

The Black History Month Virtual Festival

Marketing & PR Report

April 2022

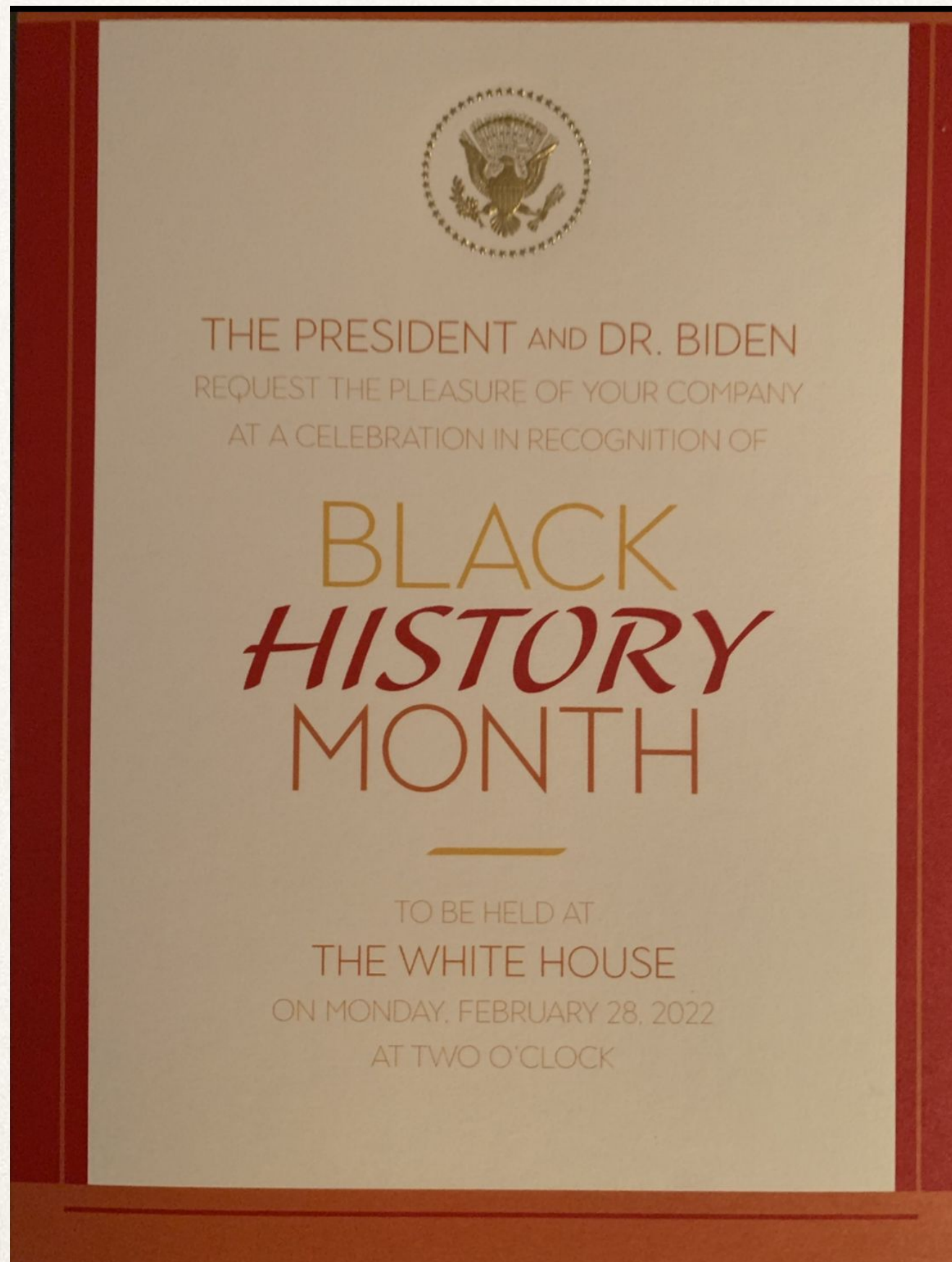
The 2022 Festival

- From a marketing perspective, things went very well with the festival:
- The theme of Black Health and Wellness was very successful
- Marketing did its part to support the sub theme of “Black Bodies”



Black History Month Presidential Proclamation

https://www.whitehouse.gov/briefing-room/presidential-actions/2022/01/31/a-proclamation-on-national-black-history-month-2022/?utm_source=facebook&fbclid=IwAR3lXE3DZhiqKlj0SxxaaUlh7M4sJmIboN88SMc5wycJSSkRB2Co1by6TRU



BRIEFING ROOM

Adminis

A Proclamation on National Black History Month, 2022

JANUARY 31, 2022 • PRESIDENTIAL ACTIONS

Each February, National Black History Month serves as both a celebration and a powerful reminder that Black history is American history, Black culture is American culture, and Black stories are essential to the ongoing story of America — our faults, our struggles, our progress, and our aspirations. Shining a light on Black history today is as important to understanding ourselves and growing stronger as a Nation as it has ever been. That is why it is essential that we take time to celebrate the immeasurable contributions of Black Americans, honor the legacies and achievements of generations past, reckon with centuries of injustice, and confront those injustices that still fester today.

Our Nation was founded on an idea: that all of us are created equal and deserve to be treated with equal dignity throughout our lives. It is a promise we have never fully lived up to but one that we have never, ever walked away from. The long shadows of slavery, Jim Crow, and redlining — and the blight of systemic racism that still diminishes our Nation today — hold America back from reaching our full promise and potential. But by facing those tragedies openly and honestly and working together as one people to deliver on America's promise of equity and dignity for all, we become a stronger Nation — a more perfect version of ourselves.

Across the generations, countless Black Americans have demonstrated

Media Tools

<https://asalh.org/festival/media-toolkit/>



PBS Books

<https://www.youtube.com/watch?v=WwlvSZzVfXY&t=2s>

Black History Month: African American Health & Inequities



AUTHOR TALK

**Harriet
Washington**

**Tuesday, FEB 15,
8 PM ET | 5 PM PT**



**With
Dr. Samuel Roberts
as moderator**

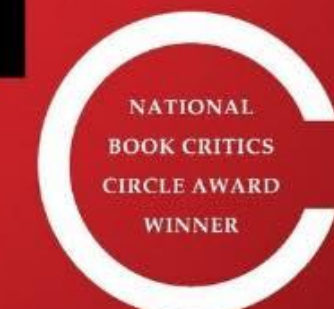


"[Harriet A. Washington] has unearthed an enormous amount of shocking information and shaped it into a riveting, carefully documented book."
—NEW YORK TIMES

MEDICAL APARTHEID

The Dark History of Medical Experimentation on
Black Americans from Colonial Times to the Present

HARRIET A.
WASHINGTON



BLACK HISTORY MONTH



FOCUSING ON BLACK HEALTH & WELLNESS



Thats Dr. Not Mrs. Black Mom... · 17h · ...

HBCU's receiving Bomb Threats

And yes it is a thing and yes we need to talk about it and yes it is unsettling and yes I think it's all connected and yes white supremacy and yes racism and yes yes yes



Highlights



Oni Blackstock MD MHS

@oni_blackstock

I was today years old when I learned @ASALH - the Association for the Study of African American Life and History - is the governing body for #BHM and determines the theme each year for the month.

Thank you, @KBDPHD and @ASALH for this info and for all the work you do!



Oni Blackstock MD MHS

@oni_blackstock · Feb 24


So, it wasn't until well into #BHM that I learned that the "theme" for the month is supposed to be wellness and health.

Didn't know this was a thing.

Who is the governing body determining the themes for #BHM?

[Show this thread](#)

1:33 PM · Feb 24, 2022 · Twitter for iPhone



Washington Commanders

· 24m


@ASALH Introducing the Washington Commanders #TakeCommand


0:02


5,996 views

THE BLACK HISTORY

OF BLACK HISTORY MONTH



 asalh_bhm



Branch Events

<https://asalh.org/calendar/category/branch-events/2022-02/>

MARTHA'S VINEYARD
ANNUAL COLLABORATIVE
BLACK HISTORY MONTH
EVENT



2022

FEATURING A PANEL DISCUSSION CELEBRATING
Black Health & Wellness
SATURDAY, FEBRUARY 5 | 10AM - 12PM
COVID-19 AND VARIANTS AND THE IMPACT TO OUR BLACK FAMILIES
MICHAEL CURRY, ESQ., National NAACP Executive Board member and
Massachusetts Executive Director of Community Health Centers

MV NAACP | Dr. Lorna Andrade, Marie Araujo & Arthur H. Doubleday, President
MV ASALH | Thelma Hart Johnson, President
MV League of Women Voters | Dr. Alan and Kristi Strahler
MV Museum | Heather Seger, Executive Director
Oak Bluffs Public Library | Allyson Malik, Director

**Program Facilitator**
Carole Copeland Thomas, MBA, CDMP, CITM
2019 TEDx Speaker



Register on Zoom | <https://bit.ly/3FH41kA>

International Branch Events

<https://www.youtube.com/playlist?list=PL3FL9oGd6NJlpX-b89-Bz2svTQld7pZRw>

MISEDUCATION OF THE NEGRO/FILIPINO: Parallel Frames of Unwellness

(Following Dr. Woodson's footprints in the Philippines)

TUESDAY
Feb 15
2022
1:00 PM EST



This session will focus on the lessons that Dr. Carter G. Woodson has bestowed to the world when he wrote the book, *Miseducation of the Negro*. Twenty-six years later, a Filipino scholar, Dr. Renato Constantino, wrote a manuscript, *Miseducation of the Filipino*. The main premise in both books is that education has been used as a tool to subjugate Black and Brown people, leading to feelings of inferiority and inadequacy. This session will explore the consequences of captive minds on wellness and the parallels drawn from the African American and Filipino experiences.

PRESENTERS

Dr. Mary Anne Alabanza Akers
Morgan State University



Dr. Joi Spencer
University of San Diego



JOIN VIA ZOOM

<https://us02web.zoom.us/j/88600056938?pwd=S3NhTzFtazdKdVFpUzVsekIzTWd4Zz09>

Sponsored by the Association of the Study of the African American Life and History (International Committee).

