

ASALH MARKETING & PR COMMITTEE

# QUARTERLY REPORT



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This year has been tremendous for the Marketing and PR Committee. We could not be more pleased with the results of this year's conference. Our efforts to market the conference were very successful. We were able to make local media connections "on the ground" firstly through our work and partnership with Aquan Robinson, of the Montgomery Chamber of Commerce. That initial connection which was built over the last few years—since the pandemic prevented us from meeting in person in 2020—yielded powerful results. That led in turn to connections via the Southern Poverty Law Center in our parallel efforts to market some of the very dynamic aspects of this year's conference which brought some "heavy hitters" into the conversation. For the Marketing & PR Committee the "press release" is more than a notification to the press. It's a tool that when used properly, can net us some very good press coverage, and since we have little to no advertising budget, results in good "free advertising." That was the case this year with the press release being picked up by the Montgomery Advertiser, a major Montgomery newspaper. A story in advance of the conference also appeared in *Diverse Issues in Higher Education*, which also helped bring attention to the conference. The press release was also picked up by Black PR News, a syndicated Black news service that spread our story far and wide. We also tried something new this year by placing a voice over spot on a local Gospel radio station "Praise 96.5/WMGY" which drew people in Montgomery to the conference. This led to our Chair Zebulon Miletsky being invited to the station for a LIVE interview and chance to speak about the work of ASALH and highlight features of the conference to a brand new audience. ASALH liked Montgomery, and Montgomery liked ASALH. It was a triumph for our committee and for the



Montgomery artist Michelle Browder, who created *The Mothers of Gynecology*, will be one of the featured speakers at a national summit organized by Association for the Study of African American Life and History. *Mickey Welsh / Advertiser*

various conference planning committees involved, which we were happy and proud to support. This showed us new ways that Marketing and PR Committee can support the association. We were also able to provide “Top of the Day” emails each day of the conference which shared highlights,

ASALH Conference: Today's Schedule  
Friday, September 30th 2022.

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY'S  
**THE 2022 BLACK HISTORY THEME**  
**BLACK HEALTH AND WELLNESS**

WWW.ASALH.ORG | 202.238.5910

Good morning! Here is your "Top of the Day" email for Friday, September 30th, 2022. Here's what's happening today!

(Follow us on [ASALH.TV](#), [Facebook](#) and [Twitter](#))

**FRIDAY WOODSON LUNCHEON**  
FRIDAY, SEPTEMBER 30, 2022  
12:00 - 1:45 P.M. CST

Jarvis R. Givens is an Assistant Professor of Education and African American Studies, and the Suzanne Young Murray Assistant Professor at the Radcliffe Institute for Advanced Study. Professor Givens earned his PhD in African American studies from the University of California, Berkeley.

JARVIS GIVENS  
SPEAKER

The Friday Luncheon featuring Dr. Jarvis Givens is **SOLD OUT!!!**

Get ready to celebrate Alabama's vibrant heritage!  
Plenary: THE ALABAMA BLACK BELT NATIONAL HERITAGE AREA: HEALING THROUGH HISTORY & CULTURE 4 PM - 6 PM CST

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY'S  
**107TH ANNUAL MEETING & CONFERENCE**  
SEPTEMBER 29 - OCTOBER 1, 2022  
MONTGOMERY, ALABAMA

**NATIONAL PARKS ASSOCIATION**  
**PLenary SESSION**  
**The Alabama Black Belt National Heritage Area: Healing Through History & Culture**  
FRIDAY, SEPTEMBER 30, 2022 | 4:00 P.M. - 6:00 P.M. CST  
ALL CONFERENCE PROGRAMS WILL BE HELD CENTRAL STANDARD TIME (CST)

**EBONI PRESTON GODDARD**  
MODERATOR  
National Parks Conservation Association

**TINA NAREMORE JONES**  
PANELIST  
University of West Alabama

**JOSEPHINE BOLLING MCCALL**  
PANELIST  
The Elinor Bolling Institute, Inc.

**PHILLIP HOWARD**  
PANELIST  
Conservation Fund

**JOSHUA JENKINS**  
PANELIST  
National Parks Conservation

**MEG FORD**  
PANELIST  
Ruffner Mountain

inspirational quotes, and “news you can use” snippets.

