



Committee Statement:

Marketing & PR Committee

Zebulon Miletsky, Chair

Brenda Eatman Aghahowa, Vice Chair

The National Marketing & PR Committee of ASALH was proud to be working with the Media & Marketing sub-committee (headed by Mesha Williams) of the ASALH Festival/Luncheon Committee Chaired by Gladys Gary Vaughn and to offer forth this report on a successful media campaign for the Festival. Coming together as one committee for the month of February we feel that marketing and PR for the Festival was a success.

Report outline:

Marketing and PR developed and implemented marketing and public relations strategies on behalf of the Association for the BHM 2023 Festival. The responsibilities included but were not limited to developing marketing, media and/or public relations campaigns to support the plans, projects, activities, goals and objectives of the Black History Month Festival. That included writing press releases and/ being the main point of contact for al national media, which involved setting up scheduling times with NPR, local affiliates and newspaper interviews of our President Marvin Dulaney. That brought us into nationally known publications such as Public Radio, EBONY, the Washington Post, Diverse Issues in Higher Education, Parade and the Source Magazine. To that end, we actively pursued branding opportunities and promoted ASALH locally and nationally through media appearances included in this report. We advised and supported the committee on social media interventions related to marketing.

Together, working with the Festival Sub-Committee planned and orchestrated the most effective vehicles/channels for communicating internal and external messages regarding the festival. This was done by extraordinary efforts to advise the committee about booking a nationally known speaker such as Film Director Ava Duvernay. Lastly, the Marketing and PR Committee made efforts to reach out to the principals involved in events such as the Marquee Event in order to create synergy and cross-marketing opportunities to increase media exposure for the event. For example, we would have liked to work with Lonnie Bunch's own media professionals eager to work with us and share lists. Lastly, we have made recommendations for marketing and public relations policies and procedures for future Black History Month festivals.

2023 Social Media Overview

The 2023 Black History Month social media efforts were successful. ASALH saw increased interest on Twitter and Instagram. This year, graphics focused on getting people to subscribe to (ASALH-TV), theme, donation appeal and to purchase tickets to the virtual festival.

Highlights from the BHM

Social Media Marketing for Black History Month Festival started early. ASALH presented the theme and posters in September 2022.

Print Media in Which ASALH Appeared:

Ebony Magazine

<https://www.ebony.com/should-we-continue-to-celebrate-black-history-month-a-call-for-black-resistance/#.Y97AUQliUQw.mailto>

The Source

<https://thesource.com/2023/02/01/the-asalh-set-2023-black-history-month-theme-as-black-resistance/>

Essence Magazine

<https://girlsunited.essence.com/article/critical-race-theory-african-american-studies-ban/>

Parade Magazine

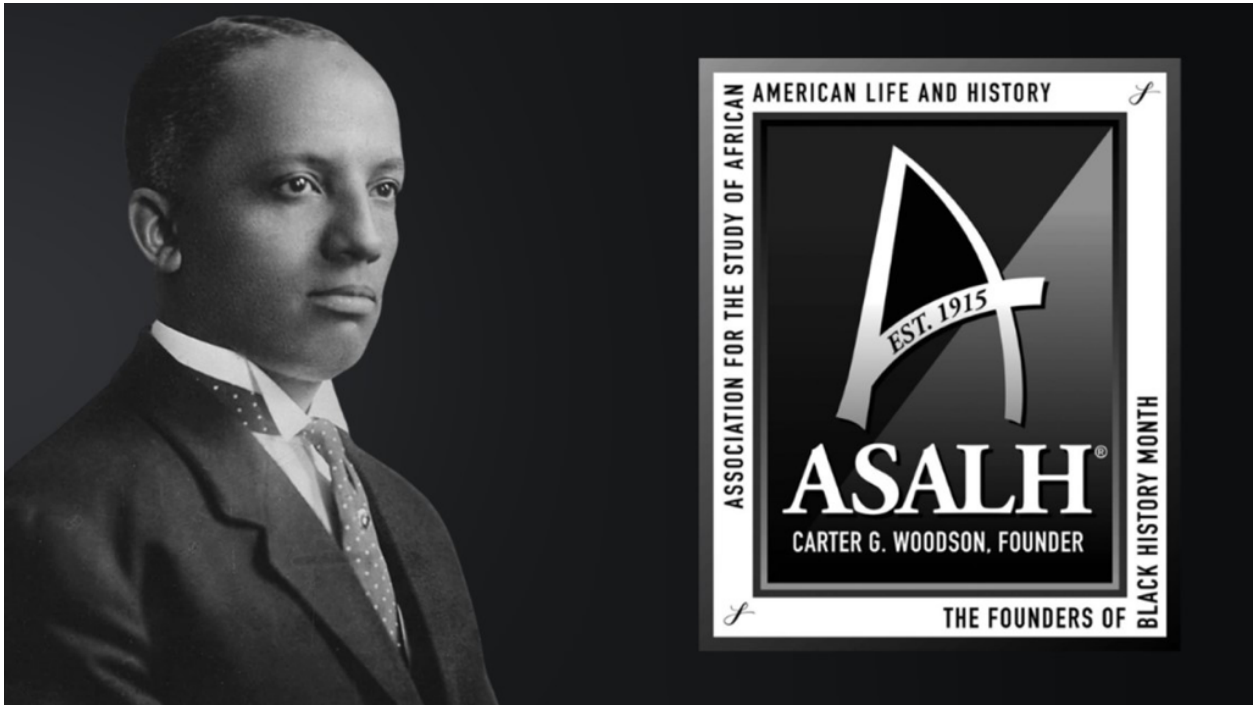
<https://parade.com/living/black-history-month-themes>