Media Shout Outs

<https://t.co/wibq3OBwPL>



Afro-American Newspapers

<https://www.instagram.com/p/CZc8-mzJGIe/>



The Washington Informer

ASALH Black History Month Festival: Social Media Analytics

- What were the Festival goals?
- What end result?
- Missed opportunities
- What worked (traditional press, social media, email marketing)
- Areas for improvement

Target Areas

- Traditional Press
- Social Media
- Email Marketing



Top performing queries

Query	Clicks (web)
black history month	5.74K
black history month theme 2022	2.8K
asalh	2.54K

Full report >

Top countries

By clicks (web)

	United States	43.5K
	Canada	542
	United Kingdom	170

Full report >

Google search type

By clicks

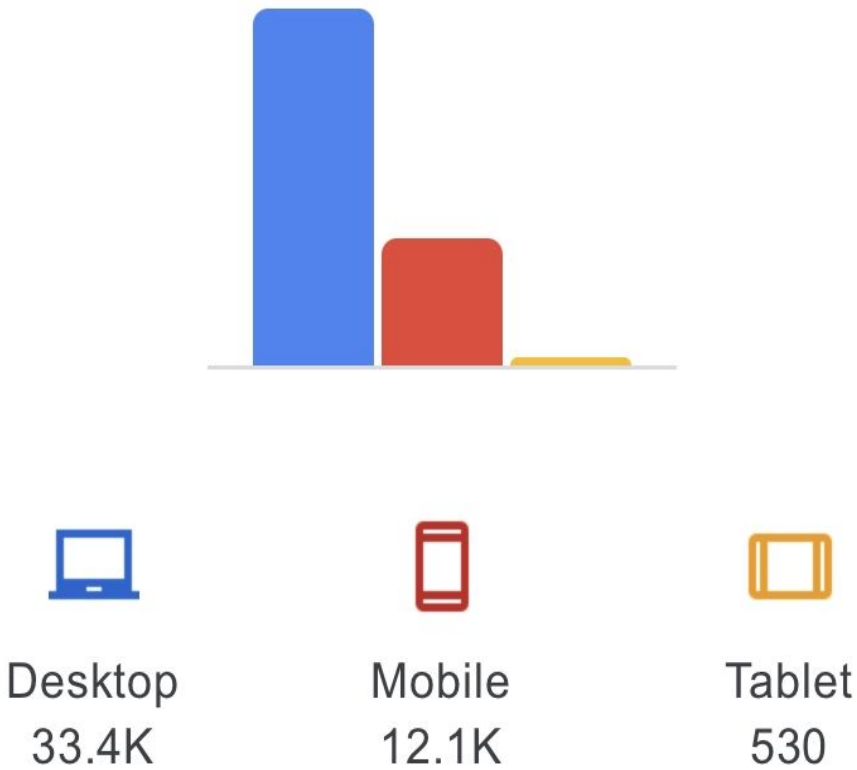
	Web	46.1K
	Image	59
	Video	69



Learn about your audience

Devices

By clicks (web)



Full report >

Your February performance
on Google Search



https://asalh.org/



46.1K

Clicks (web)



4.25M

Impressions (web)



426

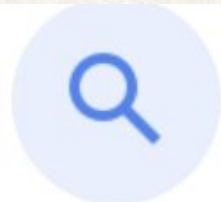
Pages with
first impressions
(estimated)



Your content achievements

Top growing pages
Compared to previous month

Page	Clicks (web)
https://asalh.org/about-us/origins-of-black-history-month/	+2.87K
https://asalh.org/	+2.3K
https://asalh.org/about-us/about-black-history-month/	+634



How do people find you?

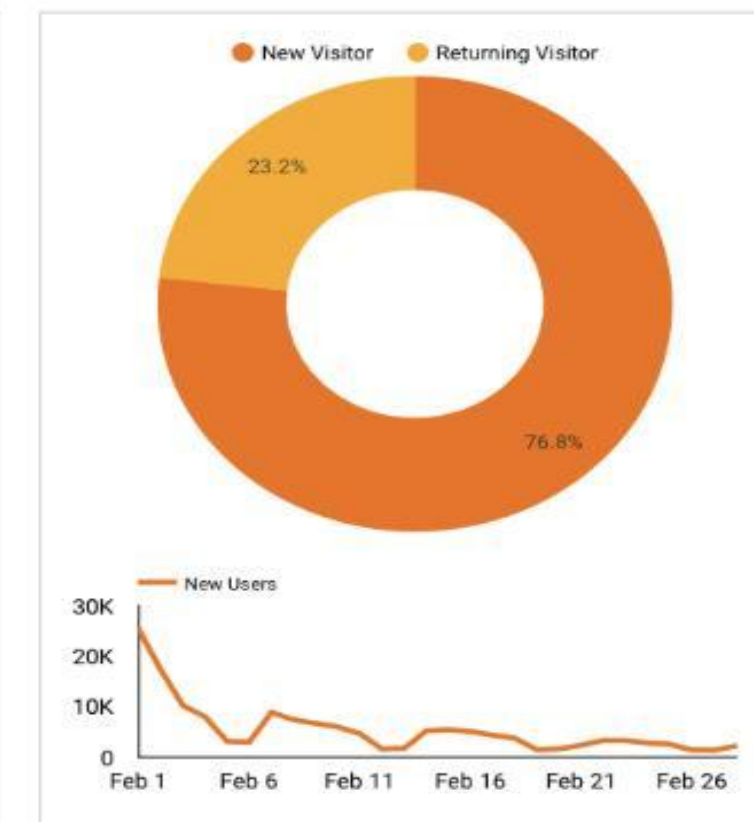
Top growing queries
Compared to previous month

<i>black history month</i> +2.62K clicks (web)
<i>asalh</i> +1.22K clicks (web)
<i>black history month theme</i> +500 clicks (web)

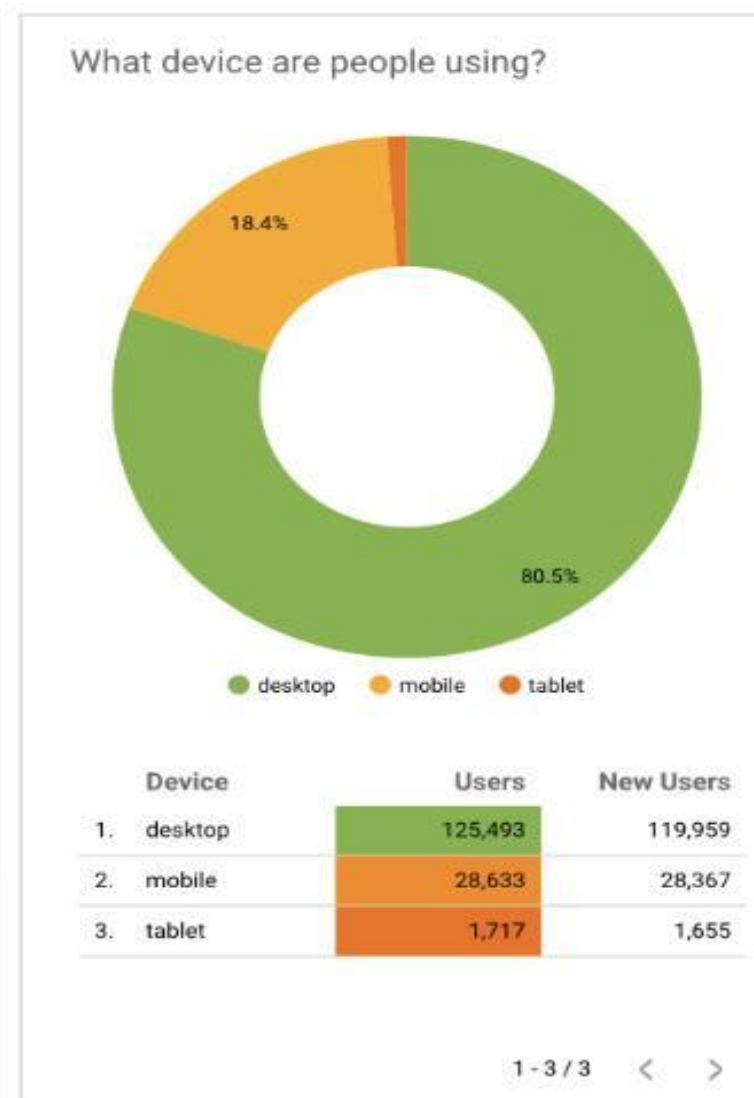
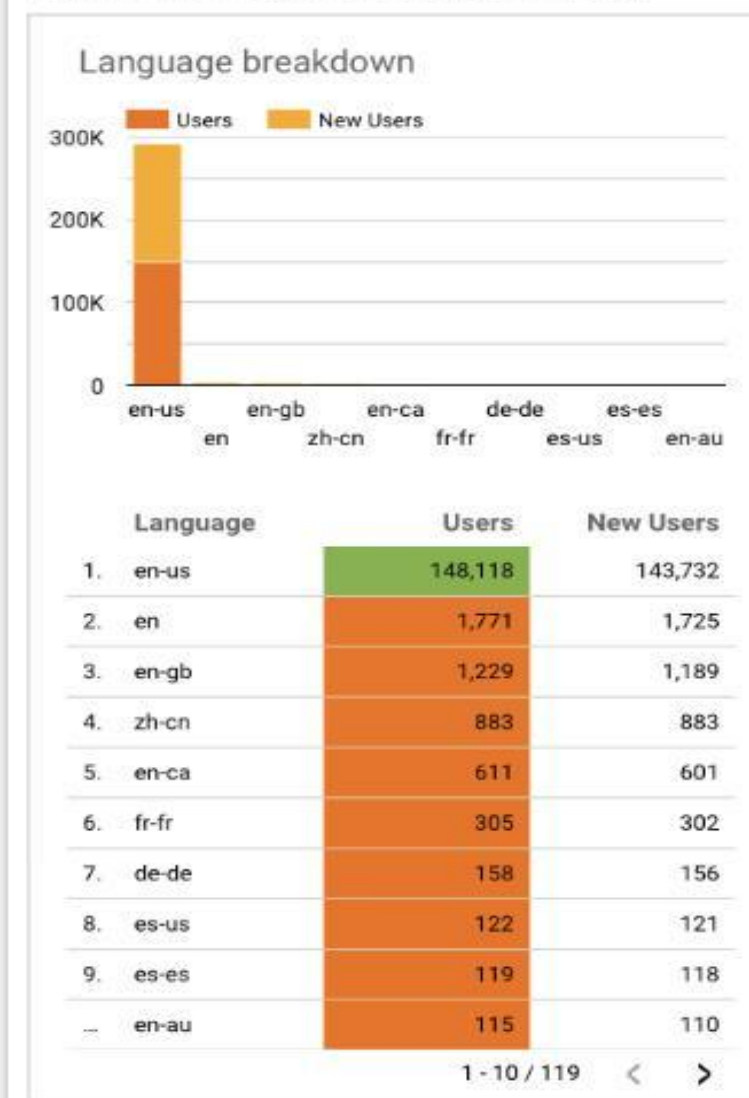
Google Analytics Audience Overview

Continent Region Channel Device Feb 1, 2022 - Feb 28, 2022

Your audience at a glance



Let's learn a bit more about your users!



