

African Americans and the Arts
The 2024 ASALH Black History Month Festival
Part Two: The Luncheon

The Luncheon Leadership Team proposes the following plan to host ASALH’s long-standing Washington, DC-based hallmark Black History Month Luncheon. In 2024, the Luncheon will be one of two components of the Black History Month Festival; the second will be virtual activities/programming aired throughout the month via ASALH-TV. Both components are conceptualized in observance of the theme, *African Americans and the Arts*, and will celebrate the unbroken chain of extraordinary art production from antiquity to the present. The strengths and struggles, resistance, and perseverance of Black artisans will be incorporated in this accurate telling of this dimension of American history.

The month-long programming is conceptualized as a festival of stellar educational events that demonstrate how Black people helped shape the American landscape and were shaped by it.

The Luncheon will be held on Saturday, February 24, 2024, at the Westin Hotel, previously the Renaissance Hotel located at 999 9th Street, NW, in the heart of the city. It is accessible by auto and public transportation (bus and near Metro stop).

An outline of the proposed run of show for the 2024 luncheon is shown below.

2024 ASALH Black History Month Luncheon

Date	Description
February 24, 2024 Saturday	<p>Title : A working title for advertising the luncheon has not yet been determined.</p> <p>Type: Marquee benefit event for the Festival; A ticketed event, live presentation and open to public</p> <p>Prices: Begin at \$150 through 12/31/23. Beginning January 1, the price increases to \$175. Additional prices begin at \$200;</p> <p>Projected Attendance: 550 paid registrants</p> <p>Time: 12:00pm to 2:00pm</p>

Format: Single keynote speaker. The event will feature a host or moderator. Some of the highlights of the traditional luncheon would be continued, including; (1) a performance or recording of "Lift Every Voice and Sing" (2) review of the theme by, (3) unveiling of the 47th Black Heritage stamp; (4) the presentation by Omega Psi Phi Fraternity and (5) remarks by representatives of the major sponsor.

Here follows, in brief, the tentative program outline:

- Audience seating
- Introduction of Moderator/Host
- Welcome by Moderator/Host
- Performance of Lift Every Voice and Sing
- Introduction of ASALH President
- Remarks by President
- The Occasion (brief analysis of theme)
- Remarks by the Presenting Sponsor
- Invocation
- Luncheon
- Unveiling of 2024 US Postal Service Black Heritage Stamp
- Music, Poetry or Literary Performance
- Introduction of Speaker
- Keynote Address
- Membership Appeal
- Remarks by Executive Director
- Benediction

At this stage, the program does not include the introduction of EC members or special guests. Also, the ASALH Book Award will be presented via the virtual component, and award(s) may be presented at the 2024 Luncheon.

The Governor of Maryland has been invited to be the luncheon speaker. Time at which he delivers the keynote address is subject to change. Committee will recommend a Council Award of Special Recognition, should he accept the invitation to speak.

	The Committee will have an appropriate alternative name to invite to be speaker in the event the governor declines. The discussion regarding this matter is in process.
	There will be alignment between the work of the virtual committee and the luncheon committee.
	The Committee is considering including in the 2024 luncheon the traditional author's book signing event and vendors.