[Black History Month traces its origins to a Chicago YMCA](#)

[cbsn.ws](#)

<https://www.washingtonpost.com/dc-md-va/2023/02/02/carter-woodson-dc-black-history/>



[Black History Month: Why we resist](#)



[bit.ly](#)

<https://www.npr.org/2023/02/01/1150977600/black-history-month-2023-theme-3-things-to-know>

[Why is Black History Month celebrated in February? | Race and Culture](#)

[abc10.com](#)

<https://www.forbes.com/sites/reginacole/2023/02/06/visit-the-home-of-carter-g-woodson-the-man-behind-black-history-month/amp/>



ASALH ANNUAL FESTIVAL 2023

BLACK RESISTANCE

THIS YEAR'S FESTIVAL...
 During these uncertain times in which the very nature of what the Association does—the teaching of areas of Black History such as slavery, which has been legally banned in seven U.S. states as “history that makes people uncomfortable.”

BLACK LIVES MATTER

BLACK POWER CORE
WILL CELEBRATE THE THEME...
 African Americans have resisted historic and ongoing oppression, in all forms, especially the racial terrorism of lynching, racial pogroms, and police killings since our arrival upon these shores. These efforts have been to advocate for a dignified self-determined life in a just democratic society in the United States and beyond the United States political jurisdiction.

OF BLACK RESISTANCE...
 The 1950s and 1970s in the United States was defined by actions such as sit-ins, boycotts, walk outs, strikes by Black people and white allies in the fight for justice against discrimination in all sectors of society from employment to education to housing. Black people have had to consistently push the United States to live up to its ideals of freedom, liberty, and justice for all.

IN THE PAST...
 Historically and today in the 21st century, Black people have worked the political angle to seek their rightful space in the country. Where race is concerned, legislative or judicial action to deal with controversial issues has often come late. The historic Executive Orders 8802 and 9346 were responses to A. Phillip Randolph and the all-Black March on Washington Movement's threat to lead a 50,000-strong Black worker's march into Washington, D.C.

PRESENT...
 And all three of the Civil Rights Act, the Voting Rights Act and the Fair Housing Act were concessions to the Civil Rights and Black Power movements. Every advance, improvement in our quality of life and access to the levers of power to determine our destiny has been achieved through struggle.

BLACK AND FUTURE. JOIN US!
 John Lewis advised, “Do not get lost in a sea of despair. Be hopeful, be optimistic. Our struggle is not the struggle of a day, a week, a month, or a year, it is the struggle of lifetime. Never, ever be afraid to make some noise and get in good trouble, necessary trouble.”

FEBRUARY 2023 ASALH.ORG/FESTIVAL

Original Black History Month Flyer Mock-up “Prototype” (Designed by Marketing and PR Committee, Submitted August 30, 2022)

<https://www.npr.org/2023/02/01/1150977600/black-history-month-2023-theme-3-things-to-know>

Tweets Replies Media Likes



ASALH @ASALH · 9/22/22
Celebrating 85 years - the Black History Bulletin highlights the 2023 Theme -
[#BlackResistance](#). [#ASALHTV](#)
youtu.be/nN3MuNQmNy4 via @YouTube



🗨️ ↻️ 2 ❤️ 2 📊 ⬆️

ASALH encouraged social media followers to save the date for the third Black History Month virtual festival in October 2022.



ASALH @ASALH · 10/29/22

#SaveTheDate #BlackHistoryMonth

Save the Date
THE 2023
BLACK HISTORY MONTH
FESTIVAL
ALL MONTH LONG DURING FEBRUARY
Celebrating the 97th Annual Black History Theme:
BLACK RESISTANCE
THE FOUNDERS OF BLACK HISTORY MONTH
ASALH
Association for the Study of African American Life and History EST 1915
WWW.ASALH.ORG | 202.238.5910 | #ASALH
Dr. Carter G. Woodson



Promotion of the theme and Black History Month Festival lasted for three months with the number of posts increasing in January and February. The press release was completed near the Christmas holidays (with addendums and it was shared again). The press release was distributed to the media, posted to the website and the PR committee was encouraged to share with their networks.