Google analytics for February 2022

- <https://datastudio.google.com/u/0/reporting/52c103e4-0e41-4a54-8278-480605db9aa1/page/tWDGB>
- <https://datastudio.google.com/u/0/reporting/151f2f2f-808b-4733-a6f7-ed19a5df0654/page/4VDGB>

Facebook

Page Summary Last 28 days

Export Data

Results from Feb 1, 2022 - Feb 28, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

February 1 - February 28

44

Total Actions on Page ▲ 238%



Page Views

February 1 - February 28

2,101

Total Page Views ▲ 98%



Page Likes

February 1 - February 28

341

Page Likes ▲ 194%



Post Reach

February 1 - February 28

80,813

People Reached ▼ 57%



Story Reach

February 1 - February 28

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

February 1 - February 28



We have insufficient data to show for the selected time period.

Post Engagement

February 1 - February 28

5,079

Post engagement ▼ 46%



Videos

February 1 - February 28

3,648

3-Second Video Views ▲ 681%



Page Followers

February 1 - February 28

359

Page Followers ▲ 185%



Total Page Followers: 15,720

Create post



BENCHMARK
Compare your average performance over time.

Total Page Followers

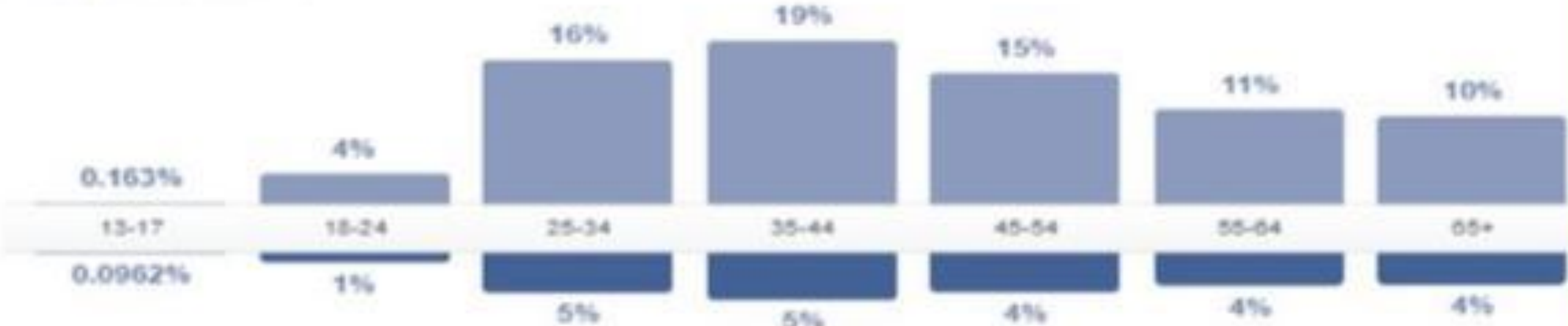
The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

Women

75%
People Reached

Men

23%
People Reached



Country	People Reached	City	People Reached	Language	People Reached
United States of America	77,775	New York, NY	2,011	English (US)	79,741
Canada	766	Washington D.C., DC	1,080	English (UK)	2,229
India	669	Chicago, IL	1,003	Spanish	559
United Kingdom	331	Philadelphia, PA	875	French (France)	266
South Africa	326	Lynn Haven, FL	841	Portuguese (Brazil)	149
Nigeria	282	Los Angeles, CA	759	Arabic	148
Philippines	252	Houston, TX	623	Spanish (Spain)	95
Ghana	162	Atlanta, GA	577	Turkish	86
Australia	139	Panama City, FL	548	Indonesian	84
Saudi Arabia	131	Paulina, LA	547	German	66

See More

Results from Paid Advertisement

Performance

\$60.00 spent over 25 days.

Link clicks ⓘ

158

Reach ⓘ

3,683

Cost per Link Click ⓘ

\$0.38

Activity

Post engagement

2115

3-second video plays

1773

Link clicks

158

Post reactions

109

Post shares

68

Post comments

4

Post saves

3

See Less ^

Audience

This ad reached 3,683 people in your audience.

People

Placements

Locations

68.5% Women 31.5% Men

30%

20%

10%

0%

13-17

18-24

25-34

35-44

45-54

55-64

65+

Audience details

Location - living in

United States

Age

18 - 65+

People who match

people who like ASALH: Association for the Study of African American Life and History and Friends of connections: Friends of people who are connected to ASALH: Association for the Study of African American Life and History

Edit Audience

Paid Advertisement, continued

Audience

This ad reached 3,683 people in your audience.

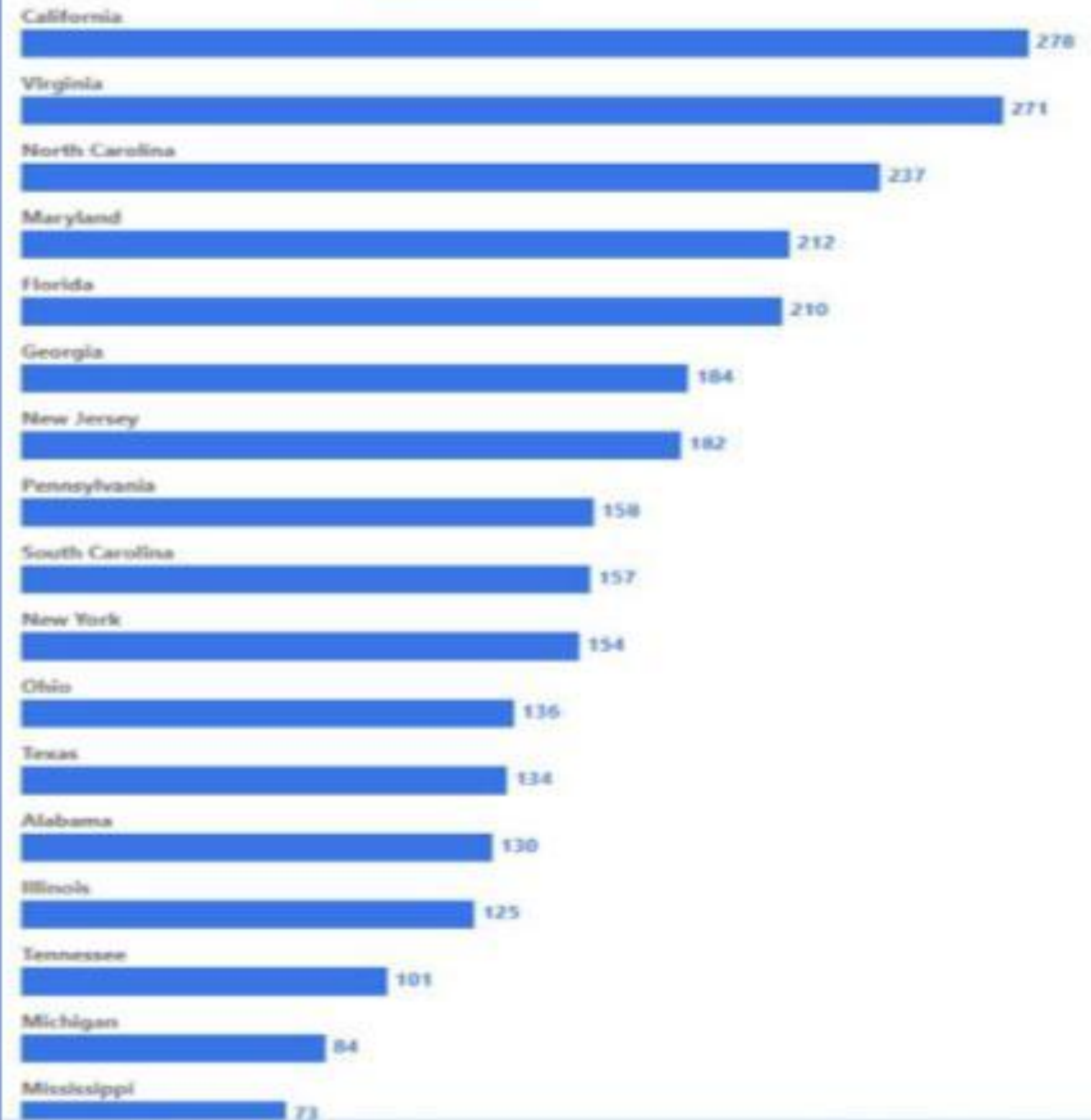
People Placements Locations



See Less ^

This ad reached 3,683 people in your audience.

People Placements Locations



Paid Advertisement #2, continued

Audience

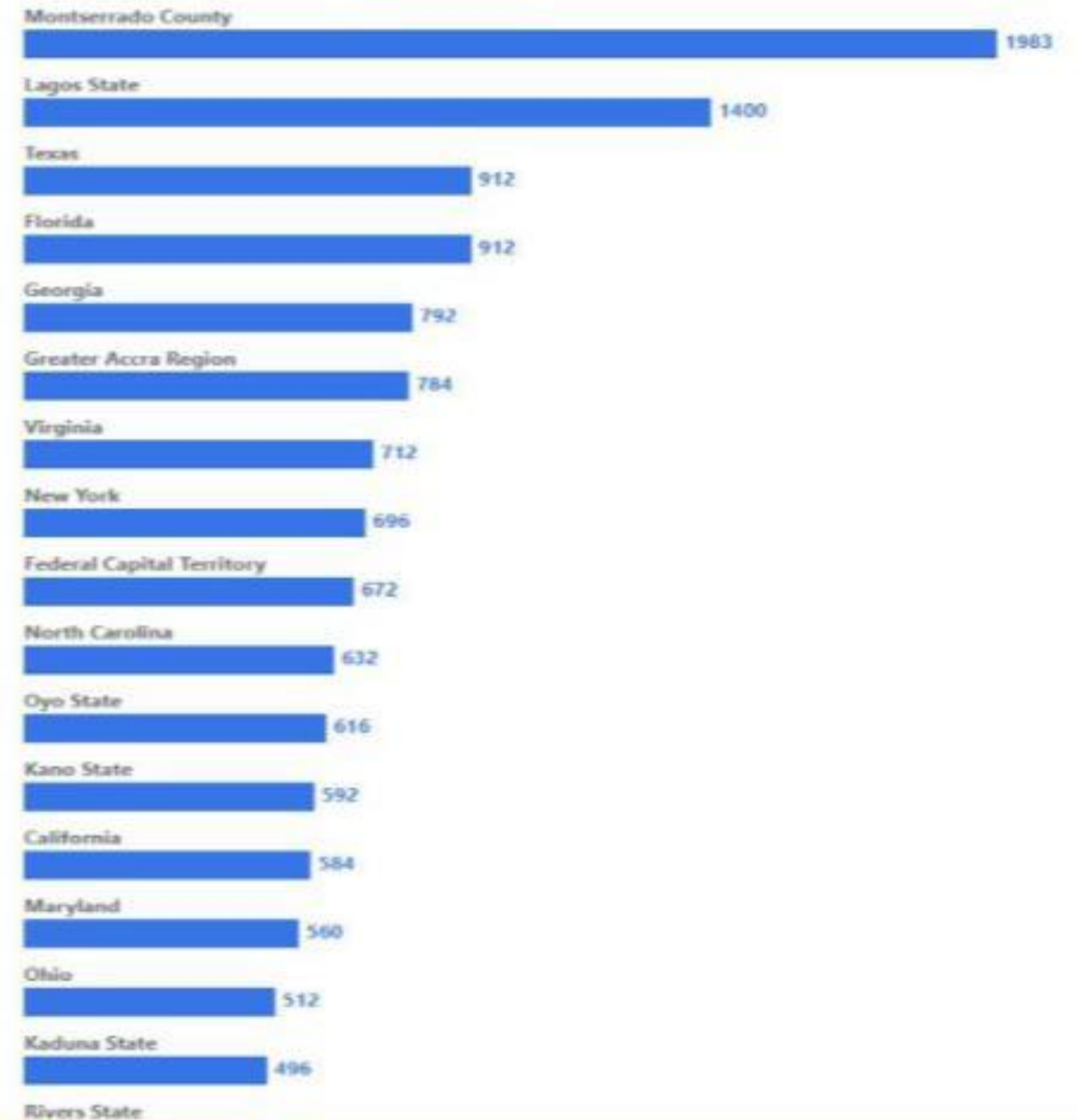
This ad reached 28,759 people in your audience.

