of our popular 2023 “Steppin’ Back in Time” Photo Exhibits in the Houston area, supported by major sponsors like H-E-B. The non-profit, however is pleased to announce the continuation and drastic expansion of that initiative. “Step Back in Time: Huntsville” will involve a 3-Step set of events designed to attract a diverse audience of participants.

‘The need exists to attract a new generation to an appreciation of history,’ said Lorenza Butler, Chair of the Houston Informer Foundation and Publisher Emeritus of the Informer and Texas Freeman Newspaper. “That need is made more necessary with recent culture wars against the value of historical fact. HIFI’s focus is to use entertainment venues and events to share real-life stories of ordinary citizens who accomplished extra-ordinary achievements for African Americans in Texas history.”

HIFI has partnered with Kijana Wiseman, master-degreed “Griot” and generational custodian of **Rosenwald School Acres** (the site of Walker County’s 1st Black public grade school) to enhance her Rosenwald Centennial Project with three innovative, family-friendly historic edutainment events designed to educate and subliminally encourage East Texas generations that it’s fun to “Step Back in Time.”

More info: [www.lorenzabutler.com](http://www.lorenzabutler.com) and [www.kijana.com](http://www.kijana.com)



## HIFI'S 3-STEP BACK IN TIME HUNTSVILLE INITIATIVE:

### STEP 1:

**2/16-18/24 Texas Medieval Merriment Festival ...Friday-Sunday February 16-18, 2024, at Walker County Fair Grounds. 270 FM 1791 Huntsville TX 77340 Friday & Saturday: 10am - 8pm Sunday: 10am-6pm**

This event holds special significance to thousands of avid medieval, fantasy and renaissance costume-play attendees from all over the state. Last year's TMMF venue was overrun on Rosenwald's small 2 acre farm. The 2024 move to a larger venue perfectly suited to this type of festival... offering lots of free parking and over 100 Vending booths with power and water. Ticket sales will benefit the Houston Informer Foundation, Inc allowing it to host a 360 Degree "Step Back in Time" Immersion Photo Tent for costumed attendees.



The Informer will also fund the revival of the historic "Huntsville Informer" as a souvenir book with sponsorship ads, maps and Huntsville historical tidbits. Games, lecturers, costumed and skilled artisans will offer demonstrations on primitive survival and "how things used to be." More info: [www.TexasMedieval.com](http://www.TexasMedieval.com)

### STEP 2:

**4/21/24 "Back to Our Roots" Earth Day Music Fest... Sunday, April 21, 3-8pm at Rosenwald School Acres, 639 Rosenwall, Huntsville, TX 77320**

A free Sunday Afternoon spring community picnic and celebration of classic American music and conservation of Walker County's original Tuskegee-Rosenwald School grounds. Local bands play classic oldie American music on the H-E-B sponsored Rosenwald School Acres' Outdoor Stage.

This events' special edition of the **Huntsville Informer** souvenir book will include sponsor/vendor ads, helpful links on land conservation, lectures on solar-powered atmospheric water generation, the US Julius Rosenwald Schools Act and with stories of the origin and accomplishments of the founders and surviving alumni and the descendants of the little 2 room school Rosenwald funded house that once stood there. Funds raised aid the "Huntsville Heroes" exhibit, the school grounds, and the Kittrell-Wilson Cemetery behind the school where the founders and many of the generational custodians and alumni of the school are interred.



[www.EarthDayJamFest.com](http://www.EarthDayJamFest.com) ...

History & Cemetery Database: [www.RosenwaldAcres.com](http://www.RosenwaldAcres.com)

### STEP 3:



6/1-30/24

**“Step Back in Time: Huntsville Heroes” A Juneteenth Photo Exhibit, June 2024.** ...A Houston Informer Foundation Inc Historical project in honor of the Huntsville Informer Newspaper...