BHM Social Media Outreach

Black History Month started with a bang. This year's theme "Black Resistance" trended on Twitter on the first day of February. This was a big accomplishment because the top trending topics on the first day of February were how to get "Beyonce Renaissance Tickets" and Tom Brady retirement (for the second time). The observation for this year's Black History Month... it seemed like more people knew about the theme when February started and shared information on social media referencing ASALH.

11:42

Search twitter



For you Trending News Sports Entertainn

Trending in United States



Black Resistance

1,775 Tweets

Trending in News



Ta-Nehisi Coates

3,989 Tweets

Trending in Television



TV - Sign the Petition

3,599 Tweets

Politics · Trending



Pledge of Allegiance

8,257 Tweets

Trending in Football



Nick Foles

3,037 Tweets

Music · Trending



Ticketmaster

37.5K Tweets

Politics · Trending



Nadler

1,036 Tweets

Sports · Trending



Thanks Tom

4,490 Tweets



Trending in Government institutions

Rebeccah Beach



United States trends

Thanks Tom

4,490 Tweets

24 · NFL · Trending

Happy Retirement

3,274 Tweets

25 · Music · Trending

John Mayer

26 · Trending

Happy BHM

2,485 Tweets

27 · Politics · Trending

Nadler

1,036 Tweets

28 · Trending

Black Resistance

1,797 Tweets

29 · Football · Trending

NFC South

1,369 Tweets

For Black History Month, the Black History Facts continue to be a hit. We created facts for each day of February. We had enough facts to publish well into March for Women's History Month.



#BHM 🍓 Fact: Stokely Carmichael was a U.S. civil-rights activist who in the 1960s originated the Black nationalism rallying slogan, “Black Power.” #BlackResistance



💬 1

↻ 21

❤️ 83

📊 3,386





ASALH @ASALH · 2/24/23



#BHM 🍌: John H. Sengstacke was an American newspaper publisher and owner of the largest chain of African-American oriented newspapers in the United States including: Chicago Defender, Michigan Chronicle, Tri-State Defender and the Pittsburgh Courier. [#BlackResistance](#)



1

26

49

2,234



Creative Content

To help support ticket sales for the Shirley Chisholm play, the social media committee hosted a weekly history trivia contest to engage the ASALH audience. Supporters who were the first to answer the questions correctly won ASALH posters, lapel pins and BHM cards.



asalh_bhm



What is the name of the organization Shirley Chisholm co-founded with C. Delores Tucker?

Advocate
Leader
Trailblazer



Celebrating Black History 365 days per year

[View insights](#)

[Boost post](#)



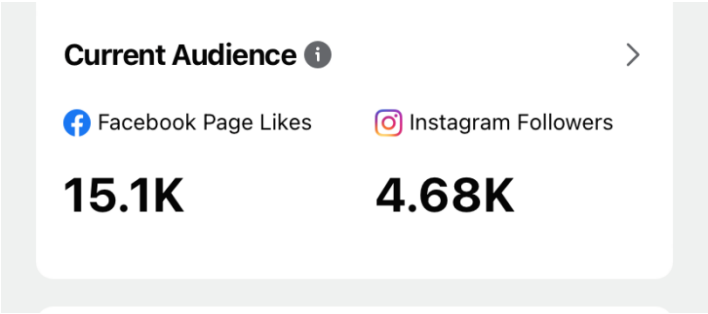
Liked by [asalhtampabay](#) and **16 others**

asalh_bhm SPECIAL CONTEST GIVEAWAY: ASALH will co-sponsor a "matinee" featuring the new critically-praised play Campaign 72, based on the life of Shirley... [more](#)

[View 1 comment](#)

February 24

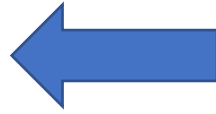
ASALH trend lines for social media.



< Insights

Custom ▾

Jan 20 - Mar 2, 2023



Overview

Trends

Content

Audience

Set your business goals and track the progress right on Meta Business Suite.

Set a goal


Reach ⓘ

Facebook Page Reach  **34.0K** >
↑ 362%

Instagram Reach  **8.2K** >
↑ 257%

Page and profile visits ⓘ

Facebook Page Visits  **3.0K** >
↑ 231%

Instagram Profile Visits  **2.1K** >
↑ 643%

New likes and followers ⓘ

New Facebook Page Likes  **407** >
↑ 450%

ASALH-TV increased to over 5,000 subscribers. The PR and Marketing committee is examining how to repurpose Black History Month content (because there is ton to keep the theme in the forefront).

Recently ASALH rebroadcasted the Black History Month poetry session to supporters encouraging them to celebrate National Poetry Month in April. We plan to rebroadcast the Black History Month music event in June for Black Music Month. We want to continue to build momentum and keep the subscriber base growing.



