



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

# THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

CELEBRATING THE 95TH ANNUAL BLACK HISTORY THEME  
**The Black Family: Representation, Identity, and Diversity**

## FEBRUARY 2021 POST EVENT REPORT

[Click here](#) to visit the 2021 ASALH Black History Month Festival Page

[Click here](#) to visit ASALH TV



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## Summary Overview

TICKET SALES

DONATIONS

MEMBERSHIP

SPONSORSHIP





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# THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

## Ticket Sales Summary

Ticket Type	No. of Tickets Sold	Ticket Sales
\$50 General Admission	481	\$24,902
\$125 VIP Ticket	39	\$4,775
\$150 VIP Premier	74	\$11,450
	594	\$41,127
Sponsor Festival Gratis Tickets	245	



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## Donation Summary 2020 vs. 2021 January 1 - March 29

2021	\$174,623.79
2020	\$163,138.45

# Membership Report



Membership as of 3.29.21	Fee	Jan. 2020	Jan. 2021	Jan20 vs Jan21	Feb. 2020	Feb. 2021	Feb20 vs Feb21	Mar-20	Mar-21	Mar20 vs Mar21
Associate	\$65	5	9	4	9	11	2	15	11	-4
Dual	\$100	113	129	16	130	148	18	140	152	12
Corporate	\$1,500	3	0	-3	3	2	-1	3	11	8
General	\$80	174	264	90	214	406	192	247	566	319
International	\$100	3	2	-1	3	4	1	3	5	2
Life Interim	\$300 f/ 5 yrs	33	6	-27	36	6	-30	38	6	-32
Life	\$1,500	530	564	34	532	564	32	532	563	31
Senior	\$55	461	453	-8	512	589	77	570	646	76
Student	\$45	64	79	15	74	99	25	77	118	41
Receives Benefits	NA	211	255	44	238	300	62	250	318	68
<b>Total Individuals</b>		<b>1597</b>	<b>1761</b>	<b>164</b>	<b>1751</b>	<b>2129</b>	<b>378</b>	<b>1875</b>	<b>2396</b>	<b>521</b>
Institutional	\$250	49	63	14	54	76	22	55	83	28
<b>Total Members</b>		<b>1646</b>	<b>1824</b>	<b>178</b>	<b>1805</b>	<b>2205</b>	<b>400</b>	<b>1930</b>	<b>2479</b>	<b>549</b>
Branch Members	2020 total Branch members 2020 1,535	na	947		na	1054		na	1206	2020 1,535
Gratis Members through Festival Sponsorship	Notes	na	na		na	na		na	140 of the 549 new members are gratis from Festival Sponsors	549 new members, 140 from Sponsors, 409 are new PAID members.





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## Sponsorship Summary

[Click here](#) to visit the 2021 Festival Sponsor Page

<b>2021 Festival Sponsorship Commitment</b>	<b>\$204,127</b>
<b>2021 Festival Sponsorship Funds Received</b>	<b>\$125,627</b>
<b>2021 Festival Sponsorship Funds Unpaid</b>	<b>\$78,500</b>



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# THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

	Organization Name	Sponsorship Level	Payment Commitment	Payment Status (Outstanding Payments)	Outstanding Payment Status Notes
3					
4	Bank of America	Legacy	\$25,000.00	Invoiced	ASALH submitted invoice in March
5	AARP	Legacy	\$25,000.00		
6	Johnson & Johnson	Legacy	\$25,000.00		
7	Omega Life Membership Foundation	Legacy	\$10,000.00		
8	Omega Psi Phi Fraternity, Incorporated	Legacy	\$10,000.00	Invoiced	ASALH to follow up
9	A&E Network	Legacy	\$20,000.00	Invoiced	ASALH submitted invoice in March
10	New York Life	Legacy			
11			<b>\$115,000.00</b>	<b>\$55,000.00</b>	
12					
13	<b>CULTURAL SPONSORS</b>				
14	Merck & Co.	Cultural	\$15,000.00	Invoiced	ASALH submitted invoice in March
15	TD Bank	Cultural	\$15,000.00		
16	Denny's Restaurant	Cultural	\$15,000.00		
17			<b>\$45,000.00</b>	<b>\$15,000</b>	
18					





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24	PRESERVATION SPONSORS			
25	National Council of Negro Women	Preservation	\$2,500.00	
26	Inc.	Preservation	\$2,500.00	Invoiced
27	Treasury Department Federal Credit Union	Preservation	\$2,500.00	
28	DC Lottery	Preservation	\$3,000.00	Invoiced
29	Ardie Myers	Preservation	\$2,627.43	
30	Eric and Linda White	Preservation	\$2,500.00	
31	Barbara Morland	Preservation	\$2,500.00	
32	Association	Preservation	\$2,500.00	Invoiced
33	National Museum of African American History	Preservation	\$2,500.00	
34	The Links Incorporated	Preservation	\$2,500.00	
35	Methodist Episcopal Church	Preservation	\$2,500.00	
36			<b>\$28,127.43</b>	<b>\$8,000.00</b>





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38	<b>CHAMPION SUPPORTERS</b>			
	Prince George's			
39	Community College	Champion	\$1,500.00	
40	Robert Harris	Champion	\$1,500.00	
41			<b>\$3,000.00</b>	
42				
43	<b>HERO SUPPORTER</b>			
44	Denise Rolark Barnes	Hero	\$1,000.00	
45			<b>\$1,000.00</b>	
46				
47	<b>PATRON SUPPORTER</b>			
	Omega Psi Phi Fraternity,			
48	Incorporated - 3rd District	Patron	\$500.00	
49			<b>\$500.00</b>	
50	<b>ADVERTISERS</b>			
51	House	1/2 page ad	\$500.00	Invoiced
52	Stifel	Full page ad	\$1,000.00	
53			<b>\$1,500.00</b>	<b>\$500</b>
54				
55			<b>\$204,127.43</b>	<b>\$78,500</b>
56				



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CELEBRATING THE 95TH ANNUAL BLACK HISTORY THEME  
**The Black Family: Representation, Identity, and Diversity**

