Click here to visit the 2021 ASALH Black History Month Festival Page

Click here to visit ASALH TV
## Ticket Sales Summary

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>No. of Tickets Sold</th>
<th>Ticket Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 General Admission</td>
<td>481</td>
<td>$24,902</td>
</tr>
<tr>
<td>$125 VIP Ticket</td>
<td>39</td>
<td>$4,775</td>
</tr>
<tr>
<td>$150 VIP Premier</td>
<td>74</td>
<td>$11,450</td>
</tr>
<tr>
<td></td>
<td>594</td>
<td>$41,127</td>
</tr>
<tr>
<td>Sponsor Festival Gratis Tickets</td>
<td>245</td>
<td></td>
</tr>
</tbody>
</table>
Donation Summary 2020 vs. 2021
January 1 - March 29

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>$174,623.79</td>
</tr>
<tr>
<td>2020</td>
<td>$163,138.45</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Associate</td>
<td>$65</td>
</tr>
<tr>
<td>Dual</td>
<td>$100</td>
</tr>
<tr>
<td>Corporate</td>
<td>$1,500</td>
</tr>
<tr>
<td>General</td>
<td>$80</td>
</tr>
<tr>
<td>International</td>
<td>$100</td>
</tr>
<tr>
<td>Life Interim</td>
<td>$300 if 5 yrs</td>
</tr>
<tr>
<td>Life</td>
<td>$1,500</td>
</tr>
<tr>
<td>Senior</td>
<td>$55</td>
</tr>
<tr>
<td>Student</td>
<td>$45</td>
</tr>
<tr>
<td>Receives Benefits</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Individuals</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Total Members</td>
<td></td>
</tr>
<tr>
<td>2020 total Branch members</td>
<td>1535</td>
</tr>
<tr>
<td>Gratis Members through Festival Sponsorship</td>
<td>Notes</td>
</tr>
</tbody>
</table>
# Sponsorship Summary

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Festival Sponsorship Commitment</td>
<td>$204,127</td>
</tr>
<tr>
<td>2021 Festival Sponsorship Funds Received</td>
<td>$125,627</td>
</tr>
<tr>
<td>2021 Festival Sponsorship Funds Unpaid</td>
<td>$78,500</td>
</tr>
</tbody>
</table>
# THE 2021 BLACK HISTORY MONTH VIRTUAL FESTIVAL

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Sponsorship Level</th>
<th>Payment Commitment</th>
<th>Payment Status (Outstanding Payments)</th>
<th>Outstanding Payment Status Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of America</td>
<td>Legacy</td>
<td>$25,000.00</td>
<td>Invoiced</td>
<td>ASALH submitted invoice in March</td>
</tr>
<tr>
<td>AARP</td>
<td>Legacy</td>
<td>$25,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>Legacy</td>
<td>$25,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omega Life Membership Foundation</td>
<td>Legacy</td>
<td>$10,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omega Psi Phi Fraternity, Incorporated</td>
<td>Legacy</td>
<td>$10,000.00</td>
<td>Invoiced</td>
<td>ASALH to follow up</td>
</tr>
<tr>
<td>A&amp;E Network</td>
<td>Legacy</td>
<td>$20,000.00</td>
<td>Invoiced</td>
<td>ASALH submitted invoice in March</td>
</tr>
<tr>
<td>New York Life</td>
<td>Legacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$115,000.00</strong></td>
<td><strong>$55,000.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

## CULTURAL SPONSORS

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Sponsorship Level</th>
<th>Payment Commitment</th>
<th>Payment Status (Outstanding Payments)</th>
<th>Outstanding Payment Status Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merck &amp; Co.</td>
<td>Cultural</td>
<td>$15,000.00</td>
<td>Invoiced</td>
<td>ASALH submitted invoice in March</td>
</tr>
<tr>
<td>TD Bank</td>
<td>Cultural</td>
<td>$15,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denny's Restaurant</td>
<td>Cultural</td>
<td>$15,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$45,000.00</strong></td>
<td><strong>$15,000</strong></td>
<td></td>
</tr>
</tbody>
</table>
## The 2021 Black History Month Virtual Festival

### Preservation Sponsors

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Sponsor Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Council of Negro Women</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Inc.</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Treasury Department Federal Credit Union</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>DC Lottery</td>
<td>Preservation</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Ardie Myers</td>
<td>Preservation</td>
<td>$2,627.43</td>
</tr>
<tr>
<td>Eric and Linda White</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Barbara Morland</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Association</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>National Museum of African American History</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>The Links Incorporated</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Methodist Episcopal Church</td>
<td>Preservation</td>
<td>$2,500.00</td>
</tr>
</tbody>
</table>

**Total Raised:** $28,127.43

**Invoiced:** $8,000.00
# The 2021 Black History Month Virtual Festival

## Champion Supporters

<table>
<thead>
<tr>
<th>Name</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prince George's Community College</td>
<td>Champion</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Robert Harris</td>
<td>Champion</td>
<td>$1,500.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$3,000.00</strong></td>
</tr>
</tbody>
</table>

