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 all 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/#.Y97AUQilUQw.mailto

The Source


Essence Magazine


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

Why is Black History Month celebrated in February? | Race and Culture

Visit the home of Carter G. Woodson, the man behind Black History Month

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

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
ASALH encouraged social media followers to save the date for the third Black History Month virtual festival in October 2022.
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.
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.
Fact: Stokely Carmichael was a U.S. civil-rights activist who in the 1960s originated the Black nationalism rallying slogan, “Black Power.” #BlackResistance
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.
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

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
ASALH trend lines for social media.

Current Audience

Facebook Page Likes	Instagram Followers
15.1K	4.68K
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 so much 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.
In conclusion: The committee’s main role and responsibility is to make sure the country and world knows about ASALH, its 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.