## **Analytics Overview**

ASALH.ORG

ASALH TV

MARQUEE EVENT

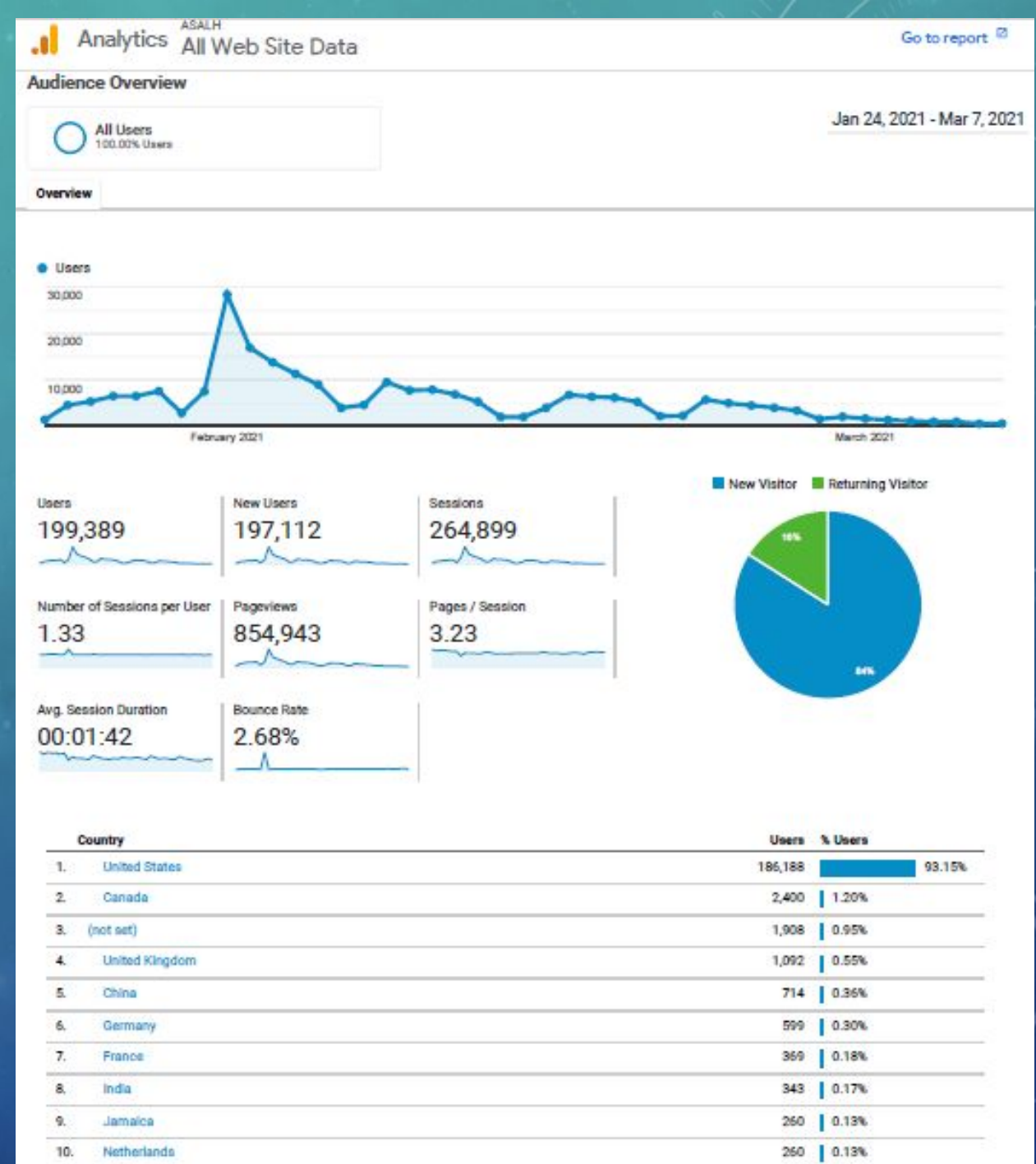
CONSTANT CONTACT (HEAT MAP)

SURVEY EVALUATION



# ASALH.org Audience Overview

The peak pageviews was 30,000 visitors which occurred on February 1.



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# Top Performing Landing Page

During February, ASALH.org top performing landing pages include:

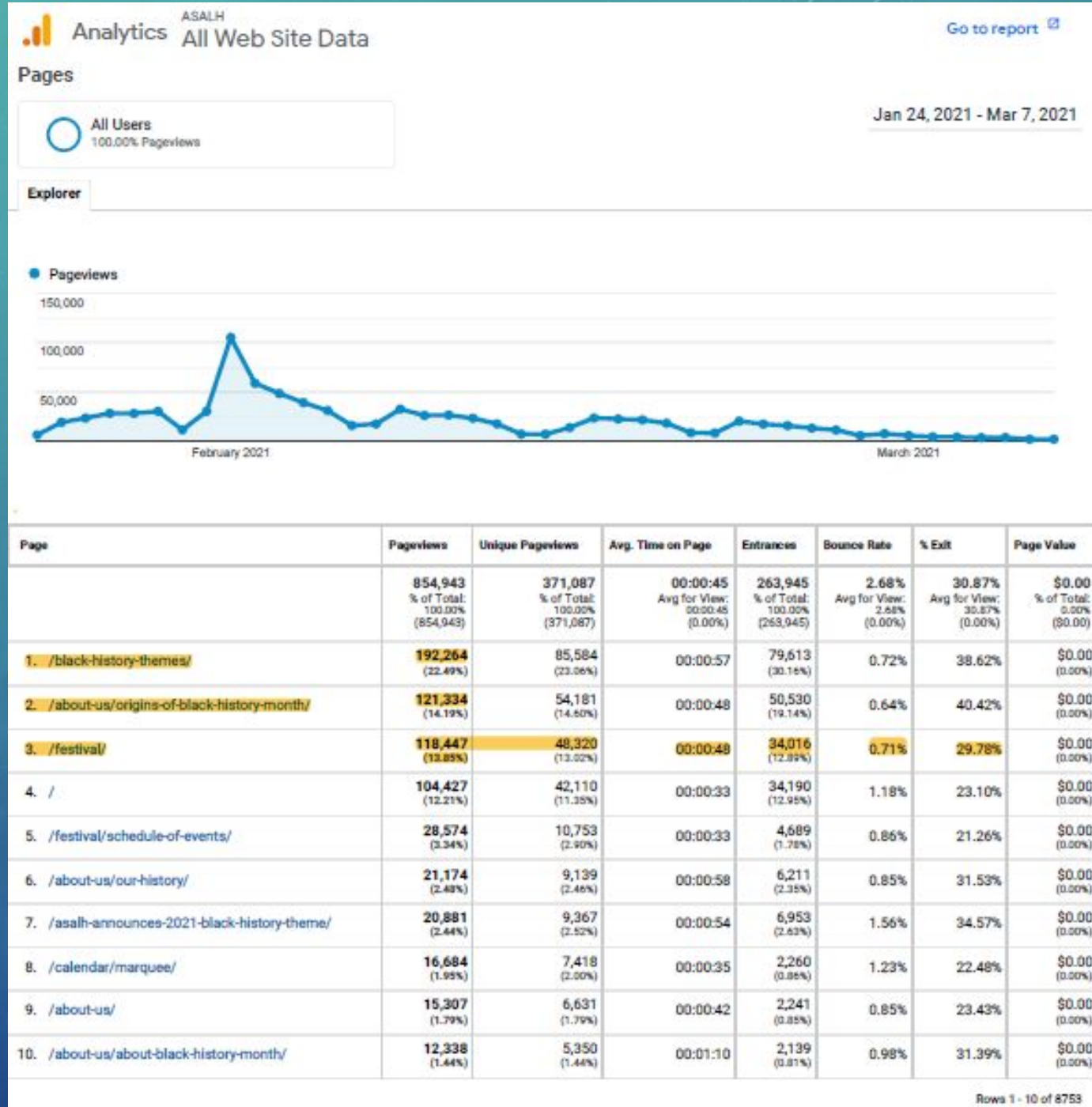
- Black History Themes page  
**192,264 pageviews**