People Placements Locations



See Less ^

People Placements Locations



Paid Advertisement #3

Performance

\$52.00 spent over 22 days.

Link clicks ⓘ

2,141



Reach ⓘ

147.7K

Cost per Link Click ⓘ

\$0.02

Activity

Post engagement

2444

Link clicks

2141

Post reactions

218

Post shares

65

Post saves

15

Post comments

5

See Less ^

Audience

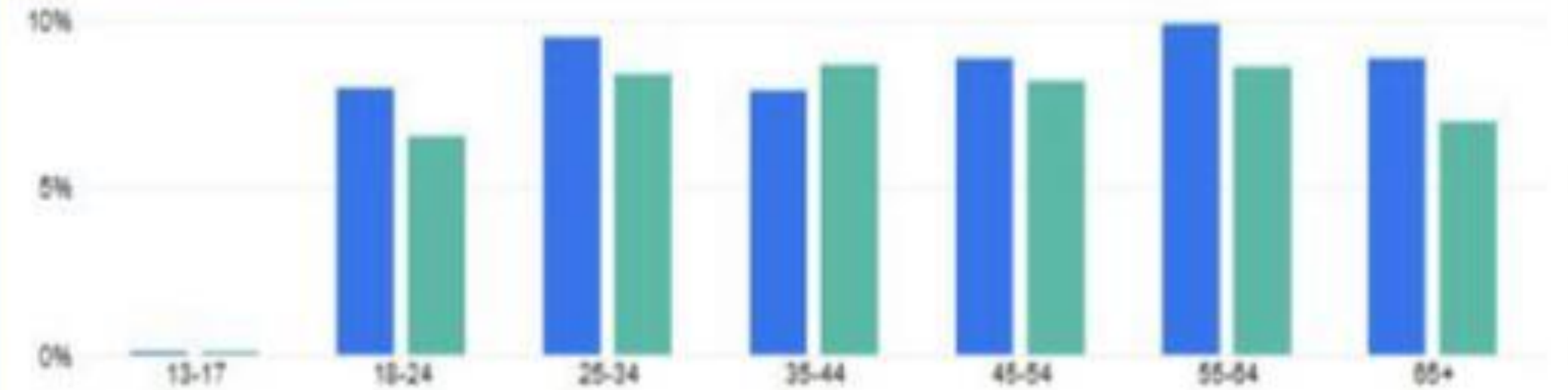
This ad reached 147,652 people in your audience.

People

Placements

Locations

52.8% Women 47.2% Men



Audience details

Location - living in

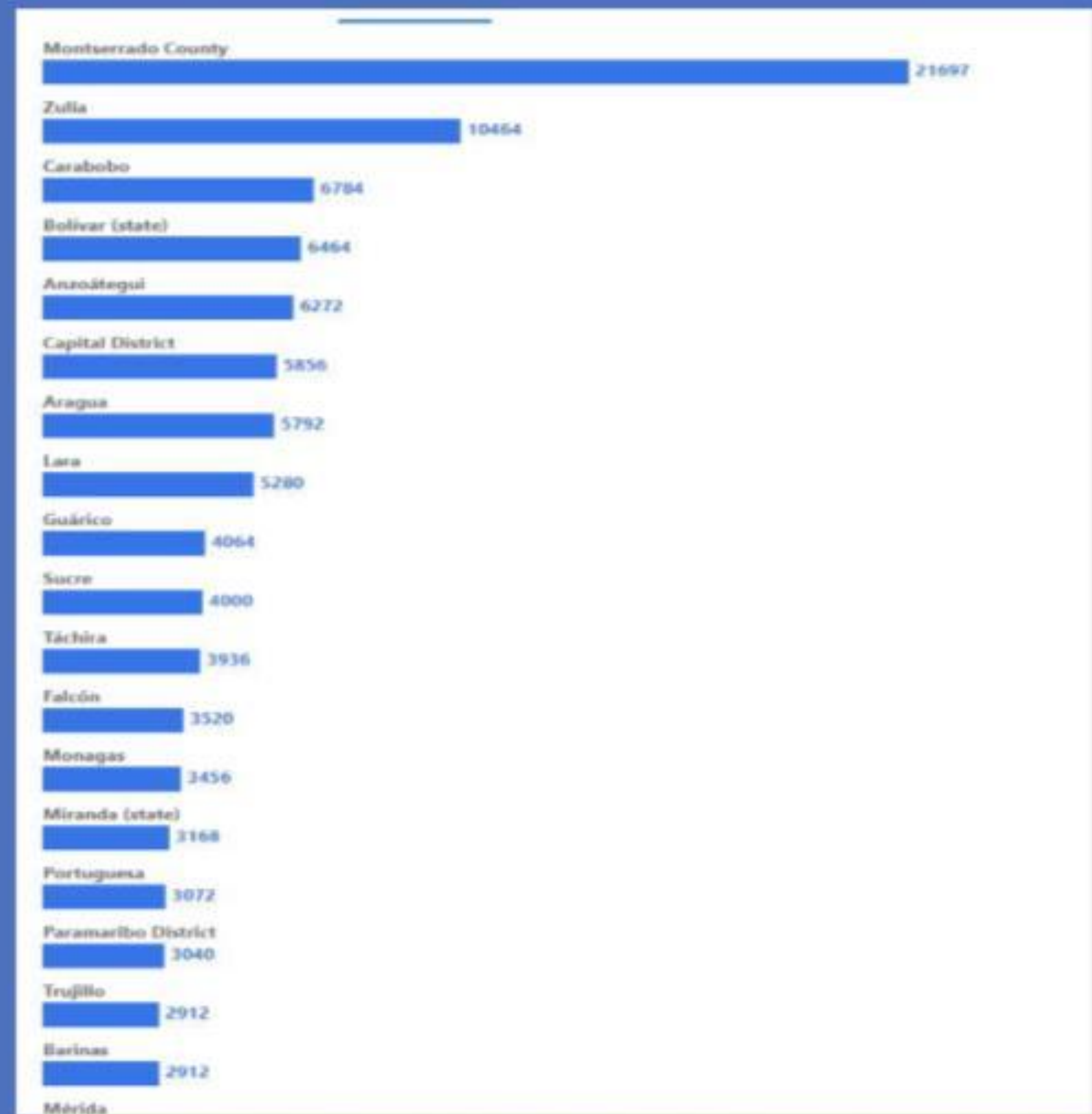
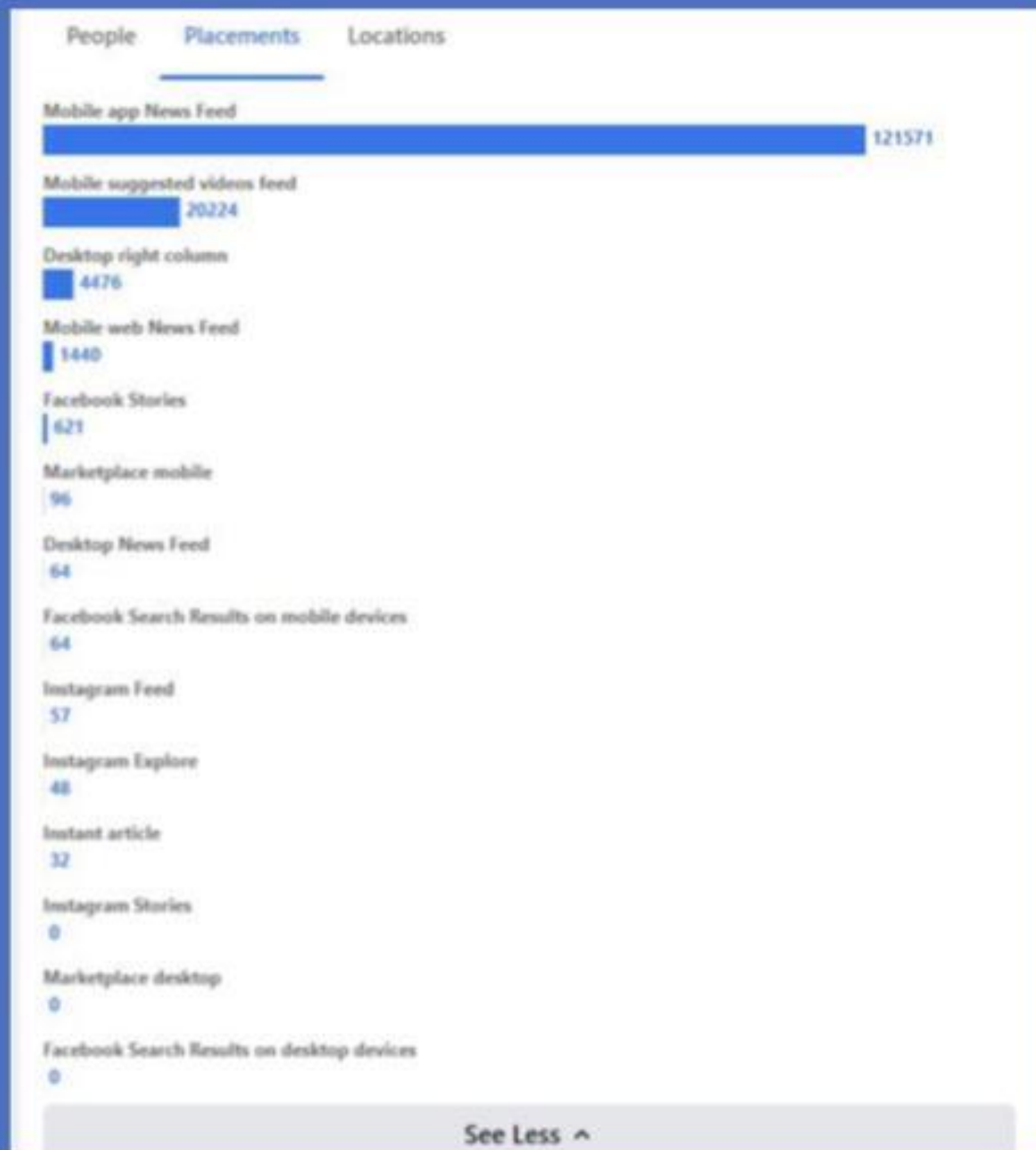
United States

