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 it’s 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=IwAR3ixe3DZhiqKIj0SxxaaUlhh7M4sJmlboN88SMc5wycjSSkRB2Co1by6TRU

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 as 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

PBS BOOKS
AUTHOR TALK
Harriet Washington
Tuesday, FEB 15,
8PM ET | 5PM PT

With
Dr. Samuel Roberts
as moderator

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

"(Harriet A. Washington) has unearthed an enormous amount of shocking information and shaped it into a riveting, carefully documented book."
—New York Times
Thats Dr. Not Mrs. Black Mom...

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

HBCUS RECEIVING BOMB THREATS TODAY

Morgan State University
Coppin State University
Kentucky State University
Howard University
University of District of Columbia
Mississippi Valley State University
Spelman College
Jackson State University
Fort Valley State University
Alcorn State University
Edward Waters University
Xavier University of LA

Google Earth
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
Branch Events

https://asalh.org/calendar/category/branch-events/2022-02/
International Branch Events

https://www.youtube.com/playlist?list=PL3FL9oGd6NJlpX-b89-Bz2svTQld7pZRw
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
<table>
<thead>
<tr>
<th>Query</th>
<th>Clicks (web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>black history month</td>
<td>5.74K</td>
</tr>
<tr>
<td>black history month theme 2022</td>
<td>2.8K</td>
</tr>
<tr>
<td>asah</td>
<td>2.54K</td>
</tr>
</tbody>
</table>

**Top countries**

<table>
<thead>
<tr>
<th>Country</th>
<th>Clicks (web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>43.5K</td>
</tr>
<tr>
<td>Canada</td>
<td>542</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>170</td>
</tr>
</tbody>
</table>

**Google search type**

<table>
<thead>
<tr>
<th>Type</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>46.1K</td>
</tr>
<tr>
<td>Image</td>
<td>59</td>
</tr>
<tr>
<td>Video</td>
<td>69</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Page</th>
<th>Clicks (web)</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://asalh.org/about-us/origins-of-black-history-month/">https://asalh.org/about-us/origins-of-black-history-month/</a></td>
<td>+2.87K</td>
</tr>
<tr>
<td><a href="https://asalh.org/">https://asalh.org/</a></td>
<td>+2.3K</td>
</tr>
<tr>
<td><a href="https://asalh.org/about-us/about-black-history-month/">https://asalh.org/about-us/about-black-history-month/</a></td>
<td>+634</td>
</tr>
</tbody>
</table>

How do people find you?

Top growing queries
Compared to previous month

- **black history month**
  +2.62K clicks (web)
- **asalh**
  +1.22K clicks (web)
- **black history month theme**
  +500 clicks (web)
Google Analytics Audience Overview

Your audience at a glance

- Users: 154,397
- New Users: 149,934
- Number of Sessions per User: 1.26
- Sessions: 195,162
- Pageviews: 588,350
- Page views per session: 3.01
- Avg. Session Duration: 00:01:29
- Bounce Rate: 2.42%

Let's learn a bit more about your users!

Language breakdown

Country breakdown

What device are people using?

[Image showing various statistical graphs and charts related to Google Analytics audience overview]
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
Total Page Followers: 15,720

March 1, 2022
The number of people who had any content from your Page or about your Page enter their screen, grouped by age and gender. This number is an estimate.

### People Reached

<table>
<thead>
<tr>
<th>Women</th>
<th>75% People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.163%</td>
<td>13-17</td>
</tr>
<tr>
<td>4%</td>
<td>18-24</td>
</tr>
<tr>
<td>16%</td>
<td>25-34</td>
</tr>
<tr>
<td>19%</td>
<td>35-44</td>
</tr>
<tr>
<td>15%</td>
<td>45-54</td>
</tr>
<tr>
<td>11%</td>
<td>55-64</td>
</tr>
<tr>
<td>10%</td>
<td>65+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Men</th>
<th>23% People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0992%</td>
<td>5%</td>
</tr>
<tr>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Country

<table>
<thead>
<tr>
<th>Country</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>77,775</td>
</tr>
<tr>
<td>Canada</td>
<td>766</td>
</tr>
<tr>
<td>India</td>
<td>669</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>331</td>
</tr>
<tr>
<td>South Africa</td>
<td>326</td>
</tr>
<tr>
<td>Nigeria</td>
<td>282</td>
</tr>
<tr>
<td>Philippines</td>
<td>252</td>
</tr>
<tr>
<td>Ghana</td>
<td>162</td>
</tr>
<tr>
<td>Australia</td>
<td>139</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>131</td>
</tr>
</tbody>
</table>

