

Program Cluster
December 2023 Report
Submitted by Aaisha Haykal, Vice President for Programs

Program Cluster Committees

[Program Cluster Committees](#)

- [1. ASALH TV/Digital Resources](#)
- [b. ASALH TV YouTube Channel](#)
- [2. 2024 Black History Month Festival](#)
- [a. Luncheon](#)
- [b. Virtual](#)
- [3. Program Planning](#)
- [a. AACRN/AAAM Grant](#)
- [b. Interest Groups](#)
- [4. ASALH Marketing/PR](#)
- [a. General](#)
- [b. Annual Conference](#)
- [c. Festival](#)
- [5. Woodson Home](#)
- [a. National Park Service Work Plan](#)
- [6. ASALH Book Prize](#)
- [b. Activities](#)
- [c. Jurors](#)
- [7. Academic Program Committee](#)
- [c. Overview](#)
- [d. Special Programming](#)
- [e. Recommendations](#)
- [8. Attached Reports](#)
- [a. Social Justice at ASALH \(Howard Mellon Grant\)](#)
- [9. Appendix](#)
- [a. Woodson Exhibit Video Listing](#)
- [b. ASALH Marketing 90 day marketing plan](#)

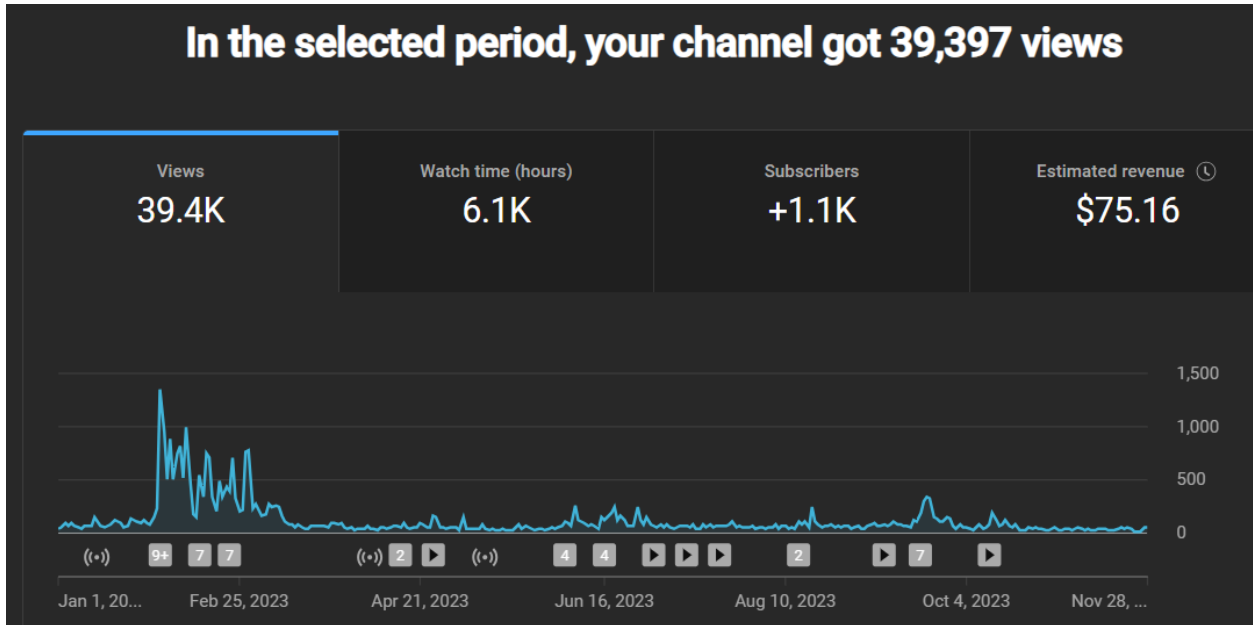
1. ASALH TV/Digital Resources

- a. Chair: Lopez Matthews

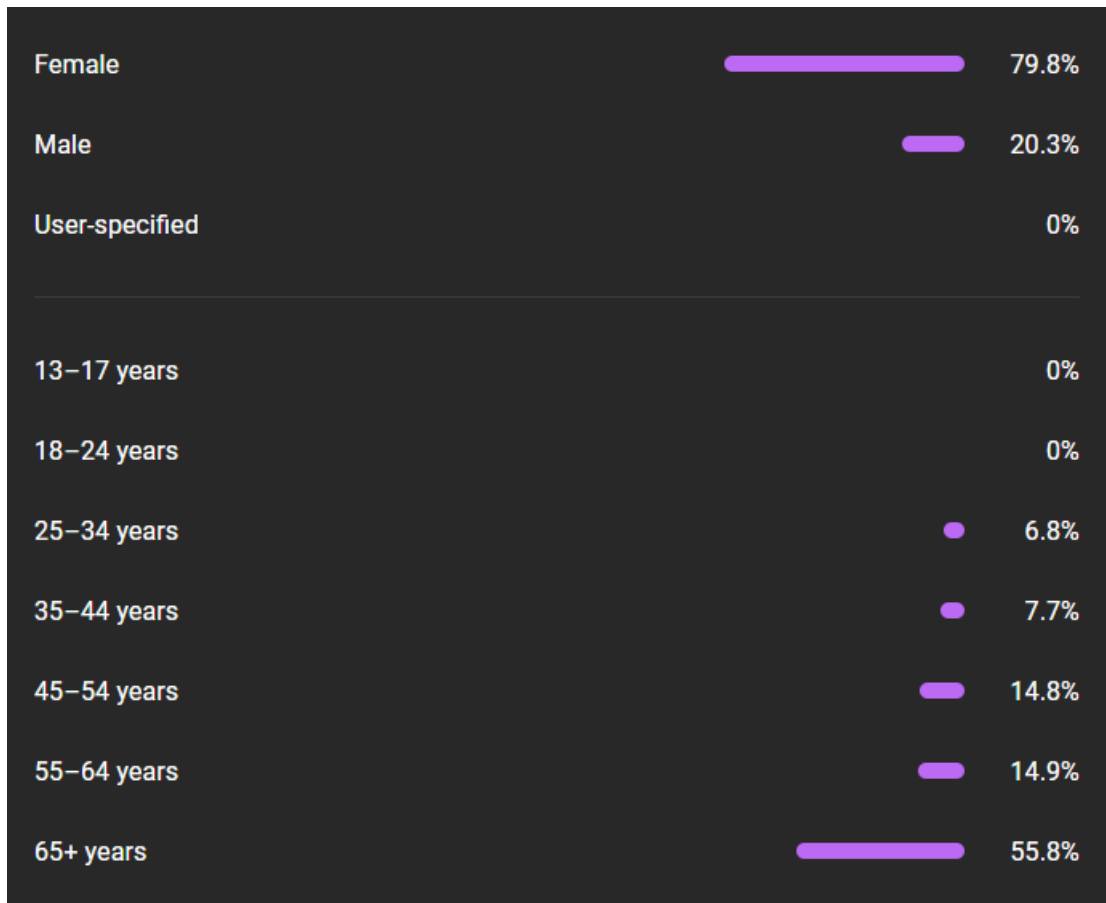
b. ASALH TV YouTube Channel

i. January 2023 to December 2023 Demographics

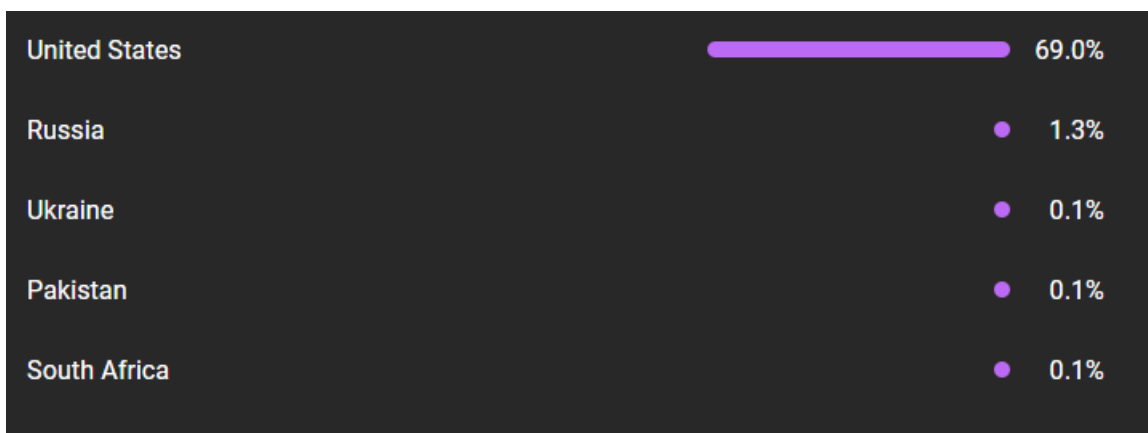
1. 5.51K subscribers