Age

18 - 65+

Edit Audience

Paid Advertisement #3, continued



Instagram

Insights Overview

You reached **+67.7%** more accounts compared to
Jan 1 - Jan 31

Accounts reached	13.2K +67.7%	>
Accounts engaged	1,282 +264%	>
Total followers	3,512 +21%	>

3,512
Followers

+21% vs Jan 31

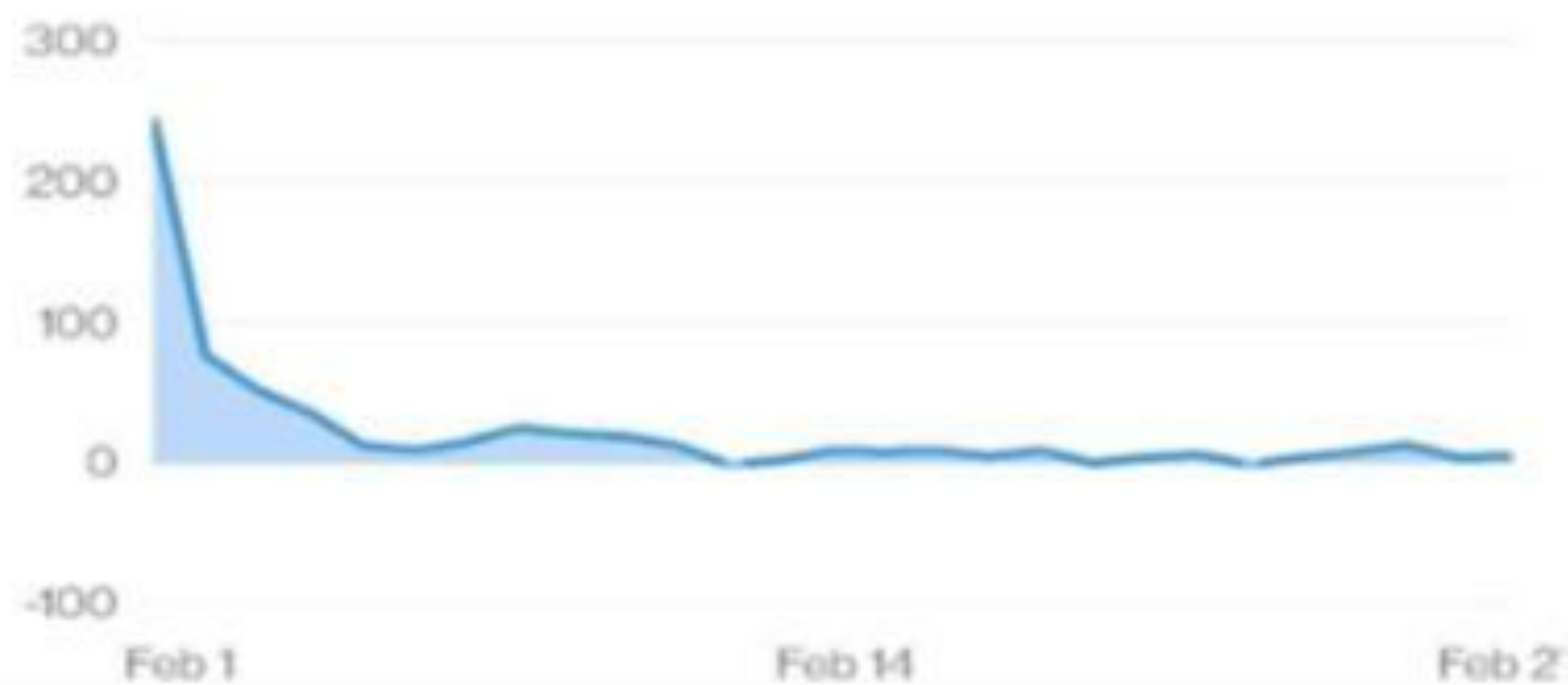
Growth

- Overall
- Follows
- Unfollows

610

665

55



Top Locations of your followers

Cities

Countries

New York



6.5%

Washington D. C.