- About Us: About Black History Month  
**121,334 pageviews**

- Festival page  
**118,447 pageviews**

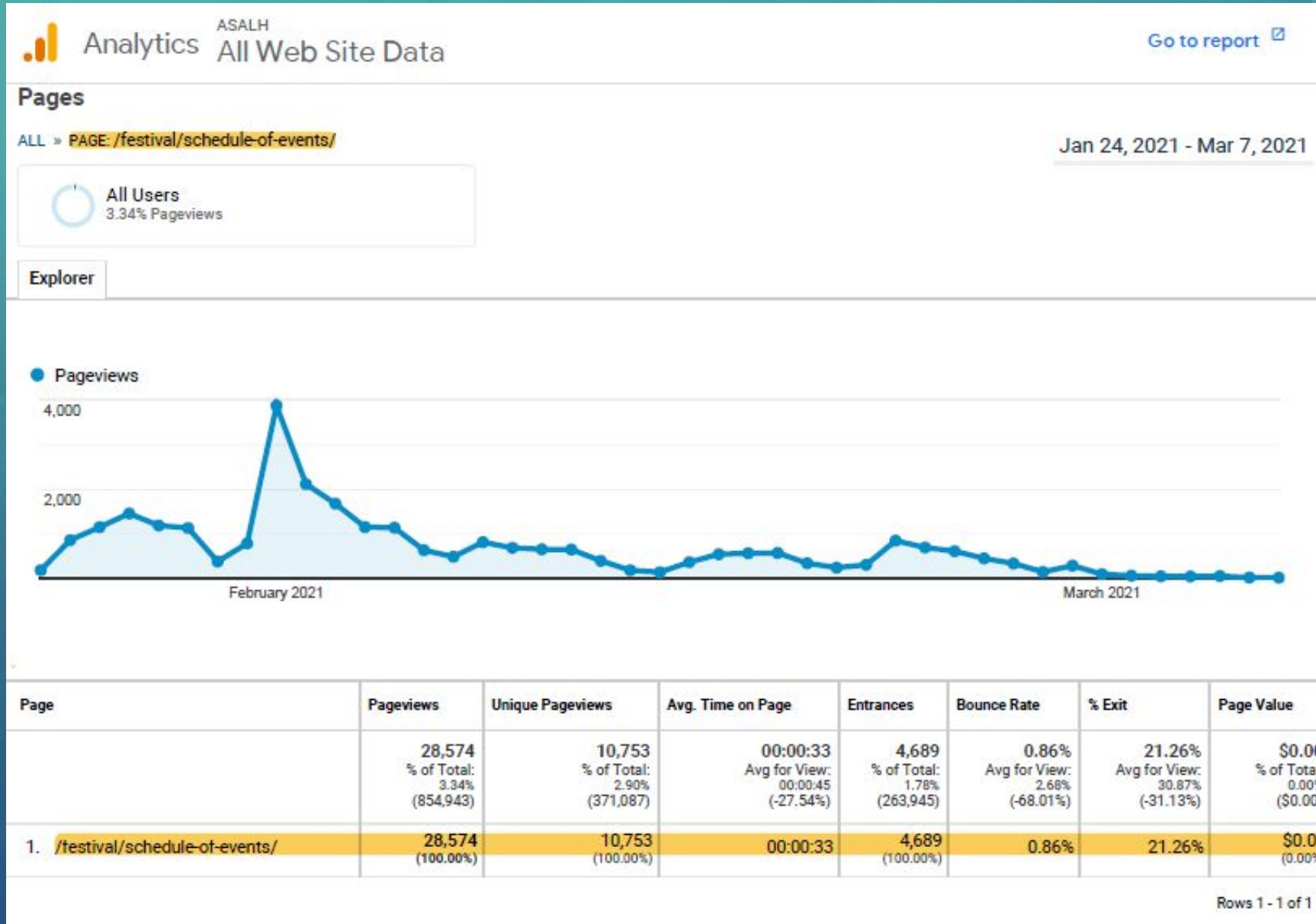


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# Schedule of Events Landing Page



# Festival Landing Page



Analytics ASALH  
All Web Site Data

[Go to report](#)

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### Pages

ALL » PAGE: **/festival/** Jan 24, 2021 - Mar 7, 2021

○ All Users  
13.85% Pageviews

Explorer

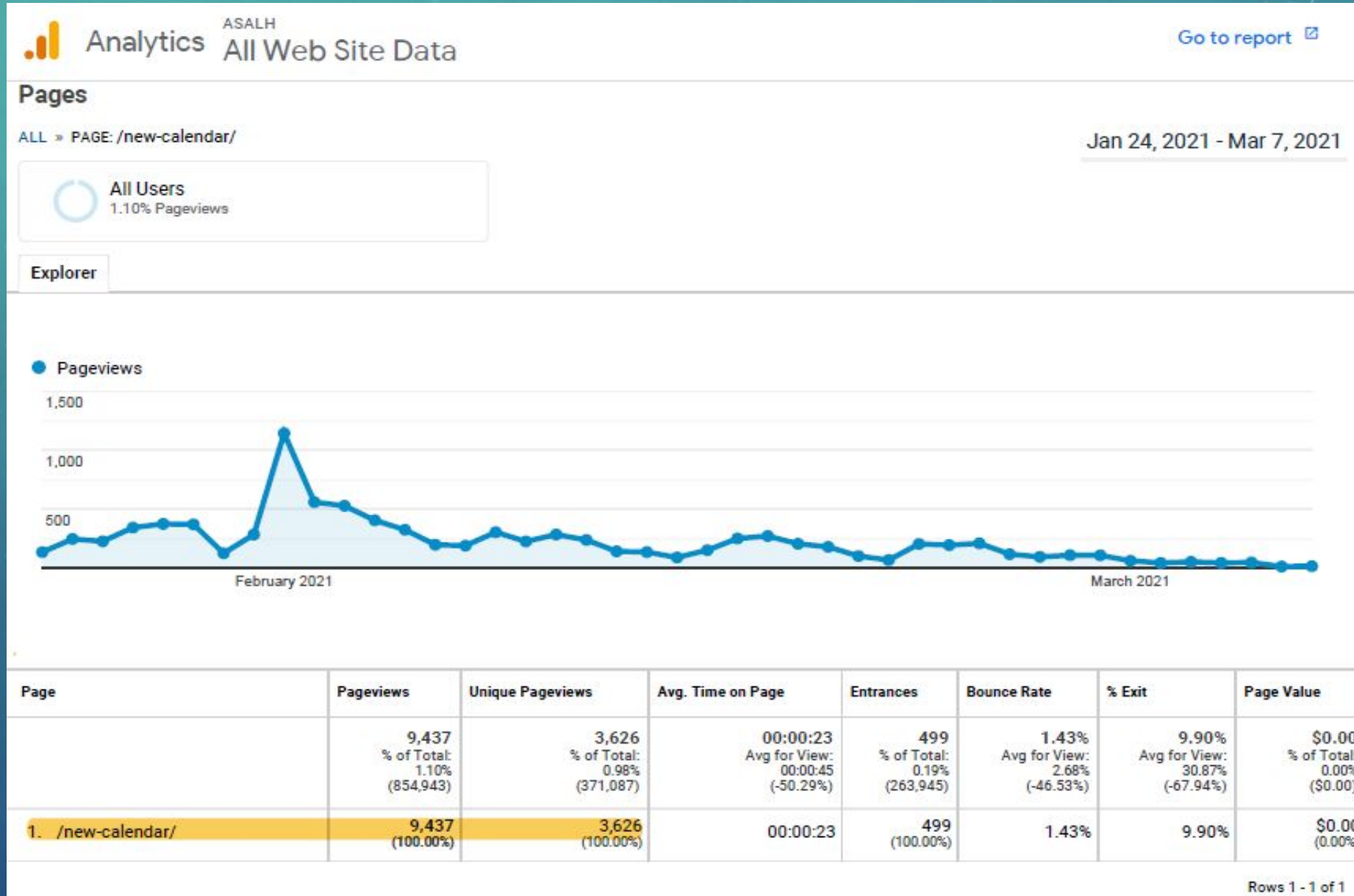
● Pageviews

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	118,447 <small>% of Total: 13.85% (854,943)</small>	48,320 <small>% of Total: 13.02% (371,087)</small>	00:00:48 <small>Avg for View: 00:00:45 (5.38%)</small>	34,016 <small>% of Total: 12.89% (263,945)</small>	0.71% <small>Avg for View: 2.68% (-73.36%)</small>	29.78% <small>Avg for View: 30.87% (-3.52%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. <b>/festival/</b>	<b>118,447</b> <small>(100.00%)</small>	48,320 <small>(100.00%)</small>	00:00:48	34,016 <small>(100.00%)</small>	0.71%	29.78%	\$0.00 <small>(0.00%)</small>