2. **Total Viewership**



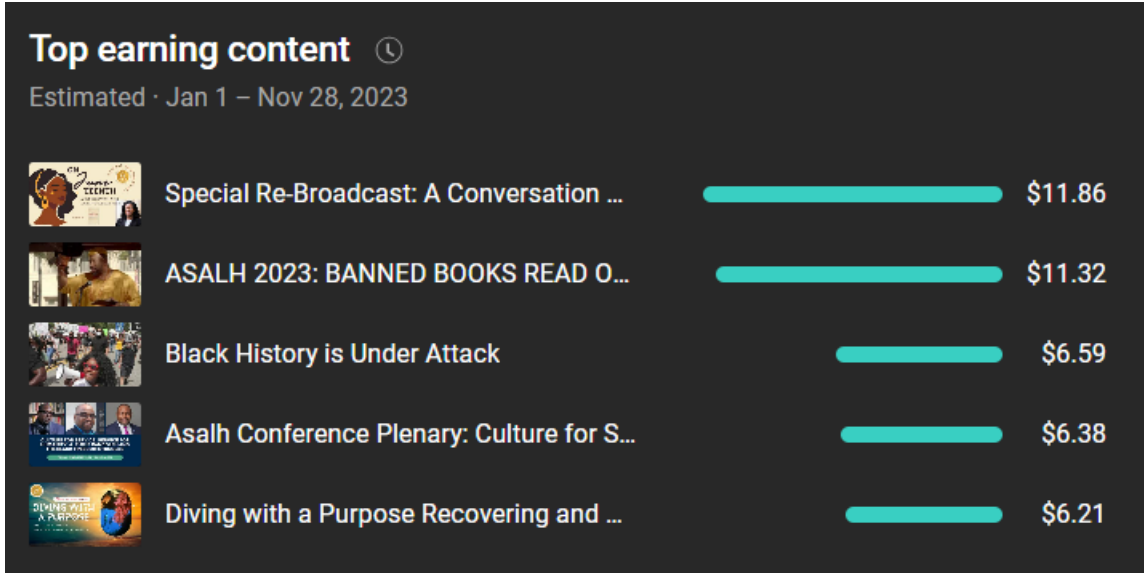
3. Viewership By Age and Gender



4. Geographic Breakdown



5. Top Earning Content:



ii. Top 10 All Time Videos

| | Title | Date Published | Views |
|----|---|----------------|-------|
| 1 | WORKSHOP 2: Planning Black Family Reunions led by Tracey Artis | Nov 22, 2021 | 3621 |
| 2 | BHM Fest 2023: Opening Session and Program: Exploring Aspects of Black Resistance | Feb 2, 2023 | 2256 |
| 3 | Celebrating 85 years - the Black History Bulletin highlights the 2023 Theme - Black Resistance. | Sep 21, 2022 | 1910 |
| 4 | ASALH BHM Promotional Video 2023 | Feb 2, 2023 | 1575 |
| 5 | BHM Fest 2023: Call & Response: Liberation Theology, Resistance and the Black Church | Feb 10, 2023 | 1129 |
| 6 | BHM Fest 2023: Black Land Owners and Farmers: Reclaiming Land and Civil Rights | Feb 4, 2023 | 1033 |
| 7 | Why Is ASALH Going to Jacksonville? From Rodney L. Hurst | Apr 21, 2023 | 864 |
| 8 | BHM Fest 2023: African American Music and the Struggle for Freedom | Feb 7, 2023 | 763 |
| 9 | BHM Fest 2023: Resistance and the Black Press | Feb 24, 2023 | 675 |
| 10 | Virtual Author's Book Talk - Session 3 | Feb 27, 2023 | 652 |