This Juneteenth Celebration opens with the unveiling of the HIFI Outdoor Photo Exhibition panels revealing little known facts about the accomplishments of black and white patriots who helped advance education, emancipation and equal rights in the greater Huntsville area. The multi-location outdoor exhibits will highlight the stories and accomplishments of oft-over-looked Texas historical figures who —despite Jim Crow—were determined to improve the lives, educational access and business opportunities of East Texas’ African-American communities. Honored will be folks such as Joshua and Virginia Houston, Samuel Walker

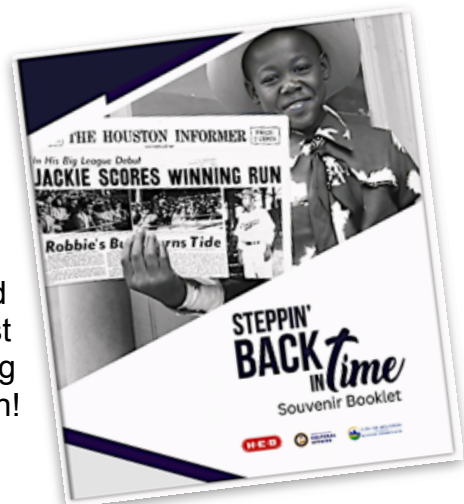
Houston, Mrs. Esther Bridges, Wendell Baker, Sr., Dr. Naomi Lede, General Sam Houston, Doc Pleasant William Kittrell and the millionaire philanthropist Julius Rosenwald. The VIP reception and multi-location photo exhibit will be free to the public and curated by **Linda Moten**, of the Samuel Walker Houston Museum, the Samuel Walker Houston Elementary and Samuel Walker Houston High School alumni organizations. [www.hifievsnw.org](http://www.hifievsnw.org)

### WHO / WHAT WAS THE INFORMER NETWORK?:

The Texas Freeman newspaper was first published in 1893 bravely announcing the news “Without Fear or Favor.” Later merging to become the Informer and Texas Freeman, the newspaper became the hub of a multi-city syndicate of information conduits, chronicling the news of, by and for black folk in **Houston, Huntsville, Dallas, Galveston, Beaumont, San Antonio, Austin, Shreveport and New Orleans, Louisiana** and even **Jackson, Mississippi**. By the 1950s, the paper was a major player in advancing the call for equal rights for citizens of African descent. The Huntsville Informer will be revived, reimagined and distributed at all three events here.

**THE HUNTSVILLE INFORMER** will be resurrected and distributed as an ebook and printed purveyor of historical facts at each of the “**Step Back**” events.

This unique approach to generating an interest and educating the public of the stories and lessons the past has to offer is a perfect fit for the history-loving hometown of General Sam Houston!









