

# NATIONAL DAY OF RACIAL HEALING 2017





# MULTI-MASS MEDIA CAMPAIGN



## THE PLAN

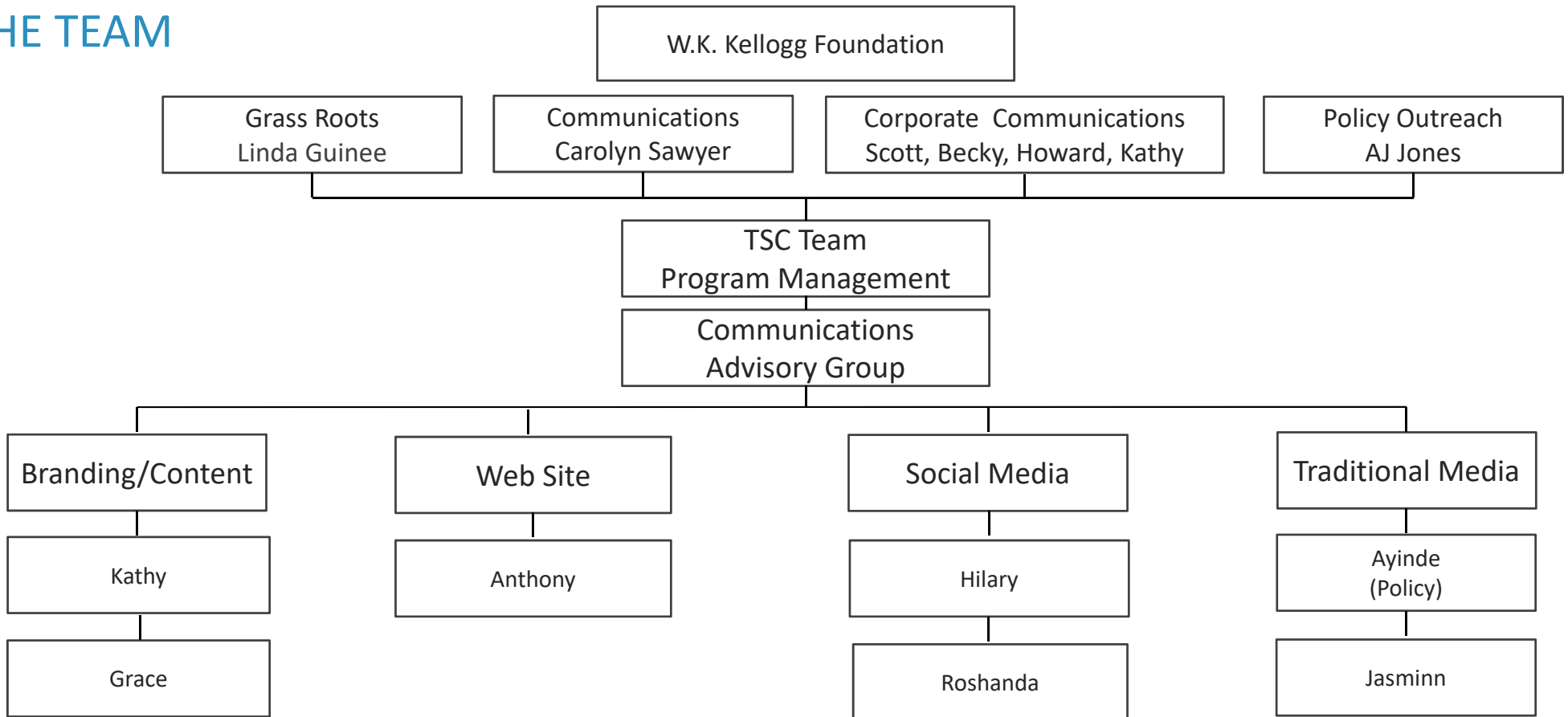
Between December 20, 2016 and February 15, 2017, the Tom Sawyer Company (TSC) successfully managed a multi-mass media platform campaign to raise awareness and trigger engagement in the W.K. Kellogg Foundation's call to action for racial healing.

TSC utilized both traditional and non-traditional communication strategies, tactics, and partners to execute.

TSC also incorporated the ideas generated from key stakeholders during the Truth, Racial Healing & Transformation Summit, held December 5-9, 2016, in Carlsbad, California.



# THE TEAM



## COMMUNICATIONS ADVISORY GROUP

The Communications Advisory Group was built around the concept of collaboration. This involved a very targeted outreach to communication practitioners. This is a commonly applied practice in the field of marketing advertising communications.

Individuals were asked to gauge the campaign concept, the plan, and the tactics as well as the status of the campaign. In this instance, with the National Day of Racial Healing project, we elected to include the additional element of participant involvement.

The beauty of collaboration is expanding the vision. In order for collaboration to be effective it must be an open, honest and a transparent flow of information between parties. These valued professional colleagues offered great insight that can be measured in the overall effectiveness of the campaign.



## AT-A-GLANCE

On December 20, 2016, TSC launched the National Day of Racial Healing multi-mass media platforms on FaceBook, Twitter and a Website/Landing page. TSC's target audience was national in scope. Below are the statistics garnered in less than 60 days (December 20, 2016 – January 31, 2017).

<b>Facebook</b>	<b>Twitter</b>	<b>Website/Landing Page</b>
Impressions 2,178,473	Impressions 48,700	30 Day Active Users 13,019
Total Reach 1,527,228		January 17, 2017 Active Users 4760

## INSIGHTS

**Communications Advisory Group** collaboration was extremely valuable to navigating an education and public outreach campaign in a short period of time. In the end, a community of over 50,000 new **FaceBook** followers engaged in The National Day of Racial Healing. Utilizing the campaign hashtag #thedaytoheal and the initiative's hashtag #TRHT along with relevant keywords, we were able to track the overall success of the campaign. With impressions reaching a total of over 35 million just from December 22, 2016 to January 21, 2017 on **Twitter** alone.

The reinstatement of the traditional **Public Service Announcement** (PSA) in a non-traditional way using social media as the outlet proved to be one of the highest-rated social media hits in the campaign with over 10,000 views in less than one week.

The public involvement in the development of original content in the form of **Words on Racial Healing, Voices on Racial Healing and Faces of Racial Healing** was extremely popular with nearly two dozen submissions. We continue to receive requests for participation.

The website landing page ([www.dayofracialhealing.com](http://www.dayofracialhealing.com)) successfully covered the United States figuratively and graphically by introducing and establishing brand recognition. It also became the central portal for thousands to gain immediate access to information on upcoming events, things to do, and additional resources. The page was designed, built and approved to go live in less than one week.



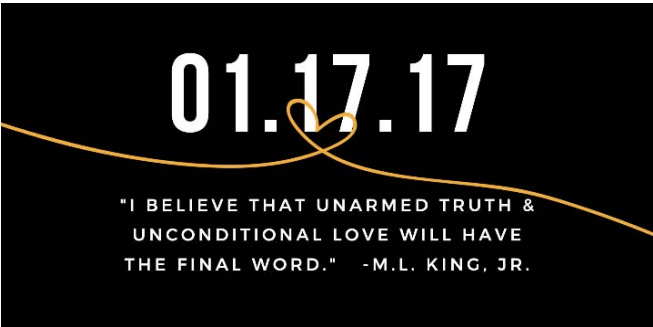


# MULTI-MASS MEDIA BRANDING



# NATIONAL DAY OF RACIAL HEALING BRANDED DESIGN 'THE DATE'

To increase date recognition and campaign awareness our social media launch was focused solely on date-driven content. We continued to drive the date throughout the duration of the campaign, but at less of a focal point.



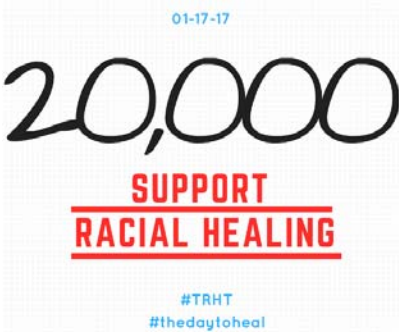
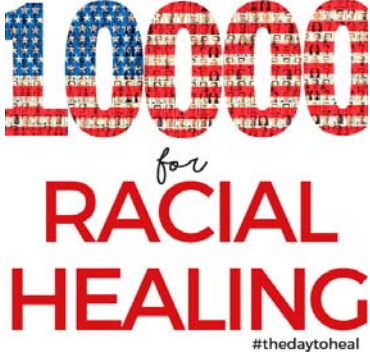
# NATIONAL DAY OF RACIAL HEALING BRANDED DESIGN 'THE DAY OF'

Secondary designs



# NATIONAL DAY OF RACIAL HEALING BRANDED DESIGN COUNT UP

Rather than a countdown, we did a “countup” to encourage engagement and increase awareness.



# NATIONAL DAY OF RACIAL HEALING BRANDED DESIGN CONTENT



"Our nation is crying out for healing, which can only come with a shared understanding of our collective past..."

**La June Montgomery Tabron**  
WKKF President & CEO  
W.K. Kellogg Foundation




"We are all descendants of one human ancestry endowed by our creator with the inalienable right to life, liberty & the pursuit of happiness."

**Dr. Gail Christopher**  
Senior Advisor & Vice President for TRHT  
W.K. Kellogg Foundation



**shout out!**  
to our partner organizations

W.K. KELLOGG FOUNDATION

- MAINE-WABANAKI
- NAACP
- NATIONAL ASSOCIATION OF COMMUNITY AND RESTORATIVE JUSTICE
- NATIONAL CIVIC LEAGUE
- NATIONAL COLLABORATIVE FOR HEALTH EQUITY
- NATIONAL COMPADRES NETWORK
- NATIONAL CONGRESS OF AMERICAN INDIANS
- NATIONAL COUNCIL OF ASIAN PACIFIC AMERICANS
- NATIONAL COUNCIL OF LA RAZA
- NATIONAL HISPANIC MEDIA COALITION
- NATIONAL INDIAN CHILD WELFARE ASSOCIATION (NICWA)
- NATIONAL LEAGUE OF CITIES
- NATIONAL PARK FOUNDATION




**Ideas Worth Sharing**  
#TRHT





**FOLLOW**  
US ON TWITTER

—

@THEDAYTOHEAL  
#TRHT



# CONTENT DEVELOPMENT

# NATIONAL DAY OF RACIAL HEALING BRANDED CONTENT SERIES

We recruited, edited and posted original thought pieces that were shared on Facebook and Twitter platforms

**National Day of Racial Healing**  
January 20 at 5:33pm · 🌐



**Words for Racial Healing**  
#thedaytoheal

**Keep Pushing for Equity**

On June 17, 2015, my home state of South Carolina suffered a devastating blow when a white supremacist murdered 9 black parishioners at Emanuel AME Church. The world watched in admiration as South Carolinians came together across racial lines to condemn this heinous act.

Soon after the shooting, the perpetrator's manifesto revealed he was inspired by the Confederate cause and flag. This stark ...

...

[See More](#)



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal



**Words for Racial Healing**  
#thedaytoheal

**National Day of Racial Healing**  
January 16 at 6:31pm · 🌐



**Words for Racial Healing**  
#thedaytoheal

**Open..Loving..Giving..Diverse Relationships**

I believe "Racial Healing" is all about being open to "loving, giving, and diverse" relationships.

I was raised in white, affluent neighborhoods. When thinking back to this upbringing, I believe it led to my developing a prejudice when it came to African Americans.

My experiences through high school were also very one sided, when observed through a diversity lens. I'm shocked to say I can't remember...

...

[See More](#)



# NATIONAL DAY OF RACIAL HEALING BRANDED CONTENT SERIES



## An Invisible Asterisk

Before we can work toward racial healing, we must first address the current afflictions we face. As it stands, we live in a country that allows the Flint Water Crisis and Standing Rock to happen; that considers “Black Lives Matter” a controversial statement; that openly profiles and cuts down Black and Brown bodies for the smallest infractions.

There is an extreme disconnect between who we claim to...

...

[See More](#)



## Acknowledgement & respect

I think racial healing begins with two words, acknowledgement and respect. We have to acknowledge that everyone’s American story is not the same and that if any one of the stories of the people who make up this nation was missing from America’s narrative this country would not be what it is. As long as the propaganda that one group of people built this country rather than the fact that this count...

...

[See More](#)



National Day of Racial Healing

January 9 at 6:46pm



## We must heal for our future

In recent times, there have been many conversations about the need for racial healing and unity in America, yet it often seems that nothing truly changes. We all tend to still carry those same ideologies and biases that divide us and prevent us from truly unifying.

I believe that there are many reasons for this: failure to recognize the root of the racial divide which is trust and fear, unwillingness...

...

[See More](#)



National Day of Racial Healing

January 17 at 11:06pm



## Temporary Heroes

I believe we are all cognizant of the prevalent reality of this phenomena. People consistently will set aside racial barriers, and biases to help in many cases the very recipients of these negative actions during catastrophes. The probing question is “why?” You see, this heroic act of kindness is usually temporary. For once the service need has been satisfied, the biases which were set aside, are...

...

[See More](#)



## Segregation is a Blinder

I have to admit I was brought up in a house full of prejudice. We were a middle class white family and I lived in a white world, a white school and only knew white people. As I grew to be an adult I met and liked people of different faiths and nationalities except I never met an African American. In fact I was just a little bit afraid of them. My white world enforced that feeling.

Moving to Florida...