ASALH TV

@ASALHTV

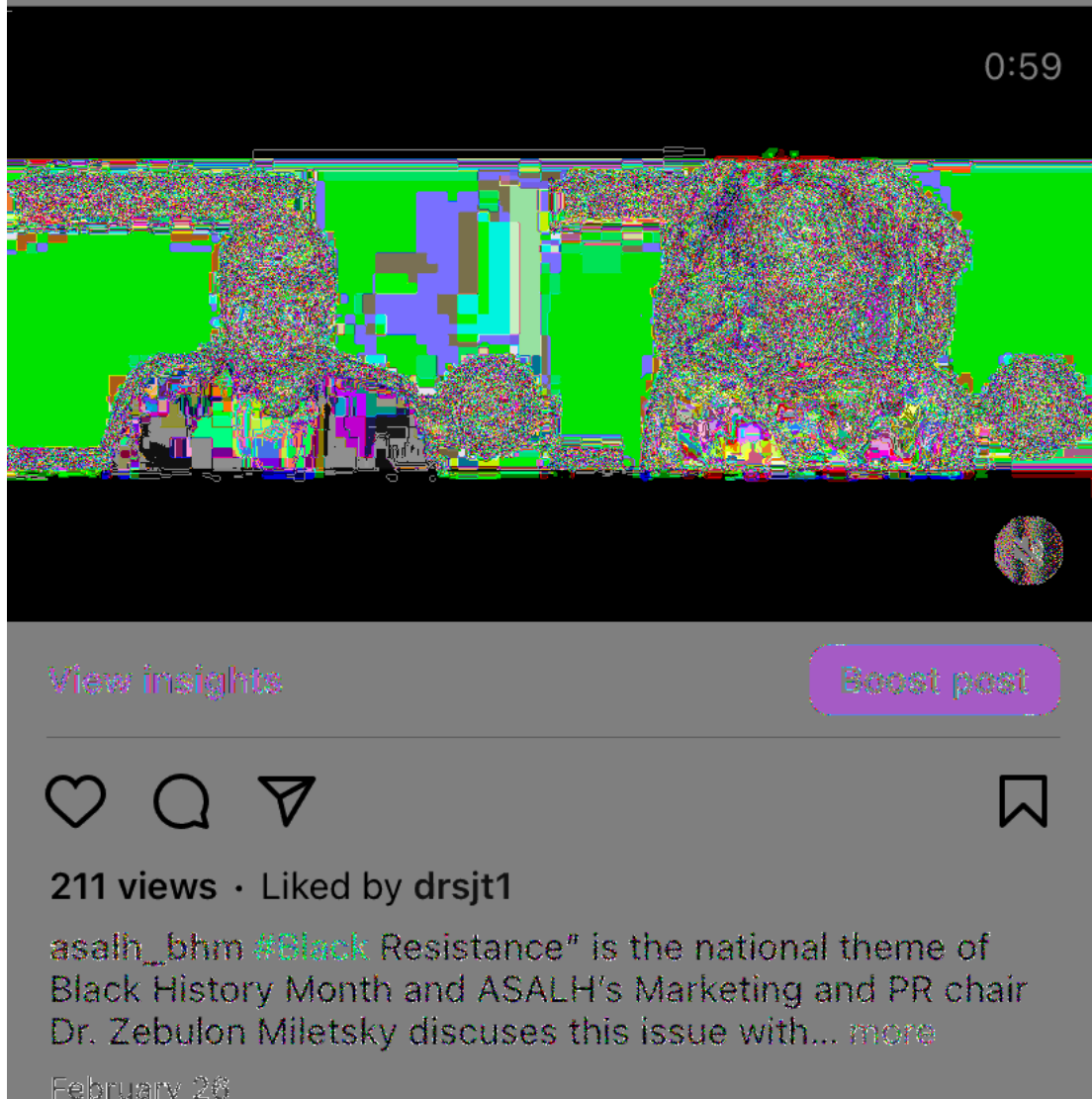
5.23K subscribers

Subscribe

Latest from ASALH TV



ASALH Marketing Chair Zeb Miletsky and BHM multimedia journalist Andrea “Aunni” Young did a fire side chat exploring the theme of “Black Resistance.” We posted the chat on Facebook in a two part video.