# Houston Informer Foundation., Inc (HIFI) 2024 CALENDAR OF EVENTS\*

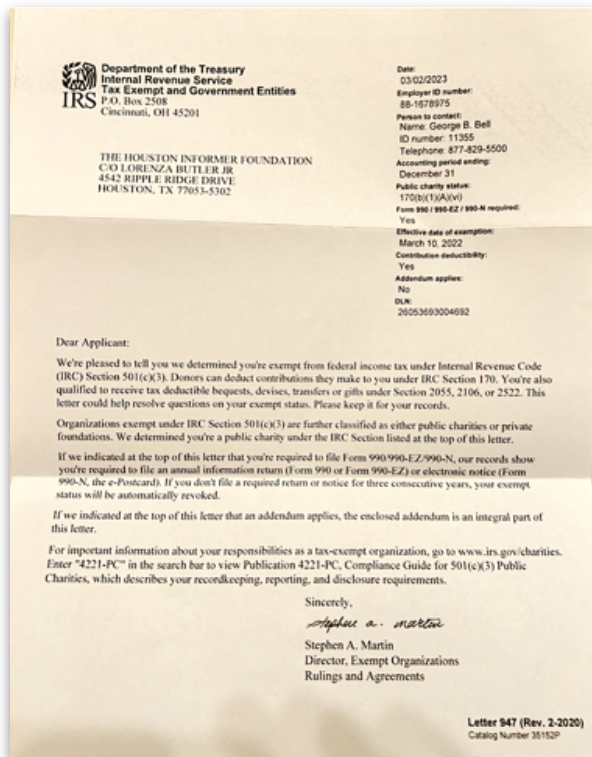
\*As of January 1, 2024

- January - February - Dr. King Day and/or Black History Month, Houston City Hall Rotunda (Feb 1-29, 2024)
- February- Texas Medieval Merriment Festival Booth, Publication and Exhibit, Huntsville TX
- Houston Rockets Black History Day (Feb 2024)
- Steppin' Back in Time at Buffalo Soldiers National Museum (TBD March - Oct 2024)
- April - Houston Astros - Exhibit at Jackie Robinson Day (Sat, April 15, 2024)
- April- Step "Back to our Roots" Earth Day Festival Booth, Publication & Exhibit, Huntsville TX
- May - Exhibit at 2024 Texas Black Expo (May TBA, 2024, 2-days)
- June - Exhibit at 2024 Houston Juneteenth Celebration (June 2024, 2 Weeks)
- June- "Huntsville Heroes" Juneteenth Opening Reception and Photo Exhibit, Huntsville TX
- June - FREE Summer Programs, (June - July 202, 7 Week program)
- August - Take the First Step, FREE Oral History Workshops, (4 Week program) -
- September - Golf Tournament - September 2 Remember (Sept 23, 2024) -
- October- HIFI Awards Reception (Oct 4, 2024)

\* TBA...Some events listed are in the planning stage at the time of this writing. All events are in Houston unless specifically scheduled elsewhere.

## JOIN US!

### Help advance Positive Change in Texas!



# DONATE TO OUR ANNUAL FUND

At our nonprofit, we're on a mission to preserve the valuable historical contributions of Black newspapers. Your donation will help us safeguard these invaluable records, which are at risk of being lost to time, and ensure that the rich cultural heritage they contain is never forgotten.

[www.HoustonInformerFoundation.org](http://www.HoustonInformerFoundation.org)

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## "STEP BACK IN TIME: HUNTSVILLE TX"



A Multi-Event Historical Edutainment Sponsorship Matrix for...

**TEXAS MEDIEVAL MERRIMENT FESTIVAL**

**February 16-18, 2024**

**STEP "BACK TO OUR ROOTS" EARTH DAY OLDIES MUSIC FEST**

**April 21, 2024**

**STEP BACK IN TIME: HUNTSVILLE HEROES Juneteenth Reception & Photo Exhibit**

**June 1-30, 2024**

SPONSORSHIP BENEFITS:	TITLE \$31K-50K	PLATINUM 25K-30K	GOLD 15K-24K	SILVER 10K-14K	BRONZE \$6K-\$9K	COPPER \$3K-\$5K	IRON \$500-\$2K
Prominent Recognition as "Title Sponsor on all stages and marketing materials.	✓						
Booth / Space to showcase branded materials/programs and Complimentary tickets	✓	✓	✓	✓	✓	✓	✓
Logo on official invitations banners and onsite posters	✓	✓	✓	✓	✓		
High visibility logo placement on banners and onsite posters	✓	✓	✓				
Microphone opportunity from the festival stages	✓	✓	✓				
Access Passes as a VIP to the Pre-Event Receptions /Hospitality Tent	✓	✓	✓	✓	✓	✓	
Custom banner space on the Main stages / Photo racks	✓	✓					
Premium logo placement on main stage posters/ banners	✓	✓					
Logo on poster/banners	✓	✓	✓	✓			
Mention in Press Releases,	✓	✓	✓	✓	✓	✓	✓
Mention in interviews, ads and promotions	✓	✓	✓				
Ad or logo on the website with a link to your chosen URL	✓	✓	✓	✓	✓	✓	✓
Inclusion in email, website and social media dispatches	✓	✓	✓	✓	✓	✓	✓
Reserved Parking space and (if desired) Campsite at the 2 festivals.	✓	✓	✓	✓	✓	✓	
Logo / AD in the physical and digital Souvenir Book / Schedule handouts. (Ad size based on level).	✓	✓	✓	✓	✓	✓	✓



# ADDENDUM::

## FYI:

### EVENT DONATION NEEDS...

Sponsoring any of these needs will help make each event a success.

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\_\_\_\$200-\$2500.

ENTERTAINMENT: Sponsor the cost of a band, solo act, poet or storyteller. *Get online and sign recognition.*

\_\_\_\$250-\$2500

FINE ARTS: Supplement the employment of college theatre and music dept. students as costumed actors in period performances. **Sponsor a contest in the sponsor's name** with cash prizes for best musical or theatrical performance.