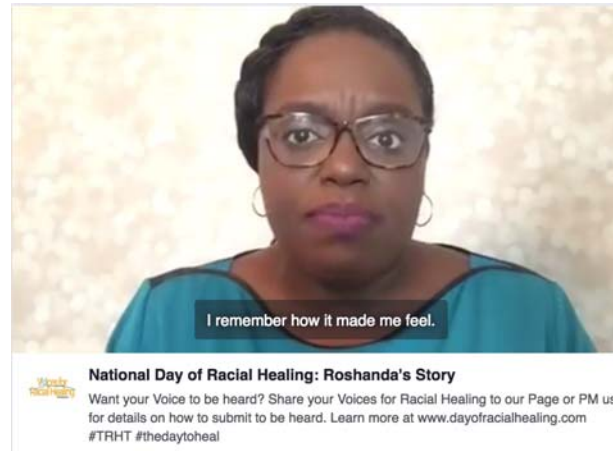
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[See More](#)



WWW.TOMSAWYERCOMPANY.COM

# NATIONAL DAY OF RACIAL HEALING BRANDED CONTENT SERIES

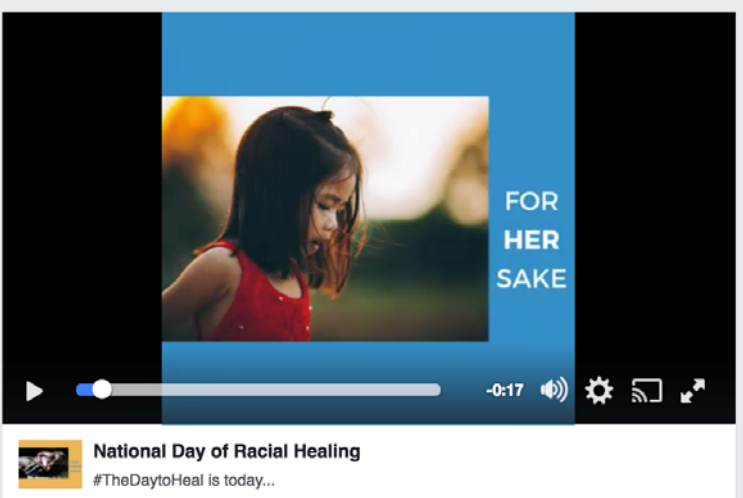




# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA

## Faces of Racial Healing

#thedaytoheal





# WEBSITE/LANDING UTILIZATION

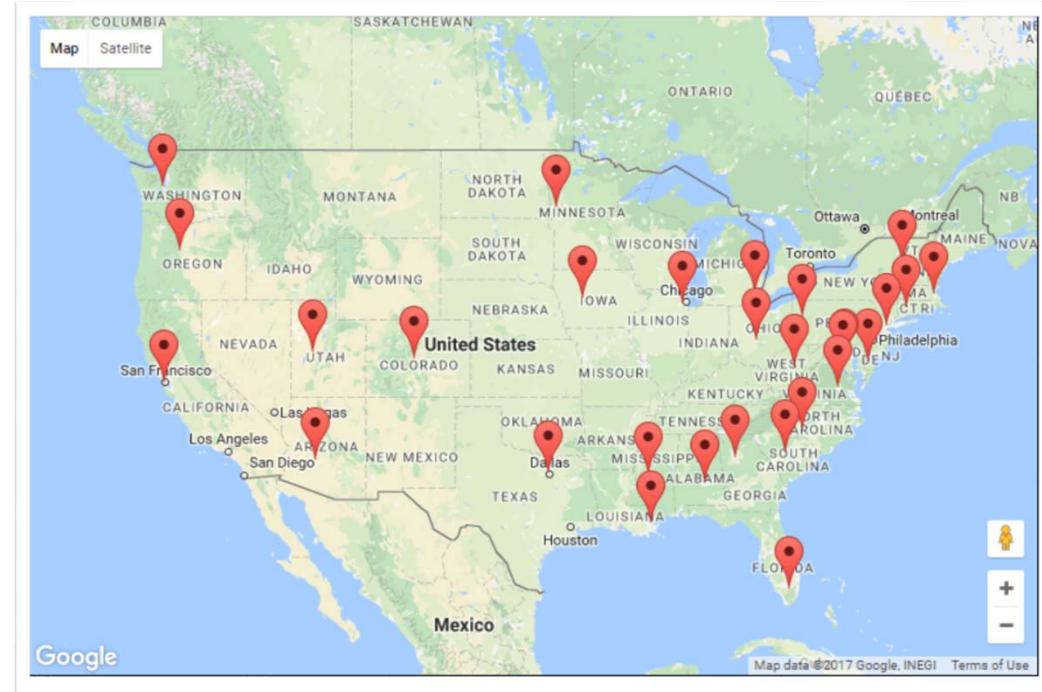
# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE – HOME PAGE

The screenshot shows the home page of the National Day of Racial Healing website. At the top left is the logo for 'TRUTH, RACIAL HEALING & TRANSFORMATION' featuring a stylized heart shape. To the right of the logo is a group photo of diverse children. Further right are navigation links for 'RESOURCES', 'GET INVOLVED', and 'FAQ'. Below the logo is a 'Tweet' button. The main heading is 'ANTHEM FOR NATIONAL DAY OF RACIAL HEALING'. Below this is a video player for 'Lizz Wright - "Painted Sky ..."'. A call to action reads: 'Join us on Tuesday, January 17, 2017, to heal the wounds created by racial, ethnic and religious bias and build an equitable and just society where all children can thrive.' Below the text is a countdown timer showing 00 days, 23 hours, 59 minutes, and 59 seconds. A paragraph below the timer states: 'W.K. Kellogg Foundation (WKKF) supported by collaborating organizations will mark the first ever National Day of Racial Healing on Tuesday, January 17, 2017. Together the TRHT community which includes corporate, public and non-profit partners collectively represents a dynamic network of nearly 300 million Americans. The unifying goal is to make a difference and improve the future for our children.' On the right side of the page, there is a vertical menu with links: 'JOIN OUR CONVERSATION', 'NATIONWIDE EVENTS', 'GET INVOLVED', and 'STREAMING MEDIA'. Below this menu are three promotional images: a green banner for a press release, a 'read the Press Release' button, and a map of the United States with red location pins and a 'View Scheduled Events Nationwide' button.

# NATIONAL DAY OF RACIAL HEALING - INTERACTIVE MAP/CALENDAR

The initial goal for the interactive map was to provide an at-a-glance view of the grass roots level support behind the campaign, providing an interactive way to see first-hand, of Americans making an investment to support and spread the word in their local communities. It is our belief that this sort tool is useful for:

- Showing and staying up-to-date with planned events
- Letting municipalities see proof that the campaign is noteworthy due to the buy-in / support in their region
- Giving Americans a way to either support a planned, existing event or providing them with information to help them plan their own event



# NATIONAL DAY OF RACIAL HEALING - INTERACTIVE MAP/CALENDAR

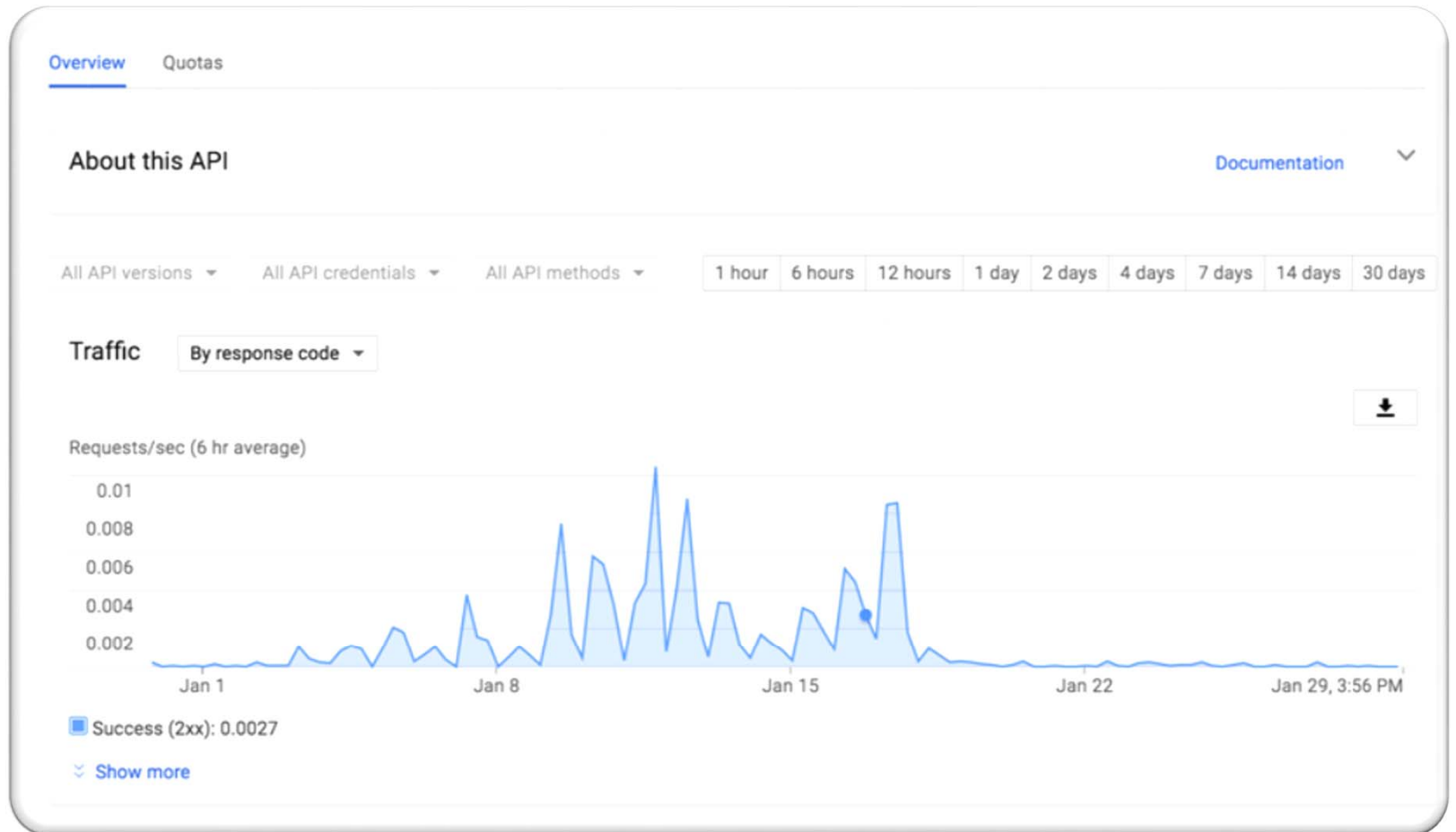
Summary of The Interactive Map component of the campaign website

The Google Maps JavaScript API that we utilized to facilitate the interactive map functionality of the website provided useful analytics on traffic to the map facet of the website during the campaign.

We were able to see activity correspond to social media-driven activity and it was validation for us that there was interest from users of the website in terms of them being curious about this new campaign and the ground-swell surrounding it, on the national level.



# NATIONAL DAY OF RACIAL HEALING - INTERACTIVE MAP/CALENDAR



# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE - RESOURCES

TRUTH, RACIAL HEALING  
& TRANSFORMATION

RESOURCES GET INVOLVED FAQ

### ADDITIONAL INFO


- ▶ STREAMING MEDIA
- ▶ INTERACTIVE ENGAGEMENT
- ▶ JOIN OUR CONVERSATION


### RESOURCES


[Tweet](#)


We invite your community, organization, or you as an individual to actively participate in the National Day of Racial Healing Tuesday, January 17, 2017. We are providing you these resources that we hope will be helpful in planning activities for the day.

We ask that you let us know what you decide to do as a community, organization, or as an individual as part of the National Day of Racial Healing, which you can do by emailing us at [TRHT@wkkf.org](mailto:TRHT@wkkf.org) or posting your ideas, events, etc. on social media using hashtags [#TRHT](#) [#DayToHeal](#) [#dayofracialhealing](#)

 [Implementation Guide](#)

 [AACU Liberal Education Fall 2016](#)

 [Acclaimed Vocalist Releases New Music Video](#)

 [#Solidarity Guide](#)

# DAY OF RACIAL HEALING WEBSITE/LANDING PAGE – GET INVOLVED

TRUTH, RACIAL HEALING & TRANSFORMATION

RESOURCES GET INVOLVED FAQ

## GET INVOLVED

[Tweet](#)

Join the National Day of Racial Healing initiative on January 17, 2017 to help heal the wounds created by racial, ethnic and religious bias and build an equitable and just society where all children can thrive. You and your community can sponsor or support racial healing activities. Here are a few suggestions on how to get started.

**Business** Philanthropy Faith Based Organizations Educators Individuals

- Connect with as many other organizations as possible including local area businesses, Business Associations, Unions, Minority Professional Organizations and others to schedule joint activities such as a lunchtime gathering (e.g./ a quarterly series of Lunch and Learns aka Learn at Lunch); your goal is to create a friendly, informal and safe environment for sharing reliable information, inspiring engaging conversations, brainstorming solutions for workplace implementation and eventual measurement.
- Enlist local area businesses and associations such as your local Chamber of Commerce and others to help sponsor a space for an event held on the January 17, 2017.
- Tap internal employee resource networks (e.g./ work based social clubs) and encourage them to create a fun and meaningful activity that both encourages participation and highlights everyone's commitment to workplace racial diversity and equity.
- Create a Diversity Proclamation and invite businesses you are aligned with to sign; encourage all participating businesses to frame and proudly display the proclamation at their place of business.
- Buy advertising space in local publications (online or in print) to endorse the initiative. Ads can be simple e.g./ (YOUR COMPANY NAME Supports the National Day of Racial Healing, January 17, 2017 or a lengthier article by your company outlining your support. Share your ad in many places such as your website and on social networks where you enjoy membership (e.g./ Facebook, Twitter, Instagram etc.) and don't forget to use the hashtags #TRHT (Truth, Racial Healing & Transformation), #TheDayToHeal, and #DayOfRacialHealing so everyone can find it.
- Join the conversation/share your ideas - inspire others by letting them know what you've already accomplished to improve racial healing at your place of business. Utilize social media to participate by creating and posting your "solution stories" to common problems related to implementing racial diversity.
- Connect with the Mayor's Task Force with a focus on issues related to diversity and plan a cooperative project.
- Make a dollars and cents (sense) argument that companies/businesses who have implemented culturally appropriate/racially equitable strategies are profitable. Use the [WKKF Business Case for Racial Equity](#)



# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE - FAQ

**TRUTH, RACIAL HEALING & TRANSFORMATION**

RESOURCES GET INVOLVED **FAQ**

## FREQUENTLY ASKED QUESTIONS

[Tweet](#)

**What is the National Day of Racial Healing?**

*It is the call to action to help mobilize communities, organizations and individuals across the United States in support of Truth, Racial Healing and Transformation. Overall, communities, organizations and individuals are being asked to 1) proclaim a new narrative that refutes the ideology of a hierarchy of human value and replaces it with the scientifically proven assertion that we are all descendants of one human ancestry endowed by our creator with the inalienable right to life, liberty and the pursuit of happiness; 2) acknowledge that there are still deep racial divisions in America that must be overcome and healed and 3) commit to engaging representatives from all racial, ethnic, religious and identity groups in genuine efforts to increase understanding, communication, caring and respect for one another and the perceived other.*

**When is the National Day of Racial Healing?**

*January 17, 2017. The National Day of Racial Healing will kick off a year-long effort to bring healing to the country, to build bridges and ensure a more perfect union and oneness within our country. January 17, 2017 is only the beginning of what will be a transformative effort to better ourselves individually and collectively.*

**What should we be doing to acknowledge the National Day of Racial Healing?**

*We encourage all communities, organizations, and individuals to select a unique manner in which to acknowledge the National Day of Racial Healing. We will be sharing several ideas generated by the more than 500 attendees of the Truth, Racial Healing and Transformation Summit held in December 2016. SPREAD THE WORD within your professional network and encourage others to do the same. Join our social media efforts (National Day of Racial Healing) by "liking" our Facebook page and following us on Twitter. No effort is too small to push this crucial program forward.*

**How can we get the word out about our National Day of Racial Healing event?**

*In this world of instant notification and social media, the possibilities are limitless. Utilize your social networks and personal contacts to tell them about the National Day of Racial Healing. Engage your colleagues, co-workers, business partners, etc. to participate in this initiative. Use whatever means you are most comfortable using. The W.K. Kellogg Foundation has provided you with a list of options/ideas/strategies.*

## NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE

The short campaign time which included the December Holidays presented an interesting challenge. While many might expect that the audience may not be fully tuned into the messaging until after the New Year, we've proven we demonstrated the ability to focus users on the W.K Kellogg call to action and drive internet activity to heighten awareness.

