



## » Many Stories, One History «

### Objective

*Roll Call will expand their digital presence by showcasing a new sensibility on Black History Month.*

### Inspiration

*241 years is hard to convey in an engaging manner, but that's what we set out to do with our series of videos.*

### Logistics

*Our videos, interactive timeline, and social media outline provide the elements necessary to reach new viewers.*

## Many Stories, One history



Black History Month is an annual national observance that was officially recognized in 1976 by President Gerald Ford. Check out the series of videos made to highlight important facets of African-American history in America.

## Slavery to Statesmen

From the White House to the Capitol, our nation was built on the backs of slaves. Watch to learn how the history of African-Americans has progressed from slavery to government leadership.



## The Road to Progress

## The Road to Progress



While leadership has slowly progressed at the federal level, historic movements inspired by prejudiced laws helped our country evolve to give equal rights to all.

## One History, One Future

Black history has come a long way, but there are still challenges to overcome. From high percentages of African-Americans living in poverty and high incarceration rates for black men, justice reform and congressional action is still needed to improve the lives of all U.S. citizens.



# Black History Month

Overview

Video Series

Timeline

Social Media



National Museum of African American History and Culture

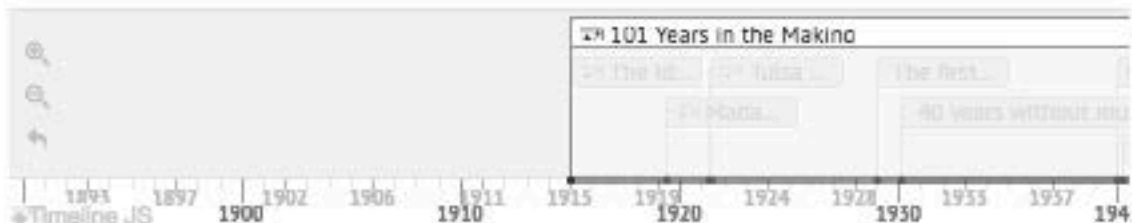
1915 – 2016

## 101 YEARS IN THE MAKING

A lot happened in the century it took to make the National Museum of African-American History and Culture a reality. Explore where milestones in the museum's creation stood next to major milestones in the pursuit of civil rights.



THE IDEA FOR AN AFRICAN-AMERICAN MUSEUM WAS BORN



# Black History Month

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[Video Series](#)
[Timeline](#)
[Social Media](#)

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
			<p><b>Facebook:</b> It's National Freedom Day. Check out our first video this Monday in our Black History video segment.</p> <p><b>Twitter:</b> It's Black History Month! Check out our first video of our Black History.</p>	<p><b>Facebook:</b> This year is the 52nd anniversary of when the Civil Rights Act was passed. Watch our video this Monday to learn more about this monumental act.</p> <p><b>Twitter:</b> It's the 52nd Year</p>	<p><b>Facebook:</b> February 6, 13, February 20, &amp; February 27 are when our Black History Month videos are coming out. See back history month as you never have before. Only on Roll Call.</p>	<p><b>Facebook:</b> Rosa Parks Day. A refusal to move, and the movement it inspired. Black History month: the story of movements and the changes they have brought. <a href="#">Twitter</a></p>
5	6	7	8	9	10	11
<p><b>Facebook:</b> It's Super Bowl Sunday! Don't spend your day raving the billion dollar TV ads, check out Roll Call's Black History Month video segment instead. <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Celebrating Black History Month by watching the first video of our video segment coming out later today! <a href="#">#rollcall</a> <a href="#">#blackhistorymonth</a></p>	<p><b>Twitter:</b> Celebrate Black History Month by checking out our exclusive historical videos every Monday! <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Don't miss our video this week, Slaves To Statesman</p>	<p><b>Twitter:</b> #B12 is the infamous I Have A Dream Speech. Tune in this week to learn about and celebrate more historic black leaders. <a href="#">#rollcall</a></p>	<p><b>Twitter:</b> A bit shut from our upcoming video for this Monday. Get the full context in our next video coming out on Feb. 13! <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> It's almost Valentine's Day. Celebrate the gains of interracial marriage rights by catching up on our Black History Month Videos!</p>
12	13	14	15	16	17	18
<p><b>Twitter:</b> Tune in tomorrow to see our Black History Month Video, Slaves to Statesman.</p>	<p><b>Facebook:</b> It's Lincoln's birthday! Celebrate history by watching our new Black History Month video, Slaves to Statesman coming out today! <a href="#">#rollcall</a></p>	<p><b>Facebook!</b> <b>Twitter:</b> It's Valentine's Day! Show some love to past and present leaders of America! <a href="#">#blackhistorymonth</a>. <a href="#">#rollcall</a></p>	<p><b>Twitter:</b> Next video, The Road To Progress, coming out February 20! <a href="#">#blackhistorymonth</a> <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Did you know the White House was built by slaves? Check out our newly released video to learn more. <a href="#">#rollcall</a></p>	<p><b>Twitter:</b> Did you know the Capitol was built by slaves? Check out our Black History Month video to learn more! <a href="#">#rollcall</a> <a href="#">#blackhistorymonth</a></p>	<p><b>Twitter:</b> Two more days until our exclusive Black History Month video. The Road To Progress comes out! <a href="#">#rollcall</a> <a href="#">#blackhistorymonth</a></p>
19	20	21	22	23	24	25
<p><b>Facebook:</b> From slavery to the Oval Office. Next video is out tomorrow. <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Happy Presidents Day! Our next video The Road To Progress is coming out today! <a href="#">#rollcall</a></p>	<p><b>Twitter:</b> Do you enjoy our last Black History <a href="#">#rollcall</a> video? Tune in this Monday to see our next video! <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Next Black History Month video about what's yet to come is out this Monday!</p>	<p><b>Twitter:</b> #B121 of important events in Black History. Our next Black History Month videos out this Monday, only on <a href="#">#RollCall</a> <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Last video is coming out Feb. 27th! <a href="#">#rollcall</a></p>	<p><b>Facebook:</b> Our next and final Black History Month video is released this Monday! <a href="#">#rollcall</a></p>
26	27	28	1	2	3	4
<p><b>Twitter:</b> Tune in tomorrow for the final release of our exclusive Black History Month video segment! <a href="#">#rollcall</a> <a href="#">#blackhistorymonth</a></p>	<p><b>Facebook:</b> Our final, exclusive video is out today. Check it out, only on RollCall! <a href="#">#rollcall</a></p>	<p><b>Twitter:</b> Did you enjoy our Black History Month video segments? Tweet us your thoughts! <a href="#">#rollcall</a></p>				

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