### City

<table>
<thead>
<tr>
<th>City</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>2,011</td>
</tr>
<tr>
<td>Washington D.C., DC</td>
<td>1,080</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>1,003</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>875</td>
</tr>
<tr>
<td>Lynn Haven, FL</td>
<td>841</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>759</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>623</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>577</td>
</tr>
<tr>
<td>Panama City, FL</td>
<td>548</td>
</tr>
<tr>
<td>Paulina, LA.</td>
<td>547</td>
</tr>
</tbody>
</table>

### Language

<table>
<thead>
<tr>
<th>Language</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (US)</td>
<td>76,741</td>
</tr>
<tr>
<td>English (UK)</td>
<td>2,229</td>
</tr>
<tr>
<td>Spanish</td>
<td>559</td>
</tr>
<tr>
<td>French (France)</td>
<td>266</td>
</tr>
<tr>
<td>Portuguese (Brazil)</td>
<td>149</td>
</tr>
<tr>
<td>Arabic</td>
<td>145</td>
</tr>
<tr>
<td>Spanish (Spain)</td>
<td>95</td>
</tr>
<tr>
<td>Turkish</td>
<td>86</td>
</tr>
<tr>
<td>Indonesian</td>
<td>84</td>
</tr>
<tr>
<td>German</td>
<td>66</td>
</tr>
</tbody>
</table>
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: 2,115
- 3 second video plays: 1,773

Audience
This ad reached 3,683 people in your audience.

People
- 68.5% Women
- 31.5% Men

Age
- 18 - 65+

Locations
- United States

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
Paid Advertisement, continued

**Audience**

This ad reached 3,683 people in your audience.

<table>
<thead>
<tr>
<th>People</th>
<th>Placements</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile app News Feed</td>
<td>2955</td>
<td></td>
</tr>
<tr>
<td>Mobile suggested videos feed</td>
<td>418</td>
<td></td>
</tr>
<tr>
<td>Mobile in stream video</td>
<td>404</td>
<td></td>
</tr>
<tr>
<td>Facebook Search Results on mobile devices</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Desktop News Feed</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Mobile web News Feed</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Instant article</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Instagram Feed</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Instagram Stories</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Facebook Search Results on desktop devices</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Marketplace mobile</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

This ad reached 1,683 people in your audience.

<table>
<thead>
<tr>
<th>People</th>
<th>Placements</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>270</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>274</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>212</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>210</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>184</td>
<td></td>
</tr>
<tr>
<td>New Jersey</td>
<td>182</td>
<td></td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>157</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td>Ohio</td>
<td>136</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>101</td>
<td></td>
</tr>
<tr>
<td>Michigan</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>73</td>
<td></td>
</tr>
</tbody>
</table>
**Paid Advertisement #2, continued**

### Audience

This ad reached 28,759 people in your audience.

<table>
<thead>
<tr>
<th>People</th>
<th>Placements</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile app News Feed</td>
<td></td>
<td>27775</td>
</tr>
<tr>
<td>Mobile suggested videos feed</td>
<td></td>
<td>448</td>
</tr>
<tr>
<td>Desktop News Feed</td>
<td>384</td>
<td></td>
</tr>
<tr>
<td>Instant article</td>
<td>208</td>
<td></td>
</tr>
<tr>
<td>Facebook Search Results on mobile devices</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Marketplace mobile</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Marketplace desktop</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

### Locations

- Montserrat: 1983
- Lagos State: 1400
- Texas: 912
- Florida: 912
- Georgia: 792
- Greater Accra Region: 784
- Virginia: 712
- New York: 696
- Federal Capital Territory: 672
- North Carolina: 632
- Oyo State: 616
- Kano State: 592
- California: 584
- Maryland: 560
- Ohio: 512
- Kaduna State: 512
- Rivers State: 496

See Less ▲
Performance
$52.00 spent over 22 days.

Link clicks: 2,141
Reach: 147.7K
Cost per Link Click: $0.02

Activity
- Post engagement: 2,444
- Link clicks: 2,141
- Post reactions: 218
- Post shares: 65
- Post saves: 15
- Post comments: 3

Audience
This ad reached 147,652 people in your audience.