iii. Top 2023 Videos: 54 videos total published in 2023

| | Title | Date Published | Views |
|---|---|----------------|-------|
| 1 | BHM Fest 2023: Opening Session and Program: Exploring Aspects of Black Resistance | Feb 2, 2023 | 2256 |

| | | | |
|----|--|--------------|------|
| 2 | ASALH BHM Promotional Video 2023 | Feb 2, 2023 | 1575 |
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| 7 | BHM Fest 2023: Resistance and the Black Press | Feb 24, 2023 | 675 |
| 8 | Virtual Author's Book Talk - Session 3 | Feb 27, 2023 | 652 |
| 9 | BHM Fest 2023: Warrior Queen Nzingha: Tell Them We Fought Back | Feb 5, 2023 | 647 |
| 10 | Why is ASALH Going to Jacksonville? A message from David Wilkins | Jun 4, 2023 | 646 |

2.2024 Black History Month Festival

a. Luncheon

- i. Chair: Gladys Gary Vaughn
- ii. Logistics
 1. Date: FEBRUARY 24, 2024
 2. Location: WESTIN HOTEL 999 NINTH STREET NW
WASHINGTON, DC 20001
 3. Time: 12:00 P.M. - 3:30 P.M. EST
 4. The 2024 BHM Festival will be considerably smaller than previous luncheons largely due to space limitations at the renovated hotel and out of an abundance of caution re cost of individual tickets. The maximum number of seats is 500 to 550 depending on room layout.
 5. Special and additional security arrangements will be required for the luncheon because of the stature of the guest speaker.
 6. Several of the traditional features and recent innovations in the luncheon's run-of-show will not be included in the 2024 luncheon. For example, the raffle, and individual introductions of Executive Council members are not slated to occur. No large screens for visual displays and videos will be available. Potentially USPS second-day-of-issue ceremony for the 2024 Black heritage stamp is slated to occur.

7. Volunteers: The luncheon volunteer pool has been reduced from approximately 130+ individuals to approximately 60. This is occasioned by combining or eliminating some committees and committee functions, which resulted in reducing the number of committees needed. The initial meeting of volunteer chairs with the luncheon committee was held Saturday Nov 18.
- iii. Registration, Sponsorship, and Advertising is now available: Reminder that the price will increase in January 2024. So buy early as limited seats are available at the lower ticket price.
<https://asalh.org/festival/>
- iv. Participants
 1. Emcee: Denise Rolark-Barnes
 2. Keynotes: CONGRESSMAN HAKEEM JEFFRIES & DR. HASAN JEFFRIES
 3. Benediction: KENYATTA GILBERT,
 4. The Occasion: Aaron Myers, Executive Director DC Commission on the Arts and Humanities
 5. Music: BILL BRANCH
- v. Additional Elements
 1. Membership Appeal
 2. Acknowledgement of Invited/Special Guests
 3. Featured Authors
 4. Stamp Unveiling

b. Virtual

- i. Chair: Lopez Matthews
- ii. Committee has been working on planning for the 2024 Black History Month Festival, currently the programming planned is follows

| | | |
|--|--------------------------|--|
| <u>Gullah Geechee Corridor Program</u> | | Date: February 15th |
| Name of the panelist | Title of panelist | Organization Affiliation |
| Victoria A. Smalls | Executive Director | Gullah Geechee Cultural Heritage Corridor National Heritage Area |
| Angel Parsons | Program Coordinator | Gullah Geechee Cultural Heritage Corridor National Heritage Area |
| | | |
| <u>Street Art Program</u> | | Date: February |

| Name of the panelist | Title of panelist | Organization Affiliation |
|---|-------------------------------|----------------------------|
| Cedric Michael Cox | Contemporary Fine Art Painter | Member of Black Art Speaks |
| Chanel Compton | Executive Director | Banneker-Douglass Museum |
| Pablo Soto Campoamor | | |
| Speaker to be named | | |
| | | |
| <u>Sci-Fi and Anime Program</u> | | Date: February 1st |
| Name of the panelist | Title of panelist | Organization Affiliation |
| Hilton George | Chair and CEO | Blerdcon |
| J. Lee | Actor/writer/director | |
| Xero Gravity | Digital Creator | |
| Jourdan Hamilton | Anime digital artist | |
| Confirming speaker from BWA | | |

- c. Marquee event: Currently not planned
- d. Other programming
 - i. PBS Books Program: Potential author (Nikki Giovanni)
 - ii. Father of “Rustin” film writer Julius Breece contacted re asking his son to participate in an interview/conversation program to be aired during the BHM Festival. Optional dates suggested included June 2024 (Black music month, Pride month).

3. Program Planning

a. AACRN/AAAM Grant

- i. Part 1: Conference Interpretation Workshop in Jacksonville, FL
- ii. Part 2: Certified Interpretive Guide Course (virtual)
 - 1. Class Schedule
 - a. Tuesday, April 30, 9:00am-1:00pm MT (Instruction) / 1:00-3:00pm MT (Coaching)
 - b. Thursday, May 2, 9:00am-1:00pm MT (Instruction) / 1:00-3:00pm MT (Coaching)
 - c. Tuesday, May 7, 9:00am-1:00pm MT (Instruction) / 1:00-3:00pm MT (Coaching)
 - d. Wednesday, May 8, 9:00am-1:00pm MT (Instruction) / 1:00-5:00pm MT (Coaching)

- e. Thursday, May 9, 9:00am-5:00pm MT (Presentations)
- 2. 10 people will be offered scholarships based on their participation in the 2023 interpretation conference workshop. There are slots available for 20 additional people at their own cost. This will be advertised to ASALH membership.
- 3. Instructors: Rita Poussaint Nethersole, Assistant Dean of Graduate Studies for Academic and Student and Student Affairs at the University of Massachusetts Boston and Parker McMullen Bushman

b. Interest Groups

- i. The first one we are trying to build is around farming and agriculture. #ASALHFarms Initiative: Virtual Discussion about Black farming and needs. The first discussion will take place on Saturday, December 2nd at 11am

