

## NCAAHC 2022 Black History Month and Juneteenth Program Report

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This report will spotlight components of the North Carolina African American Heritage Commission (NCAAHC) 2022 Black History Month and Juneteenth program and highlight features within the Black History Month and Juneteenth Toolkits, which served as a resource guide to encourage awareness and enthusiasm for the celebrations.

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## **BLACK HISTORY MONTH PROGRAM**

### **The Creation of Black History Month**

With the information provided by the Association for the Study of African American Life and History, we established a foundation of the historical and cultural context of Black History Month with a summary of origin, which highlighted Dr. Carter G. Woodson's scientific study of black life and history. This origin story discusses the creation of Negro History and Literature Week and its evolution.

### **Black History Month Toolkit**

The Black History Month Toolkit provided many tools and resources for constituents. The Toolkit highlighted the Green Book Project, My NC from A-Z Companion Guide, and the virtual NC Civil Rights Trail. Our most interactive features included the Black History Month Read-In and the NC Indie Black Artists Playlist.

### **Read-in**

The NCAAHC, in partnership with North Carolina State Historic Sites, the State Library of North Carolina, the Richard B. Harrison Community Library, the North Carolina Department of Natural and Cultural Resources, Top Teens of America Wendell Chapter, and the Read-In List Curator Abbigail Glen, Owner of Shelves Bookstore, presented the virtual Read-In list. This list showcased 20 book selections that included reading options for adults, young adults, middle grades, and young children.

### **Playlist**

The NCAAHC, with help from Shameika Rhymes, Journalist and Former Television News Producer, created the NC Indie Black Artist Playlist with over 100 songs on Spotify. This playlist featured both up-and-coming and established Black indie artists in a variety of genres including R&B, hip hop, country, bluegrass, spoken word, jazz, and gospel. Regarding engagement, the NC Indie Black Artist Playlist received 14 likes and 3 shares.

### **Black History Month Proclamation**

In collaboration with the Cooper Team, Governor Roy Cooper proclaimed February 2022 as Black History Month to honor the contributions of Black North Carolinians and celebrate North Carolina's rich African American culture and history. This year's program honored Black Leaders in STEM (science, research, technology, business, education, government, and policy).

*"Our diversity is our strength and North Carolina is a more inclusive and vibrant place thanks to the leadership of Black artists, educators, civil rights leaders, and health care professionals. As we celebrate these successes we acknowledge there is more work to be done by all of us to tackle the systemic disparities faced by communities of color."* - Governor Roy Cooper

### **2022 Black History Month Honorees**

The North Carolina African American Heritage Commission joined Governor Roy Cooper and his team in recognizing 30 Black History Month Honorees (7 posthumous, 23 living). This list of honorees was a small collection of North Carolina STEM leaders who have embodied some of the highest ideals of academic

curiosity and achievement. The honorees' biographies and portraits are available online and can be viewed on the 'Black History Month 2022 - Celebrating African American STEM Leaders' youtube video. The video garnered over 70 views on youtube.

### **2022 Black History Month Event Calendar**

An objective of the NCAAHC Black History Month 2022 Program, was to amplify efforts happening across the state. The Black History Month Event Calendar posted over 25 virtual and in-person events and enabled the organization to share their events using our event submission form. Many of these events were given amplification through the NCAAHC social media platforms as well.

### **Ocean City Beach Short Film**

The NCAAHC, in collaboration with the Ocean City Beach Citizens Council, and the NC Department of Natural and Cultural Resources created a short film about the community of Ocean City on the coast of North Carolina. This film garnered much attention and quickly became the highest watched view on the NCAAHC Youtube Channel with over 1,000 views and 26 likes. Comments included encouragement for more short films and interest in visiting. Engagement in this content was also high on NCAAHC social media platforms.

## **JUNETEENTH PROGRAM**

### **Juneteenth Toolkit**

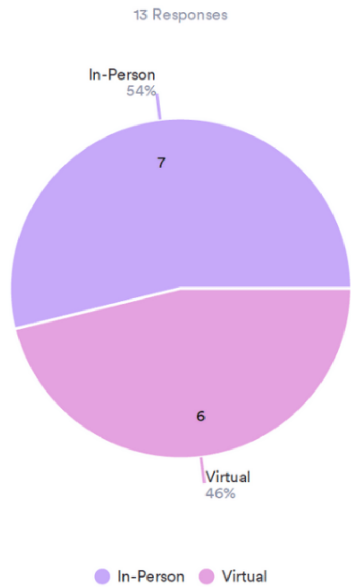
The NCAAHC created two versions of the Juneteenth Toolkit to assist both in-network divisions and out-of-network organizations with the facilitation of Juneteenth celebrations. Resources including talking points and best practices were available within the in-network version of the toolkit. The public version of the toolkit hosted a summary of the Juneteenth origin, an explanation of North Carolina's Liberation Story along with a short film and quick facts, a Speakers Bureau, and an Event Submission Form. These resources were easy to share among networks, and as the first of its kind, the toolkit sparked conversation and answered initial questions about the holiday.