The analytics shows a very strong, prominent trend-line that mirrors the activity of our team in the effort to spread the word nation-wide about the campaign.



# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE

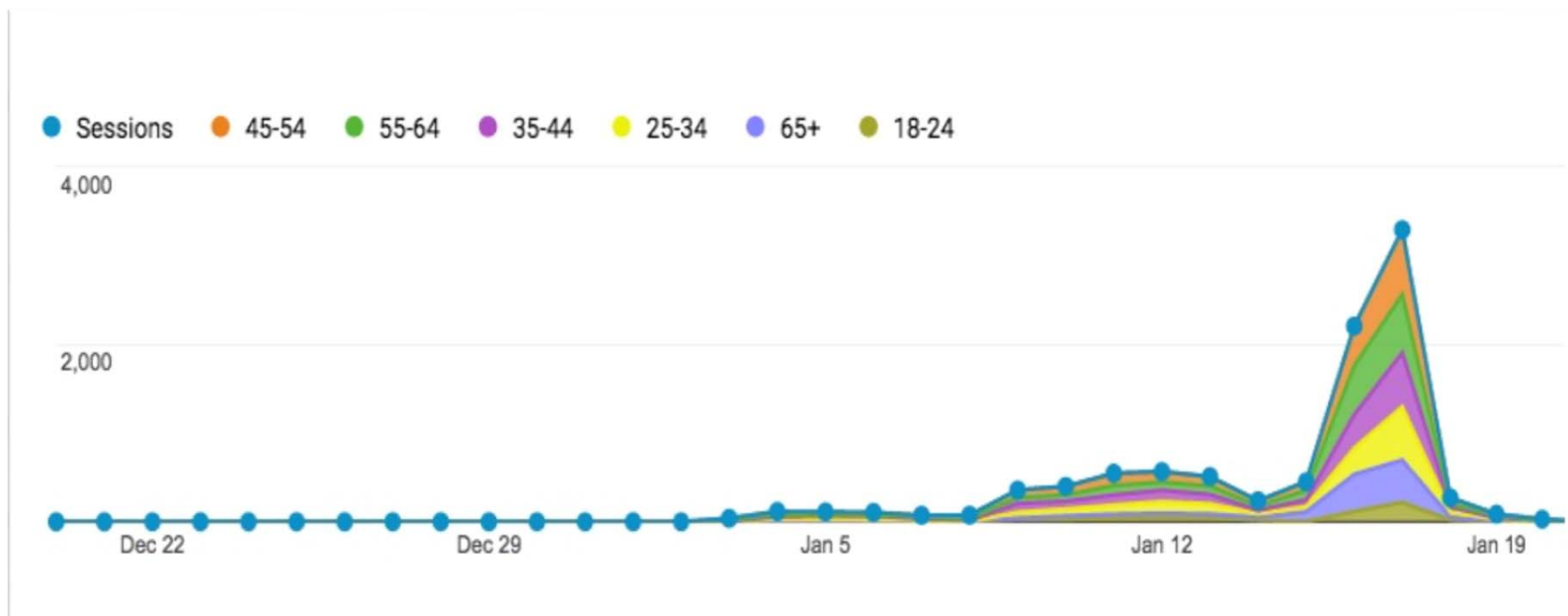
Based on analytics, the **Interactive Map** and **Ideas** pages were the most trafficked content on the site.



## NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE

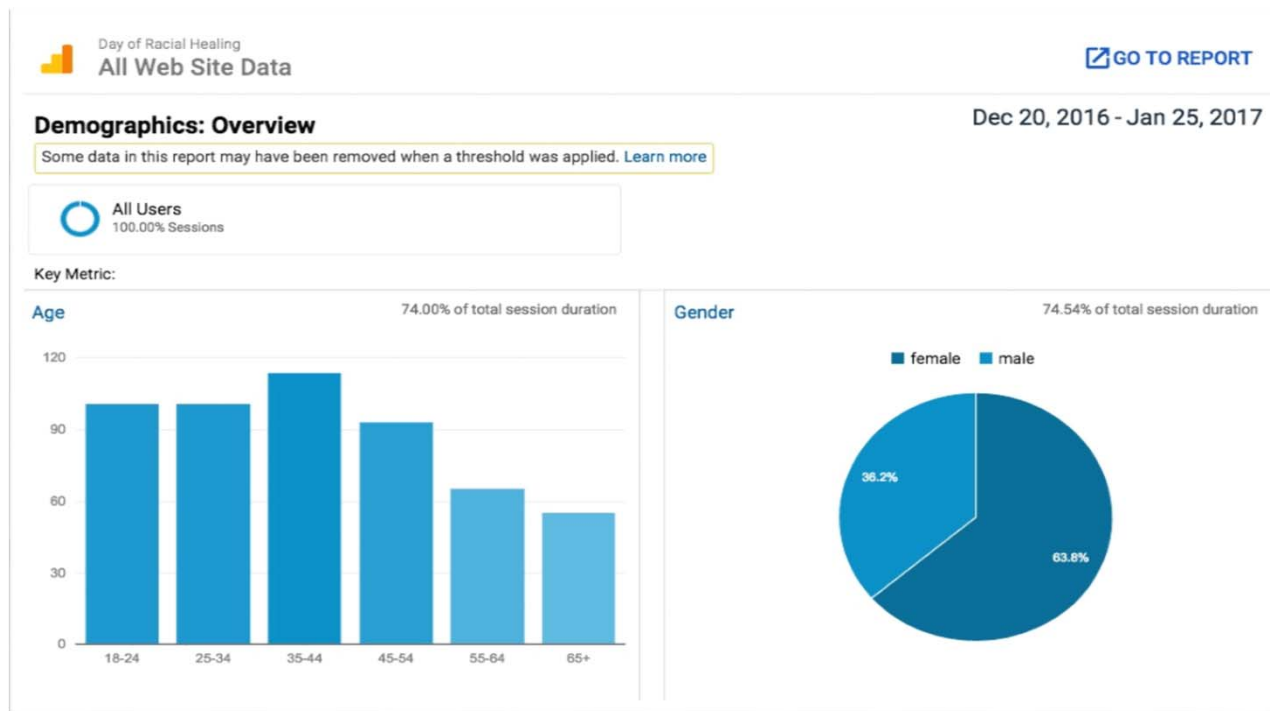
Users' age groups show very interesting information, most notably

- the small percentage of the 18-24 demographic
- the great success we had reaching the older 45-54 demographic
- the very 'tight' group (for the top 3 age ranges) 45-54, 55-64 and 35-44



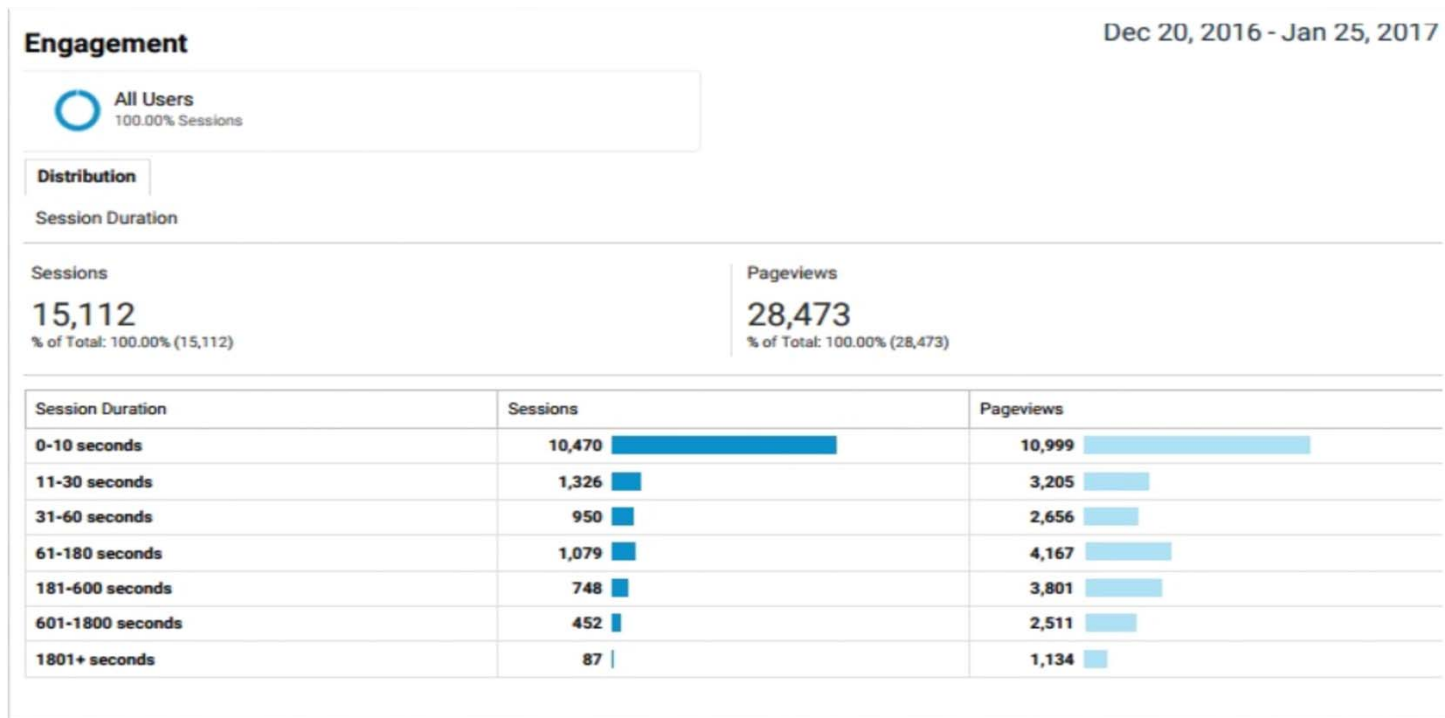
# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE

The gender-based data shows a much stronger trend-line for female users, perhaps giving us the opportunity to explore tapping into the Male demographic through businesses frequented heavily by males. Barbershops, gyms, etc., social media-based campaign efforts with language and imagery to reach fathers and other segments of the male demographic.



# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE

The session duration metrics fit in line with our goal of not having the website be content-heavy, but rather act as a spring board to become engaged and get involved at the grass roots level. Ordinarily, I would advise adding content to keep users longer, but the brevity of our message and call to action lend themselves well to our broader goals.



# NATIONAL DAY OF RACIAL HEALING WEBSITE/LANDING PAGE - WATERFALL

TRUTH, RACIAL HEALING & TRANSFORMATION

RESOURCES GET INVOLVED FAQ

## JOIN OUR CONVERSATION

Tweet

**Racial Healin... @thedaytoheal**  
Thank you for supporting #thedaytoheal. dayofracialhealing.com #TRUTHtoMEDIATION

United States

2w

**eliza perez-oll... @eliza\_ollin**  
On front lines tonight to #wegetlove & solidarity with @taxiomatic @Diversity\_Equity @TRUTHtoMEDIATION twitter.com/khaibobaydounv...

2w

**@MarkVardell**

**HlthEquityIni... @HlthEquityInit**  
See @radicalbique article on @radicalbique 01/17 event on racial healing & #truthtoequity #thedaytoheal #TRUTHtoMEDIATION.org/news/trans...

New York, NY

2w

**#TheDayToHeal**

Join The Conversation

**@imcish**

**@abqjournal**



# SOCIAL MEDIA STRATEGY





# NATIONAL DAY OF RACIAL HEALING FACEBOOK CONTENT

Crowd-sourced content

Samples of community campaigns that adopted TSC's design concept to build initiative awareness.



**National Day of Racial Healing: WRAG is committed to #thedaytoheal**  
dayofracialhealing.com #TRHT #thedaytoheal W.K. Kellogg Foundation Washington Regional Association of Grantmakers

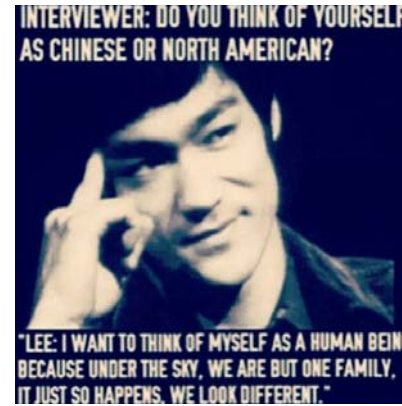
# NATIONAL DAY OF RACIAL HEALING FACEBOOK CONTENT

User-generated content and video



Laundry is the only thing that should be separated by color.