ASALH TV (YouTube) Views:

Plenary Session the History of Black Women and Health 371 Views

Plenary Session the Alabama Belt National Heritage Age 239 Views

The State of Black Health and the Future 110 Views

ASALH TV Virtual Book Talk Event Conference 2022: 76 views

Celebrating 85 Years of the Black History Bulletin 79 views

PBS Books and ASALH Film Makers conversation 215 views

Social Justice Thursday First Aid Us Then Free Us 192 views

Rebroadcast from ASALH: A Discussion of Justice Deferred 270 Views

HOSTED BY HENRY LOUIS GATES, JR.  
**MAKING BLACK AMERICA  
THROUGH THE GRAPEVINE**

**FBS BOOKS**

**Henry Louis Gates, Jr., Ph.D.**  
Executive Producer, Host, &  
Writer of Making Black America

**In Conversation with  
Evelyn Brooks Higginbotham, Ph.D.**  
Victor S. Thomas Professor of History and of  
African and African American Studies,  
Harvard University

**Wednesday, SEPT 28**

Live in 6 days  
September 28 at 8:00 PM

Notification on


## How Do We Get Healthy 225 Views

Related topics Rising ▼ ⋮

1	Convention - Meeting	Breakout
2	Black History Month - Celebration	Breakout
3	Education - Topic	Breakout
4	African Americans - Ethnic group	+40%

Related queries Rising ▼ ⋮

1	asalh conference 2022	+150%
2	association for the study of negro life and history	+50%

 trends.google.com

In addition to YouTube, we saw major activity in all of the social media outlets we utilize including Twitter, IG, LinkedIn and even TikTok. Here are some of the search terms used this year via google as we measure our SEO (search engine optimization). We did major marketing for the film festival, the authors book signing, all the plenaries and special sessions. We saw major returns in terms of

that investment. We were even able to go “fb LIVE” for a very special talk by a living witness to the 6888 story.





Hundreds of visitors, historians and luminaries will gather in Montgomery this week for a three-day national summit focused on Black health and wellness

## **WHAT COULD HAVE BEEN DONE BETTER?**

Having a “Media Table” didn’t end up working out as well as we had hoped it would. Aside from my own travel delays, we didn’t really have many people from the Marketing & PR Committee who chose to attend the conference, including our vice Chair Rose, and/or too many others. It just ended up happening that way, so without me there to do it, it was understaffed. At the same time, what I learned from it is that we may not necessarily need a media table. It seemed to be much better for the media to simply ask at registration, and then have someone there who could supply them with the info they needed. In this case I believe Crystal, Louis (even Lionel) and others were able to serve this role. The problem of course if that not one of us can staff the table all day. I myself was running around, serving in my duties as chair and other responsibilities. So, this may have been redundant this year. .

In closing, the committee’s main role and responsibility is to make sure the country and world knows about ASALH, it’s founder, and the special role he has entrusted us with in this day and

age—to spread the word about Black History, the power it has to transform and change society—and the special role ASALH has in doing that today. We do this by trying to remind the world about what the Association does. That there are academics, professors, librarians, authors and teachers who live by the Woodson code. That uphold his values and believe in his philosophy about the world, and about the need for an advocate for the African American people, and our contributions to world history and civilizations. Thank you.

**Marketing/PR Committee:**

Zebulon Miletsky, Chair

Rosahn C. Whitehorn

Brenda Aghahowa

Aaisha Haykal

Louis C. Hicks

Kenya King

Janet Sims-Wood

Terry Spicer

David J. Trowbridge

Mesha Williams