Rows 1 - 1 of 1



# New Calendar (Main Events) Landing Page



# Website Analytics: User Flow



## Users Flow

Jan 24, 2021 - Mar 7, 2021

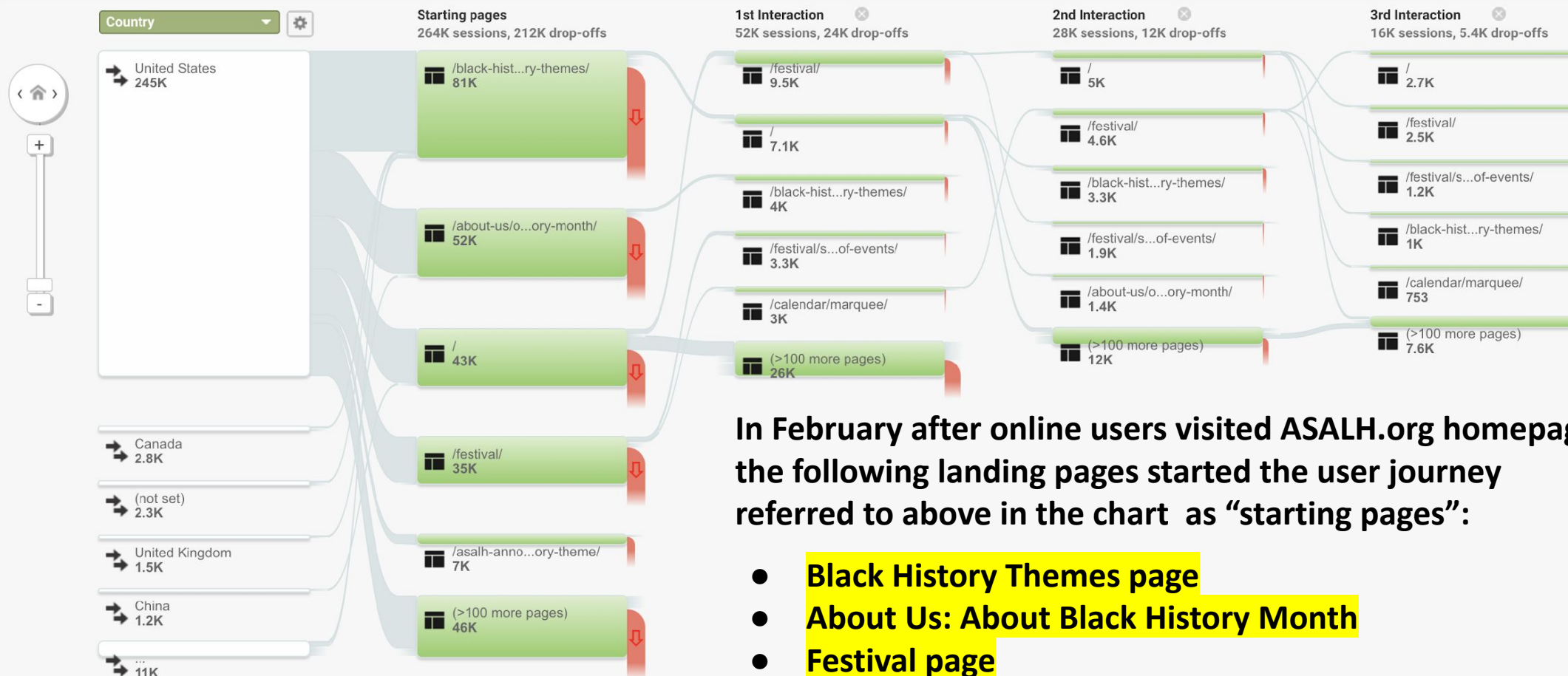
Level of Detail Export

Insights

All Users  
100.00% Sessions

Search Traffic  
49.52% Sessions

This report is based on 100K sessions (37.7% of sessions). [Learn more](#)



In February after online users visited ASALH.org homepage the following landing pages started the user journey referred to above in the chart as “starting pages”:

- Black History Themes page
- About Us: About Black History Month
- Festival page



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## THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

# Marquee Event Analytics

Total Marquee Festival tickets purchased – **637**

Marquee Festival event Zoom views 683 x 3\* = **2,049**  
impressions (potential viewers)

Marquee Festival **Encore** event Zoom views 44 x 3\* = **132**  
impressions (potential viewers)

\*advertising industry standard of x3 multiplier was used to calculate potential viewership per recommendation by Edgar Brookins



# Constant Contact Heat Map

The Heat Map function in Constant Contact (CC) is a graphical representation that informs us where individuals clicked in the email message they received. The pink color is a data visualization where viewers clicked.

Most commonly clicked in CC email:

- Current event information link
- Video trailer
- Graphic trailer
- ASALH TV



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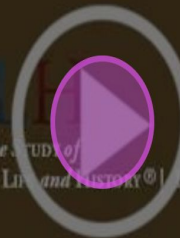
**The Black Family: Representation, Identity, and Diversity**

Announcement of the Black History Theme and Introduction of  
ASALH's Inaugural Virtual Black History Month Festival

**Monday, February 1, 2021, 6:00 p.m. EST**



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**Evelyn Brooks  
Higginbotham**  
ASALH,  
*National President*

Monday, February 1, 2021  
6 p.m. EST on [ASALH TV](#).  
(ASALH's premier YouTube Channel)  
**FREE FESTIVAL EVENT**

Join Evelyn Brooks Higginbotham, ASALH national president, for the announcement of the Black History Theme and introduction of ASALH's 2021 Black History Month Festival.

"No single word is more illustrative of our humanity—of who we are—than the word "family." It stands at the heart of human relationships, representing the essence of ties that bind people together by blood, by race, by social affinity, by national heritage, and by religious conviction. We constitute, for example, parents and children, brothers and sisters, and descendants of ancestors. We claim fictive kin in aunts, uncles, and cousins not actually related to us by blood."

[Click here to read more](#)

**A Celebration of African American Life and History:  
Trailblazer Dr. Mae Jemison**  
**Wednesday, February 3, 2021, 5:00 p.m. EST**

Wednesday, February 3, 2021  
5 p.m. EST on [ASALH TV](#).  
(ASALH's premier YouTube Channel)  
**FREE FESTIVAL EVENT**

ASALH, in partnership with PBS Books will host a virtual conversation with trailblazer Mae Jemison on Wednesday, February 3 at 5pm ET on ASALH TV, the association's premier Youtube channel.

Encourage young people to join this conversation with the first African American woman to travel into space when she served as a mission specialist aboard the Space Shuttle Endeavour!

This event launches the release of the second edition of the book, *Find Where the Wind Goes*, a children's book about her life.