4. ASALH Marketing/PR

a. General

- i. The Google Ads grant process has been completed. This will help in selling tickets for the luncheon and for the year end giving appeals.
- ii. Marketing for year end appeals including Giving Tuesday, Woodson Birthday, Membership Renew and Join, and general year end giving.
- iii. Marketing national, branch, and general programs and issues are continuing on social media.
- iv. ASALH National has hired a student to work with webmaster and graphic designer on Instagram content and making sure content is updated and relevant. This team is also working on graphics/collateral for the ASALH Store, holidays, and festival.

b. Annual Conference

- i. We received 70 requests from the media for information about the conference. These requests came from media in Florida, national, and international outlets.
 - 1. Examples of Media Coverage
 - a. [Jacksonville struggles to overcome a racism 'baked into our culture'](#)
 - b. [\(BPRW\) We Are Running to the Fight! | Press releases | Black PR Wire, Inc.](#)

- c. [Diverse Education](#)
- d. [NPR](#)
- e. [The Westside Gazette](#)
- f. [WUSF \(NPR\)](#)
- g. [Black history defended in Jacksonville – Communist Party USA](#)
- h. ['Underground Railroad' For Black History Education Emerges In Response To Book Bans-Black Enterprise](#)
- i. [In the last month, Jacksonville has become 'ground zero' for resistance to DeSantis' policies-Miami Herald](#)
- j. [Parts of 1619 Project recited during the ASALH “Banned Book Readout”-Jacksonville.com](#)
- k. [Association for the Study of African American Life and History \(ASALH\) Heads to Florida! | VIDEO-EURWeb](#)
- l. [108th ASALH National Conference - September 20-24, 2023 | V101.5](#)
- m. [\(BPRW\) We Are Running to the Fight! | Press releases | Black PR Wire, Inc.](#)
- n. [Florida Courier](#)
- o. [Jacksonville Free Press](#)
- p. [Chicago Defender](#)
- q. [ABC7 \(Jacksonville\)](#)
- r. [Black history 'Underground Railroad' forms across US after increase of book bans - USA TODAY](#)
- s. [Law of the Land with with Gloria J. Browne-Marshall](#)
- ii. Undergrad students from North Carolina A&T conducted Johnnie on the Spot Interviews with conference attendees. These videos are available on the TikTok account.

c. Festival

- i. The 90/60 day plan for marketing the festival is in now in place
- ii. We will continue with the Black facts on social media and sharing the graphics created by the ASALH webmaster and graphic design team. The new flyers are available on the website under the festival media toolkit

d.

5. Woodson Home

a. National Park Service Work Plan

- i. [148th Anniversary of the Birth of Dr. Carter G. Woodson](#)
 1. Saturday, December 9, 2023 at 2:00 - 4:00 pm at historic Dunbar High School (101 N Street, N.W., Washington, D.C. 20001).
 2. Program

- a. A conversation with SPECIAL GUEST Nikole Hannah-Jones, creator of *The 1619 Project*
 - b. Music by DC Strings
 - c. Exhibit Video Preview
- ii. Woodson Home NPS Construction and Exhibition
 - 1. Committee has been reviewing the approximately 50 videos and scripts from the Northern Light Productions and Exhibition Interactives and the voice talent
 - 2. Home Opening: Summer 2024
 - 3. ASALH operations at the home still need to be outlined with NPS.

6. ASALH Book Prize

- a. Chair: Jarvis Givens
- b. Activities
 - i. 70 titles submitted by publishers and the jurors are currently reading the publications. Decision on the 2024 winner will be in January with the winner announced publicly in Feb. during Black History Month
- c. Jurors
 - i. Shannon King
 - ii. Russell Rickford, Cornell University
 - iii. Kellie Jackson
 - iv. Jelani M Favors, North Carolina A&T
 - v. Hilary Green, Davidson College

7. Academic Program Committee

- a. Vice-Chairs: Darius Young, Lionel Kimble, Daryl Scott
- b. Total Sessions Scheduled: 242
- c. Overview
 - i. The 2023 Annual Meeting and Conference presented many challenges and opportunities for ASALH. The planning for the conference began in November 2022 with a planning meeting in Jacksonville, Florida. In attendance during that meeting was Aisha Haykal, Marvin Dulaney, Lyman Brodie, Sylvia Cyrus, Hazel Gillis, Anita Shephard, Rodney Hurst, Fred Hearn, and Darius Young. At this meeting the team talked about the topics and themes that we wanted to cover for the conference, took a tour of the hotel, discussed the structure of the committee and the conference. We knew that because of the issues around Florida and the teaching of Black history that supporting educators would need to be a central part of the conference. There was also concern about meeting the

target for the hotel room nights, but we were able to exceed this goal and have a higher number of attendees than initially anticipated. The conference had a total of 1154 in person and virtual registrants and for virtual only we had 56 registrants. This was the second time we had a hybrid conference (after our two virtual only conferences). There is quite a lot of stress to develop a comprehensive and engaging virtual and in person conference, so it is great that for 2024 we will not have to manage a virtual conference in the same way.

