

September 2022  
Marketing & PR Report

- Press Release sent out to our Media Lists
- Press release picked up by Black PR News (and Diverse Issues in Higher Ed)
- Several media inquiries received
- Shared with Aquan Robinson and other local Montgomery stake holders
- Flyer creation and approval process for the conference
- Social Media deployment
- ASALH on TikTok (use of new social media tools)
- Assignment of Marketing & PR Volunteers to tasks/including volunteering at the conference / media desk
- Outstanding items:
  - 1.) Press packets
  - 2.) Media release forms
  - 3.) media badges (what does it allow them to do/what events does it allow them to attend)
- Ongoing planning for 2023 Virtual Festival
  1. Conference advertisement for Program created
  - Ideas on how “market” Black Resistance