[Click here to read more](#)



Wednesday, February 3, 2021  
5 p.m. EST on [ASALH TV](#).  
(ASALH's premier YouTube Channel)  
**FREE FESTIVAL EVENT**

ASALH, in partnership with PBS Books will host a virtual conversation with trailblazer Mae Jemison on Wednesday, February 3 at 5pm ET on ASALH TV, the association's premier Youtube channel.

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Constant Contact emails with Festival, donation and membership information were sent to almost 40,000 subscribers. The Heat Map analytics indicate subscribers did not click on:

- Donate to Black History
- Join or Renew ASALH Membership
- 2021 BH Theme Products

As a result, this button feature was removed from subsequent emails in February. Buttons that featured encore Festival performance information performed better in Heat Map analytics.

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The Black Family: Representation, Identity, and Diversity

FROM THE CONTINENT TO THE AMERICAS  
FOODWAYS, CULTURE AND TRADITIONS IN THE AFRICAN AMERICAN FAMILY

Saturday, February 6, 2021, 12:00 p.m. to 2:00 p.m. EST  
FREE AND OPEN TO THE PUBLIC

**Gina Paige**  
CEO and Founder of African Ancestry

**Carla Hall**  
Author and Celebrity Chef

**Stephanie Evans**  
Scholar and Author

**Daphne Maxwell Reid**  
Actor (Fresh Prince of Bel Air) and author of "Grace, Soul and Mother Wit"

**Jerome Grant**  
Executive Chef of the historic National Museum of African American History

This event will feature a panel of authors, chefs and historians who will share their work and discuss the important role that food has played in Black family life throughout the diaspora. Panelists include: Gina Paige, CEO and Founder of African Ancestry; Carla Hall, author and celebrity chef; Stephanie Evans, scholar and author, Georgia State University; Daphne Maxwell Reid, actor (*Fresh Prince of Bel Air*) and author of "Grace, Soul and Mother Wit"; and Jerome Grant, executive chef of the historic National Museum of African American History who will join us for this exciting event!

THIS PROGRAM WILL BE SHOWN ON ASALH TV [WWW.YOUTUBE.COM/ASALHTV](http://WWW.YOUTUBE.COM/ASALHTV)

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY  
THE FOUNDERS OF BLACK HISTORY MONTH  
[WWW.ASALH.ORG](http://WWW.ASALH.ORG) | 202-238-5992 | #ASALH #ASALHFAMILY #ASALHFESTIVAL

Register Now! Virtual Festival Marquee Event

ASALH's 2021 Black History Month Festival. Click here to learn more.

Donate to Black History.

Join or renew ASALH membership TODAY.

2021 Black History Theme Products Available Now.

Association for the Study of African American Life and History | [www.asalh.org](http://www.asalh.org)

f t i y



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# ASALH TV Analytics

ASALH TV audience grew by 1,285 subscribers from Jan.1 - Feb. 28.

In February, ASALH TV reached more than 250,000 impressions (potential viewers) for all videos on the YouTube platform. Viewers spent more than 4,000 hours watching ASALH TV during the Festival.



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ASALH TV Festival Event Views as of 3/30/21

Festival Event	ASALH TV Views	
Announcement of the 2021 Black History Theme and Introduction of ASALH's Inaugural Virtual Festival	6,748	
PBS Books Presents: A Celebration of African American Life & History: Trailblazer Dr. Mae Jemison	ASALH TV View	1,165
	PBS FB Views	9,800
	PBS Youtube Views	979
From The Continent To The Americas: Foodways, Culture And Traditions In The African American Family	2,358	
ASALH Manhattan Branch Event: "How African American Families Have Been Portrayed in the Media"	2,412	
Diving with a Purpose: Recovering and Reexamining Our Roots	1,962	
Presentation of the Inaugural ASALH Book Prize	774	
Prince George's County Truth Branch of ASALH Event Charlene Dukes on the Black Family and Education	935	
ASALH and PBS Books present A Special Conversation between Ngugi Wa Thiong'o, Nubia Kai & Sundiata Cha-Jua	ASALH TV Views	559
	PBS FB Views	8,600
	PBS Youtube Views	60



# ASALH TV Analytics

## Views for ASALH TV Festival promotional videos



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ASALH TV Festival Promotional Video Views as of 3/30/21

Festival Promotional Video	ASALH TV Views
ASALH Invites You to Attend the 2021 Virtual Black History Month Festival	10,192
February 1st Black History Month Kick-off event	1,468
Diving with a Purpose: Recovering and Reexamining Our Roots	1093
From The Continent To The Americas: Foodways, Culture And Traditions In The African American Family	896
Presentation of the Inaugural ASALH Book Prize	1,037
Marquee Event! A Conversation w/ Henry Louis Gates, Jr. & Evelyn Brooks Higginbotham	1111



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- |  |  |   |
|--|--|---|
|  <p>First Antioch Church- Cincinnati Dr. David J Childs · 1 month ago</p> <p>Some of my favorite movies and films are Black Lighting, All-American and The Black Panther. I really like Facebook and Youtube.</p> <p>REPLY 0 replies</p> <p>👍 🗨️ ❤️ ⋮</p> |  <p>ASALH MANHATTAN BRANCH PRESENTS<br/><b>How African American Families Have Been Portrayed in the Media</b></p> | ASALH Manhattan Branch Event: "How African American Families Have ... |
|  <p>L. White · 1 month ago</p> <p>I think writers and producers should make what they want and don't stop until they can get it made!</p> <p>REPLY 0 replies</p> <p>👍 🗨️ ❤️ ⋮</p>   |  <p>ASALH MANHATTAN BRANCH PRESENTS<br/><b>How African American Families Have Been Portrayed in the Media</b></p> | ASALH Manhattan Branch Event: "How African American Families Have ... |
|  <p>L. White · 1 month ago</p> <p>I loved Lovecraft Country!!!</p> <p>REPLY 0 replies</p> <p>👍 🗨️ ❤️ ⋮</p>  |  <p>ASALH MANHATTAN BRANCH PRESENTS<br/><b>How African American Families Have Been Portrayed in the Media</b></p> | ASALH Manhattan Branch Event: "How African American Families Have ... |
|  <p>Auntie Zya · 1 month ago</p> <p>This has been absolutely wonderful, so glad I joined. Love you Carla!</p> <p>REPLY 0 replies</p> <p>So glad! Welcome!! Me too!!</p>   |  <p>THE 2022 BLACK HISTORY MONTH VIRTUAL FESTIVAL</p>   | FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND...          |
|  <p>Jessica La'Von Ward · 1 month ago</p> <p>Thanks to this wonderful panel of Chefs and Cooks for making me journey back to my childhood living!</p> <p>REPLY 0 replies 1</p> <p>Our pleasure! Wonderful! Hope you enjoy</p>                           |  <p>THE 2022 BLACK HISTORY MONTH VIRTUAL FESTIVAL</p>   | FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND...          |
|  <p>Marcella Bonner · 1 month ago</p> <p>Love this! Excellent discussion invoking precious memories</p> <p>REPLY 0 replies</p> <p>👍 🗨️ ❤️ ⋮</p>   |  <p>THE 2022 BLACK HISTORY MONTH VIRTUAL FESTIVAL</p>   | FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND...          |



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Danielle Edwards · 1 month ago  
are the events recorded?

REPLY 0 replies 1 like



How to watch the Black History Month Festival feat Kenvi Phillips, Schlesinger ...



Verhonda Hearon · 1 month ago  
Absolutely beautiful tribute! Thanks for sharing.

REPLY 0 replies

Thank you very much! Thanks for listening Glad you enjoyed it



Announcement of the 2021 Black History Theme and Introduction of ASALH's ...