## Hero Supporter

<table>
<thead>
<tr>
<th>Name</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denise Rolark Barnes</td>
<td>Hero</td>
<td>$1,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$1,000.00</strong></td>
</tr>
</tbody>
</table>

## Patron Supporter

<table>
<thead>
<tr>
<th>Name</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omega Psi Phi Fraternity, Incorporated - 3rd District</td>
<td>Patron</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$500.00</strong></td>
</tr>
</tbody>
</table>

## Advertisers

<table>
<thead>
<tr>
<th>Name</th>
<th>Ad Type</th>
<th>Amount</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>House</td>
<td>1/2 page ad</td>
<td>$500.00</td>
<td>Invoiced</td>
</tr>
<tr>
<td>Stifel</td>
<td>Full page ad</td>
<td>$1,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$1,500.00</strong></td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$204,127.43</strong></td>
<td><strong>$78,500</strong></td>
</tr>
</tbody>
</table>
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.
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
### Schedule of Events Landing Page

**Pages**

**All Users**: 3,448 Pageviews

**Explorer**

**Pageviews**

- February 2021: 4,000
- March 2021: 2,000

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>/festival/schedule-of-events/</td>
<td>20,574</td>
<td>10,753</td>
<td>00:00:33</td>
<td>4,689</td>
<td>0.66%</td>
<td>21.26%</td>
<td>50.00%</td>
</tr>
</tbody>
</table>

**Jan 24, 2021 - Mar 7, 2021**
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**
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
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
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**

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.

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
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.
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.
ASALH TV Analytics

Views for ASALH TV Festival promotional videos

<table>
<thead>
<tr>
<th>Festival Promotional Video</th>
<th>ASALH TV Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASALH Invites You to Attend the 2021 Virtual Black History Month Festival</td>
<td>10,192</td>
</tr>
<tr>
<td>February 1st Black History Month Kick-off event</td>
<td>1,468</td>
</tr>
<tr>
<td>Diving with a Purpose: Recovering and Reexamining Our Roots</td>
<td>1,093</td>
</tr>
<tr>
<td>From The Continent To The Americas: Foodways, Culture And Traditions In The African American Family</td>
<td>806</td>
</tr>
<tr>
<td>Presentation of the Inaugural ASALH Book Prize</td>
<td>1,037</td>
</tr>
<tr>
<td>Marquee Event! A Conversation w/ Henry Louis Gates, Jr. &amp; Evelyn Brooks Higginbotham</td>
<td>1111</td>
</tr>
</tbody>
</table>
Some of my favorite movies and films are Black Lightning, All-American and The Black Panther. I really like Facebook and Youtube.

L. White • 1 month ago

I think writers and producers should make what they want and don't stop until they can get it made!

L. White • 1 month ago

I loved Lovecraft Country!!

Auntie Zya • 1 month ago

This has been absolutely wonderful, so glad I joined. Love you Carla!

Jessica La'Von Ward • 1 month ago

Thanks to this wonderful panel of Chefs and Cooks for making me journey back to my childhood living!

Marcella Bonner • 1 month ago

Love this! Excellent discussion invoking precious memories
Danielle Edwards • 1 month ago

are the events recorded?

REPLY 0 replies

Verhonda Heiron • 1 month ago

Absolutely beautiful tribute! Thanks for sharing.

REPLY 0 replies

Chiara Atayah • 1 month ago

I never knew so much about soap. Mom, grandma made soap and rice and beans but told us nothing. I write my memoir around tonics and healing practices.

REPLY 0 replies

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

Sylvia Cyrus • 1 month ago

How beautiful. Are there any Norfolk State alumni watching today?
ASALH TV Comments by Guests

Published  Held for review

Wonderful toolbox item. Listen, Learn and Store it for sharing.

Yes, thanks  Absolutely!  So true!

Sue Tait Porroco  1 month ago
I'm on another zoom at that time - I hope it shared! :)

We appreciate your interest. An encore presentation will be available on ASALH TV

scanditube  1 month ago
Will this program be archived here on youtube? Looks fascinating.

Thank you. An encore presentation will be available on ASALH TV

Allen Palmer  1 month ago
How beautiful. Are there any Norfolk State alumni watching today

Chiaera Atoyebi  1 month ago
So beautiful, our culture is rich and I am happy to share it in this way.
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?
WHICH FESTIVAL PROGRAM DID YOU ATTEND?

222 TOTAL RESPONSES

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

228 TOTAL RESPONSES
WHAT IS YOUR SATISFACTION WITH THIS PROGRAM?

224 TOTAL RESPONSES
HOW SATISFIED WERE YOU WITH THE SPEAKERS?

224 TOTAL RESPONSES
WERE YOU SATISFIED WITH THE QUALITY OF THE AUDIO AND THE VIDEO FOR THIS PROGRAM?

225 TOTAL RESPONSES
ARE YOU LIKELY TO PARTICIPATE IN AND TELL OTHERS ABOUT FUTURE ASALH PROGRAMS AND EVENTS?

224 TOTAL RESPONSES
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
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
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
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
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

THANK YOU

YOU MADE THE 2021 ASALH BLACK HISTORY MONTH FESTIVAL

A HUGE SUCCESS!