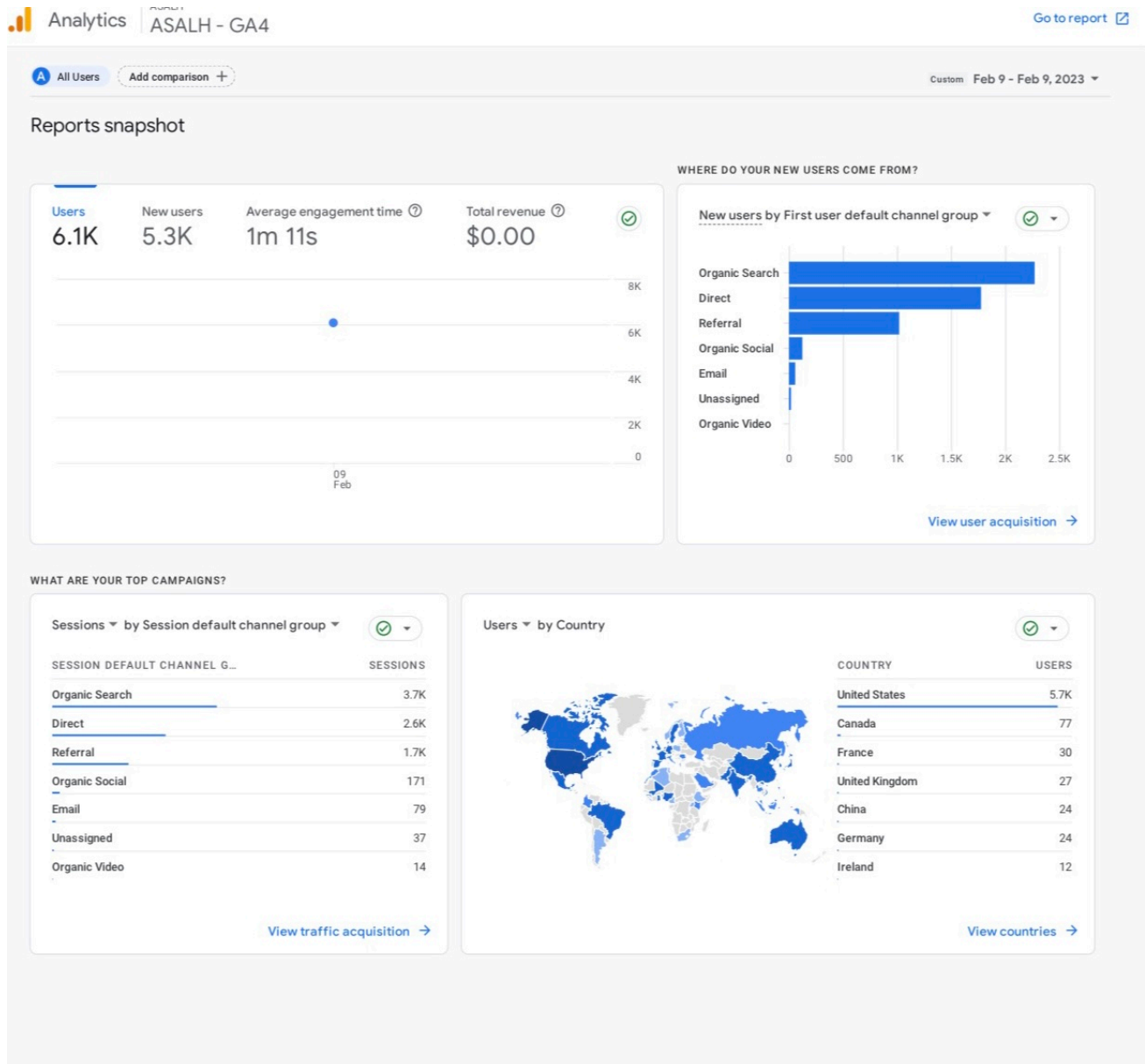


Looking Ahead and Summary

Each Black History Month the social media committee asks how they can make content as creative and interesting as possible.

- The key for BHM 2024 (especially since this will be an In-person event) is to identify the groups and organizations ASALH needs to connect with early to sell tickets and promote the theme. Need to do a deep dive into leading groups in the DMV to get information out early to leaders.
- Have the press release ready early (update as necessary) for distribution. Consider multiple releases for Book Award, in-person event, etc.
- Get media lists ready and updated early for press release distribution.
- Activate and get the PR committee engaged to share the press release and groups for connection.

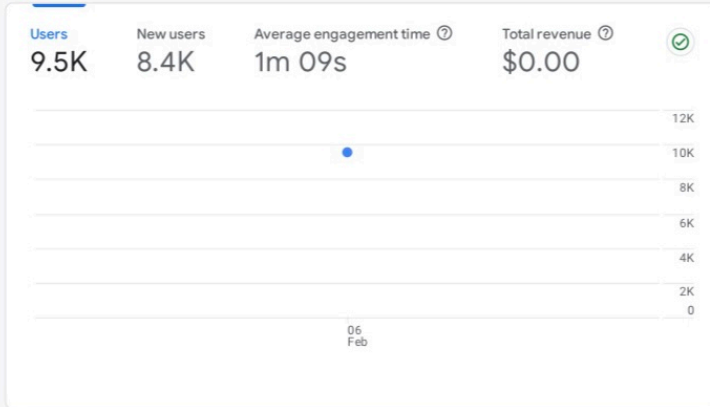
- Start early with the development of social media graphics, facts and messaging.
- Diversify content for social media channels.
- Find a way to incorporate more video for compelling content (need to factor budget early).
- Continue to think about ASALH-TV as a resource. Video is especially important to social media strategy. Strategize about how content can be repurposed. Get some short videos done early to incorporate in the strategy.
- ASALH’s website continues to be a great resource. Consider a special welcome message for BHM section.



