

The 2nd Annual Black History Month Festival (Virtual)

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY

Theme: Black Health and Wellness

Date: Selected days, beginning February 1 and ending February 28, 2022

Description: ASALH's Black History Month Festival and Luncheon Leadership Team is planning the 2nd Annual Black History Month Festival, a fully virtual event supported by ASALH TV. The following plan to conduct a variety of educational and entertaining activities/programming throughout the month of February 2022 in observance and celebration of the strengths and triumphs of peoples of African descent. The 2022 BHMF is being built around the 2022 BHM theme.

Goals: Analytics from the successful execution of the inaugural 2021 Black History Month Festival suggests that the BHMF event has repositioned ASALH among organizations to whom the public and professional communities look for accurate information about the history of peoples of African descent. The 2022 Festival builds on this initial success and attempts to:

- increase the size of ASALH's viewing audience
- reach new and younger audiences
- foster understanding of the interplay among a variety of social justice issues, e.g., housing, finances, mental and emotional health, community environment, penal system, access to medical care, and personal and familial health
- increase membership in ASALH
- increase financial support for ASALH

Program:

Currently, the BHMF Team envisions eight -10 programs—two conceptualized and designed by the BHMFL Team, three designed and conceptualized by ASALH Branches and two by PBS Books. Additionally, it is anticipated that the ASALH Book Prize will also be a part of the Festival. An introductory program featuring the ASALH President describing the 2022 BHM theme and the Festival and a closing program (not included in the eight programs) and marketing trailers for each of the Festival programs will be developed; as was determined during the 2021 Festival and Annual Conference, these trailer videos are critical to the successful marketing of the Festival.

These events are being scheduled, and the tentative dates and times appear on the draft schedule that is included with this narrative. The Team is attempting to affect a better balance

between weekday and weekend events than was the case with the 2021 Festival, and as an outcome of the assessment of the 2021 Festival program and expenses. The decision on the number of programs and their air dates will hinge on the availability of sort-after speakers and budgetary considerations, especially for personnel.

The Festival is being framed as follows:

- Opening Announcement—ASALH National President presents a description of the 2022 BHM theme and the Festival program, Video. Aired on January 31, 2022, and February 1, 2022.
- Presidential Premiere Session--A Conversation with the ASALH President and the Presidents of the four (4) Black Medical Colleges (Meharry, Howard, Morehouse, and MLK), the National Dental Association, the National Medical Association, the Black Nurses Association, and a leader in the Public Health Community with knowledge of Covid-19 and other diseases impacting the Black Community. It is anticipated that the discussion will focus on barriers to access and strategies to improve access to health care.
- Black Bodies—Exploitation to Excellence: Part I. A discussion of the use of black bodies in experimentation and exploitation; how this led to major improvements in health and wellness, advancement of scientific study (human genome, cancer research, blood disorders); how Blacks may or may not have benefited from such advancements at same degree as larger society, and where we go from here.
- Black Bodies—Exploitation to Excellence: Part II. The NFL, Race-Norming and the Impact on the Long-term Health and Wellness of the Black Athlete. Former professional NFL players will discuss the impact of ‘game-playing’ on their physical and mental well-being, and the impact of NFL policies and practices on financial well-being.
- ASALH 2nd Annual National Book Award
- Branch Program I
- Branch Program II
- Branch Program III
- PBS Books Program I—Black authors selected by PBS engage in conversation with PBS staff about their professional work, and the origin story for their book.
- PBS Books Program II-- Black authors selected by PBS engage in conversation with PBS staff about their professional work, and the origin story for their book.

- **Featured Authors** –Authors provide brief (15 minutes) talk about their book, engage in dialog with viewers and give purchase information about their book (15 minutes)

The partnership with HBCUs, re-initiated with the inaugural BHMF, will continue. Among the innovations being planned is an evening of song featuring music from the HBCUs as a part of the Festival’s opening and closing. The presentation of “Life Every Voice and Sing,” featuring choirs from HBCUs is also expected to continue.

Innovations for Festival 2022:

Several Innovations are being worked through, as follows:

- **Black History Facts:** A modification of “Little Known Black History Facts”, popular several years ago as a regular feature of the *Tom Joyner Morning Show*. The intent is to use approximately 28 factoids (a) as “teasers” via social marketing and the trailers for upcoming programs, and (b) to share the facts via a quick Q&A format about Blacks and Health and Wellness (e.g., inventions and inventors, research, scientists, Public Health issues and administrators, music, and musicians). We will work with ASALH members, history scholars, and others to ensure the accuracy and integrity of the questions and answers. And we will work with the ASALH TV and Marketing Teams to determine how best to structure, air and market the game, which has not yet been named. The focus here is to reach children and youth, schoolteachers, and those interested in learning about the role of Blacks in advances in the broad health and wellness spectrum.
- **Festival FAQs:** A list of anticipated questions about the festival will be ‘asked and answered’ and used to market the Festival. The FAQs will also be accessible to those who visit the ASALH website. These will also be used via social marketing.