

# Squires Public Relations Case Study



## The History of Black Dance in America

**Event Description:** The History of Black Dance in America was a 2-hour dance retrospective of African-American inspired social dances performed by the Central Avenue Dance Ensemble on February 12, 2011 at the Crozier Visual and Performing Arts Theater in Inglewood, CA.

**PR Challenge:** Our challenge was to fill a 750-seat theater on short notice and with no advertising budget.

To accomplish this, we aligned our messaging with the already popular media theme of Black History Month, and launched a multi-faceted campaign to reach audiences of all ages within the local community and throughout Los Angeles.

This included:

- Pre-event publicity (print coverage, radio & television interviews)
- Creation of partnerships (cross-marketing) with outside organizations
- Grass Roots/Community Outreach
- Internet Marketing

**Results:** The History of Black Dance in America was performed to a full house. Over 50% of tickets were sold in advance of the event via The History of Black Dance in America's web site.

### Print Coverage

We secured pre-event coverage of the event in the following newspapers:

- ✓ Los Angeles Times
- ✓ Inglewood Today
- ✓ Hawthorne Press Newspapers
- ✓ Our Weekly
- ✓ LA Watts Times
- ✓ The Sentinel

- ✓ The Daily Breeze

## **Radio Coverage**

Pre-event radio coverage included interviews with Chester Whitmore and Ron Parker (event producer) on the following radio stations & programs.

- ✓ KPFK AM - Freedom Now with Dedon Kamathi
- ✓ KSWD-FM - The Sound LA with Mike Powers
- ✓ KTYM-AM - Conversations with the Community
- ✓ KXLU-FM – Groovetime with Chris Johnson

## **Television Coverage**

Chester Whitmore and Ron Parker were interviewed in advance of the event on:

- ✓ Inglewood Community Television – “Urban Roundtable” with Robert Hooks

The night of the event, the History of Black Dance in America was featured on

- ✓ KTLA – 10 O’clock News
- ✓ KNBC – 11 O’clock News
- ✓ KTTV – Fox 11, 10 O’clock News

## **Event Partnerships**

We created partnerships with the following local organizations that helped market the event to their members

- ✓ USA Dance Los Angeles County
- ✓ Dance Buddies
- ✓ Smooth Dancers

## **Community Outreach**

We performed outreach to the following community organizations and churches that assisted us by distributing our marketing materials to their audience or allowed us to market the event at their public venues

- ✓ Inglewood Unified School District
- ✓ City of Inglewood
- ✓ West Angeles Church of God In Christ
- ✓ City of Refuge
- ✓ Crenshaw Christian Center

- ✓ UP Church

### **Internet Publicity**

Below is a partial list of on-line event calendars and web sites which featured The History of Black Dance in America in advance of the event.

- ✓ Los Angeles Times – The Guide
- ✓ DailyBreeze.com
- ✓ LA.com
- ✓ Univision.com
- ✓ DailyNews.com
- ✓ Wave Newspapers
- ✓ LA.com
- ✓ BackPage.com

### **Internet Marketing**

We also assisted the Central Avenue Dance ensemble to market the event through a Facebook page and direct emails.