

## **Marketing & PR Report**

**February 2024**

It is a pleasure to give the marketing report for the activities since the conference. We have been busy making preparations for the Black History Month Festival and Luncheon and are feeling very good about where we stand with regard to the work needed to support both events. We have been posting to social media constantly. Some highlights. We were able to have the folks in charge of the US Postal Service social media tag ASALH in their announcements about the new stamp about Constance Baker Motley that went out on February 1st, thanks to the meeting set up by ASALH VP for Programs. We were also able to be tagged by NMAAHC in their February 1st Black History Month post, giving ASALH due credit for establishing the brilliant theme of African Americans and the Arts. We were trending the first day of Black History Month. See below:

9:01



Search



For you **Trending** News Sports Entertainment

## Washington trends

**Friday Eve**

1,020 posts

15 · Trending

**Happy 1st**

11.7K posts

16 · Open-wheel racing · Trending

**Albon**

4,043 posts

17 · Politics · Trending

**Walgreens**

19.9K posts

18 · Music · Trending

**Turn the Lights Back On**

1,398 posts

19 · Trending

**African Americans and the Arts**

20 · Pop · Trending

**harry styles**

Trending with Happy 30th

21 · Trending

**New Blessings**

22.1K posts



Our website has also seen more hits thanks to our new Google Ads program. We were able to bring sufficient traffic and new interest which may have helped in Luncheon ticket sales. See below:



ExactMetrics

## Website Traffic Summary

January 1, 2024 - January 31, 2024

<https://asalh.org>

Hi there!

Let's take a look at how your website traffic performed in the past month.



### Top Pages

Page Title	Page Views
1. BLACK HISTORY THEMES...	59,412
2. ASALH – The...	15,309
3. About Black History...	10,865
4. Black History Month...	9,596

Lastly, we have arranged several interviews and media opportunities. Highlights include, bringing C-span to the luncheon. The Chicago Defender will cover the luncheon. Their coverage will also run in a number of newspapers, syndicated as it were in so many vital historically Black newspapers and important landmarks in the legacy of the Black press including their Real Times Media properties in Detroit (The Michigan Chronicle), Pittsburgh (New Pittsburgh Courier) and Atlanta (The Atlanta Daily World). Coverage has also been arranged with Fox News Now, a digital platform (and non-politically aligned property of Fox) which will highlight the BHM Festival, and the great programs starting this week. The DC Fox affiliate is also (as yet to be confirmed) possibility for coverage of the Luncheon.

We are especially proud of work on Instagram by Rory, Kit and Chennelle, who have done an amazing job with the Black Facts, in conjunction with Festival Marketing Chair, Mesha Williams. Aunnie will do interviews at the luncheon and we have interns to help with social media. Great articles in Essence Magazine, The New York Times, ABC News, and coming soon, XM Radio Urban View and many other outlets. MSNBC has been contacted via personal contacts and we are waiting to see why else we can do to get our message out there. Please see email attachments. Thank you for the opportunity to offer this abbreviated report. More info on the way. Thank you.