4%

Atlanta



2.4%

Chicago



2%

Los Angeles



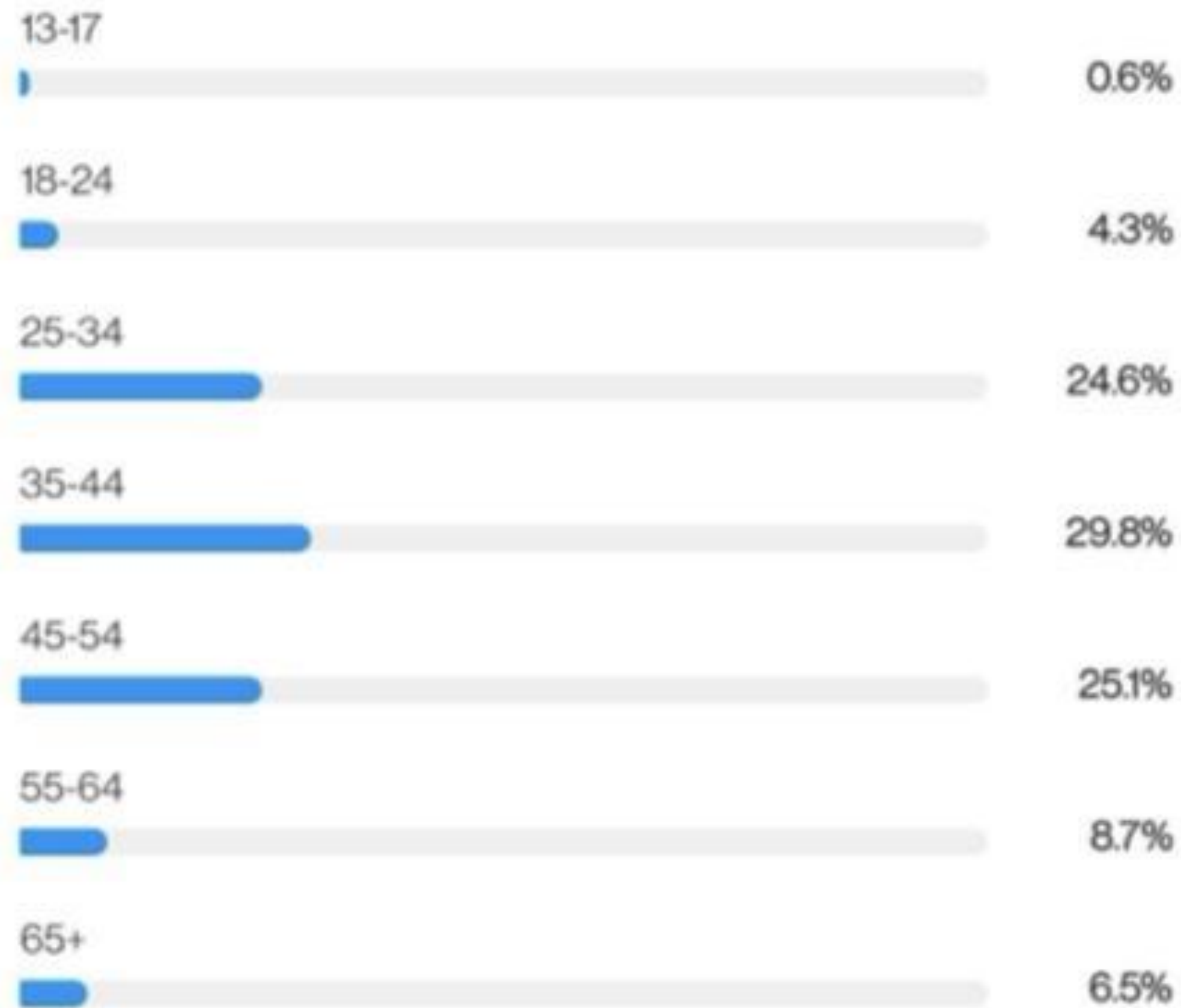
2%

Age Range of your followers

All

Men

Women

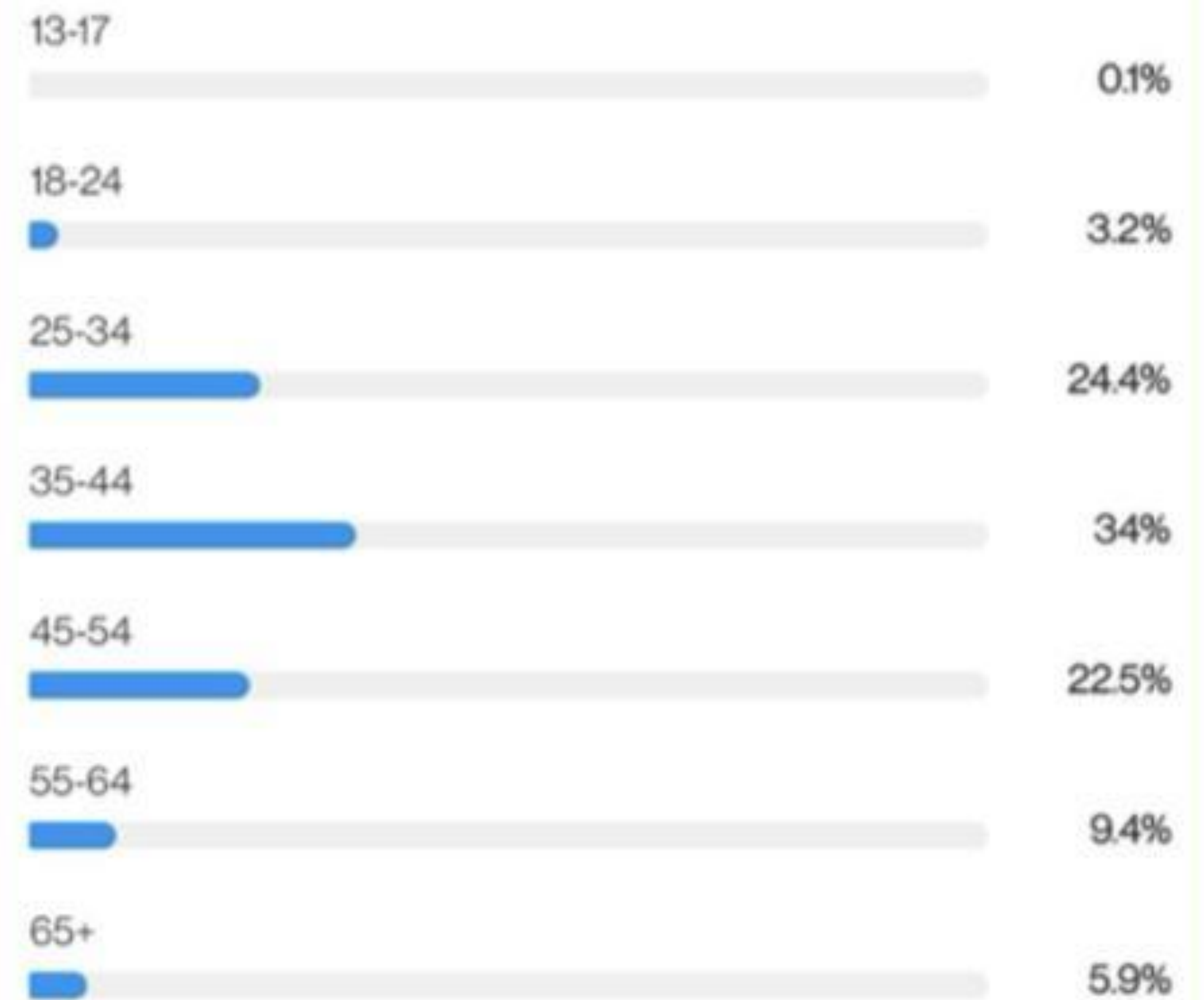


Age Range of your followers

All

Men

Women



Gender

of your followers

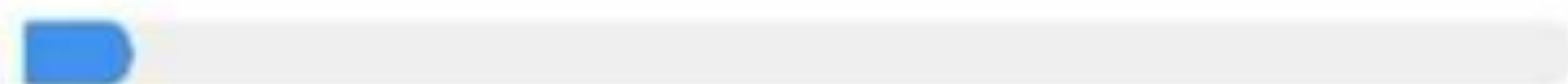
73.5%
Women ●



26.4%
● Men

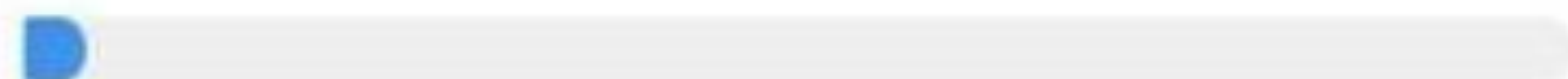
Top cities

New York



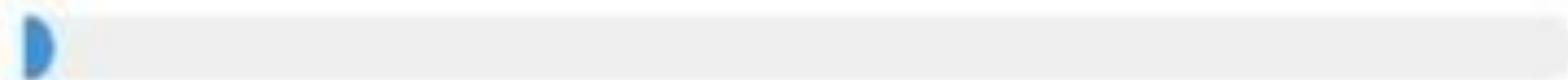
7.4%

Washington D. C.



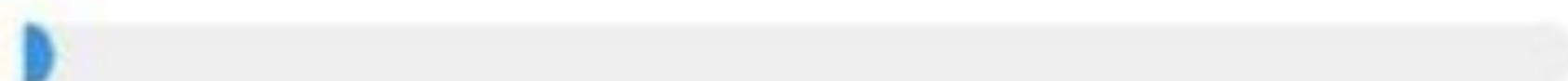
4%

Chicago



1.9%

Atlanta



1.7%

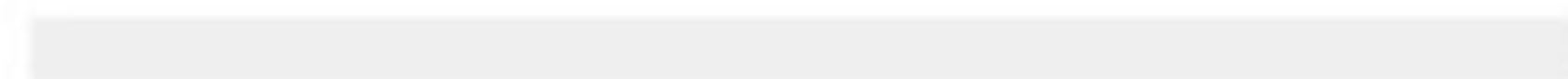
Top countries

United States



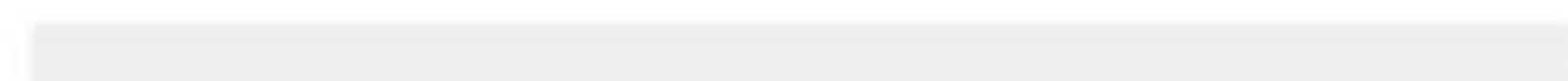
97.4%

United Kingdom



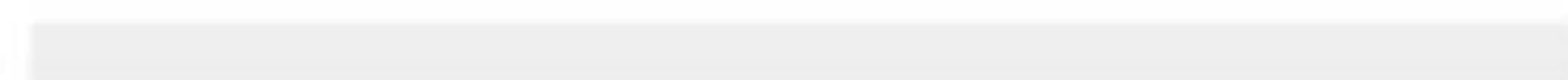
0.4%

Canada



0.4%

Jamaica



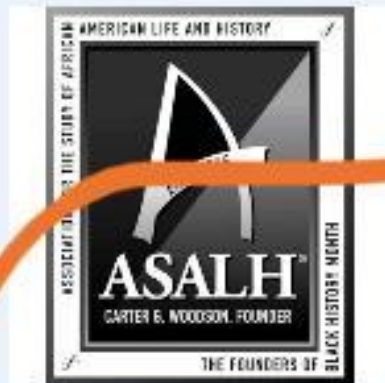
0.1%



Trish Lilley commented on Jenna Schiappacasse's post: Incredible opportunity! If you can work fo...

11m

...



Association for the Study of African American Life and History (ASALH) appeared in 226 searches this we...

29m

...



Wednesday **Wrap-Up**: War's 'enormous' economic impact; student loan reprieve; and more news in a...

46m

...



Window Snyder likes this



Nasdaq

306,989 followers

3d • Edited •

+ Follow



Meet **Black Women On Boards**, the organization that is accelerating the placement of Black women on the boards of private and public ...see more



120

5 comments



Like



Comment



Share



Send

The Black History Month PR and Marketing committee had great success promoting this year's annual theme.

Social Media

The theme "Black Health and Wellness" was well received on all social media platforms. We engaged the ASALH audience by posting multiple posts a day. We did Facebook give-a-ways, polls, etc. to make content interesting.

Our committee created original posts promoting the virtual festival. See examples below:



ASALH

8,590 Tweets

Follow



MR. ROGER JACKSON
Former Senior Branch



MR. TAZIM WAJED
(FORMERLY TIM WATSON)
Former Green Bay Packers, Kansas City Chiefs,
New York Giants, and Philadelphia Eagles

GENERAL ADMISSION INCLUDES BLACK BODIES I & II

GENERAL ADMISSION	GENERAL ADMISSION	GENERAL ADMISSION
\$65	\$125	\$150
GENERAL ADMISSION	GENERAL ADMISSION AND BLACK HISTORY GREETING CARD & LABEL PIN	GENERAL ADMISSION AND WOODSON HOME ORNAMENT

REGISTER AT WWW.ASALH.ORG OR 202.238.5912



ASALH @ASALH · Feb 16

Heart disease can be due to lifestyle choices and genetic factors, so it is important to know your risk. Regular physical exercise can reduce the chance of developing heart disease. [#BlackHealthandWellness](#) ASALH.org



Sign in to twitter.com with Google



Mesha Williams
mwilliams@asalh.org

Continue as Mesha

To create your account, Google will share your name, email address, and profile picture with twitter.com. See twitter.com's [privacy policy](#) and [terms of service](#).

Trending with

[Silver Spoons](#)

Trending in United States

[#BarbieXBaby](#)

Trending with [#DoWeHaveAProblem](#), [#Barbz](#)

Show more

[Terms of Service](#) [Privacy Policy](#) [Cookie Policy](#)

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Don't miss what's happening

People on Twitter are the first to know.

Log in

Sign up



ASALH

8,590 Tweets

Follow



ASALH @ASALH · Feb 14

The @American_Heart says "one perk of love" means couples can encourage each other to exercise, eat better and go for medical checkups. Explore #BlackHealthandWellness during #ASALHFestival #BHM asalh.org



Sign in to twitter.com with Google



Mesha Williams

mwilliams@asalh.org

Continue as Mesha

To create your account, Google will share your name, email address, and profile picture with twitter.com. See [twitter.com's privacy policy](#) and [terms of service](#).

Manchester City vs Manchester United

Trending with #MCIMUN, Manchester United

News · Trending

Beltway

A caravan of truckers that call themselves the 'People's Convoy' circle the DC Beltway at a deliberately slow speed to protest pandemic restrictions

29.2K Tweets

Don't miss what's happening

People on Twitter are the first to know.