-Author Unknown

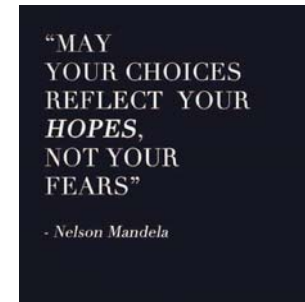
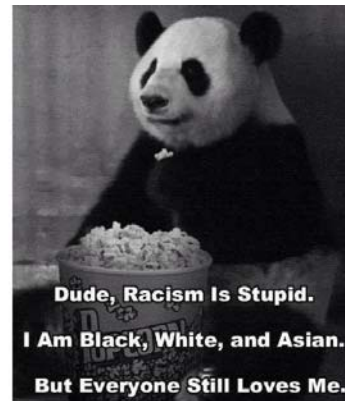


**National Day of Racial Healing**  
Published by Hilary Kemptner (?) · January 14 at 9:25am · 🌐

If we were #YouTube video critics we'd say, "Rudy Mancuso's latest, "Racist Glasses" is the must-see YouTube video of the year, a real masterpiece, all our thumbs up." #thedaytoheal

**RACIST GLASSES**

RACIST GLASSES | Rudy Mancuso - YouTube  
Watch what happens when he puts his racist glasses on.  
YOUTUBE.COM



# NATIONAL DAY OF RACIAL HEALING FACEBOOK CONTENT

Crowd-sourced



Liberty Hill @LibertyHill · Jan 17  
This is what Racial Healing looks like to us. Share our vision, share yours.  
#DayOfRacialHealing



# DAY OF RACIAL HEALING FACEBOOK CONTENT

## Influencer quotes



”  
"Showing respect even to an enemy they fought against, trying to understand even an enemy that they hated. Therein lies the spirit of tolerance embraced by the American people."

”  
"As nations, and as people, we cannot choose the history we inherit. We can choose what lessons to draw from it, and use those lessons to chart our own futures."

Barack Obama  
President of the United States of America

## Reflections from the Day of Racial Healing

#thedaytoheal

"Thank you for finding the inner strength needed to affirm your own and the humanity of others. Thank you for believing that we all deserve human dignity and respect."

Dr. Gail Christopher



# NATIONAL DAY OF RACIAL HEALING FACEBOOK CONTENT

## Media placements and relevant articles

**National Day of Racial Healing**  
Published by Hilary Kemptner [?] · January 27 at 1:44pm · 🌐

#theconversationcontinues via [Second Wave Media dayofracialhealing.com](http://Second Wave Media dayofracialhealing.com)  
#TRHT



**Anti-racism initiative explores tested ways to talk about and change what ails America**


The Truth, Racial Healing, and Transformation Initiative let people tell their stories so we have a better conversation and then come back to the table to talk about...

SECONDWAVEMEDIA.COM

**Dianna M. Nájiz**  
January 18 at 5:21pm

"I was born during the civil rights movement. The battles that were fought those 50 some-odd years ago shaped my experience, and this is my opportunity to... learn..."

See More



**Speakers celebrate first National Day of Racial Healing**

Storytellers and audience members gathered to tell stories of conflict and healing in order to celebrate the first National Day of Racial Healing.

DOWNTOWNDIVIL.COM | BY KATELYN FINEGAN



**CM Davis** at [Wmmt News Channel 3/Cw 7](https://www.facebook.com/WmmtNewsChannel3/Cw7).  
December 29, 2016 · Kalamazoo, MI

A very special thank you to Lori Moore for having us on her Show today to discuss the W.K. Kellogg Foundation's Call for A National Day of Racial Healing.

**National Day of Racial Healing**  
Published by [Grace Vanriel](https://www.facebook.com/GraceVanriel) [?] · January 9 at 2:03pm · 🌐

"Teaching colorblindness is racism's friend, not it's opposite." #TRHT #TheDayToHeal



**How To Mess Up Your Kids' Understanding of Race**

Since becoming a mom six years ago, I've noticed an increasingly popular trend among mommy circles, something that makes me really uncomfortable. Not just uncomfortable, but angry. Moms wear it lik...

SCARYMOMMY.COM

**National Day of Racial Healing**  
Published by Hilary Kemptner [?] · January 28 at 9:53am · 🌐

A great story from My A.J.C. #theconversationcontinues #TRHT



**Georgia police chief apologizes for 1940 lynching**

It's been more than 75 years since an armed posse of white men snatched Austin Callaway from L...

MYAJC.COM

**National Day of Racial Healing**  
Published by Hilary Kemptner [?] · January 8 at 6:52pm · 🌐

#GOALS

Thank you for posting The Hunger Site, great story! #thedaytoheal



**Chance Encounter in Grocery Store Exemplifies the Meaning of Love One Another**

Matt White was just doing some evening grocery shopping when 16-year-old Chauncy Black asked him for a box of donuts, in exchange for help carrying his...

BLOG.THEHUNGERSITE.COM | BY THE HUNGER SITE

**National Day of Racial Healing**  
Published by Hilary Kemptner [?] · January 26 at 11:15am · 🌐

Have a story to tell? We'd love to hear it. Feel free to message us. This sweet one comes from [TheRoot.com](http://TheRoot.com) #thedaytoheal



**3 White Men Leave Black DC Waitress \$450 Tip With Note: 'Not Race. Not Gender. Just American'**

A black Washington, D.C., waitress received a pleasant surprise Monday while working her usual shift at [Busboys and Poets](https://www.facebook.com/BusboysandPoets), a Washington restaurant that has its...

THEROOT.COM | BY BREANNA EDWARDS



# NATIONAL DAY OF RACIAL HEALING FACEBOOK – LIVE STREAMING, ANIMATED SLIDESHOW AND SUMMARY VIDEO

 **National Day of Racial Healing** shared Greater Buffalo Racial Equity Roundtable's live video.  
Published by Tom Sawyer Company [?] · January 17 at 6:19pm · 🌐



1,069 Views

**Greater Buffalo Racial Equity Roundtable** was live.  
January 17 at 6:07pm · 🌐 Like Page

The religious leaders of the Greater Buffalo Racial Equity Roundtable are hosting an interfaith service designed to encourage our community to work toward healing the wounds created by racial, ethnic and religious bias and build an equitable and just society where all children can thrive.



# NATIONAL DAY OF RACIAL HEALING PUBLIC SERVICE ANNOUNCEMENTS



**National Day of Racial Healing: NBC's Craig Melvin spreading the message**  
Thank you NBC's Craig Melvin for getting the word out about #thedaytoheal dayofracialhealing.com #TRHT W.K. Kellogg Foundation

**National Day of Racial Healing**  
January 17 at 4:00pm · 🌐

dayofracialhealing.com #TRHT #thedaytoheal Univision



the mission. Visit [www.dayofracialhealing.com](http://www.dayofracialhealing.com).

3.1K Views

Like Comment Share

Minh Kien, Carolyn Sawyer and 79 others Chronological



Family, what's up listen tomorrow is the big day it's the

**National Day of Racial Healing: Jamal Bates - Radio & TV Personality**  
Thank you Jamal Bates for helping spread the word of #thedaytoheal. dayofracialhealing.com #TRHT

# NATIONAL DAY OF RACIAL HEALING FACEBOOK PERFORMANCE

	<b>Engagement rate</b> Average engagements per post	<b>Applause rate</b> Average number of reactions per post	<b>Amplification rate</b> Average number of shares per post	<b>Conversation rate</b> Average number of comments per post
TSC NDRH	218*	396	143	26
WKKF Benchmarks	440.8	236.9	44.1	8.9

\*NOTE: TSC’S ENGAGEMENT WAS BETWEEN DECEMBER 20, 2016 - JANUARY 31, 2017. NUMBERS ARE COMPARED TO WKKF FY 2015-2016 BENCHMARK AVERAGES.






# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA

## Facebook

Page Likes – 51,366  
 Users Engaged – 107,945  
 Reach – 1,527,228  
 Impressions – 2,178,473

**National Day of Racial Healing**  
 Published by Hillary Kempfner [?] · January 16 at 2:38pm · 🌐

dayofracialhealing.com #TRHT #thedaytoheal



**115,951** People Reached

**14,342** Reactions, Comments & Shares

8,719 Like	2,959 On Post	5,760 On Shares
1,669 Love	618 On Post	1,051 On Shares
19 Haha	4 On Post	15 On Shares
9 Wow	3 On Post	6 On Shares
2 Sad	2 On Post	0 On Shares
1 Angry	0 On Post	1 On Shares

494 Comments    139 On Post    355 On Shares

3,440 Shares    3,407 On Post    33 On Shares

**4,082** Post Clicks

794 Photo Views    66 Link Clicks    3,222 Other Clicks 📄

115,951 people reached    [Boost Post](#)

**National Day of Racial Healing with Julie Lundy**  
 Published by Hillary Kempfner [?] · January 25 at 7:24am · 🌐

dayofracialhealing.com #TRHT #thedaytoheal

**What race do you identify yourself as?**

- Asian
- White
- African American
- Hispanic
- Native American
- Human**

**57,682** People Reached

**7,304** Reactions, Comments & Shares

4,680 Like	2,515 On Post	2,165 On Shares
571 Love	310 On Post	261 On Shares
17 Haha	6 On Post	11 On Shares
17 Wow	12 On Post	5 On Shares
2 Sad	1 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares

404 Comments    129 On Post    275 On Shares

1,618 Shares    1,599 On Post    19 On Shares


**2,409** Post Clicks

425 Photo Views    31 Link Clicks    1,953 Other Clicks 📄

## Top performing Facebook content:

**National Day of Racial Healing**  
 Published by Hillary Kempfner [?] · January 25 at 11:15am · 🌐

Have a story to tell? We'd love to hear it. Feel free to message us. This sweet one comes from TheRoot.com #thedaytoheal



**3 White Men Leave Black DC Waitress \$450 Tip With Note: 'Not Race. Not Gender. Just American'**

A black Washington, D.C., waitress received a pleasant surprise Monday while working her usual shift at Busboys and Poets, a Washington restaurant that has...

THEROOT.COM | BY BREANNA EDWARDS

**37,657** People Reached

**2,961** Reactions, Comments & Shares


1,982 Like	1,537 On Post	445 On Shares
347 Love	281 On Post	66 On Shares
4 Haha	3 On Post	1 On Shares
31 Wow	28 On Post	3 On Shares
83 Comments	59 On Post	24 On Shares
516 Shares	516 On Post	0 On Shares

**2,670** Post Clicks

2 Photo Views    1,998 Link Clicks    670 Other Clicks 📄

**National Day of Racial Healing**  
 Published by Hillary Kempfner [?] · January 12 at 4:05pm · 🌐

We are so excited to DEBUT Lizz Wright's brand new song Painted Sky (Don't Give Up On Us) in honor of #TRHT & #thedaytoheal. To learn more visit www.dayofracialhealing.com. To subscribe to their Youtube channel head here: https://www.youtube.com/watch?v=vwWZ\_ebqrp0&feature=youtu.be



Lizz Wright - Painted Sky (Don't Give Up On Us) (4:27)

**15,843** People Reached

**4,570** Video Views

**1,016** Reactions, Comments & Shares

651 Like	117 On Post	534 On Shares
94 Love	24 On Post	70 On Shares
2 Wow	0 On Post	2 On Shares
49 Comments	13 On Post	36 On Shares
221 Shares	216 On Post	5 On Shares

**757** Post Clicks

196 Clicks to Play 📄    23 Link Clicks    538 Other Clicks 📄

**NEGATIVE FEEDBACK:**

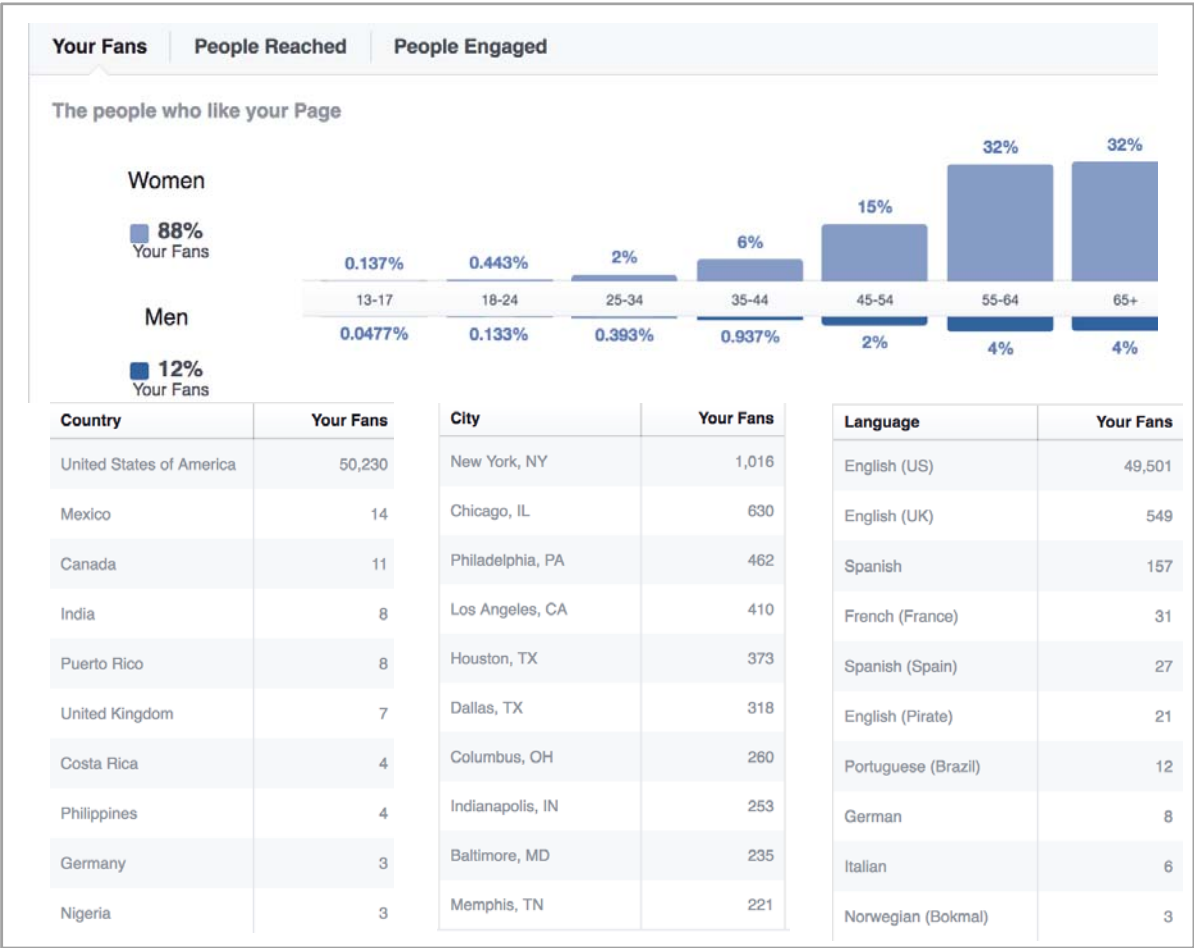
5 Hide Post    1 Hide All Posts

0 Report as Spam    0 Unlike Page

15,843 people reached    [Boost Post](#)



# NATIONAL DAY OF RACIAL HEALING FACEBOOK PERFORMANCE



# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA BUYS

Time ran: 12/22/16 – 1/17/17

Paid impressions: 804,071


Paid reached: 380,136

Link clicks: 46,919

Ad types used:


- Awareness
- Acquisition
- Engagement

Suggested Page



**National Day of Racial Healing**  
Sponsored

Please join us as we answer the call for racial healing, together.