\_\_\_\$500-2500

Sponsor of the cost of security officers and traffic direction needs.

\_\_\_\$1000

Sponsorship of a free hayride transport around the grounds and from the parking area. (May be decorated golf carts?)

\_\_\_\$700-2000

Sponsor yard signs, decorations, festival banners, etc

\_\_\_\$300-700

Materials and labor for Staging and Volunteer overlay costume creation. Also costumes for Town Criers

\_\_\_\$100-400

Help with cost of after festival cleanup, etc.

\_\_\_\$750

A 3 day bank of port-a-potties or Camp outdoor showers.

\_\_\_\$600

Bouncy house, Clown/Magician or other other attraction for children's entertainment

**Physical equipment, materials or volunteer time donations are often a good as money!**

## Press Coverage: 2023 "Steppin' Back in Time" Houston

Project Manager: Lynn Page. PageGirl 101 Solutions; Public Relations: Butler Wiseman, Ilc

### Below are links to SBIT media coverage for your reference.

Virtual Tour the inaugural display at Houston City Hall MLK Day - February 28, 2023:  
<https://app.my360store.com/tour/view/MTA3MTQ=>

City of Houston Office of Business Opportunity:  
[https://fb.watch/igsMZu\\_V6t/](https://fb.watch/igsMZu_V6t/)

Photo Coverage:  
<https://priscillagraham.zenfolio.com/p47536396/h542697af/h542697af>

Mayor's Office of Cultural Affairs (MOCA) Opens 2023 Exhibition Series: Steppin's Back in Time:  
<http://houstontx.gov/moc/moca-2023-exhibition-series.html>

Happening Next:  
<https://happeningnext.com/event/steppin-back-in-time-houston-in-retrospect-eid4so1302p4r1>

Houston Style Magazine:  
<http://stylemagazine.com/news/2023/jan/18/moca-opens-2023-exhibition-series-expressions-high/>

FOX26 PSA:  
<https://app.box.com/s/tz1csxoiq6ut3eaejnb5z9viblt80w>

News Coverage TV, Online, Website | FOX 26 Houston:  
<https://www.fox26houston.com/news/steppin-back-in-time-exhibit-history-of-black-newspapers-houston>

Majic 102 Public Affairs Podcast:  
<https://bit.ly/3Gglfrt>

KPRC Click2Houston.com:  
<https://www.click2houston.com/news/local/2023/01/19/houston->

### Souvenir Booklet... October, 2023



[newsmakers-congresswoman-sheila-jackson-lee-says-congress-must-do-more/](https://www.click2houston.com/news/local/2023/01/23/houston-newsmakers-houston-informer-celebrates-135-years-of-black-houston/)

Local Today | Texas News:  
<https://localtoday.news/tx/unique-exhibit-in-houston-highlighting-the-history-of-the-citys-black-newspapers-150290.html>

City of Houston entire Kickoff Reception | YouTube:  
<https://www.youtube.com/watch?v=jlLe2miclCJU>

The Isiah Factor Uncensored | FOX 26 Houston:  
<https://www.youtube.com/watch?v=n2a5RcMjF-g>

Houston Newsmakers | KPRC TV:  
<https://www.click2houston.com/video/local-news/2023/01/23/houston-newsmakers-houston-informer-celebrates-135-years-of-black-houston/>

HTV Houston Television:  
<https://fb.watch/igsA2F4B1W/>

FOX 26 Houston:  
[https://www.youtube.com/watch?v=ZfETNM\\_RZw](https://www.youtube.com/watch?v=ZfETNM_RZw)

Que Onda Magazine:  
<https://queondamagazine.com/moca-opens-2023-exhibition-series-expressions-with-a-high-tech-exhibit-to-honor-dr-martin-luther-king-jr-and-black-history-month/>



## ROSENWALD SCHOOL ACRES: The History of Walker County's 1st Tuskegee-Rosenwald School

*“An Oasis of Education”*

**Julius Rosenwald** (1862-1932) Chicago philanthropist and part-owner of Sears and Roebuck, believed all Americans deserve an education. **1912:** He established the Rosenwald Fund for *“the well-being of mankind”* and collaborated with Booker T. Washington and Tuskegee Institute to build over 5,350 + rural school buildings for colored children across in 15 southern states. 79 schools were built in Texas.