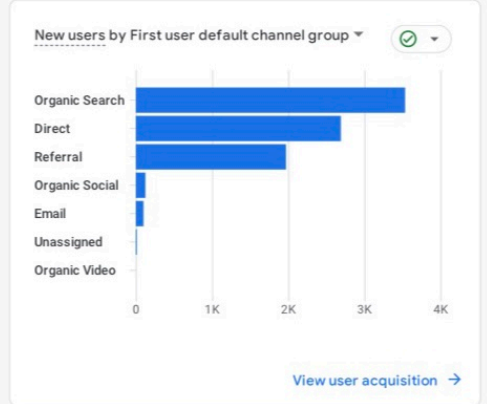
All Users Add comparison

Custom Feb 6 - Feb 6, 2023

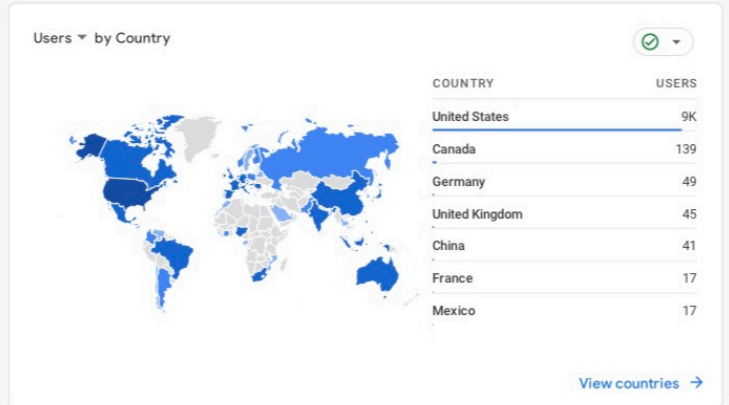
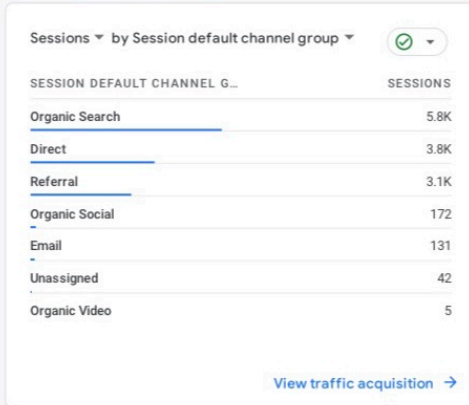
Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?



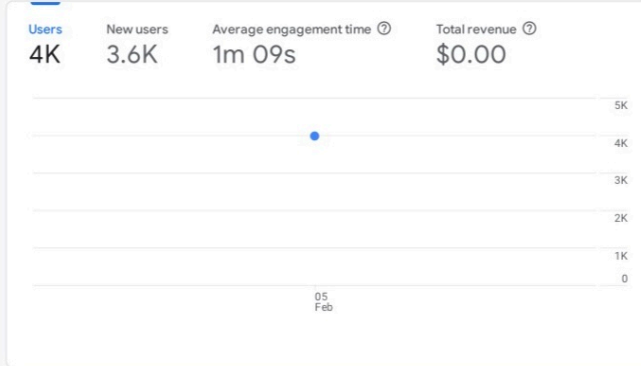
WHAT ARE YOUR TOP CAMPAIGNS?



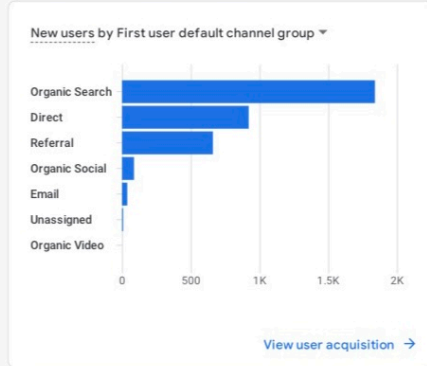
All Users Add comparison

Yesterday Feb 5 - Feb 5, 2023

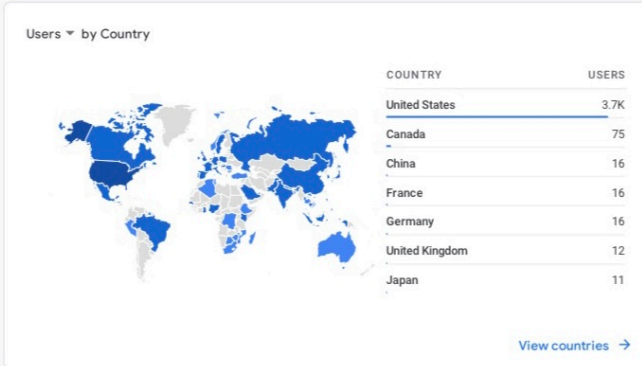
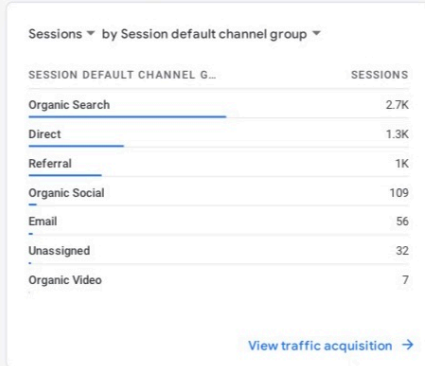
Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?