**National Day of Racial Healing**  
Community  
52,338 people like this.

Like Page




# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA BUYS – DESKTOP NEWSFEED

Suggested Page

 National Day of Racial Healing  
Sponsored


Please join us as we answer the call for racial healing, together.




National Day of Racial Healing  
Community  
52,338 people like this.

[Like Page](#)

Suggested Page

 National Day of Racial Healing  
Sponsored

It is time to answer the call for racial healing...



National Day of Racial Healing  
Community  
52,336 people like this.

[Like Page](#)

Suggested Page

 National Day of Racial Healing  
Sponsored


It is time to answer the call for racial healing...




National Day of Racial Healing  
Community  
52,335 people like this.

[Like Page](#)

Suggested Page

 National Day of Racial Healing  
Sponsored

It is time to answer the call for racial healing...



National Day of Racial Healing  
Community  
52,335 people like this.

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Suggested Page

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Please join us as we answer the call for racial healing, together.



National Day of Racial Healing  
Community  
52,338 people like this.

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Sponsored


It is time to answer the call for racial healing...




National Day of Racial Healing  
Community  
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Suggested Page

 National Day of Racial Healing  
Sponsored

It is time to answer the call for racial healing...



National Day of Racial Healing  
Community  
52,336 people like this.

[Like Page](#)



# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA BUYS – RIGHT-HAND COLUMN



**National Day of Racial Healing**  
 The Day to Heal  
 Please join us as we answer the call for racial healing, together.

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page



**National Day of Racial Healing**  
 The Day to Heal  
 Please join us as we answer the call for racial healing, together.

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page



**National Day of Racial Healing**  
 National Day Of Racial  
 It is time to answer the call for racial healing...

Like Page





# NATIONAL DAY OF RACIAL HEALING SOCIAL MEDIA BUYS – MOBILE NEWSFEED

Suggested Page


 **National Day of Racial Healing**  
Sponsored

Please join us as we answer the call for racial healing, together.





National Day of Racial Healing Community  
52,338 people like this. 

Suggested Page


 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...





National Day of Racial Healing Community  
52,336 people like this. 

Suggested Page


 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...




National Day of Racial Healing Community  
52,335 people like this. 

Suggested Page

 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...



National Day of Racial Healing Community  
52,335 people like this. 

Suggested Page


 **National Day of Racial Healing**  
Sponsored

Please join us as we answer the call for racial healing, together.





National Day of Racial Healing Community  
52,338 people like this. 

Suggested Page


 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...





National Day of Racial Healing Community  
52,336 people like this. 

Suggested Page


 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...





National Day of Racial Healing Community  
52,335 people like this. 

Suggested Page

 **National Day of Racial Healing**  
Sponsored

It is time to answer the call for racial healing...



National Day of Racial Healing Community  
52,336 people like this. 

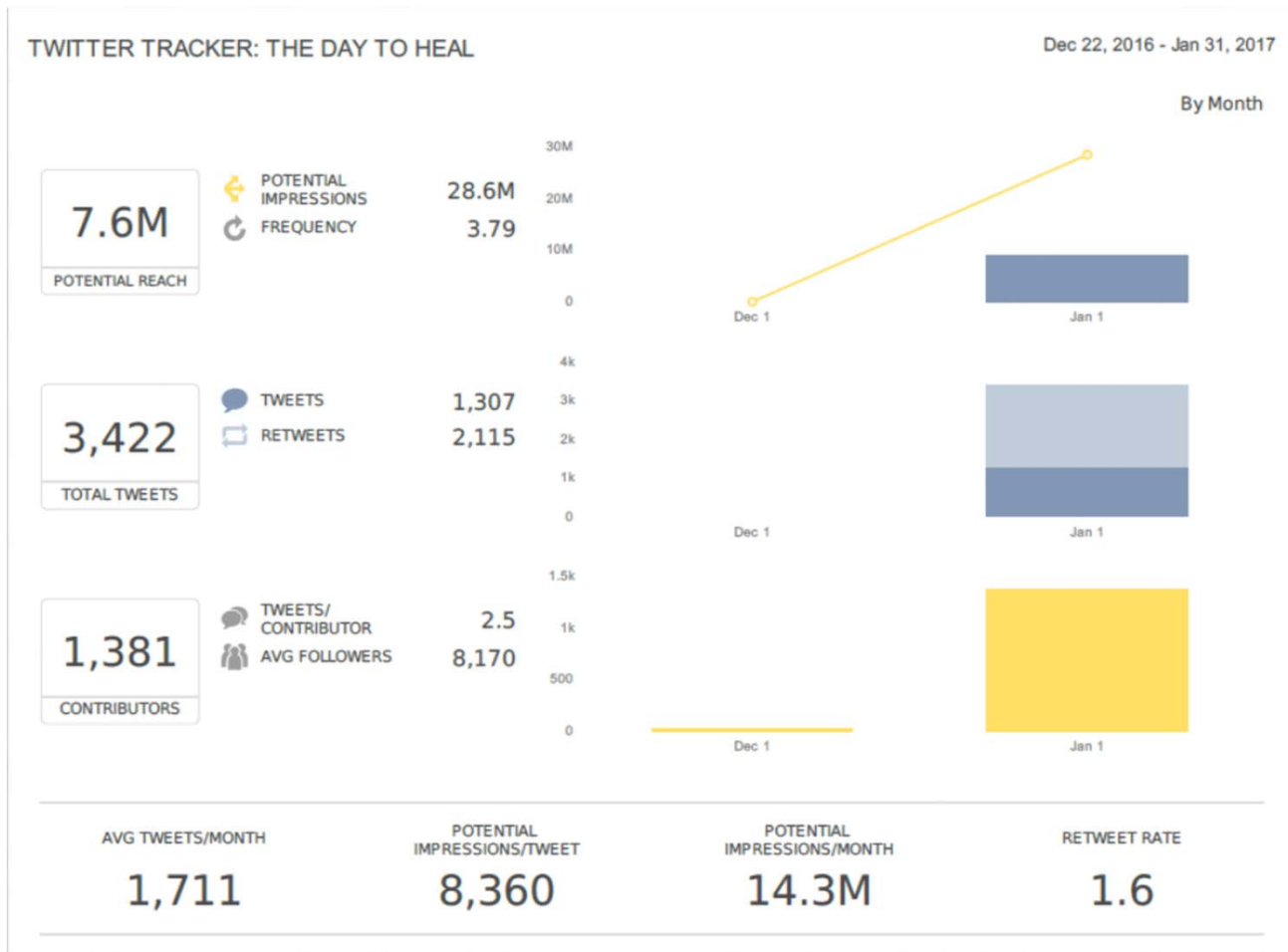
# NATIONAL DAY OF RACIAL HEALING TWITTER PERFORMANCE



	<b>Engagement rate</b> Average engagements per post	<b>Applause rate</b> Average number of reactions per post	<b>Amplification rate</b> Average number of shares per post	<b>Conversation rate</b> Average number of comments per post
TSC NDRH	7.6*	N/A	1.4*	0.03*
WKKF Benchmarks	13.0	3.3	3.5	0.3

\*NOTE: TSC'S ENGAGEMENT WAS BETWEEN DECEMBER 20, 2016 - JANUARY 31, 2017. NUMBERS ARE COMPARED TO WKKF FY 2015-2016 BENCHMARK AVERAGES.

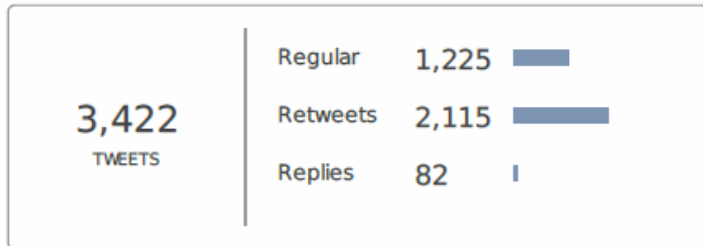
# NATIONAL DAY OF RACIAL HEALING TWITTER HASHTAG REPORT





# NATIONAL DAY OF RACIAL HEALING TWITTER HASHTAG REPORT

## TWEET BREAKDOWN

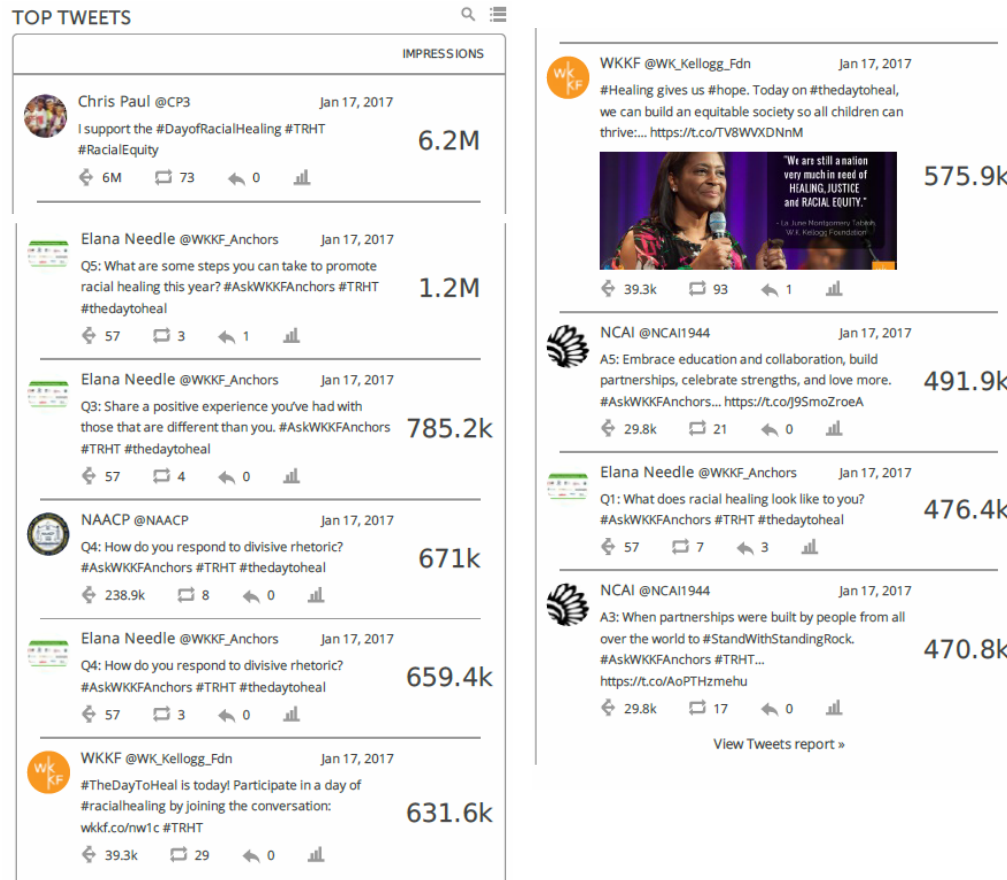


## TOP CONTRIBUTORS

	TWEETS	RETWEETS	IMPRESSIONS
CP3	1	73	6M
NAACP	20	33	4.8M
NatUrbanLeague	37	8	2.8M
WK_Kellogg_Fdn	31	287	1.2M
NCLR	19	1	1.2M
PublicHealth	2	0	913.6k
VIPMediaEvent	2	0	791.2k
ALALibrary	5	87	618.4k
MARCMORIAL	23	6	600k
RaceForward	19	7	533.9k

[View contributors report »](#)

# NATIONAL DAY OF RACIAL HEALING TWITTER HASHTAG REPORT



# NATIONAL DAY OF RACIAL HEALING TWITTER HASHTAG REPORT

## TOP HASHTAGS



	TWEETS	CONTRIBUTORS	IMPRESSIONS
#trht	1,879	757	20.1M
#thedaytoheal	2,255	904	15.1M
#AskWKKFAnchors	509	184	9.1M
#dayofracialhealing	185	159	7.1M
#racialequity	134	117	6.5M
<a href="#">View hashtags report »</a>			

## TOP URLS



	TWEETS	CONTRIBUTORS	IMPRESSIONS
twitter.com/WKKF_...	67	51	1.1M
twitter.com/WKKF_...	32	25	673.6k
twitter.com/WKKF_...	24	18	630.8k
wkkf.co/nw1c	32	32	630.2k
wkkf.co/fdbr	104	101	570.5k
<a href="#">View URLs report »</a>			

# NATIONAL DAY OF RACIAL HEALING TWITTER HASHTAG REPORT

TWITTER HASHTAGS FOR: THE DAY TO HEAL Dec 22, 2016 - Jan 31, 2017

1 - 25 of 303 hashtags

	TWEETS	REWEETS	CONTRIBUTORS	IMPRESSIONS	
#tht	1,879	1,051	757	20.1M	
#thedaytoheal	2,255	1,309	904	15.1M	
#AskWKFAnchors	509	385	184	9.1M	
#dayofracialhealing	185	124	159	7.1M	
#racialequity	134	110	117	6.5M	
#racialhealing	365	267	254	2.8M	
#librariesrespond	26	19	17	645.4k	
#Healing	112	106	107	623.4k	
#hope	94	93	94	520.8k	
#DayofHealing	95	69	34	496.6k	
#StandWithStandingRock	18	17	18	470.8k	
#BuildingBridges	87	37	26	363.1k	
#WKFAnchors	19	18	19	290.4k	
#NationalDayOfHealing	59	49	54	289.2k	
#MLKDay	39	16	22	162.8k	
#librariestransform	49	47	49	162.3k	
#DFacesRace	120	60	39	153.2k	
#MLK	51	19	25	147.1k	
#DayToHeal	58	28	42	138.9k	
#mshealing	25	13	12	132.6k	
#ACA	6	5	6	114k	
#GetCovered	6	5	6	114k	
#BetterAmerica	5	1	3	102.3k	