**John Wesley Wilson** (8/12/1860 - 4/20/1948) and his wife, **Amarintha Kittrell Wilson** (8/9/1864 - 4/4/1944)...well-connected, educated and concerned about providing a formal education for their little brown grandchildren. **1921:** As per Rosenwald Fund guidelines, the couple transferred 2 acres of land to the HuntsvilleISD and, with family and community, raised the funds needed for the creation of the original 2-room school building with a kitchen, well and 2 outhouses. *John and Amarintha's children, cousins and grandchildren attended & helped maintain it.\**

**1921-1962:** With dedicated educators such as **Esther Bridges, Maddy Jewel Walker, Thelma McGuire, Mary Helen Wilson** (*alumni & granddaughter of John & Amarintha*), plus volunteers from the **Kittrell, Wilson, Spivey, Cotton, Wiley, Vann, Baker, Crawford, Houston** families et.al, Rosenwald School grew until *“Rosenwald School Road”* was the place to go for meetings, events, picnics, horse & foot races, basketball, etc. (*The name was later shortened & misspelled as “Rosenwall Road.”*)



**1962:** Rosenwald School#1 is demolished and the land auctioned to **David Branch Jr.** who, in **1963**, sold it back to **Charlie Wilson** (John & Amarintha's eldest son).



**1966: Mary Helen Wilson Wiseman, M.Ed.** requested that her father Charlie will the beloved school grounds to her.

**2020:** Rosenwald Acres was inherited by Mary Helen's eldest, **Kijana Wiseman-Fusilier, M.Ed.** (*WisemanCompany.com, kijana.com*); with **Joy D. Wiseman** and **LaTanya Michell Brooks, M.Ed.** (*GrowWithStem.com, nextlevelpublishing.com*). **NOW:** The land has being renewed as a community space with an energy/ environmentally-friendly, solar-lighted Outdoor Stage where the school once stood.

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*\*Rosenwald Founders and Caregivers are interred in the **Kittrell - Wilson Cemetery** behind the property. A portion of funds is dedicated to the maintenance of those graves.*

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**“BACK TO OUR ROOTS” EARTH DAY MUSIC FESTIVAL** celebrates conservation, the land and legacy of the **Founders, Caregivers and Alumni** of a small rural school that nurtured and encouraged so many “tiny, shiny minds” *...to blossom.*

**Read their stories. Share yours.**  
Become a supporter ...**JOIN US**

  
**www. RosenwaldAcres.com**  
*rosenwaldacres@gmail.com*



## ONE FINAL HISTORICAL PROJECT:

Correct the misspelled “Rosenwall Road.” ...Return it to its historically accurate “Rosenwald Road” ...honoring the name and legacy of Julius Rosenwald—an early 20th century multimillionaire philanthropist who joined with Tuskegee Institute to make a huge impact on the educational history of Huntsville/Walker County Texas. (More info: [RosenwaldAcres.com](http://RosenwaldAcres.com)).

**1912:** Julius Rosenwald, then president of Sears and Roebuck, donated \$25,000 to Tuskegee Institute. That was when he discovered that southern states were not building public schools for their African American citizens. **In 1915,** he began a financial collaboration with Booker T. Washington and Tuskegee Institute and eventually donated \$63 million of his personal income to subsidize the building of 5,357 schools for African American students in 15 southern states. Texas received \$980,615 in grants to build 79 schools and over 500 supplemental buildings.

**WALKER COUNTY'S 2 TUSKEGEE-ROSENWALD SCHOOLS:** *Huntsville/Walker County was the only ISD in Texas that had multiple Rosenwald funded buildings.* In 1921, Huntsville's gifted Professor Samuel Walker Houston, his cousin English professor John Wesley Wilson and John's wife Amarentha Kittrell-Wilson began to plan, build and maintain the following institutions in Walker County, utilizing multiple Rosenwald Fund grants:

**Rosenwald School #1:** “an Oasis of Education.” The wagon trail that became a road once dead-ended at the historic Rosenwald School Acres gate. This newly reopened gate is the 102 year old location of Walker County's first public grade school for colored children...Our annual EarthDay Festival and community events on the H-E-B sponsored stage allows families a chance to return to their gathering place.