### **Juneteenth Speakers Bureau**

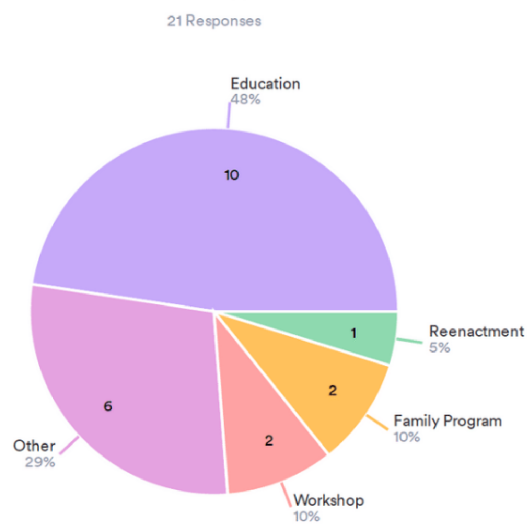
The NCAAHC led the NC Department of Natural and Cultural Resources in the effort to create a Speakers Bureau centered on sharing North Carolina's liberation history. The 2022 Juneteenth Speakers Bureau hosted a list of eight esteemed experts who were willing to present lectures regarding Juneteenth, African American history, and topics related to freedom-seeking. Engagement with these resources was high and well received as thirteen requests for speakers were made. After reviewing the requests, the Speakers Bureau was able to attend six events.

The graphs below show statistics behind the requests for participation in the Juneteenth Speakers Bureau. Graph A indicates that 54 percent of the requests were for in-person events, while 46 percent were virtual. Graph B shows that 48 percent of the submissions were for educational-type events. Lastly, Graph C, illustrates that the most requested speakers were Leesa Jones from Washington Waterfront Underground Railroad Museum, and Angela Thorpe, the Director of the NCAAHC.

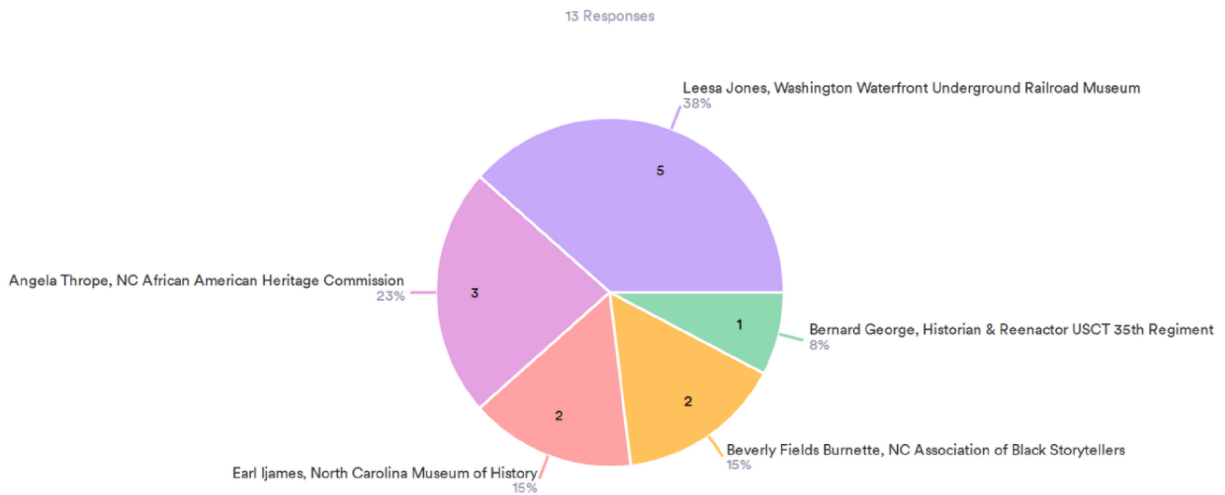
**Graph A: Event Style**



**Graph B: Event Type**



**Graph C: Preferred Speaker**



**Celebration Support and Outreach**

The NCAAHC set a goal to support and amplify the Juneteenth efforts of organizations around North Carolina. This support extended to thirteen Juneteenth events overall, with seven receiving a \$2000 sponsorship towards their celebrations. The NCAAHC provided consultation, memorabilia, and resource tools to the North Carolina Symphony, the Eastern North Carolina Collaborative, the Department of Health and Human Services, Reedy Creek, and more. A sponsorship of \$2000, along with memorabilia and resource tools, was given to Juneteenth New Bern with Tryon Palace, Capitol City Juneteenth Celebration, Juneteenth of the Carolinas, Triad Cultural Arts, Inc, Triangle Cultural Awareness Foundation

and Spectacular Magazine, the North Carolina State Capitol Building. Feedback from these organizations informed the NCAAHC that memorabilia was well received by the public.