People
- 52.8% Women
- 47.2% Men

Placements

Locations

Audience details
Location: living in United States
Age: 18 - 65+
Paid Advertisement #3, continued

### People
- Mobile app News feed: 121571
- Mobile suggested videos feed: 20224
- Desktop right column: 4476
- Mobile web News Feed: 1440
- Facebook Stories: 621
- Marketplace mobile: 96
- Desktop News Feed: 64
- Facebook Search Results on mobile devices: 64
- Instagram Feed: 57
- Instagram Explore: 48
- Instant article: 32
- Instagram Stories: 0
- Marketplace desktop: 0
- Facebook Search Results on desktop devices: 0

### Locations
- Monseñor努诺 County: 21607
- Zeulà: 10464
- Curaçao: 6764
- Bolívar (state): 6664
- Anzoátegui: 6272
- Capital District: 5856
- Aragua: 5792
- Lara: 5280
- Guárico: 4064
- Sucre: 4000
- Táchira: 3936
- Falcon: 3520
- Monagas: 3456
- Miranda (state): 3916
- Portuguesa: 3072
- Paramaribo District: 3040
- Trujillo: 2912
- Barinas: 2912
- Mérida: 2912

See Less ▲
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

Top Locations of your followers

<table>
<thead>
<tr>
<th>Cities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>610</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>565</td>
</tr>
<tr>
<td>Atlanta</td>
<td>55</td>
</tr>
<tr>
<td>Chicago</td>
<td>2%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>2%</td>
</tr>
</tbody>
</table>
Gender of your followers

- Women: 73.5%
- Men: 26.4%
### Top cities

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7.4%</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>4%</td>
</tr>
<tr>
<td>Chicago</td>
<td>1.9%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

### Top countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>97.4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>0.4%</td>
</tr>
<tr>
<td>Canada</td>
<td>0.4%</td>
</tr>
<tr>
<td>Jamaica</td>
<td>0.1%</td>
</tr>
</tbody>
</table>
Trish Lilley commented on Jenna Schiappacasse's post: Incredible opportunity! If you can work fo...

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

Wednesday Wrap-Up: War's 'enormous' economic impact; student loan reprieve; and more news in a...
👋 Meet Black Women On Boards, the organization that is accelerating the placement of Black women on the boards of private and public...see more
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:
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
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 #ASALH-Festival #BHM 🍀 asalh.org
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
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.
The 2022 Virtual ASALH Black History Month Festival is dedicated to the memory of 

EDGAR ALLEN BROOKINS, II
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.
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
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](https://www.abc10.com/article/news/community/race-and-culture/celebrating-black-history-month/103-7fa92087-0a32-41d7-8cb0-2c2be0d1682b)

- **Link 2**

- **Link 3**
The Google Spreadsheet- Media Request Forms Compiled

https://docs.google.com/file/d/1r2aeH4ZnSE3EPGobGpmOKISHBtzKCqa/edit?usp=docslist_api&filetype=msexcel
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Website</th>
<th>Location</th>
<th>Role</th>
<th>Mailing Address</th>
<th>Email Address</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td><a href="mailto:johndoe@gmail.com">johndoe@gmail.com</a></td>
<td>555-123-4567</td>
<td>johndoe.com</td>
<td>New York</td>
<td>Director</td>
<td>123 Main Street</td>
<td><a href="mailto:johndoe@johndoe.com">johndoe@johndoe.com</a></td>
<td>Travel to New York for conference.</td>
</tr>
<tr>
<td>Jane Smith</td>
<td><a href="mailto:janesmith@gmail.com">janesmith@gmail.com</a></td>
<td>555-123-4568</td>
<td>janesmith.com</td>
<td>Los Angeles</td>
<td>Manager</td>
<td>456 Elm Street</td>
<td><a href="mailto:janesmith@janesmith.com">janesmith@janesmith.com</a></td>
<td>Attend panel discussion.</td>
</tr>
<tr>
<td>Michael Johnson</td>
<td><a href="mailto:michaeljohnson@gmail.com">michaeljohnson@gmail.com</a></td>
<td>555-987-6543</td>
<td>michaeljohnson.com</td>
<td>Chicago</td>
<td>Analyst</td>
<td>789 Oak Street</td>
<td><a href="mailto:michaeljohnson@michaeljohnson.com">michaeljohnson@michaeljohnson.com</a></td>
<td>Accommodations needs.</td>
</tr>
</tbody>
</table>

The table above represents the compiled media request forms. Each entry includes the name, email, phone number, website, location, role, mailing address, email address, and any additional notes.

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### Additional Information

- **Travel Arrangements**
  -flights booked, dates, and hotels reserved
- **Meeting Agenda**
  -date, time, location, and topics
- **Lodging Details**
  -room type, size, and availability

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Note: The specific details for each entry may vary based on the individual's requirements and arrangements.
JOIN
ASALH

Support Black History and the founders of Black History Month by becoming a member of ASALH today!

JOIN TODAY

Dr. Carter G. Woodson
FOUNDER OF ASALH

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 overpost (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.
If you missed the February 15th ASALH and PBS Books Author Talk with Harriet Washington, click on the link below for the recording:

[Link to recording]