# NATIONAL DAY OF RACIAL HEALING TWITTER PERFORMANCE

## Twitter

Followers – 402  
 Engagement rate – 2.7%  
 Impressions – 48,700

### Top performing Twitter content:

**Racial Healing Day** @thedaytoheal  
 Thank you @nbc's @craigmelvin for spreading the word on #thedaytoheal. #TRHT @WK\_Kellogg\_Fdn dayofracialhealing.com

Impressions – 8,897  
 Media views – 1,378  
 Engagement – 221

**Racial Healing Day** @thedaytoheal  
 #ICYMI CNN's Van Jones talks about racial healing in time for National Day of Racial Healing called by W.K....  
<http://fb.me/2NrPNBZUX>

Impressions – 4,162  
 Engagement – 27

**Racial Healing Day** @thedaytoheal  
 This #Einstein guy may have been on to something... <http://buff.ly/2jnEver> #TRHT #thedaytoheal pic.twitter.com/sCGYNXhgAI

Impressions – 1,208  
 Engagement – 60

**Racial Healing Day** @thedaytoheal  
 "Even when hatred burns hottest...we must resist the urge to demonize those who are different" @BarackObama #TRHT #thedaytoheal

Impressions – 997  
 Engagement – 37



# NATIONAL DAY OF RACIAL HEALING TWITTER POSTS

Trends · Change

**Brett Williams**

**Gloria Allred**

20.4K Tweets

**#BringAMovieToTheOffice**

4,490 Tweets

**Betsy DeVos**

36.5K Tweets

**Zinke**

7,825 Tweets

**#TuesdayMotivation**

46.5K Tweets

**#nmleg**

**#TrumpHistoryLecture**

5,467 Tweets

**#AskWKKFAnchors**

@Demos\_Org, @tonealmc and 6 more  
Tweeting about this

**#Questions4Betsy**

5,234 Tweets

**Nadege Souvenir** @NadegeJoseph · Jan 17  
Enjoy @lizzwrightmusic song for #thedaytoheal #TRHT @thedaytoheal



**Lizz Wright - "Painted Sky (Don't Give Up On Us)"**  
Lizz Wright <http://www.lizzwright.net>  
<http://www.facebook.com/lizzwrightmusic>  
<http://www.twitter.com/lizzwrightmusic> <http://www.in...>  
youtube.com

**Tamara Copeland** @WRAGPres · Jan 26  
Think about it:  
"In this country, American means white. Everybody else has to hyphenate."  
-- Toni Morrison  
**#racialequity #TRHT**



**UTAH** @utchildren · Jan 19  
Take an active stand against any acts of hatred or bigotry. [ow.ly/c5eG307WUzy](http://ow.ly/c5eG307WUzy)  
**#TheDayToHeal #DayOfRacial-Healing #TRHT**



**rea CVB** @ExploreCHS · Jan 11  
One week from today, church bells will ring, nationwide, in honor of @thedaytoheal.  
Join us: [bit.ly/2j4IIQ2](http://bit.ly/2j4IIQ2) **#TheDayToHeal**  
[pic.twitter.com/d9bcoYjdFA](http://pic.twitter.com/d9bcoYjdFA)



**Seattle Schools** @seapubschools · Jan 23  
Supe Nyland supports Nat'l Day of Racial Healing @WK\_Kellogg\_Fdn #EOG  
**#TRHT** [bit.ly/2jRFKIA](http://bit.ly/2jRFKIA)

**Superintendent Nyland KFLA**  
This video is about Superintendent Nyland KFLA  
vimeo.com

**eliza perez-olin** @eliza\_olin · Jan 20  
I love you! ❤️ Sending out prayers of love to all our peoples. That's what gets us through. ❤️ **#WageLove @Detroit\_Equity @takeonhate #TRHT**

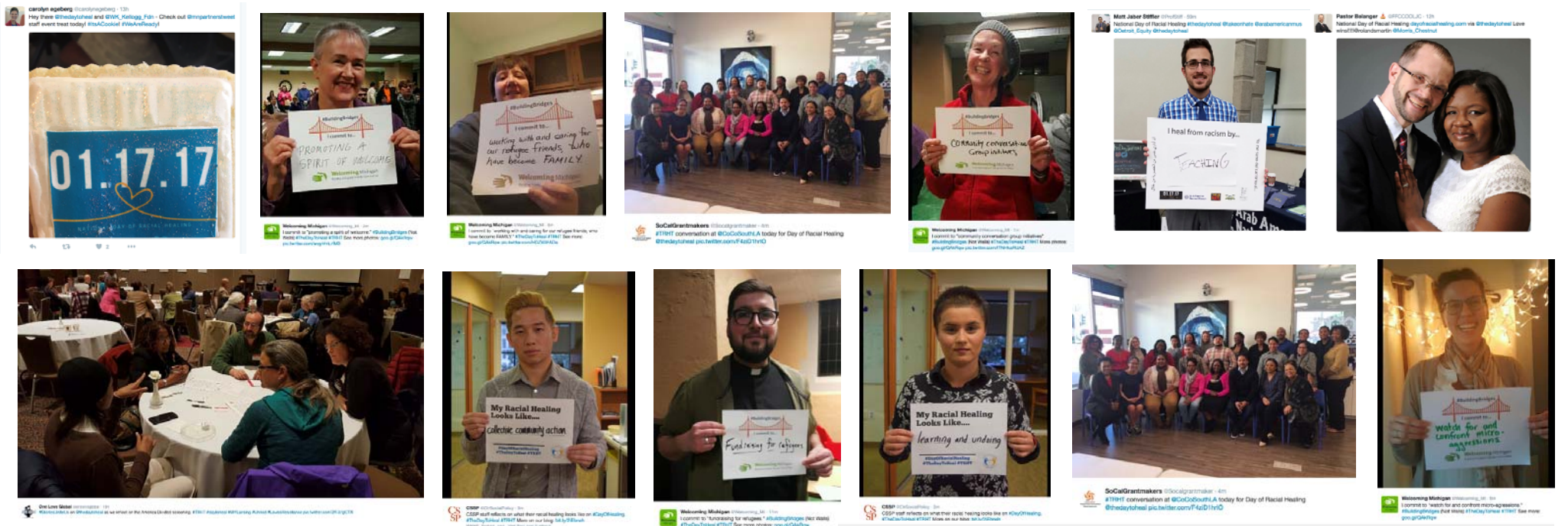
**Welcoming Michigan** @Welcoming\_MI · Jan 17  
I commit to "being a voice for the voiceless." **#BuildingBridges (Not Walls)**  
**#TheDayToHeal #TRHT** See more photos:... [fb.me/1Ng9N0UeK](http://fb.me/1Ng9N0UeK)



**WKS, NOLA** @WKS, NOLA · 17h  
Our healing trail is here to provide a space for people to release their anger and frustrations. Then the healing can begin. #19017  
The WKS, NOLA, Aylee GAC and I others



# NATIONAL DAY OF RACIAL HEALING TWITTER POSTS



**ManchesterCC @MCC\_CT · Jan 17**  
 "As long as you hate, there will be people to hate." -- George Harrison  
**#thedaytoheal**

**Lou Equity and 13 others follow**  
**AnneBradenInstitute @ABlatUofL · Jan 20**  
 "It is only through truly being open to seeing, hearing and knowing each other that any sort of healing can begin." **#TheDayToHeal**



# NATIONAL DAY OF RACIAL HEALING TWITTER POSTS



CSBP @CSBPactPolicy · 3m  
CSBP staff reflects on what their racial healing looks like on #DayOfHealing #TheDayToHeal #TRHT More on our blog: bit.ly/d3Janah 8007, Tashia, wq, Val Tran and 3 others

Nadège Souvère @nadegesouvere · 30m  
How are you participating? #thedaytoheal @sciencemuseummn @thedaytoheal @vnpartnerswest pic.twitter.com/w93gphlc

Welcoming Michigan @Welcoming\_MI · Jan 17  
I commit to "being a voice for the voiceless." #BuildingBridges (Not Walls) #TheDayToHeal #TRHT See more photos:... fb.me/1Ng9N0ueK



Welcoming Michigan @welcoming\_mi · 3m  
I commit to "working with and caring for our refugee friends who have become FAMILY." #TheDayToHeal #TRHT See more: goo.gl/DAMFlow pic.twitter.com/NCZ89FAde

Chantel L. Hobbs @lchobbsfan · Jan 17  
Black women healing together. So needed this. Thank you @CSLDallas for opening your doors. #thedaytoheal #TRHT



CAA Foundation @caafoundation · Jan 17  
Today is the National #DayOfRacialHealing. For ideas on how to honor it, in LA + beyond, visit: [bit.ly/2IMjKYx](http://bit.ly/2IMjKYx) #thedaytoheal #TRHT





# TRADITIONAL MEDIA STRATEGY



# GAIL CHRISTOPHER OP-ED

English & Spanish versions

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Dr. Gail C. Christopher

Just five days before inauguration of Donald Trump as the country's 45<sup>th</sup> President, millions of Americans on January 15 will celebrate the birthday of Dr. Martin Luther King, Jr. For many, memories of the civil rights icon revolve around his momentous "I Have a Dream" speech from the steps of the Lincoln Memorial, calling for an end to racism and to the expansion of economic opportunities.

Dr. King's brilliance - strategic leadership of the Civil Rights Movement to unparalleled courage and integrity - is often overshadowed by the speech that scholars hailed as the 20<sup>th</sup> century's top public address in the U.S. Unfortunately, Dr. King's dream of equality articulated in 1963 remains unfulfilled in many communities today - a reality affirming the continued structural inequities and bias spurring widespread disparities in social conditions and opportunities for people of color.

Think about Dr. King's powerful vision. "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character." That's the America many of us strive to create, but clearly, despite progress in some areas, we are still seeking to realize.

Furthermore, the vitriolic, divisive rhetoric and raw emotions raging throughout the past year pulled the scab off a persistent wound in the American psyche, bringing the issue of race front and center and exposing the divides in our society. What does the nation do about it? How do we move forward on a path toward racial equity that facilitates racial healing, dismantles structural racism and lifts vulnerable children on a path to success?

To-be-sure, America has made progress over the decades. Government and the courts enacted statutes and rulings ranging from Brown v. Board of Education to the Civil Rights Act of 1964 to the Fair Housing Act of 1968 that outlawed public discrimination, while purportedly providing equal opportunities. Yet, these actions only addressed the effects of racism, not its core foundation. Time has demonstrated that government and courts can enact and uphold laws, but they don't change hearts, minds and souls or address the root cause of racism.

Racism is rooted in the false belief in a human hierarchy, an antiquated taxonomy of the human family, which has fueled structural racism and conscious and unconscious bias throughout U.S. culture with a perception of inferiority or superiority based on race, physical characteristics or place of origin. Whites are placed at the top and all other racial groups in descending order. This absurd notion, which science has soundly

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Iniciado por el proyecto Verdad, Sanación Racial y Transformación de la fundación W.K. Kellogg, un día nacional de curación racial el 17 de enero ayudará a los estadounidenses a curar y superar las divisiones raciales profundas

Dr. Gail C. Christopher  
Grupo de Escritores America's Voice

WASHINGTON - Apenas cinco días antes de la inauguración de Donald Trump como el presidente número 45 del país, el 15 de enero millones de americanos celebrarán el cumpleaños del Dr. Martin Luther King Jr. Para muchos, los recuerdos del icono de los derechos civiles giran alrededor de su discurso "I Have a Dream" (Tengo un sueño) en los escalones del Lincoln Memorial, pidiendo el fin del racismo y la expansión de las oportunidades económicas.

La genialidad del Dr. King -el liderazgo estratégico del Movimiento por los Derechos Civiles, su coraje e integridad incomparables- suele quedar ensombrecida por el discurso que los eruditos aclamaron como el discurso público del siglo XX en Estados Unidos. Desafortunadamente, el sueño de igualdad del Dr. King articulado en 1963 permanece sin cumplirse en muchas comunidades hoy en día - una realidad que afirma que las continuas desigualdades estructurales y prejuicios generan disparidades generalizadas en las condiciones sociales y oportunidades para las personas de color.

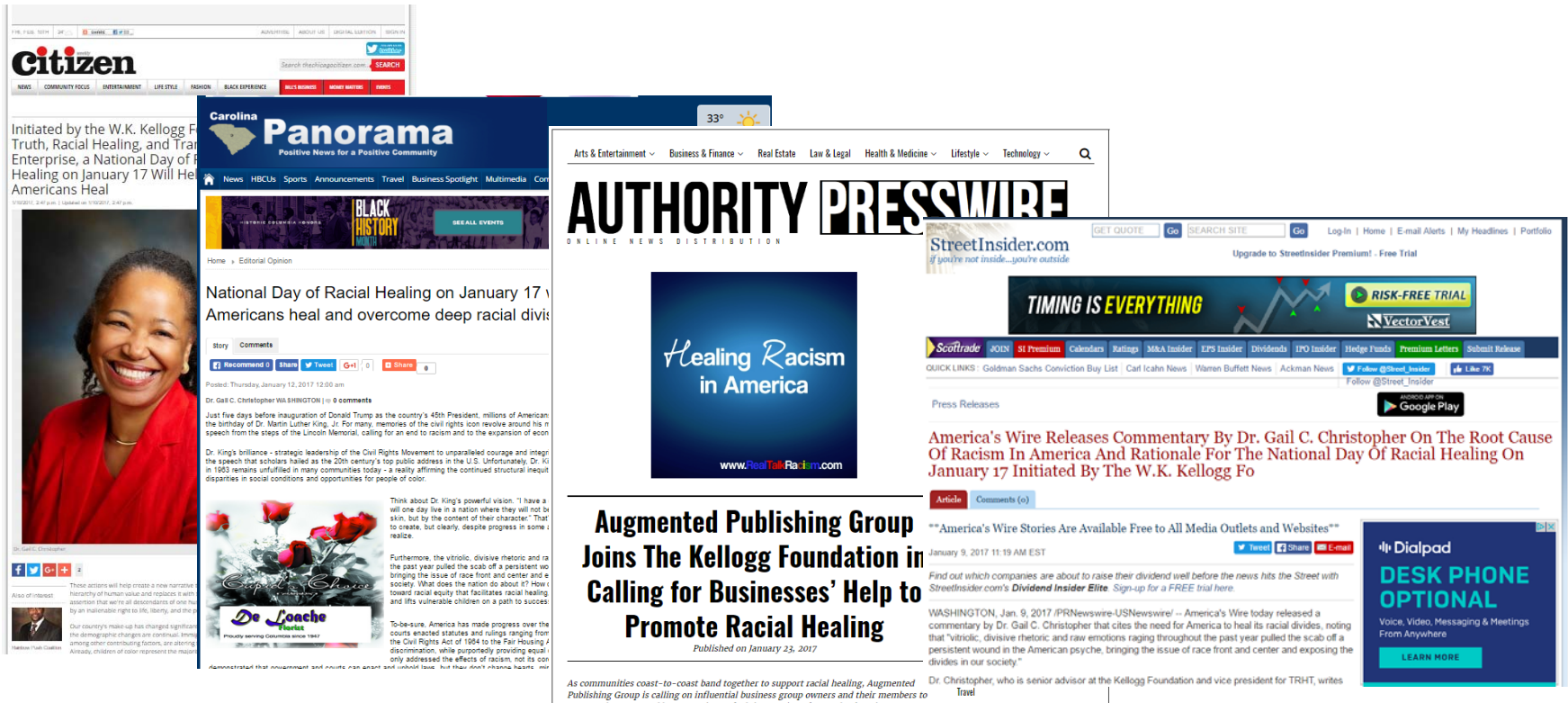
Piensa en la poderosa visión del Dr. King. "Tengo el sueño de que mis cuatro hijos pequeños vivirán un día en una nación donde no serán juzgados por el color de su piel, sino por el contenido de su carácter". Esa es la América que muchos de nosotros nos esforzamos por crear, pero claramente, a pesar de los avances en algunas áreas, todavía estamos tratando de alcanzar.