- ii. In early spring 2023, the appointed chair of the committee Lyman Brodie stepped down from this position due to concerns at his university about him being in this position. He did state that he would help during the conference, which he did. In lieu of an official chair, the Vice President for Programs, Aisha Haykal stepped into this role with the assistance of Kimble, Young, and then later Scott was brought in to assist with editing the conference program and helping with the plenary and luncheon speakers.
- iii. Vice Chairs Young and Kimble were tasked with locating an academic program coordinator, after interviewing some potential candidates Evelyn Jackson was chosen to serve in this role. Evelyn sent out communication to APC members, communicated to presenters about conference responsibilities, entered and edited sessions into All Academic, and marked individuals attending and presenting in All Academic. Additionally, she ran reports from All Academic and communicated with ASALH National regarding exhibitors and authors. During the conference she manned the conference in-person and virtual help desk and maintained the conference addendum, which showed changes to the conference program. She was personable and easy to work with, it would not have gone as smoothly without her help.
- iv. The in-person and virtual conference help desk was a success, there were some challenges assisting some attendees attend virtually, but they were handled by the team. There were at least eight people volunteering during the conference for this role. Having more people in this role will help relieve people and have shifts

d. Special Programming

- i. African American Civil Rights Network Interpretation Workshop/Grant
 1. Workshop was held on Wednesday, September 20th, it was funded via a grant from the Association of African American Museums (AAAM). ASALH partnered with the National Association of Interpretation (NAI) to host this workshop. The workshop was an introduction to interpretation and Ethical History Interpretation. It was attended by 20 individuals and a variety of institutions including the following

- a. MS Delta National Heritage Area
 - b. USC Center for Civil Rights History and Research
 - c. Dr. Martin Luther King Jr. Memorial Foundation
 - d. Philadelphia Heritage-ASALH Branch
 - e. NPS/ Castillo de San Marcos
 - f. NPS/ SE Region
 - g. NPS/TIMU
 - h. Sarasota African American Cultural Coalition Inc
 - i. The Real Rosewood Foundation
 - j. The Carter G. Woodson African American Museum
 - k. 904 Ward, Inc
 - l. FAMU- Meek Eaton Archives
 - m. NPS/ New Orleans Jazz
2. Instructors: Parker McMullen Bushman and Shawn Halifax
- ii. Film Festival
1. The chair of the subcommittee could not attend the conference, so the new member of the committee, Jonathan Dean stepped up and worked the festival. Additionally, there was miscommunication with some of the filmmakers about expectations about marketing of the festival and one of the sponsors did not come with their films, so the VP for Programs and Jonathan had to pivot, which included either buying/renting one of the films to screen and then choosing alternative films to show during this time.
 2. The film festival started on Wednesday evening and concluded on Saturday afternoon.
 3. Film Festival notes/stats

| Session | Date and Time | Attendance | Notes |
|--|--------------------------|------------|--|
| The Poison Garden | Wednesday, 7:45-10:00 pm | 15 | Started 15 - 20 minutes late due to a/v difficulties |
| Invisible History: Middle Florida's Hidden Roots | Friday, 10:15 - 11:45 am | 7 | Great discussion following the film. |
| Black Geographies (Sacred Spaces/Sacred Bodies: The Phyllis Wheatley YWCA , Black Indianapolis, and the Role of Public Memory, Tracing Our Path Through Bronzeville, A Millennium of Resistance to Enslavement: Middle East, Africa, Indian Ocean, Americas) | Friday, 2:05 - 3:40 pm | 10 | |
| Agents of Change | Saturday, 8:30 | 5 | Film maker did not show |

| | | | |
|--|-------------------------------------|----|---|
| | - 9:40 am | | |
| Depicting Black Life and the Police State (American Justice on Trial, Color, The Counter: 1960) | Saturday, 10:00 - 11:15 am | 15 | Film maker did not show, we did not show The Counter: 1960. Great discussion afterwards. Most people went for Huey Newton doc. |
| Black Women's Experience in Film (The Colored Girls' Restroom, To the Brown Girl in the Room) | Saturday, 11:30 am - 12:00 pm | 20 | Film makers did not show, we watched Black Feminist instead. Everyone loved the documentary. No time for discussion. Almost a full house. |
| The Rebellious Life of Mrs. Rosa Parks | Saturday, 2:05 - 3:40 pm | 50 | Packed house, even more than before |

iii. Banned Book ReadOut

1. Organized by the Howard Mellon Social Justice Team. It was well received by the local community and national coverage. A highlight video is available ASALH TV.

e. Recommendations

i.

8. Attached Reports

a. Social Justice at ASALH (Howard Mellon Grant)

- i. Note, we will be losing \$400,000 support that was attached to this grant in the coming year. So outreach has being planned to reach out to other foundations to get additional funding
- ii. Attached July-September (third quarter) report from Michelle Pourciau

9. Appendix

a. Woodson Exhibit Video Listing

b. ASALH Marketing 90 day marketing plan

ASALH Howard-Mellon Status Report

| Objective | Status and Updates: <i>July - September, 2023</i> |
|--|--|
| 1. ASALH will coordinate with Howard's PI and Grant PM on grant activities, outcomes, and objectives. | <ul style="list-style-type: none"> • Check-in and status emails. • Conference activities coordinated. • Status reports submitted. |
| 2. ASALH will manage the programmatic and finance portion of the subgrant to ensure grant compliance. | <ul style="list-style-type: none"> • ASALH internal grant related invoices paid. • Consultant agreements executed. • Second invoice submitted to Howard June 30, 2023; payment received. • Third invoice submitted to Howard October 25, 2023. • Budgeting and accounting proceeds. |
| 3. ASALH will advertise the work of the Social Justice Consortium (SJC) through its social media and other communication platforms (i.e., ASALH TV). | <ul style="list-style-type: none"> • A pre-conference Social Justice video produced. • Video advertised on the ASALH website and posted aggressively. • All previously held Social Justice Reading Rooms and Workshops are posted on ASALH TV and marketed through the ASALH website and social media. • Meetings initiated with ASALH Marketing Committee. • Graphics production underway. • Constant Contact and Social Media advertising produced and pushed out. • Social Justice at ASALH webpage updated. • The newly updated, 3rd version of the electronic Social Justice Toolkit was posted to the ASALH website, Social Justice at ASALH webpage. |
| 4. ASALH will promote the certificate and the workshops to its national membership, & facilitate the delivery of the curriculum to its branch members throughout the nation. | <ul style="list-style-type: none"> • Promotion of all Social Justice activities continues especially to the ASALH national membership and branch members throughout the nation including announced at ASALH meetings. • Video finalized, produced and posted on webpage. • Links to Howard SJC and detailed information provided on the Social Justice at ASALH webpage. • ASALH continues marketing the SJC certificate at Howard University. |
| 5. ASALH will recruit and support management of 150 certificate candidates for the certificate from our branches and membership at large. | <ul style="list-style-type: none"> • ASALH has not received specific additional information as to the SJC certificate registration at Howard University. • The link to the Howard University Social Justice Consortium site is prominently displayed on the Social Justice at ASALH page. • Data compilation underway. |
| 6. ASALH will at request recruit experts from our membership and the larger community to teach the courses. | <ul style="list-style-type: none"> • ASALH has not received a request to recruit experts. |
| 7. ASALH will recruit and select the faculty to teach the workshops at the annual conference. | <ul style="list-style-type: none"> • Dr. Lisa Brock curated the 2023 Social Justice Workshops for the ASALH Conference building on the 2021 and 2022 programs. • Coordination for the 2023 live workshops at the ASALH conference in September were completed. The conference and social justice theme, Black Resistance/Teaching Black History was highlighted in all activities. • Noted speakers/presenters include Angie Nixon (Florida House of Representatives), Kimberley Crenshaw, Charlie Cobb, Paul Ortiz, Angela Davis, Rodney Hurst, Johnnetta Cole, Hasan Kwame Jeffries, Lonnie Bunch, James Grossman and Dr. Lisa Brock. • Conference speakers/presenters were confirmed and they delivered presentations at the annual ASALH conference. |