**The Samuel W. Houston Industrial and Training Institute** opened its doors on Highway 30 (near the current Walker County Fair Grounds) in 1906— teaching marketable occupational skills: carpentry, plumbing, sewing, cosmetology, general maintenance, fine arts and music. Good works were recognized by Tuskegee Institute. The Rosenwald Fund awarded repeat grants. This allowed Prof. Houston to build multiple buildings—even creating Texas' first boarding school for African American school children. The Samuel W Houston Museum, formerly the High, then Primary school on 10th Street in Huntsville, stands as a tribute to this great educator.  
( <https://rosenwaldacres.com/samuel-w-houston-museum-1>).

The Rosenwald School Road's original name was both a tribute and “Thank You” from a grateful community honoring the name of a compassionate businessman whose generosity made their beloved

**“Rosenwald” Road is not a name change...only a clerical correction.**

**The US Congressional Julius Rosenwald and Rosenwald School's Act**, signed in 2021, has recorded Huntsville's two schools and their locations—one on “**Rosenwall**” Rd—in its national registry. The Rosenwald School Road's original name was both a tribute and “Thank You” from a grateful community honoring the name of a compassionate businessman whose generosity made their beloved school possible—providing hope and opportunities for their children's futures.

***It is time for Huntsville/Walker County authorities to join the United States Congress' commitment to honor this great man, by correcting the incorrect spelling the road that bears his name.***

**The US Congressional  
Julius Rosenwald and  
Rosenwald Schools Act**  
became law on January 13, 2021



### THE ROSENWALD FUND

**Julius Rosenwald**  
(1862-1932)

*Chicago businessman,  
philanthropist and president  
of Sears, Roebuck and  
Company during the early  
1900s. Rosenwald's German-  
Jewish family fled  
persecution in Europe.*

*Rosenwald established the  
Rosenwald Foundation for  
"the well-being of mankind"*

*He funded 5,357 schools in  
Black communities because  
he believed that everyone  
deserves the opportunity to  
an education.*

## The Rosenwald Centennial Project:

**JOIN US!** Working closely with publisher/publicist Lorenza P. Butler and his NPO historical event planning teams at Houston Informer Foundation, Inc and Butler Wiseman, LLC; coordinating with Huntsville curator Linda Moten, SWH Museum curator; Walker County and other area museums, schools, the county, city and the two Samuel W. Houston School Alumni organizations, local media, the Huntsville library; educational/corporate partners plus amazing small business vendors, sponsors and individuals... **2024 promises to be a memorable year.**



We would love to discuss how best to collaborate with you and your resources for the success of these events so let me thank you in advance for your support for any—or all— of these projects.

You can find information on me at [www.kijana.com](http://www.kijana.com) and on my 44 year old creative production and marketing firm at [www.wisemancompany.com](http://www.wisemancompany.com). Please feel free to contact me directly at the digits below.

Thank you!

Kijana Wiseman-Fusilier, MEd.  
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[www.wisemancompany.com](http://www.wisemancompany.com) / [www.butlerwiseman.com](http://www.butlerwiseman.com)



Cc: Lorenza P. Butler, Houston Informer Foundation, Inc,  
Linda Moten, SWHouston Museum  
Lee Ann Wiseman, Walker County Museum  
Carmen Herrera, HIFI Corporate Sponsorships  
Kathy Burke, TMMF Vendor Coordinator  
Dorothy Cantor, The National Rosenwald Park Campaign, Bethesda MD

### Rosenwald Centennial Project References and Resource Links:

#### **CBS MORNINGS Broadcast, June 2021...**

The Impact of Rosenwald schools on education and how they changed the lives of Black Americans... <https://youtu.be/dVg-xOBw8kY>

#### **Julius Rosenwald's Gifts to America's Well-Being**

A short documentary on the life of Julius Rosenwald and his impact on America and underserved populations. ... <https://youtu.be/68JO3qo2oUU>

#### **The Julius Rosenwald Legacy and the National Park Campaign**

<https://rosenwaldacres.com/the-rosenwald-legacy>

#### **The history of Huntsville/Walker County's Rosenwald School #1**

<https://rosenwaldacres.com/the-rosenwald-school>