### Juneteenth Events Calendar

To connect audiences with Juneteenth celebrations taking place around North Carolina, the NCAAHC curated a calendar of Juneteenth events. This calendar was also populated using the Event Submission Form available in the Juneteenth Toolkit. The NCAAHC received eight event submission forms, and the calendar showcased more than thirty events in total.

### Juneteenth Proclamation

In collaboration with the Cooper Team, Governor Roy Cooper proclaimed June 19, 2022, as Juneteenth to honor the oldest known commemoration of the abolition of slavery in the United States.

*“As we celebrate Black heritage, liberation, freedom, and the great progress we have made, we must continue to be aware that systemic racism still persists. Although we’ve come a long way since 1865, there’s more work to do.” - Governor Roy Cooper*

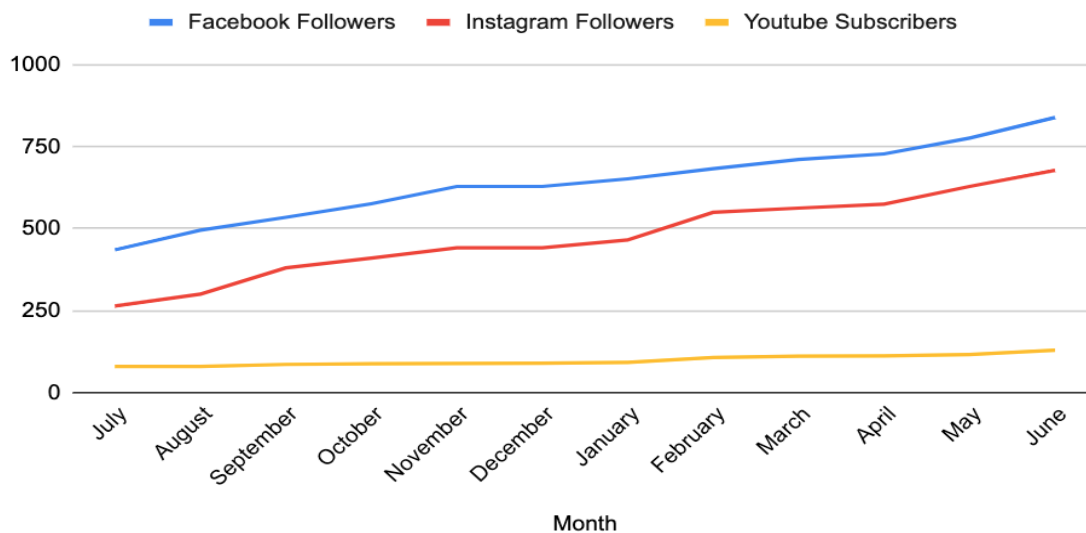
## ENGAGEMENT ANALYSIS

### Followers & Reach

The NCAAHC Black History Month and Juneteenth Programs have engaged audiences and boosted engagements on all social media platforms. Graph D below illustrates the consistent growth of followers and subscribers on NCAAHC Facebook, Instagram, and Youtube platforms, with a steady growth during Black History Month and Juneteenth programming. This means that the NCAAHC is effectively and consistently engaging our base audience while posting content that attracts new followers.

(Graph D)