Log in

Sign up

4:41 PM



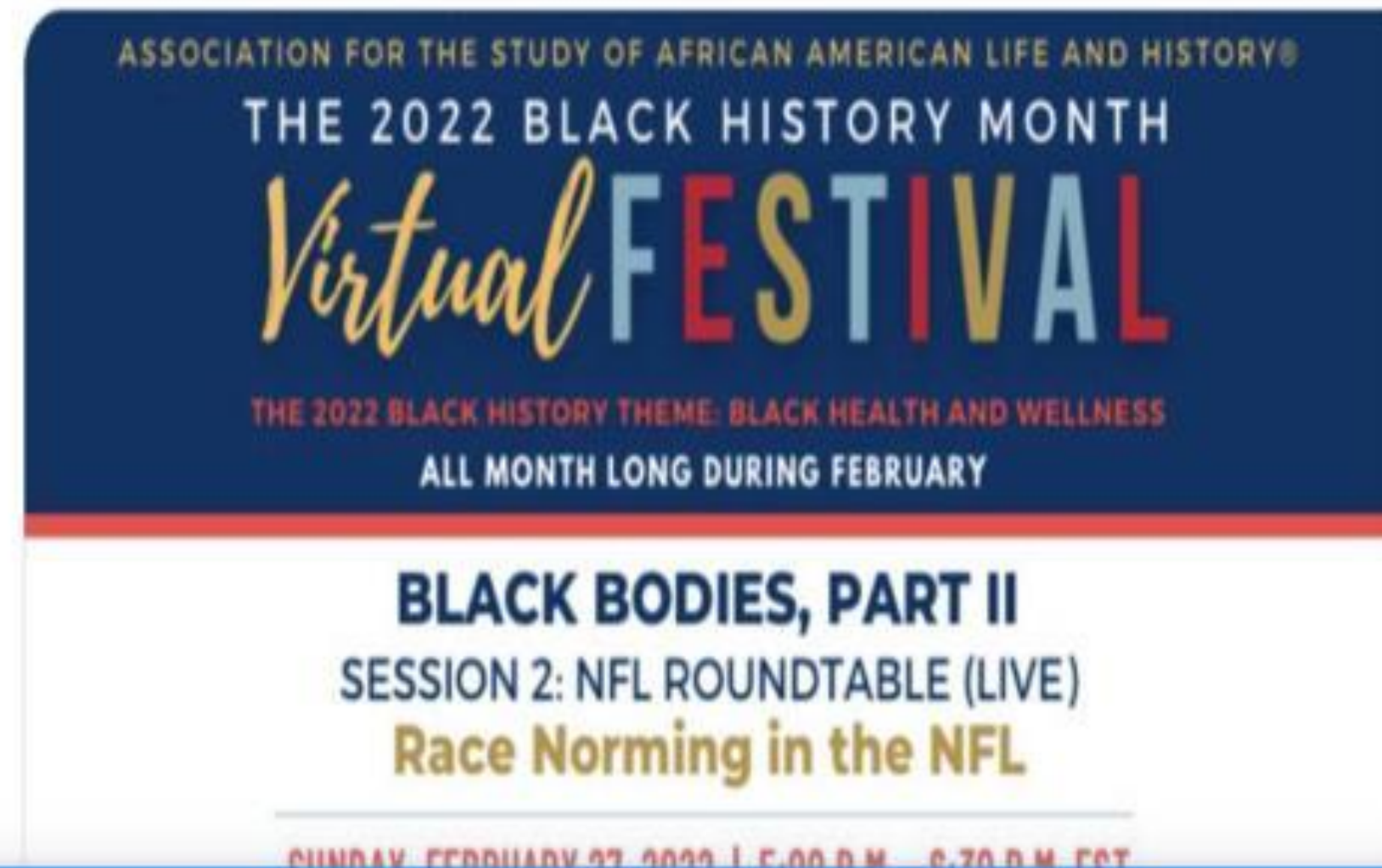
Tweet



ASALH
@ASALH



Before you start your [#SuperBowl](#) activities register for our Feb. 27 event featuring a round table discussion among former NFL players and sports medicine professionals about issues of race norming and mental health [ASALH.org](#) [#BlackHealthandWellness](#) [#ASALHFestival](#)



Search Twitter

New to Twitter?

Sign up now to get your own personalized timeline!



Sign up with Google



Sign up with Apple

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

Relevant people



ASALH
@ASALH

Follow

Association for the Study of African American Life and History - The Founders of [#BlackHistoryMonth](#) [#BlackLivesMatter](#)

Don't miss what's happening

People on Twitter are the first to know.

[ps://twitter.com/ASALH/status/1492934188110168066/photo/1](https://twitter.com/ASALH/status/1492934188110168066/photo/1)

Log in

Sign up



4:42 PM
3/6/2022



16

We also partnered with Leris Bernard's Media Company on this year's Black History Month facts. Leris helped with content to help honor the memory of Edgar Brookins. Mrs. Gladys Vaughn and Janet Sims Wood were also contributors.

NOVEMBER 23, 1947



DECEMBER 1, 2021

The 2022 Virtual ASALH Black History Month Festival is dedicated to the memory

of

EDGAR ALLEN BROOKINS, II





Major Edgar A. Brookins, Jr., U. S. Army
November 23, 1947 – December 1, 2021

MILITARY FUNERAL HONORS

Band, Bugler, Caisson, Casket Team, Escort and Firing Party

TUESDAY, FEBRUARY 8, 2022, 9:00 A.M.

ARLINGTON NATIONAL CEMETERY

1 Memorial Avenue, Arlington, VA 22211

*Repast following the Burial



JANET SIMS-WOOD

2021 DOROTHY PORTER WESLEY AWARD

Most successful tweet of BHM.

Thanks to multi-media journalist Andrea “Aunni” Young the committee was able to diversify content with 8 social media interviews and videos. Aunni led our tribute to Edgar Brookins and interviewed his children and Lt. Dingle. She also interviewed Washington, DC multi-media personality and former journalist Micheline Bowman about healthy eating and recipes.



ASALH: Association for the Study of African American Life and History

...

Published by Mesha Williams · February 23 at 8:47 AM ·

How does ASALH's annual theme [#BlackHealthandWellness](#) narrow the racial divide in our health system? ASALH's Marketing and PR chair Dr. [Zebulon Miletsky](#) discusses this issue with ASALH multi-media journalist Andrea "Aunni" Young. Our second marquee event is Sunday, February 27. Register for "Black Bodies 2" at www.ASALH.org



Show all

Print Media

The PR and Media Committee did a great job with traditional media outlets. Dr. Dulaney was interviewed and quoted in several stories about Black History Month. Here is a synopsis of Media Stories below. Please ask Louis Hicks for a more comprehensive list of interviews and stories.

A [reporter uses](#) the ASALH website and Twitter feed to write a story about Black History Month.

[See](#) WJLA-TV (in Washington, DC) story featuring President Dulaney.

See this [CNN story](#) quoting President Dulaney.

Three examples of media stories generated:

- Link 1

<https://www.abc10.com/article/news/community/race-and-culture/celebrating-black-history-month/103-7fa92087-0a32-41d7-8cb0-2c2be0d1682b>

- Link 2

<https://wjla.com/features/black-history-month/association-study-african-american-life-history-asalh-efforts-challenging-educators-parents-to-teach-black-history-all-year-long-not-just-february-k12-schools-bessie-coleman-garrett-major-frederick-douglass-untold-stories>

- Link 3

<https://www.cnn.com/2022/02/11/us/iyw-black-history-month-health-wellness/index.html>

The Google Spreadsheet- Media Request Forms Compiled

https://docs.google.com/file/d/1r2aeH4ZnSE3EPGobGpamOKISHBtzKCqa/edit?usp=docslist_api&filetype=msexcel



The Google Spreadsheet- Media Request Forms Compiled (Continued)