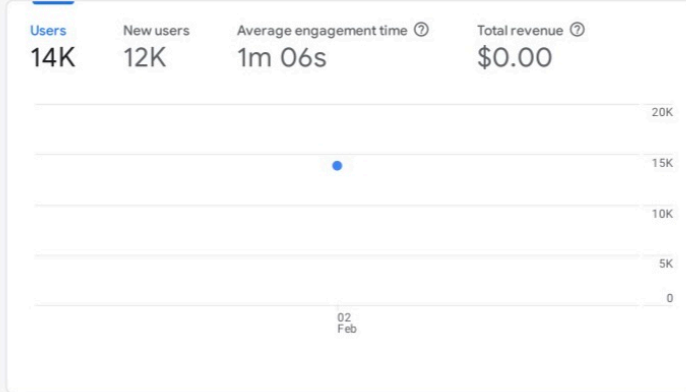
WHAT ARE YOUR TOP CAMPAIGNS?



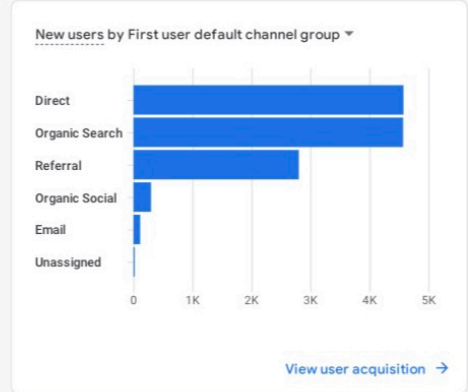
All Users [Add comparison](#)

Yesterday Feb 2 - Feb 2, 2023

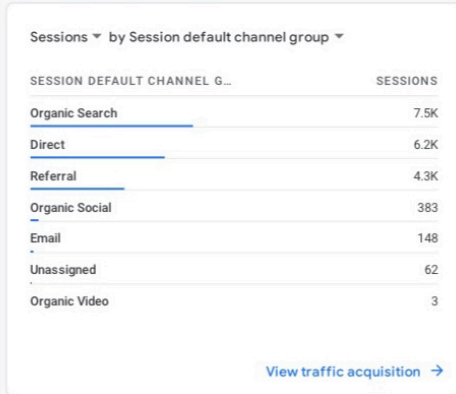
Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?



WHAT ARE YOUR TOP CAMPAIGNS?



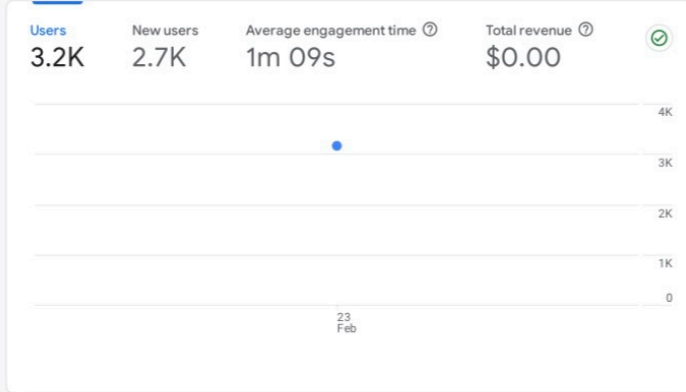
Users by Country



All Users Add comparison

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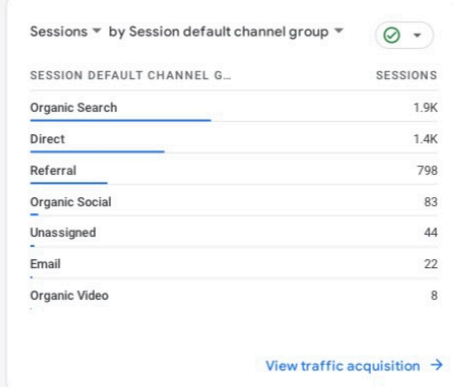
Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?



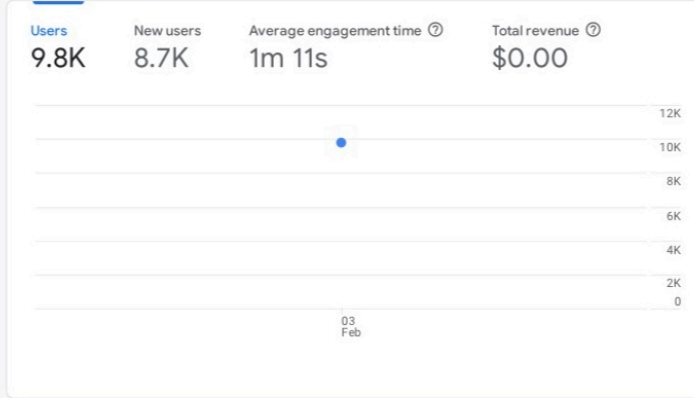
WHAT ARE YOUR TOP CAMPAIGNS?