8. ASALH will host five (5) workshops per year on social justice for the certificate at its annual meeting to be held either virtually or in person.

- The first ASALH workshop webinar was completed March 15, 2023, *Black Resistance Across Time and Space: The Ways and Means of Existence*, and is posted on ASALH TV. Dr. Lisa Brock spoke on various ways Black people have resisted in the Americas from running away during enslavement, revolt, mutual aid, struggling for human rights and engaging in spiritual and emotional healing practices. Presented as a lecture/workshop with engagement activity throughout.
- Completed four (4) live workshops at ASALH’s annual conference, September 19-24, 2023.
- Two of the four live workshops were community focused activities, held in the community at a church and at a public park. These are:
 - The Value of Black History: Community Forum, held at The Bethel Church in Jacksonville, Florida. This workshop explored, through dialogue with community leaders, “Why must Black Folks defend the teaching of Black History”, “How the DeSantis’ anti-Black History policies affect the education of youth in K-12 and college education?”, “What are the impacts of policies that exclude the teaching of Black History & Culture on future generations”, “What strategies organizations can lead to preserve, promote, and expand the teaching of Black History”.
Speakers/Presenters:
 - Amye Matthews, provided testimonial from youth and teachers
 - Pastor Kim McKissick
 - Reverend Karl Smith
 - Imam Lateef A. Majied
 - Angie Nixon, Florida House of Representatives
 - Isaiah Rumlin
 - Cliff Albright
 - Lois Wilkins
 - Jametoria Burton
 - Joe Ross, Sr.
 - Sundita Cha-Jua (Moderator)
 - Banned Book Read Out, held at the James Weldon Johnson Park in Jacksonville, Florida. A Workshop/Gathering in the park to celebrate Black History and Black Resistance through the reading, acting, and artistry of ASALH and other banned book authors. Local and national educators, activists, legislators, and ASALH leaders were featured speakers. FREE banned books were distributed. Speakers/Presenters:
 - Dr. Lisa Brock, Curator/Moderator
 - Reverend Reginald Gundy, Mt. Sinai Missionary Baptist Church
 - Councilman Rahman Johnson
 - Charlie Cobb, Jr., SNCC Legacy Project
 - Paul Ortiz, Univ of Florida, Historian/Union Leader
 - Ryan Sinclair, Drummer
 - Ajamu Amiri Dillahunt, Moderator
 - C'ana Chappell-Bilbro, Student/Violinist
 - Kelly Frazier, Northside Coalition of Jacksonville
 - Dr. Angela Davis
 - Dr. Rodney Hurst
 - Diamond Wallace, Dream Defenders
 - Dr. Johnnetta Cole
 - Dr. Marvin Dulaney, ASALH President

| | |
|--|---|
| | <ul style="list-style-type: none"> ▪ Manuel Jones, ASALH Florida Chapter President-Dorothy Turner Johnson Branch (Center FL) ▪ David G. Wilkins, ASALH Florida Chapter President-Manasota Branch ▪ Hazel Gillis, ASALH Florida Chapter President-James Weldon Johnson Branch ▪ Leontyne Middleton, ASALH Florida Chapter President-ASALH of Tampa Bay ▪ Jacqueline Hubbard, ESQ., ASALH Florida Chapter President-St. Petersburg Branch ▪ Charlene Farrington, ASALH Florida Chapter President-South Florida Branch <ul style="list-style-type: none"> • Two of the workshops were held as live events at the conference. These are: <ul style="list-style-type: none"> ○ Social Justice 104: Black Resistance/Teaching Black History. This workshop focused specifically on the importance of teaching Black Resistance material as Black History, given that in Florida the teaching of Black History is under attack. Audience members participated in a robust discussion during and after the workshop. ○ Social Justice Toolkit – How to Use the NEW Toolkit. Dr. Lisa Brock shared the ASALH Social Justice Took Kit on Teaching Black History as Resistance. As a historian herself, she reviewed issues such as Reparations, Abolition, Racial Capitalism, Black Joy, and the Diasporic genius of creatives such as Gloria Rolando and Ousmane Sembene. Those who attended were given Glossaries, Resources for Workshop Leaders, and questions and prompts to pose to community members for reflection. The goal: to train all of us in the art of teaching and learning Black History as a form of social justice struggle. • Additional live session/presentations were hosted featuring Social Justice/Black Resistance/Teaching Black History notable speakers/presenters including Kimberle Crenshaw, Khalil Muhammad, Dr. Walter Greason, Yohuru Williams, Kaye Whitehead, Hasan Kwame Jeffries, Lonnie Bunch, and James Grossman. |
| <p>9. ASALH will provide graduate students and research fellows the opportunity to present at its annual conference.</p> | <ul style="list-style-type: none"> • ASALH has not received a request. |
| <p>10. ASALH will provide opportunities for fellows to publish research findings in our scholarly publications</p> | <ul style="list-style-type: none"> • ASALH has not received a request. |
| <p>11. ASALH will create, develop content, print, and distribute Social Justice Kits, which will include curricula, digital and multimedia components, <i>Black History Bulletin</i>, and activities to be used by participants in the SJC workshops</p> | <ul style="list-style-type: none"> • Social Justice at ASALH webpage containing kit remains live. Content is contained under the Programs heading on the ASALH Website. • New original content curriculum and terminology, focusing on teaching Black History, and building on the new Social Justice 103 and 104 workshops and additional content completed and posted on website. • Multi-media content is located on the ASALH website with direct links from the Social Justice Webpage and content was added this reporting period. • Printed NEW Toolkits received and distributed at the conference to over 300 live participants at the “How to Use the NEW Social Justice Toolkit” conference workshop. • Printed Toolkits ordered for distribution to the Howard SJC. |