Chiara Atoyebi · 1 month ago  
I never knew so much about soup. Mom, grandma made soup and rice and beans but told us nothing. I write my memoir around tonics and healing practices.

REPLY 0 replies



FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND...



Asia Harris · 1 month ago  
Is it possible for the public to see a list of the works submitted, for reading/research purposes?

REPLY 1 reply



ASALH TV · 1 month ago (edited)

Thank you for your interest in ASALH. Visit <https://asalh.org/awards/the-asalh-book-prize/> for more information. You can also email your questions to [bookprize@asalh.org](mailto:bookprize@asalh.org).

REPLY



Presentation of the Inaugural ASALH Book Prize



Sylvia Cyrus · 1 month ago  
How beautiful. Are there any Norfolk State alumni watching today?

REPLY 0 replies 2 likes



Presentation of the Inaugural ASALH Book Prize










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- Customization
- Audio library
- Settings
- Send feedback

Published Held for review

Filter

-  Wonderful toolbox item. Listen Learn and Store it for sharing  
REPLY 0 replies  
Yes, thanks Absolutely! So true!
-  Sue Tait Porcaro · 1 month ago  
i'm on another zoom at that time - i hope its shared! :)  
REPLY 1 reply  
 ASALH TV · 1 month ago  
We appreciate your interest. An encore presentation will be available on ASALH TV  
REPLY 1
-  scanditube · 1 month ago  
Will this program be archived here on youtube? Looks fascinating.  
REPLY 1 reply 2  
 ASALH TV · 1 month ago  
Thank you. An encore presentation will be available on ASALH TV  
REPLY
-  Allen Palmer · 1 month ago  
How beautiful. Are there any Norfolk State alumni watching today  
REPLY 0 replies
-  Chiara Atoyebi · 1 month ago  
So beautiful, our culture is rich and I am happy to share it in this way.  
REPLY 0 replies



Join us on February 24 for  
"Diving with a Purpose:  
Recovering and Reexamini...



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"Diving with a Purpose:  
Recovering and Reexamini...



Join us on February 24 for  
"Diving with a Purpose:  
Recovering and Reexamini...



Presentation of the Inaugural  
ASALH Book Prize



Announcement of the 2021  
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# National Media Coverage Report



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ASALH 2021 Black History Month Festival was featured in the following media outlets:

- USA Today
- French Embassy (Twitter only)
- Atlantic Broadband(cable networks) Festival PSA created by Andrew Walton
- News 12, New York
- A Second Chance-Kinship Newsletter (interview with Sylvia Cyrus)
- USA Today reporter Donna Owens (interview with Karsonya Whitehead)
- VOA/Adams Phillips in New York (interview with Sylvia Cyrus)
- CBS 11/KTVT, Dallas, TX
- PBS Books
- Abby Stone, Well+Good Website (reach of 12 million monthly pageviews)
- The Daily Standard, Mercer County, OH, Leslie Gartrell
- Township of Union, NJ, William Reyes, coverage about Black History Month programs
- Boston News TV station , WCVB Ch 5



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

# THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

CELEBRATING THE 95TH ANNUAL BLACK HISTORY THEME  
**The Black Family: Representation, Identity, and Diversity**

## FESTIVAL EVENT

SURVEY EVALUATION RESULTS

# ARE YOU AN ASALH MEMBER?



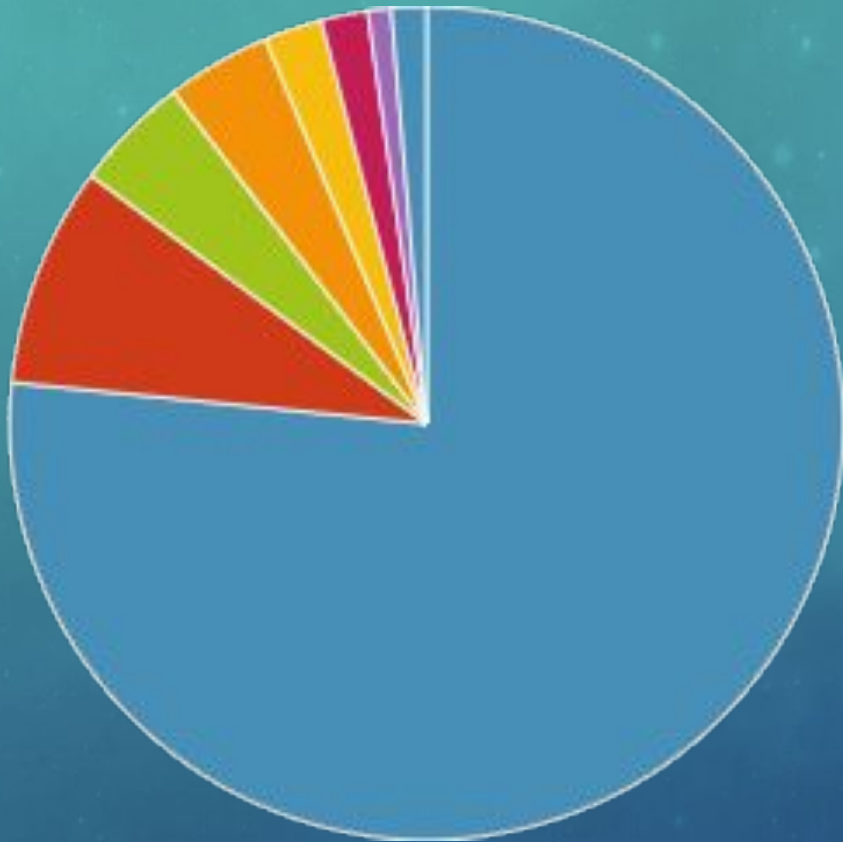
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# WHICH FESTIVAL PROGRAM DID YOU ATTEND?



- February 20th: Virtual Festival Marquee Event: A Conversation with Henry Louis Gates, Jr. and Evelyn Brooks Higginbotham
- February 24th: Diving with a Purpose: Recovering and Reexamining Our Roots
- February 7th: Manhattan Branch, Panel Discussion "How African American Families Have Been Portrayed in the Media"
- February 1st: Announcement of the Black History theme and Introduction of ASALH's Virtual Black History Month Festival
- February 28th: Prince George's County Truth Branch of ASALH Presents Charlene Dukes on the Black Family and Education
- February 6th: From the Continent to the Americas: Foodways, Culture and Traditions in the African American Family
- February 3rd: A Celebration of African American Life and History: Trailblazer Mae Jemison
- \_\_Other\_\_

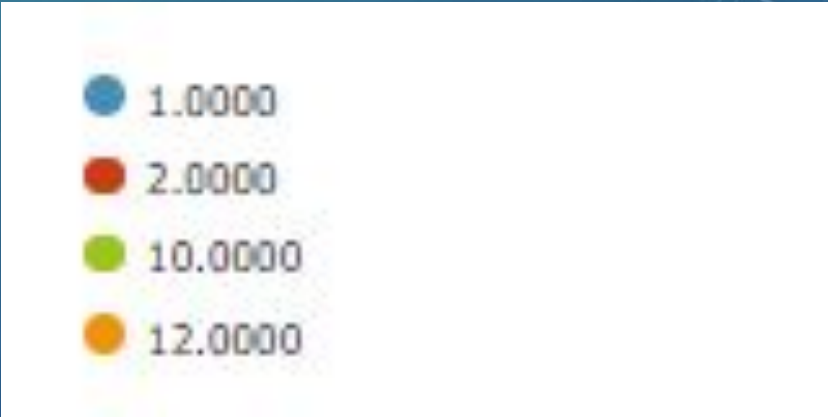
222 TOTAL RESPONSES



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# HOW MANY PEOPLE, INCLUDING YOU, WATCHED THE PROGRAM ON YOUR DEVICE?



