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# Africatown puts a spotlight on Black Businesses

Posted by [Staff](#) / 12 - Dec - 2018

Africatown has released a series of videos in the recent days entitled Spotlight on Business in which local businesses are highlighted to give visibility and to encourage those in the community to support Black owned businesses.

[The first video released last week](#), which already has over 4000 combined social media views, focused on [The Postman](#), a mailing and small business support company located on MLK between Union and Spring. The 90 second video gives insight on the background of the owners, DVonne and Keanna Pickett, as well as their motivation and inspiration to open their business.

According to DVonne Pickett, since the video first aired The Postman has seen a dramatic increase in foot traffic ranging from those who want to purchase new services to those who are just dropping in to encourage the entrepreneurs.

The video Africatown produced made a lot of people aware that we are here and for those who already knew about The Postman, the video gave them more insight as to why we opened the business said Pickett. I think that the spotlight video has made a lot of people feel good about our story and our business. added Pickett.

The Postman first came to Africatowns attention after DVonne attended a business development meeting at Black Dot Underground, which is a business development incubation wing of Africatown. Pickett requested marketing support and Africatown included The Postmand in the Spotlight on Business series.

To find out how your business can be spotlighted - email [Admin@AfricatownLandTrust.org](mailto:Admin@AfricatownLandTrust.org)