All Users Add comparison +

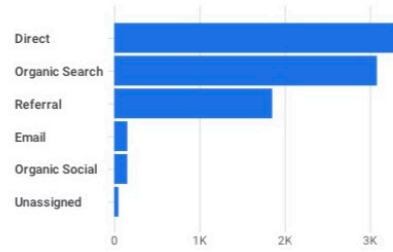
Custom Feb 3 - Feb 3, 2023

Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group



[View user acquisition](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

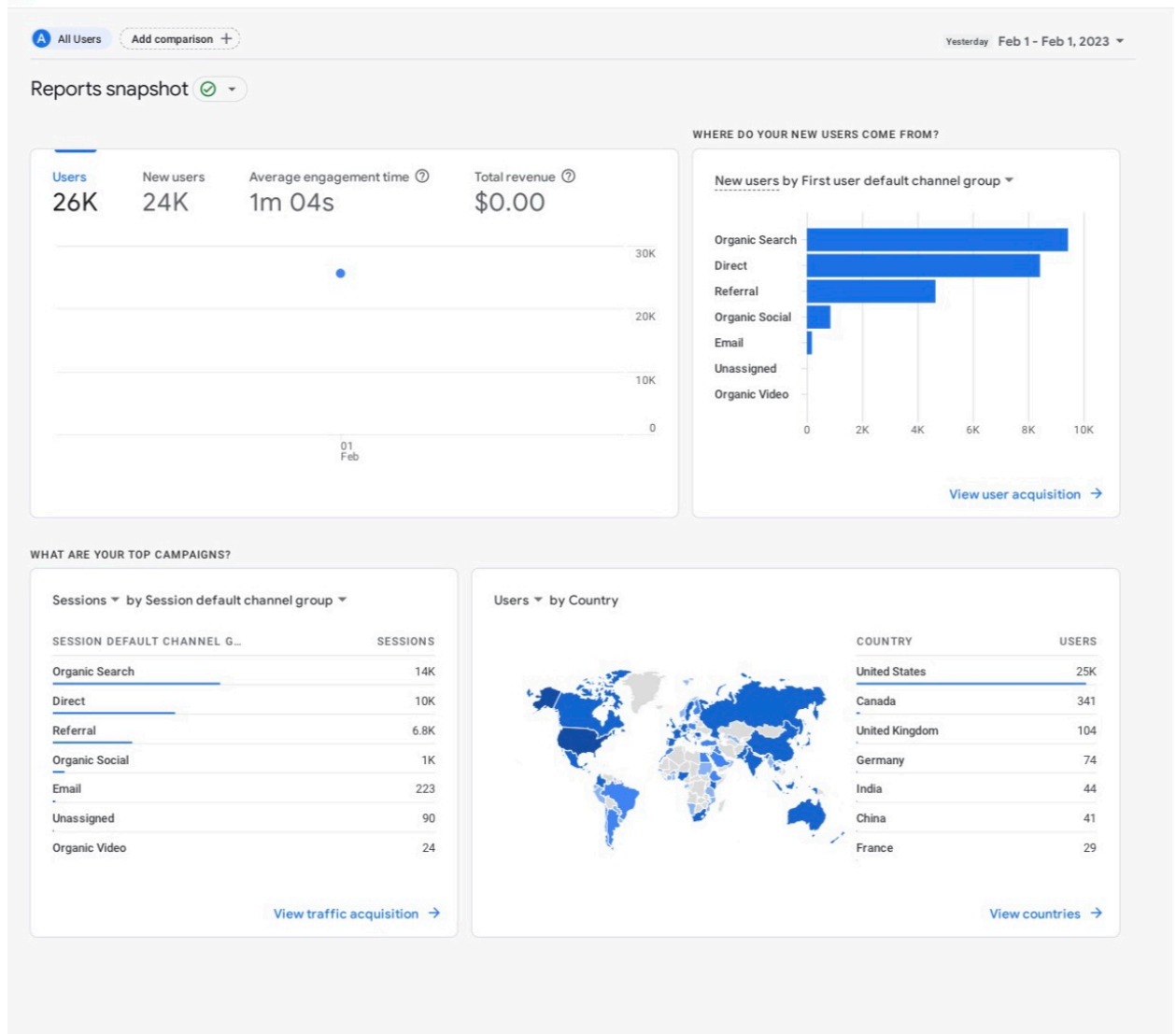
SESSION DEFAULT CHANNEL G...	SESSIONS
Organic Search	5.2K
Direct	4.7K
Referral	2.9K
Organic Social	192
Email	188
Unassigned	76
Organic Video	4

[View traffic acquisition](#)

Users by Country



[View countries](#)



In conclusion: 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 are in the program cluster under the VP for programs. Please see the organizational chart as approved by the EC. The Marketing & PR Committee’s main function is to remind the world what we do—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.