228 TOTAL RESPONSES

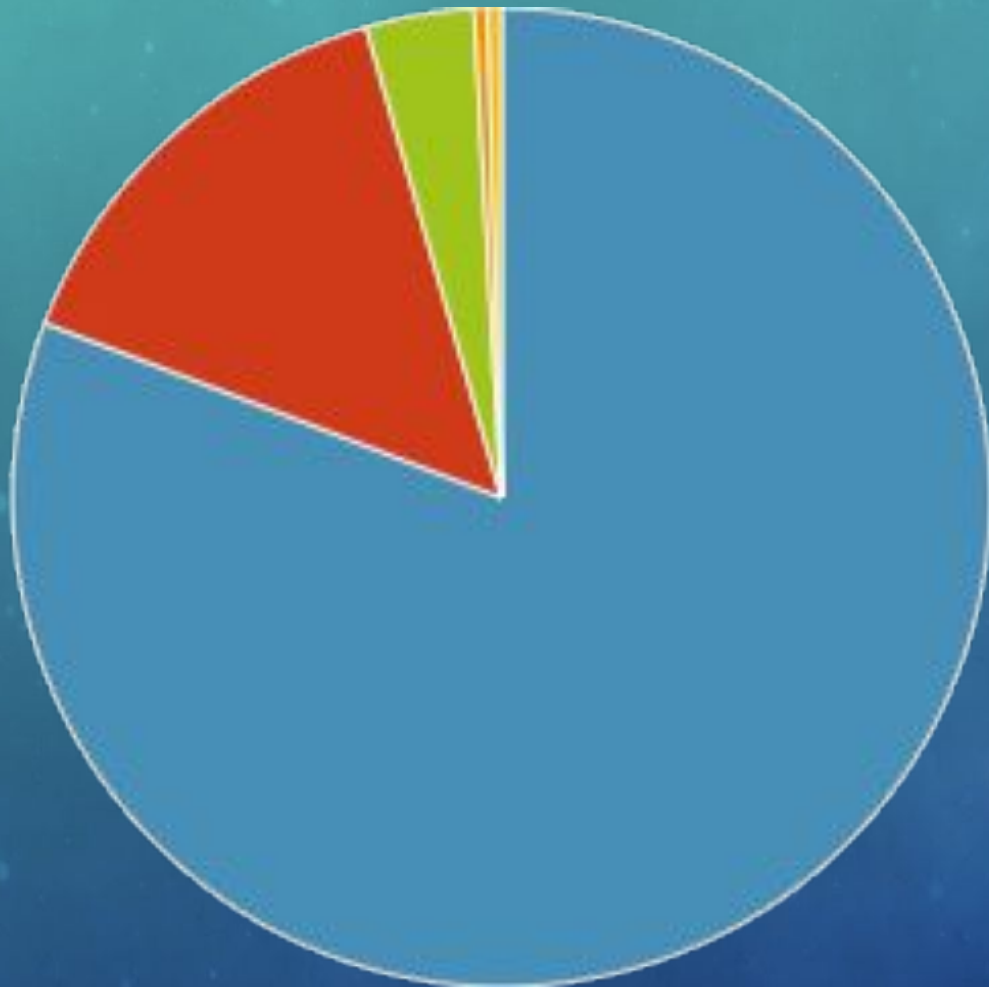


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# WHAT IS YOUR SATISFACTION WITH THIS PROGRAM?



224 TOTAL RESPONSES



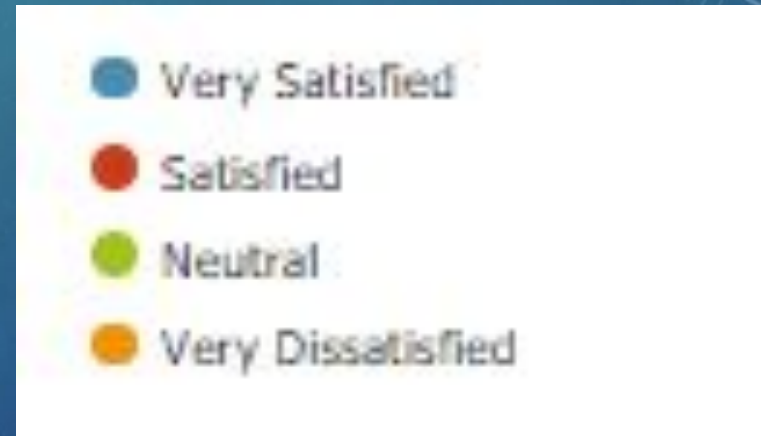
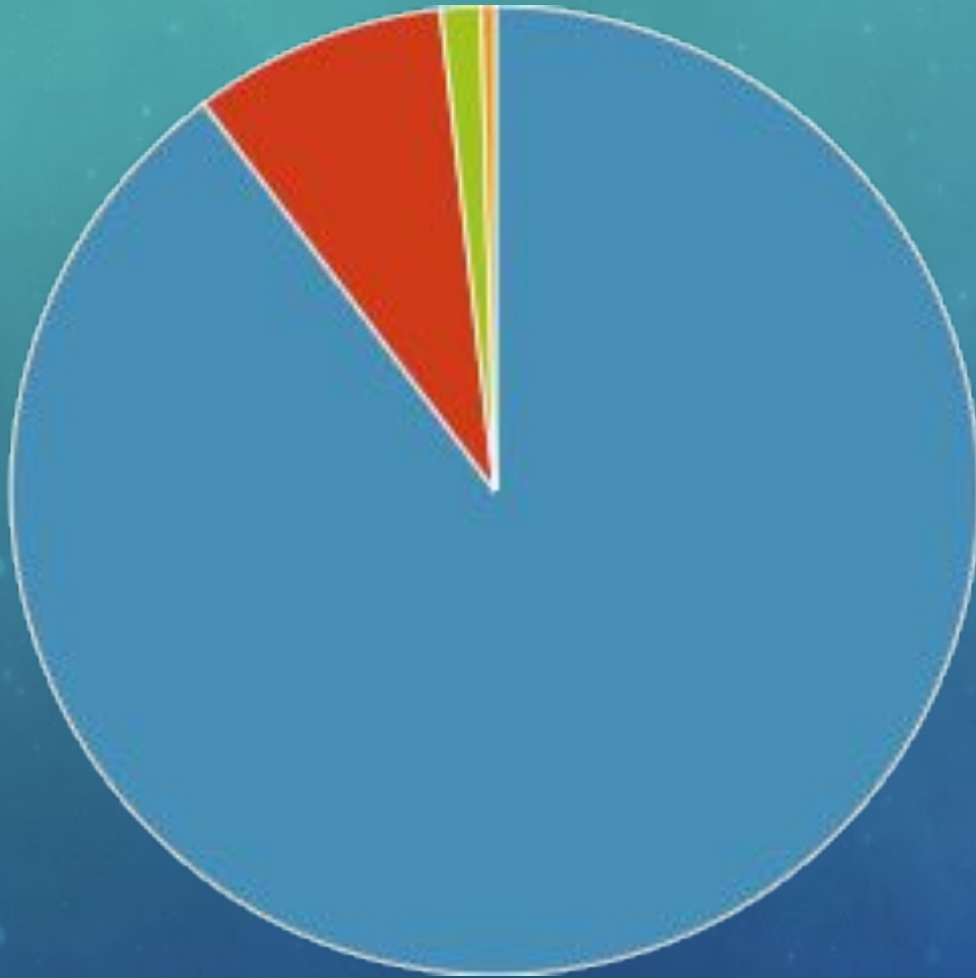
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# HOW SATISFIED WERE YOU WITH THE SPEAKERS?