CAWO AV**Submittal: Revised Rough Cut Videos for Review (see list below)****10/20/2023**

We are please to submit the next batch of revised rough cut videos for review. These videos reflect feedback received on the rough cut. We request that in your review, you suggest any final tweaks needed to the script before we record narration and quotes with voice talent for the fine cut.

We look forward to getting your feedback on or before Nov. 6, 2023.

Voices: Except for our Dr. Woodson actor, the narration and quotes still use “scratch track” voices. In previous reviews there have been some comments about words that should be emphasized, or pronunciation tips, and those are helpful in preparation for this recording.

Script: If reviewers feel any changes are needed to the script, please advise, as we want to have it “locked” before recording final narration. *We need to note that as we’ve made requested changes the length of individual videos has crept longer in many cases, and we want to urge that no videos get any longer than they are currently.*

Archival Visuals: This is the time to flag any images you don’t want in the final program and to suggest replacements. *For your information, we will be including an archival tracker spreadsheet as an addendum to this submittal.* It has tabs at the bottom for every Legacy station, and lists the imagery in order of how it appears in each video.

On-screen text: For accessibility, the videos will ultimately all have open captions that will be on screen all the time. We are waiting for feedback on proposed style for screen labels, “lower thirds” that identify interviewees, and captions, and once those are confirmed we will add IDs and captions to all the videos.

The video titles below in red and with the 10/20 date are the ones being submitted today. As in previous submittals, we are also including scripts. We have used the “comments” tool to respond to pertinent notes and questions from the first rough cut.



| LEGACY STATION/VIDEO | STATUS | ROUGH CUT SENT |
|--|-----------------------------|----------------|
| EP-04.02 Stories Written, Culture Re-discovered | | |
| 1. Primary Sources | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 2. Early Black History Authors | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 3. The Black Press | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 4. Woodson's World Travels | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 5. African American Museums | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 6. Visual Art & Black Pride | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 7. Music & Identity | <i>Revised RC Submitted</i> | 6/30, 10/20 |
| 8. New Media, New Voices | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| EP-04.03 Education Expanded | | |
| 1. Woodson's Mother and Uncles | <i>Revised RC Submitted</i> | 5/31, 10/20 |
| 2. Early African American Teachers | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 3. USCT Veterans | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 4. Educator Colleagues in DC | <i>Revised RC Submitted</i> | 6/16, 10/20 |
| 5. Black History Month | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 6. Students in Action | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 7. Black Studies Movement | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 8. Education vs. Incarceration | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| EP-04.04 Rights Demanded | | |
| 1. His Father's Advice | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 2. Early Freedom Fighters | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 3. Frederick Douglass | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 4. The NAACP's Fight | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 5. Lawyers Fighting Injustice | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 6. The Malcolm X Connection | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 7. Students on the Forefront | <i>Revised RC Submitted</i> | 6/30, 10/20 |
| 8. Black Lives Matter | <i>Revised RC Submitted</i> | 8/28, 10/20 |



| EP-04.05 Black Institutions Built | | |
|---|-----------------------------|-------------|
| 1. Talking Black History | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 2. Collecting Black History | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 3. National Association of Colored Women | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 4. American Negro Academy | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 5. ASALH | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 6. Fraternities and Sororities | <i>Revised RC Submitted</i> | 6/16, 10/20 |
| 7. Keeping the Flame Lit | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| EP-04.06 Communities Strengthened | | |
| 1. The Woodson Family | <i>Revised RC Submitted</i> | 5/31, 10/20 |
| 2. Black Churches | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 3. Phyllis Wheatley YWCA | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 4. Family Legacy | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 5. Mentors Pass the Torch | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 6. Shiloh Baptist Church | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 7. Researching Family History | <i>Revised RC Submitted</i> | 6/30, 10/20 |
| EP-04.07 Black Sites Recognized | | |
| 1. In Woodson's Words | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 2. Library of Congress | <i>Revised RC Submitted</i> | 6/30, 10/20 |
| 3. Black Art & HBCU Museums | <i>Revised RC Submitted</i> | 6/30, 10/20 |
| 4. Tuskegee University | <i>Revised RC Submitted</i> | 5/31, 9/22 |
| 5. National Park Service | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 6. Afro-American Bicentennial Corporation | <i>Revised RC Submitted</i> | 8/28, 10/20 |
| 7. Woodson Home Committee | <i>Revised RC Submitted</i> | 6/16, 9/22 |
| 8. Congresswoman Eleanor Holmes Norton | <i>Revised RC Submitted</i> | 8/28, 10/20 |