Timestamp	Email Address	Date request was received	What is the deadline for a response?	First Name	Last Name	Title	E-mail	Phone	Phone number	Organization	Website	Event/ Program/ Publication Name	What type of media?	Broadcast or Print Geographic area	What is the audience reach?	Who will be interviewed?	How did the request come in?	What is the format of the program?	How long should the discussion last?	For a print statement, how many words are requested?	What is the interview start time and date?	What is the full duration of the interview (including off camera/ air holding time)?	What ASALH representative confirmed the final date?	Has the event been finalized?		
1/24/2022 11:05:27	zmiletsky@asah.org	10:12:00 PM	Immediately - was handed	Jonathan	Franklin	Reporter	JFranklin@npr.org	Land line	202.868.7696	National Public Radio (NPR)	npr.org	ASALH BHM Festival	Radio	National	100,000- 1,000,000	W. Marvin Dulaney	ASALH Media Inquiry & Credential Form on ASALH.org/media-contacts	Phone	8+	N/A			Zebulon Miletsky	Yes		
1/24/2022 18:17:42	hicks@asah.org	1/24/22	2022-01-31	Lyndia	Grant	Radio Host	lyndiagrantshowds@gmail.com	Cell phone	240.602.6295	Radio One	www.lyndiagrants.com	The Lyndia Grant Show, Radio One	Radio	DC metro area	100,000- 1,000,000	Dr. Marvin Dulaney	E-mail	Phone	30 minutes	NA	FEBRUARY 18TH- 18:00:00	2/18/2022 18:30:00	Louis Hicks	Yes		
1/25/2022 9:04:09	miletsky@gmail.com	1/24/22	Yesterday	Cameron	Britney Guest	Reporter	mailto:guests@usc.edu	Cell phone	918.804.8000	University of Southern California, Arnerberg Media	USC.edu	University of Southern California, Arnerberg Media (Public television)	TV	National	100,000- 1,000,000	Dulaney	ASALH Media Inquiry & Credential Form on ASALH.org/media-contacts	Zoom	8+	N/A	2022-01-31		Zebulon	In Process		
1/25/2022 21:21:45	ayyoung@asah.org	1/13/22	January 21, 2022	Ashlie	Rodriguez	Reporter	aserodriguez@sbghv.com	Cell phone	517.414.1135	WJLA ABC7	https://wjla.com/	ABC7	TV	Washington DC	100,000- 1,000,000	Dr. Dulaney	E-mail	Zoom	8+		1/21/2022 16:00:00	1/21/2022 10:30:00	aumil	Yes		
1/28/2022 14:03:18	zmiletsky@asah.org	1/26/22	It was yesterday today the 28th	Francesca	Felz	Bronnet Television	francesca@bronnet.org	Cell phone	9293299026	Bronnet Television	https://www.bronnet.org/	OPEN Tuesday on Bronnet TV	TV	NY Metro / tri-state area	50,000- 100,000	Dr. Dulaney / with a back up of zab or Sylvia	ASALH Media Inquiry & Credential Form on ASALH.org/media-contacts	Zoom	15 minutes	N/A	2/1/2022 11:30:00	2/1/2022 11:45:00	Zebulon Miletsky	In Process		
	hicks@asah.org	1/13/22	1/14/2022	Joe	Miller	Producer, Comcast NewsMakers	joe_miller2@cable.comcast.com	Cell phone	410.303.7397	Comcast	http://comcastnewsmakers.com	Feb. Festival/NewsMakers	TV	DC metro area	100,000- 1,000,000	Dr. Dulaney	E-mail	Zoom	3-5 minutes	N/A	1/20/2022- 9:30 a.m.	1/20/2022- 30 minutes	Louis Hicks	Yes		
	scyrus@asah.org	1/24/2022	2/1/2022	David	Whetstone	Radio Host	david_bgado@yahoo.com	?	?	WFPW- Pacifica Radio	http://wfpwfm.org/	Feb. Festival/NewsMakers	Radio	DC metro area	100,000- 1,000,000	Dr. Dulaney	Request from Sylvia Cyrus to explore whether or not an interview could be scheduled			N/A			Andreas Young	No		
	hicks@asah.org	1/19/2022	1/21/2022	Ryan	Berk	Radio Producer	rberk@wamu.org	Cell phone	766.837.3448	WAMU Radio (American University)	https://wamu.org	Feb. Festival/The Morning Edition	Radio	National (NPR network)	100,000- 1,000,000	Dr. Dulaney	E-mail	Internet connection through an app on your phone *Report-IT Enterprise	3-5 minutes			THURSDAY, JANUARY 27TH- 10:45 a.m (EST)	1/27/2022- 20 minutes (15 minutes before for check-in)	Louis Hicks	Yes	
	scyrus@asah.org	1/19/2022	2/28/22	Chris	Sagar	Podcast Producer	Chris48@missionmatterspodcaster.com	?	818.434.4881	Mission Matters Media	https://missionmatters.com	Feb. Festival/Mission Matters Podcast	Podcast	Beverly Hills, CA		TSD- Sylvia and Mesa suggested that all companies be vetted to make sure that it is worth the time of the ASALH President, otherwise and interview could be handed off to a Branch president in the local area or other ASALH official.	email	Podcast	?	?	?	?	Needs to be assigned	No		
	hicks@asah.org	1/20/22	1/24/22	Shervy	Lessiter	Producer-WIN-TV	slessiter@washingtontimesformer.com	Cell phone	301.9626 or office 240-461-9044	Washington Informer	https://www.washingtontimesformer.com	Feb. Festival/ WIN-TV	internet TV	DC metro area												
2:49 PM	scyrus@asah.org	1/30/2022	1/30/2022	Ebony	McMorris	White House correspondent	ynoboglobal@gmail.com	Cell phone	240-461-9044	American Urban Radio	NA	segment every Monday on	Radio	DC metro area	100,000- 1,000,000	Dr. Dulaney	email	Radio	5 minutes	na	8pm EST/7 pm CST	5 minutes	Sylvia Cyrus	yes		
9:35 p.m.	hicks@asah.org	1/28/2022	To be determined	Dekken L.	Brown	Newspaper Reporter	deneke.brown@washpost.com	Cell phone	202.599.3651	Washington Post	https://www.washingtonpost.com	Article about -The lasting	Newspaper	Washington DC/ metro area	100,000- 1,000,000	TO BE DETERMINED	email	newspaper article	TBD	na	?	?	Sylvia Cyrus	Yes- Zebulon Miletsky		
12:49 p.m.	scyrus@asah.org	2/1/2022	2 p.m. EST	Jenynne	Donalson	Reporter	jenynne.donalson@nyc.gov	Cell phone	215.816.1314	Black News Channel	www.bnc.tv	television	television	50 million homes	50 million homes	Dr. Dulaney	email	tv		na	2:00 p.m. EST		Sylvia Cyrus	Yes		
3:49 p.m.	scyrus@asah.org	1/31/2022	3:49 p.m.	John	Boughner	Citywide Recruitment Specialist	j.boughner@dcas.nyc.gov			NYC Dept of Citywide Administrative Services & Black History Month	https://www1.nyc.gov/site/dcas/index.page	Black History Month (NYC city government sponsored program)	Zoom 3-5 minute talk by ASALH representative; subject- "feelings in the			Zebulon Miletsky	website email media request	Zoom	3-5 minutes	na	3:00 - 4:30 p.m.	1.50 hrs.		No		
10:20 a.m.	dulaney@asah.org	2/1/2022	2/1/2022	Daphne P.	Hughes	Producer	dhughes@dpdtv.org		248.417.4309	Detroit Public television	www.americanblackjournal.org	American Black Journal	tv	broadcast		Dr. Dulaney	email	Zoom	10- 15 minutes	na		WEDNESDAY, FEBRUARY 2ND-12:00 p.m. EST (11 a.m. CST); the interview will appear in an episode of American Black Journal airing on Tues., Feb. 8th at 7:30 p.m. and Sunday, February 13th at 9:30 a.m. on Detroit Public Television- WTVS, Channel 54. The show will be posted on-line at: www.americanblackjournal.org	20 minutes	Sylvia Cyrus	Yes	
	ayyoung@asah.org			David	Whetstone	WFPW- News & Public Affairs	david_bgado@yahoo.com		202.360.8079	WFPW- Pacifica Radio	https://wfpwfm.org/radio/programming/archived-shows	"We the People"	Radio	broadcast		Dr. Dulaney	Andreas Young reached out to the radio personality at the request of Sylvia Cyrus	Talk radio		na	2/16/2022- 11:00 a.m.	1 hour	Andreas Young	Yes		
8:15 a.m.	scyrus@asah.org	February 2, 2022	February 2, 2022	Cashenna	Cross	Glenarden, Maryland Mayor	koolmint_2000@yahoo.com	2 cell phone #s and 1-office number	301.841.4772 571.719.8794	City of Glenarden, Maryland		Monthly Mayoral Community Forum with	Zoom broadcast	broadcast	City of Glenarden, MD	Dr. Dulaney	email	Zoom community forum	1 hour	NA	2/3/2022- 6:30 p.m.	1 hour				
10:03 a.m.	marketing@asah.org	February 9, 2022	February 10, 2022	Elizabeth	Motley	Executive Producer	EMotley@wfta.com	office	813.314.5336	News Channel 8 WFLA and WTIA TV stations- Nexstar Media Inc.	https://www.wfta.com	Bloom	TV	Tampa-St. Petersburg, FL market (expanded recently beyond the Tampa/St. Petersburg market and streaming service- WFLAUX.net and TV	36 million households	Wanted to interview one of the experts from each of the panels.	e-mail	1-hour health & lifestyle TV show hosted by popular TV personality Gayle Guyardo	5- minutes	NA	Sylvia asked Zebulon to follow-up	5- minute interview	?	?		
1:34 p.m.	scyrus@asah.org	2/2/2022	2/3/2022 (?)				bws@bwa-inc.org	office	202-730-2637	Black Women's Agenda	https://bwa-inc.org	"I Am Change- Addressing COVID-19 Here & Now!"	Podcast			Sylvia Cyrus	e-mail	panel discussion	1 hour	NA	8:00 p.m.	45 minutes	Sylvia Cyrus	Yes		
2:44 p.m.	scyrus@asah.org	2/11/2022	2/11/2022	Fern	Gillespie	Producer	fern@gillespie@aol.com	cell	917.334.9298	WBAI Radio NYC	https://wbai.org	GBE	Radio			Dr. Dulaney	e-mail	talk radio		NA	6:45- 7:00 p.m.	15 minutes	Zebulon Miletsky	Called back but did not get a return call		
7:12 a.m.	browne.scholar@gmail.com	1/6/2022	1/29/2022	Gloria	Browne-Marshall	Producer	browne.scholar@gmail.com			Browne Entertainment	https://anchor.fm/gloria-browne-marshall/shows/Book-Threats-Against-Black-College-students	Law of the Land- Gloria J. Browne- Marshall	Podcast	broadcast		Dr. Dulaney	Request from Sylvia Cyrus to Executive Council Member	interview		NA			Dr. Dulaney	Yes		
7:14 a.m.	scyrus@asah.org	1/6/2022		Kaysonya	Whitehead	Executive Council Member	asshsecretary2016@gmail.com kwhitehead@loyola.edu										Request from Sylvia Cyrus to Executive Council Member							Yes		
3:09 p.m.	scyrus@asah.org	1/8/2022		Sandra	Jowers-Barber	tv host	shlohteaconjowersbarber@gmail.com documentandpreserveyourhistory@gmail.com			UOC-TV			tv	broadcast			Request from Sylvia Cyrus to former Executive Council Member	interview						No		

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Dr. Carter G. Woodson
FOUNDER OF ASALH

Author Honoree Fanonne Jeffers liked and shared a tweet about the festival. Her book “*The Love Songs of W.E.B. Du Bois*” was Oprah’s book club pick in August 2021.

E- Marketing

Email marketing was very important to promote the festival. Louis did multiple email blasts per week during the festival. Please ask him about email response rate.

In summary

Twitter and Instagram continue to be strong platforms for ASALH. Tremendous amount of attention and growth. Keep focusing on Black History facts, visuals and original content for all programs. ASALH should set aside money for social media advertising (especially for Facebook). Across the board, Facebook numbers are down and they have done a number of things to change engagement on its platform. So please consider setting aside \$500 for advertising. You'll also want to budget more for video advertising for Ryan Heathcock. Video is key for social media advertisement and you may want to consider budgeting up \$1,000 next year for short advertisements.

Lessons Learned

1) Keep pushing for media opportunities featuring Sylvia and Marvin. There are plenty of opportunities during Women's History Month to highlight black women's contributions to advance Black Health and Wellness. Tweak the press release and promote Sylvia and Marvin as experts to keep the momentum going.

2) Be more strategic with social media. Remember not to over post (reshare, retweet, etc.) You don't want to overwhelm your audience and have them think ASALH has nothing to say. Keep ASALH's voice (and resources) front and center. The week before BHM ended, ASALH had a huge Twitter response from people in the health profession who were unaware of ASALH and this year's theme. They were directed to ASALH's website (which is a great resource) for information. Many became ambassadors sharing information with their networks. It was nice to connect.

4) Now that BHM season is over. Focus on building the Media lists. You want a robust list so when conference time is here you can hit the ground running. Someone should be designated to check the list periodically to make sure information is current.

5) Please keep Facebook and Instagram posts to 3 or 4 a day (original content). IG stories you can do more. On Twitter we are aiming for 5 to 6 posts a day (more depending on the news cycle). Keep the retweets to a minimum. When it comes to festival sponsors, festival participants and key collaborators – then yes RT immediately. For other groups tagging ASALH we should use our best marketing judgment.

Strategies

Traditional Marketing Plan

1. Save the Date - distributed six months prior to the date of the event, to news outlets and other National organizations and churches.
2. Media Advisory - distributed to news outlets at least 90 days out before the date of the event.
3. Press Release - distributed to news outlets 60, 30 and 15 days before the date of the event. You might need to consider more than one of you move forward with virtual events.

- Once the above has been media saturated, then begin to execute the following:
 - Pitching to media for articles to be written about the organization's subject matter experts with a focus on the organization's mission.
 - Pitching to media to secure interviews of key leadership team members.
 - Coordinate potential speaking engagements for leadership team members. Establish an internal speaker's bureau.
 - Coordinate leadership team members participation on panel discussions relative to Black History or related topics or incidents; local, regional or National.
- Website: must be current, update and appealing. It must be a source of information as well as a platform to address issues that affect our communities. Have a primary and alternate designated to handle all postings.

Media List: Chair, Marketing Committee will maintain an active media list, and posted on the website. In addition, consideration should be given to creating a media data base where all written articles about ASALH will be catalogued, this Living history about ASALH.

Media Toolkit: Maintain this depository on the website.

Partnerships: all members of ASALH must be ambassadors of ASALH in their respective communities. Members must tell the story, establishing the relationships whether it be in formal or informal settings.

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THE 2022 BLACK HISTORY MONTH

Virtual **FESTIVAL**

CLOSING SESSION

MONDAY, FEBRUARY 28, 2022 | 6:30 PM - 7:00 PM EST



THE 2022 BLACK HISTORY THEME: BLACK HEALTH AND WELLNESS

*If you missed the February 15th
ASALH and PBS Books Author Talk
with Harriet Washington, click on the*