224 TOTAL RESPONSES



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# WERE YOU SATISFIED WITH THE QUALITY OF THE AUDIO AND THE VIDEO FOR THIS PROGRAM?



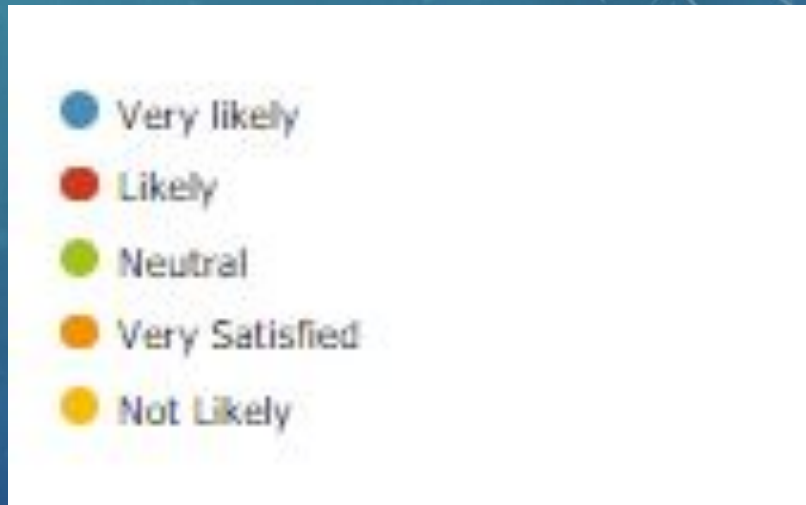
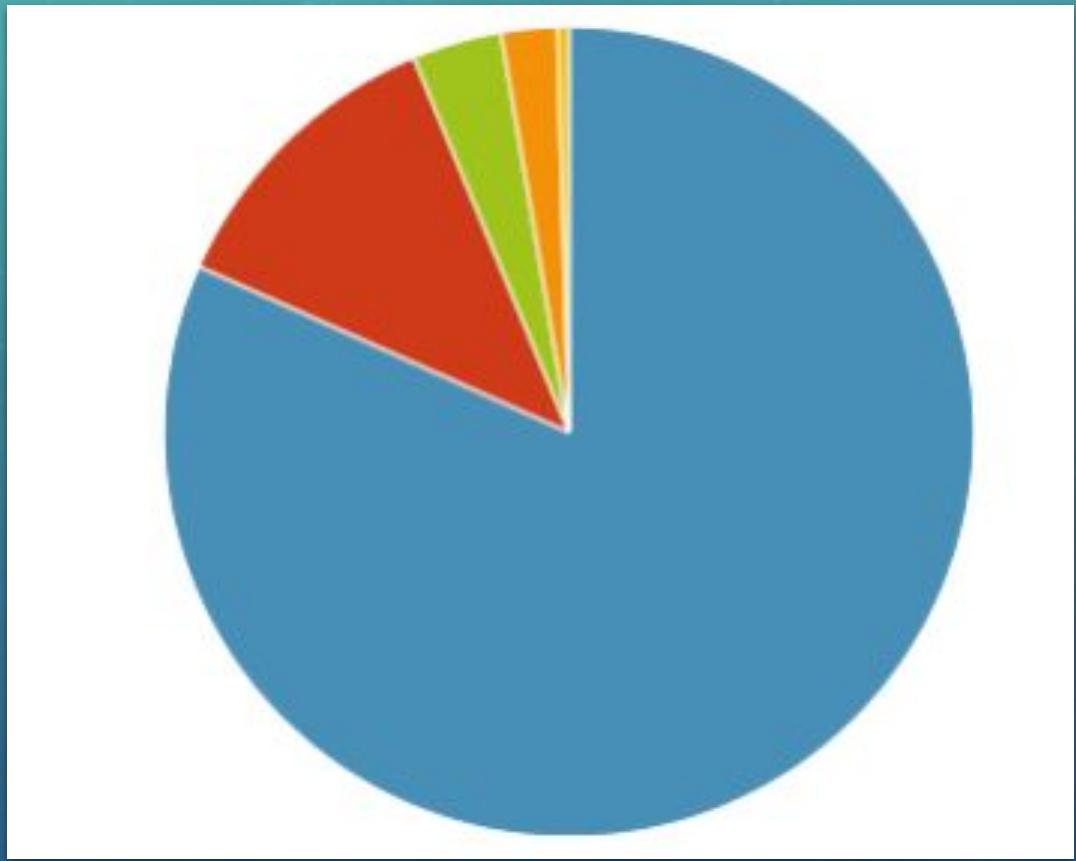
225 TOTAL RESPONSES



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# ARE YOU LIKELY TO PARTICIPATE IN AND TELL OTHERS ABOUT FUTURE ASALH PROGRAMS AND EVENTS?



224 TOTAL RESPONSES



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# HOW DID YOU FIND OUT ABOUT THE ASALH BLACK HISTORY MONTH FESTIVAL?

- Website
- Email
- Friend
- Social Media
- An ASALH Member or Branch
- Through an organization, institution or newsletter (AFRO, NAACP, sorority or fraternity, DuPont Black Employee Network, Merck LEAD event, Mosaic Theater in DC, Delta Housing Corporation DC, etc)
- Participated in previous ASALH programs where it was mentioned



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# WHAT DO YOU SUGGEST AS A FUTURE ASALH PROGRAM?

## Suggestions

- More programs on Saturdays
- More live programs where participants can engage the presenters
- More programming for youth and young audiences
- An in person luncheon



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# Programs on the following subjects:

- African Americans and Native Americans
- Afro-Caribbeans
- Black Educators
- Black scholars and educators under the age of 60
- Black Suffragettes
- Book author sessions similar to the conference
- HBCUs - collections, alumni, their impact, etc/
- Juneteenth
- Reparations
- The 1776 Project
- Underground Railroad
- The "direct" relationships among global colonialism-oppression-racism (especially in US)-racial justice, today
- African American - African Diaspora relations (i.e dialogues with Blacks in Latin America - in the arts, social movements, etc.)
- Farmers/Agriculturalists
- Changes in the Black Family - Reality and Misconceptions
- Black contributions to science, technology, engineering, and mathematics.
- Black theatre
- color and the US Census
- Blacks and law enforcement
- Changes in the Black Family - Reality and Misconceptions
- Black Women



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# Is there anything we could have done to improve your experience?

- Improve audio/visual quality
- Fully live events or combined live and pre recorded instead of fully prerecorded
- Improved technology
- Instruction on joining Zoom programs
- Longer Marquee event so speakers thoughts were not cut off
- Keep names of the presenters and panelists on screen longer
- Have supporting images during panel discuss and conversations
- Include Q&A for all events
- Panel of reactors to events
- lecture on the current theme, and its possibilities for programming
- Add photos and video during programs to support commentary



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# THANK YOU

YOU MADE THE 2021 ASALH BLACK HISTORY MONTH FESTIVAL

## A HUGE SUCCESS!