### Followers



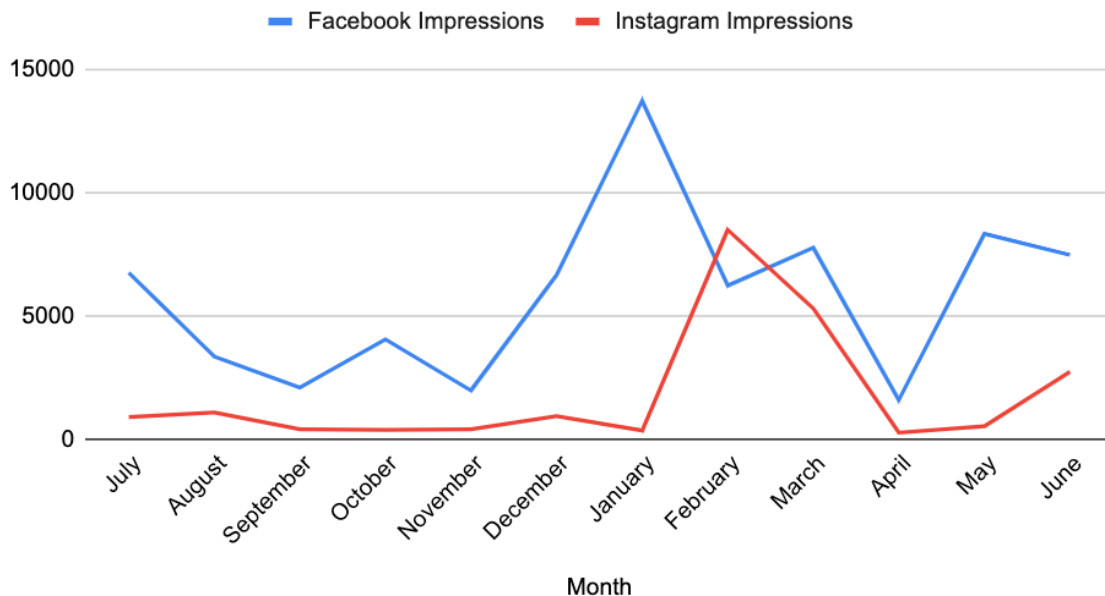
### Website Visits and Social Media Impressions

The NCAAHC website has seen consent traffic with a growth of over 5,000 pageviews since last Black History Month. Data shows that constituents have been most interested in the Green Book Project, the Black History Month landing page, the Black History Month Read-In, and the Black History Month Honoree video page.

Graph E below illustrates the rate of NCAAHC Facebook and Instagram impressions. Impressions measure the number of times your post or ad appears on the screen. In this case, impressions have increased during the months of Black History Month and Juneteenth for Instagram, however, results are contrasting for Facebook.

(Graph E)

### Facebook and Instagram Impressions

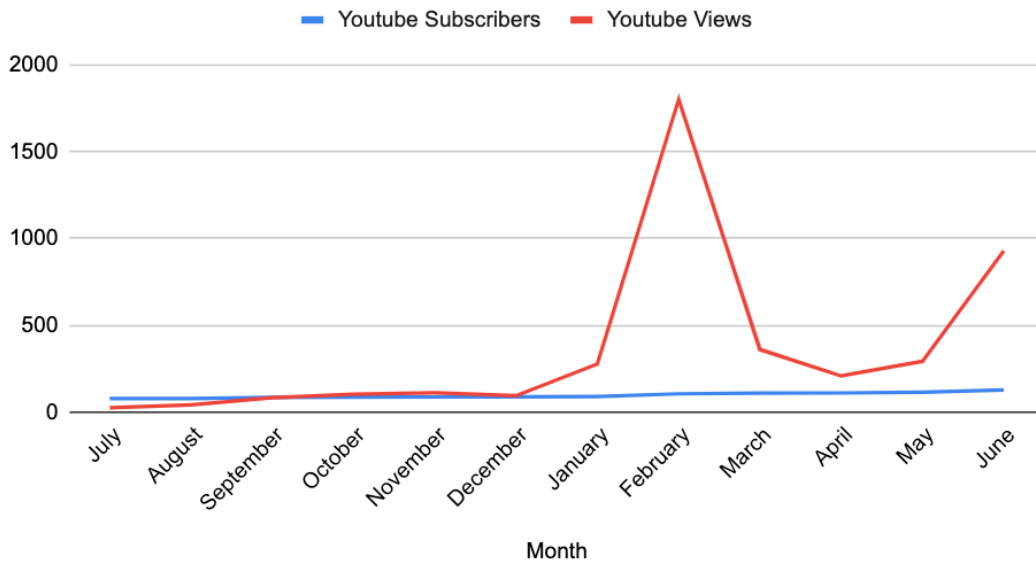


### NCAAHC Youtube

Videos like the Ocean City short film and the Black History Month Honoree video have proved to be successful when engaging constituents. Graph F below shows that views skyrocketed during Black History Month. Moving forward, the NCAAHC will encourage viewers to subscribe to the NCAAHC Youtube Channel with a message at the beginning and end of every video and a blurb in the description.

(Graph F)

### Youtube Subscribers and Views



### Juneteenth Toolkit Feedback

Using a survey, constituents and division partners were able to give feedback on the Juneteenth Toolkit. The survey received thirteen submissions overall. In gauging satisfaction of the toolkit, the survey gave options including, very unsatisfied, unsatisfied, neutral, satisfied, and very satisfied. Responses were 55 percent satisfied and 45 percent very satisfied. The survey also asked if the Juneteenth Toolkit provided sufficient historical and cultural context about North Carolina's Liberation Story, to where 64 percent said they learned new information they had not previously known.

Graph G: Satisfaction

11 Responses- 2 Empty