90 Day 2024 ASALH Luncheon and Festival Plan

green = completed

| What | Who | Date |
|---|-------------------------------|-------------------|
| Save the date posts for BHM luncheon | Zeb | 10/12/2023 |
| Meeting with Rory, Mesha, Kit, Sylvia Graphics/Social | All | 1-Nov |
| Save the date posts for BHM luncheon to purchase tickets | Chenelle/Mesha | 11/13 and Ongoing |
| Meeting with Rory, Kit, Mesha, Sylvia, Zeb Graphics/Social | All | 15-Nov |
| BHM Facts Sent to Rory and Kit for graphic design | Mesha Sent | 16-Nov |
| Promotion of the Luncheon Emcee Denise Rolark Barnes on social media | Mesha | 11/16 and ongoing |
| Promotion of BHM theme | Chenelle | 11/17 and ongoing |
| Promotion of Luncheon Tickets announcing Rep. Jeffries | Chenelle/Mesha | 11/18 and ongoing |
| Promotion of BHM Sponsorship | Chenelle | 20-Nov |
| Promotion of BHM Advertising | Mesha | 21-Nov |
| Confirm Chennelle's Participation in Luncheon | Email Sent to Sylvia. Waiting | 20-Nov |
| ASALH Membership Appeal | Mesha | 21-Nov |
| Promotion of Luncheon Tickets announcing Rep. Jeffries | Mesha | 25-Nov |
| Promotion of ASALH-TV | Mesha | 22-Nov |
| Message Sent to Social Media subcommittee about volunteering for luncheon | Mesha | 27-Nov |
| Promotion of Luncheon Tickets announcing Rep. Jeffries | Mesha | 28-Nov |
| Giving Tuesday | Chennelle | 28-Nov |
| Join ASALH Promotion | Chennlle | 11/30 to 12/2 |
| Early Bird Luncheon Ticket Sales Promotion | Chennelle | Nov. 30 |
| #KnowYourBlackHistory: December 1. Rosa Parks refused to change seats in a Montgomery, Alabama, bus. On December 5 blacks began a boycott of the bus system which continued until shortly after December 13, 1956, when the United States Supreme Court outlawed bus segregation in the city. | All | Dec. 1 |
| PR and Marketing Meeting | All | Dec. 6 |

| | | |
|--|------------------------------|-----------------------|
| Early Bird Luncheon Ticket Sales Promotion | Chennelle/Mesha/Zeb | 12/1 to 12/30 |
| Donate to ASALH | Chennelle/Mesha/Zeb | 12/1 to 12/13 |
| Join ASALH Promotion | Chennelle/Mesha | 12/4 to 12/14 |
| ASALH Luncheon/ Festival Press Release Deadline Finished | Zeb | 10-Dec |
| ASALH Event Distribution | Brenda and Louis | 15-Dec |
| Woodson's Birthday | Chennelle | 17-Dec |
| Secure Comcast Interview | Louis | 17-Dec |
| ASALH Outreach DC Arts Groups Special Invite (Compile list) | Mesha/Louis/Zeb | 15-Dec |
| ASALH Luncheon/ Festival Press Release Revision | Zeb | 15-Dec |
| #KnowYourBlackHistory Thirteenth Amendment, outlawing slavery, was passed by Congress. 1955 | All | 18-Dec |
| Press Release Posted to ASALH Website | Zeb | 20-Dec |
| ASALH Membership Appeal Social Media | Chenelle | 21-Dec |
| ASALH Sponsorship Promotion Social Media | Chenelle | 22-Dec |
| ASALH New Year's Appeal | Chenelle | 12/28 - 1/1/24 |
| #KnowYourBlackHistory: January 1. The federal law prohibiting the importation of African slaves went into effect. It was largely circumvented. 1863 | All | 1-Jan |
| #KnowYourBlackHistory January 1. The Emancipation Proclamation freed all slaves in states in rebellion against the United States. 1865 | | |
| | | |
| Send an email blast to branch members about BHM toolkit | Zeb/Mesha | 2-Jan |
| Promotion BHM virtual festival | Chennelle/Mesha/Zeb | |
| ?Post festival podcast interviews on Facebook, Twitter? | TBD | ? |
| Post a festival awareness message on Facebook, Twitter, Instagram | TBD | 3-Jan |
| Update the website with JAAH podcasts in promotion of the festival | ? | ? |
| National Media Outreach continues | Zeb/Mesha/Brenda/Louis/Aunni | 3-Jan |
| Aunni Secure Interviews | Aunni | 4-Jan |

| | | |
|---|---------------------|--------------------|
| #KnowYourBlackHistory: 1804 January 5. The Ohio legislature passed "Black Laws" designed to restrict the legal rights of free blacks. These laws were part of the trend to increasingly severe restrictions on all blacks in both North and South before the Civil War. 1808 | All | 5-Jan |
| Post a festival awareness message on Facebook, Twitter, Instagram | Mesha/Chennelle | |
| Send press release to Urban One | Zeb/Mesha | 8-Jan |
| Send press release to Joe Madison | Zeb/Mesha | 8-Jan |
| Send press release to Politics Nation with Al Sharpton | Zeb/Mesha | 8-Jan |
| Send press release to Joy Reid | Zeb/Mesha | 8-Jan |
| ASALH Committee Videos (Request) | Mesha | 11-Jan |
| Review and Assess Ticket Sales | Sylvia | 13-Jan |
| Tie in MLK with BHM promotion | TBD | 15-Jan |
| Tag social media influencers involved in BHM luncheon | Chennelle | 20-Jan |
| Promotion BHM virtual festival kick off | Chennelle/Mesha | 1/22 to 2/1 |
| Promotion Sci-Fi and Anime Program Virtual | Chennelle | 22-Jan |
| Promotion Subscribe to ASALH TV | Mesha | 23-Jan |
| #KnowYourBlackHistory: January 23. The Twenty-fourth Amendment forbade the use of the poll tax to prevent voting | All | 23-Jan |
| Aunni Interview Social Media Posted | Aunni | 23-Jan |
| Promote What Is Black History? | Mesha | 29-Jan |
| Promote African and Arts Theme | All | 30-Jan |
| Kick off Celebration Email to Branches - follow event page for official updates (soliciting members to commit to posting during the festival - videos, photos, | TBD | 30-Jan |
| BHM Kick off Virtual program | Chennelle/Mesha/Zeb | 1-Feb |
| Promote CGW Mission | All | |
| BHM Facts 1 post per day | All | 1-Feb |
| #KnowYourBlackHistory: February 1. Sit-ins in Greensboro, North Carolina, initiated a wave of similar protests throughout the South. | All | 1-Feb |
| #KnowYourBlackHistory: This was the eighth and final night for the miniseries based on Alex Haley's Roots. This final episode achieved the highest ratings ever for a single program. | All | 3-Feb |