Además, la retórica vitriólica y divisiva, las emociones crudas estallando durante el año pasado, sacaron a la superficie una herida persistente en la psique americana, trayendo el tema de la raza al centro de atención y exponiendo las divisiones en nuestra sociedad. ¿Qué hace la nación al respecto? ¿Cómo avanzar en un camino hacia la equidad racial que facilita la curación racial, desmantela el racismo estructural y lleva a los niños vulnerables al camino hacia el éxito?

Para estar seguros, América ha progresado durante décadas. El gobierno y los tribunales promulgaron leyes y resoluciones que van desde Brown v. Board of Education hasta la Ley de Derechos Civiles de 1964, a la Fair Housing Act de 1968 que



# GAIL CHRISTOPHER OP-ED RESULTS

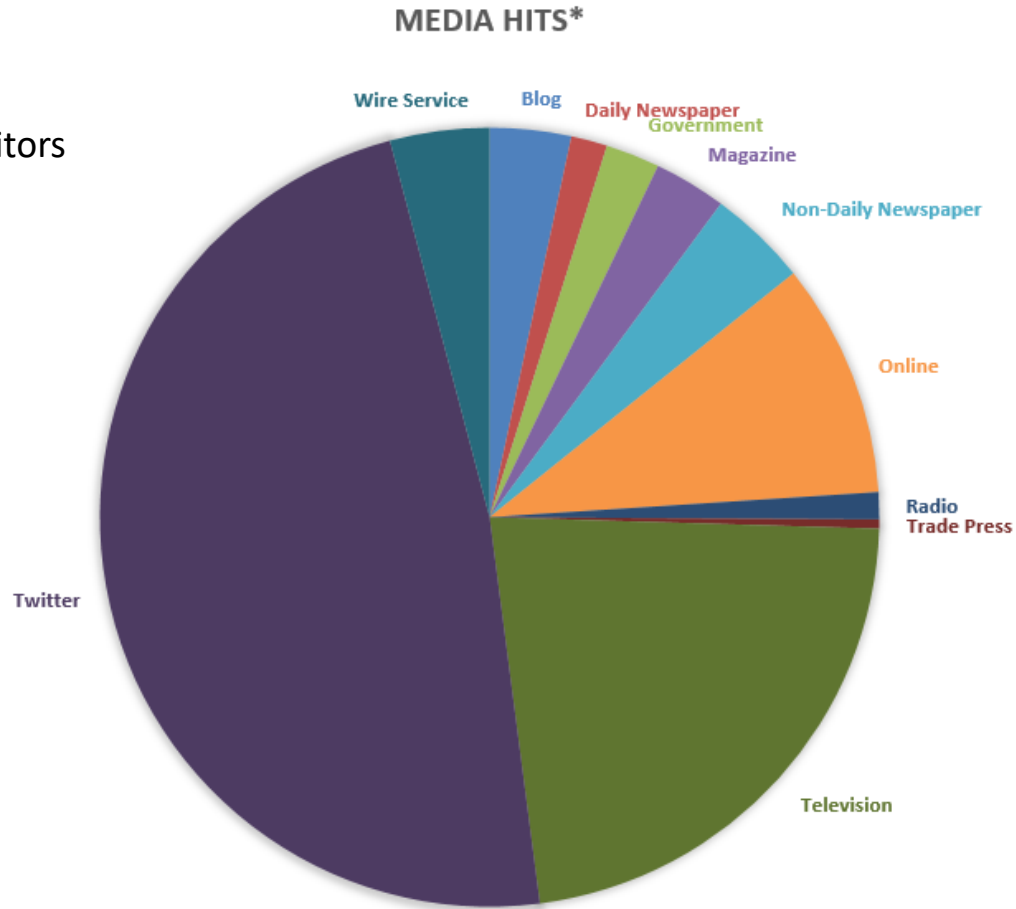


\*This is a partial listing of media hits. Final report was requested prior to receipt of the final monitoring report. The monitoring report will come a month after distribution.

# MEDIA HITS

270 Media Hits  
14,601,395 total combined visitors

\*This is a partial listing of media hits. Final report was requested prior to receipt of the final monitoring report. The monitoring report will come a month after distribution.



# TRADITIONAL MEDIA IMPRESSIONS

<p>ABC 12 News (Detroit)          ABC WLOX (VIDEO)          ABC2 WGRZ (PHOTO)          Albuquerque Journal (ALL PHOTOS)          Albuquerque Journal (STORY &amp; PHOTO)          Albuquerque Journal (STORY &amp; PHOTO)          Amanda Roberts Sings of National Day of Racial Healing Program (VIDEO)          April Greene (Blog)          Association of American Colleges &amp; Universities          Battle Creek Inquirer          Battle Creek Inquirer          Battle Creek Inquirer (PHOTOS &amp; VIDEO)          Best of New Orleans Gambit          Black News (Press Release)          Buffalo News          CBS 9 WAFB          CBS Detroit          Chicago Citizens          Clay Center- The Dispatch          Coming to the Table          Community Voices          Connect VA          Council on Foundations          Courier Journal          Detroit News          Digital Journal          Downtown Devil-Phoenix (PHOTOS)          Eventful          First Nations Development Institute          Foundation for Louisiana (PHOTO)          Fox 8 New Orleans          Georgia World News</p>	<p>Grantmakers of Oregon &amp; Southwest Washington Greensboro          Greensboro- Day of Racial Healing Greensboro News &amp; Record          HAAS Institute          Healing RVA          Huffington Post          Jackson Free Press          Kicks 96 News "Morning House Party" with Jeff Stewart (Audio)          La Prensa          Lansing Michigan Events Calendar          Lansing State Journal          Latino USA          Long Beach Community Action PSA (VIDEO)          Martinsville Bulletin          Mayor Brown proclaims Jan. 17, 2017 "National Day of Racial Healing" in the City of Buffalo (VIDEO)          Michigan Humanities Council          Michigan State University Events          Middle East North Africa Financial Network          Milwaukee Community Journal          Mlive Michigan          NAACP          NE Informer          New Horizons          New York State Assembly-Recognizing Day of Racial Healing (VIDEO)          News &amp; Record Greensboro.com          News On 6          News West 9          Open PR (Press Release)          Opportunity Finance Network          Oxford Eagle</p>	<p>Pennsylvania Municipal League          Philantopic          PR Newswire          Region 8 News          Richmond County Daily Journal          Saint Paul Foundation          Science Museum of Minnesota          Secondwave Southwest Michigan          Southern Poverty Law Center (SPLC)          Spencer The Daily Reporter          State College          Sun Herald (VIDEO &amp; Story)          Take on Hate          The Collegian          The New Journal And Guide          The Street          The Times Picayune-New Orleans          The Underground          Thunderclap          United Way (PHOTOS)          Univ. of Mississippi Ole Miss          University of Denver          Vindy          Wagner College          Wayne State University Events          We are Central PA          Wiles Magazine          Winona Times and The Conservative          WIS TV (NEWS CLIP)          WLTX          WMUK          WXXV Fox News 5 (Video)          WXYZ          Yahoo News</p>
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# RADIO PLACEMENTS

Radio	Description	Date / Time
N'Touch with Judy Gatson		Sunday 1/15/17 6PM
The Morning Ride Show (WBRL 97.7 FM)	Roshanda will Call in 212-650-6903. 30 min call	Monday 1/16/2017 9:15AM
Vinny B Showcase (WHCR 90.3 FM)	Roshanda Call in 862-239-9712	Thursday 1/19 Time:TBD
Tunnel One (WNYU 89.1 FM)	They will read a 1 minute PSA on air.	Tuesdays 9-1030pm
Saturday Sessions	Will read a PSA statement of our choice.	Saturday 1/14/17 12pm
Sunday Journal with Hal Clark (WYLD 98.5-FM )	On-Air Interview with Dr. Gail Christopher	Sunday 1/15/17
Z-93	On-Air Interview with Dr. Gail Christopher	Monday 1/16/17 4pm
107.5 Magic	Recorded Interview with Ayinde	Tuesday 1/17/17
FOX	Doing a story	Tuesday 1/17/17
NBC 5 (Chicago)	Story on NDRH	Tuesday 1/17/17 5AM
MLK Park	Mayor	Monday 1/16/17
American Urban Radio Network	Interview with Dr. Gail Christopher	Tuesday 1/17/17 TBD
Free Speech TV	Phone Interview with Dr. Gail Christopher	Wednesday 1/18/17
Urban Scene- Don Frierson		Tuesday 1/17/17 12PM
Irie Jam Radio		Daily
Just Vybing		Fridays 4-7pm after 1/19
Saturday Sessions	Will read a PSA statement of our choice.	Saturdays 12pm
The Conduit Show		Sunday after 1/19
WGBH Radio in Boston		



# TV/INTERNET/NEWSPAPER PLACEMENTS

Newspaper	Description	Date / Time
The State Newspaper		
Millennium News	Story in Online Newspaper	
Charleston Post and Courier		
Washington Post	Op-ed (Ginny Wolfe's Words for RH)	
Philadelphia Inquirer	Op-ed (Andrea Lawful's Words for RH)	
Charleston Chronicle	Op-ed	
Tampa Bay Times	Op-ed (Dr. Marcia Brevard Wynn Words for RH)	
TV	Description	Date / Time
Good Morning America- Ron Claiborne		
MSNBC- Craig Melvin	Will read a PSA statement of our choice. He also did a clip	
CNN - Don Lemon		1/17/2017
Online/Web	Description	Date / Time
Open PR	Press Release	1/13/2017-published
BuildUrBuzz.com	We provide Press Release and photos (Send Kellogg PR)	1/13/2017
CatchTheVybe.com	We provide Press Release and photos (Send Kellogg PR)	1/14/2017
Free Press Releases	Press Release	1/12/2017


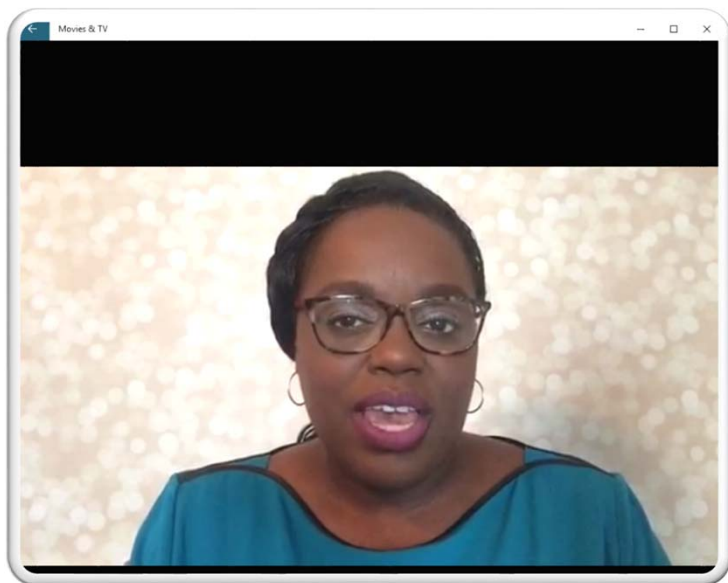




# MULTI-MASS MEDIA COLLATERAL



# VIDEO TOOL KIT



The National Day of Racial Healing is kicking off a year-long effort to bring healing to different parts of the country in response to the broad call for racial healing. At some point maybe you, a family member or friend may have experienced racism or had to have a tough conversation about the topic. We want to hear your story of racial healing and transformation.

The W.K. Kellogg Foundation (WKKF) through its Truth, Racial Healing and Transformation (TRHT) initiative is working to change the narrative in America to have open and honest dialogue about what has divided us for so long. This is where you come in. We want to invite you to join the conversation of racial healing and transformation. Your story will be shared via the Day of Racial Healing website across the nation and world as a testament of what happens when people speak up, listen and provide solutions for change.

**This is how it works:**

The Truth, Racial Healing and Transformation (TRHT) committee is asking you to submit a **one (1) minute** video about your moment of racial healing and transformation. **Video should NOT be political** in nature but focus on your story and solution. The (TRHT) committee reserves the right to refuse posting of any video submitted with a political tone. The W.K. Kellogg foundation established in 1930 is a 501c (3) nonprofit organization.

Participants should be at least 18 years-old, NO more than two people should be in the video at one time. Parents with children are strongly encouraged to participate. If using a mobile device, video entries must be filmed in landscape mode and of high definition and audio quality. Videos can be recorded in any language, but English subtitles are highly encouraged.

Video submissions **MUST** be created by and owned by participants and uploaded as a single file via Vimeo with permission given to Kathy McHenry or Carolyn Sawyer. You can also email your video directly to [Kathy@tomsawyercompany.com](mailto:Kathy@tomsawyercompany.com) or [Carolyn@tomesawyercompany.com](mailto:Carolyn@tomesawyercompany.com).

**Please submit all video by January 15, 2017.** By submitting video to (TRHT) you agree to allow us to use it for any media or online publications.

Once approved your video will be uploaded to our website [www.dayofracialhealing.com](http://www.dayofracialhealing.com). Thank you for being part of our video campaign of putting a face and name to healing and transformation across our communities.

# SOCIAL MEDIA KIT

## Kellogg Foundation National Day of Racial Healing

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### Ideas for marketing and promotion

#### Additional online components

- Landing page/[microsite](#) (not website)
- [Eblast](#)

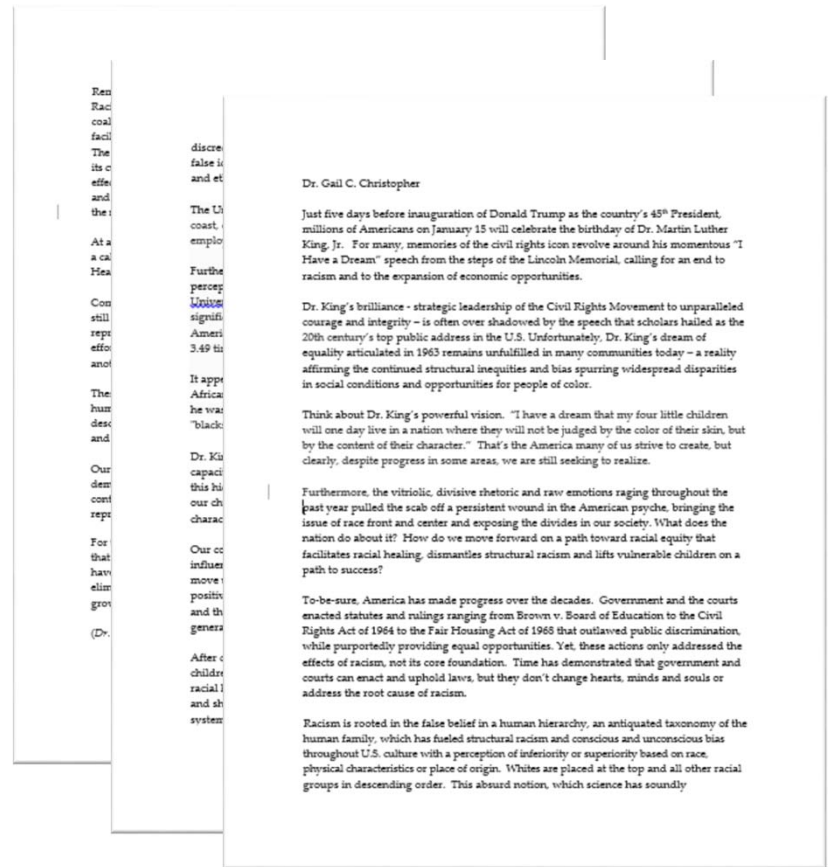
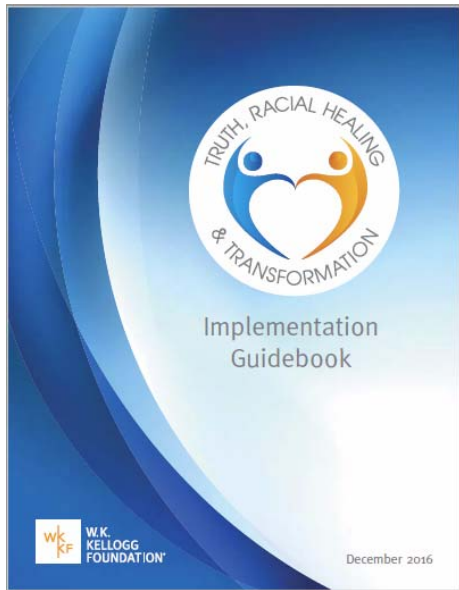
#### Social media

- Strategy development
  - To create awareness for campaign
  - Garner high level of impressions
  - Creation of event hashtag, tracking and monitoring
  - Social platform and hashtag info across all event collateral
  - Provide social media toolkit/slide deck for public to promote campaign
    - Include logo for profile pictures
    - Graphic for header images
    - Sample tweets and posts
      - Promotional and day of
    - Photography ideas list
    - "How you can help" guide - encouraging them to share the event, participate via hashtag, invite their networks
- Content development
  - Thoughtful and creative content will be developed and curated
  - Creative elements and optimization will be added to basic social media artwork to visually enhance social media updates
- Facebook
  - Dedicated Page
  - Design, web integration and SEO optimization
- Youtube
  - Secondary video upload option
- Snapchat
  - Featured story day of
  - Custom filter day of
- Social media advertising, potential platforms include:
  - Spotify
  - Pandora
  - Facebook
  - Twitter
    - Target users using emotion-based hashtags



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# TRADITIONAL MEDIA KIT



# INTERVIEWER PROFILE

Media:

Reporter's Name:

Focus:

Length of Story:

Other Interviewees/Guests:

Broadcast Set Arrangement:

Live/Pre-Taped/Tape Recorded:

Air/Publish Date:

Links to other stories by this reporter:



# TALKING POINTS FOR INTERVIEWS



## Talking Points for National Day of Racial Healing

- The National Day of Racial Healing is NOT a political campaign of any sort nor is it affiliated with any political parties or agendas. It is a grassroots initiative aimed at overcoming racial biases and unifying the people of this country in order to create an environment where all children can thrive. "It is not political, it is just time!"
- The National Day of Racial Healing was called for by the W.K. Kellogg Foundation and its 130 partners in its Truth, Racial Healing, Transformation (TRHT) enterprise. As a 501(c)(3) nonprofit organization, WKKF is legally bound to not engage in any political activities nor is it affiliated with any political parties or organizations. For more information about the W.K. Kellogg Foundation, please visit [www.wkkf.org](http://www.wkkf.org)
- Every person can participate in this movement. You can:
  - Change your profile picture on social media to the January 17, 2017 National Day of Racial Healing photo
  - Like the Facebook page – National Day of Racial Healing
  - Follow us on Twitter - [@daytoheal](https://twitter.com/daytoheal)
  - Use the [hashtags](#) - #TRHT and [#daytoheal](#)
  - Encourage your friends and circles to do the same
  - On January 17<sup>th</sup> Have coffee with someone who doesn't look like you or have the same religious beliefs as you and have a REAL conversation
  - Host a luncheon of people of various nationalities and have real discourse
  - Make a video of what racial healing means to you and share it on our social media sites
  - Contact your city, municipality and civic leaders to encourage them to observe the day and to formally acknowledge it
  - BELIEVE that there is a need for racial healing and vow to do your part
  - Be creative

These are the easy things

# PSA SCRIPTS



## Sample Script

#1

It's time to change the narrative about racism in America. The discussion starts with you and me.  
This is -----  
On January 17th all across the nation it will be a day of racial healing and transformation. You can join the movement visit [www. Day of racial healing dot com](http://www.Dayofracialhealing.com)

#2

This is not the time to be silent, you and I have a chance to tell a new story. I'm-----Join the national day of racial healing on January 17th. First truth, then racial healing and finally transformation. To find ideas on how you can start the conversation visit [www. Day of racial healing.com](http://www. Day of racial healing.com)

#3

This is ----- Congratulating the W.K. Kellogg Foundation on its call (to action) for racial healing in America. Visit [www dot "day of racial healing" dot.com](http://www dot ) for more information



# PUBLIC POLICY OUTREACH

# PROCLAMATION TEMPLATES

**Mayoral Proclamation**  
*"A National Day of Racial Healing"*

WHEREAS, we have all witnessed racial divisiveness rising in America's urban, rural, suburban, and tribal communities today that threatens the very core of this great country's unified front; and

WHEREAS, just like those who came before us, it is our duty to protect the children of this country and maintain communities in which they may all be given the opportunity to succeed; and

WHEREAS, we understand and recognize that there is a racial divide in our country and we must all work earnestly to heal the wounds created by racial, ethnic and religious bias and build an equitable and just society so that all children can thrive; and

WHEREAS, children have the right to be provided every opportunity to learn, grow, and thrive in nurturing environments that don't violate their safety, dignity, and humanity; and

WHEREAS, every single person has the capability to make a simple change within him or herself that can have a profound effect on an entire society; and

WHEREAS, if we all dedicate ourselves to the principles of truth, racial healing and transformation, we can all bring about the necessary changes in thinking and behavior that will propel this great country forward as a unified force where racial biases will become a thing of the past; and

WHEREAS, racial healing is a vital and crucial commitment to the education, social, mental and over all well-being of all our children; and

WHEREAS, the city of \_\_\_\_\_ in conjunction with others throughout the United States of America, acknowledges January 17, 2017 as the "National Day of Racial Healing," and urges all citizens to promote racial healing and transformation in the ways that are best suited for them individually, as a means to working together to ensure the best quality of life for every child.

NOW, THEREFORE, I, \_\_\_\_\_ (insert mayor and city name here) do hereby proclaim that this city honors and recognizes January 17, 2017 as the "National Day of Racial Healing."

**Organizational/Company Proclamation**  
*"National Day of Racial Healing"*

WHEREAS, we have all witnessed racial divisiveness rising in America's urban, rural, suburban, and tribal communities today that threatens the very core of this great country's unified front; and

WHEREAS, just like those who came before us, it is our duty to protect the children of this country and maintain communities in which they may all be given the opportunity to succeed; and

WHEREAS, we understand and recognize that there is a racial divide in our country and we must all work earnestly to heal the wounds created by racial, ethnic and religious bias and build an equitable and just society so that all children can thrive; and

WHEREAS, children have the right to be provided every opportunity to learn, grow, and thrive in nurturing environments that don't violate their safety, dignity, and humanity; and

WHEREAS, every single person has the capability to make a simple change within him or herself that can have a profound effect on an entire society; and

WHEREAS, if we all dedicate ourselves to the principles of truth, racial healing and transformation, we can all bring about the necessary changes in thinking and behavior that will propel this great country forward as a unified force where racial biases will become a thing of the past; and

WHEREAS, racial healing is a vital and crucial commitment to the education, social, mental and over all well-being of all our children; and

WHEREAS, \_\_\_\_\_ (insert company/organization name), in conjunction with others throughout the United States of America, acknowledges January 17, 2017 as the "National Day of Racial Healing," and urges all citizens to promote racial healing and transformation in the ways that are best suited for them individually, as a means to working together to ensure the best quality of life for every child.

NOW, THEREFORE, I, \_\_\_\_\_ (company representative) do hereby proclaim that this organization honors and recognizes January 17, 2017 as the "National Day of Racial Healing."

**Proclamation**  
*"A National Day of Racial Healing"*

January 17, 2017

**National Day of Racial Healing**

WHEREAS increased racial divisiveness, expressed through hate crimes, bullying in schools and other means, in [your state] communities and across America threatens the core welcoming principles of our State and Nation's prosperity and future growth, and

WHEREAS, we must all work together to heal the wounds created by racial, ethnic, and religious biases and build an equitable and just society so that all children can thrive, and

WHEREAS, our children have the right to be provided every opportunity to learn, grow, and thrive in nurturing environments that do not violate their safety, dignity and humanity, and

WHEREAS, by dedicating ourselves to the principles of truth, racial healing and transformation, we can bring about the necessary changes in thinking and behavior that will propel this great nation forward as a unified force free of these biases, and

WHEREAS, the W.K. Kellogg Foundation joined by other [your state] and national organizations representing the business, nonprofit, faith, education and foundation communities has determined that a National Day of Racial Healing can be the first step in promoting unity and protecting our country's greatest asset - our children.

NOW THEREFORE, I [your name], do join with [your state] nonprofit, foundation, faith, education and business communities and others throughout the United States of America in declaring January 17, 2017 as the National Day of Racial Healing in [your state] and urge all of the people of [your state] to promote racial healing and transformation in the ways suited for them individually, as a means to working together to ensure the best quality of life for every child in our great State and Nation.





# PROCLAMATIONS



Introduced by Senator Kirkman.

## A RESOLUTION

TO ACKNOWLEDGE THE NEED TO HEAL THE DEEP DIVIDES IN THE NATION'S COMMUNITIES IN ORDER TO ESTABLISH A MORE HONORABLE AND JUST SOCIETY, AND TO RECOGNIZE JANUARY 17, 2017 AS A NATIONAL DAY OF HEALING, SPONSORED BY W.K. KELLOGG FOUNDATION.

WHEREAS, W.K. Kellogg Foundation and food coalition, working with more than one hundred thirty partners in its Truth, Racial Healing, and Transformation enterprise, calls for a National Day of Healing on January 17, 2017; and

WHEREAS, activities on this day, run by community, civic, government, and corporate leaders, will strengthen efforts to heal the wounds created by racial, ethnic, and religious bias in America's urban, rural, and suburban communities; and

WHEREAS, the National I following the contentious rhetoric, hate crimes, violence, and fear and anxiety. Calls for healing have come as well as thirty-two states; and

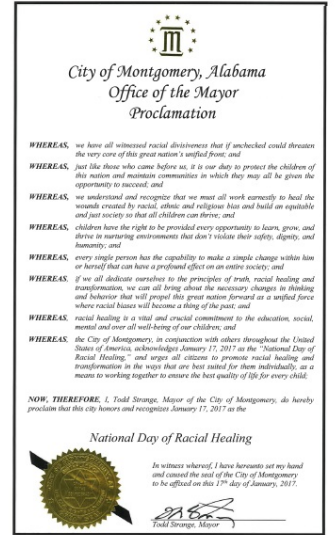
WHEREAS, the Nations bring healing to different parts of this country, and Transformation Summit, where five I organizations and communities gathered in a Truth, Racial Healing, and Transformation in

WHEREAS, in order to shared understanding of their collective past at that divide us. Truth, Racial Healing, and Tr and long-term determination to embrace a ne common humanity; and

WHEREAS, the W.K. I independent, private foundation by breakfast



*Wayne M. Messam*  
Mayor Wayne M. Messam



# PROCLAMATIONS

3017-01

1 RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF  
 2 FARRISBURG, GEORGIA, IN SUPPORT OF A NATIONAL DAY OF RACIAL HEALING  
 3  
 4 WHEREAS, we have all witnessed racial divisions rising in America's urban, rural,  
 5 suburban, and tribal communities today that threaten the very core of this great country's  
 6 unified front; and  
 7 WHEREAS, just like those who came before us, it is our duty to protect the children of this  
 8 country and maintain communities in which they may all be given the opportunity to succeed,  
 9 and  
 10 WHEREAS, we understand and recognize that there is a racial divide in our country and we  
 11 must all work earnestly to heal the wounds created by racial, ethnic, and religious bias and build  
 12 an equitable and just society so that all children can thrive; and  
 13 WHEREAS, children have the right to be provided every opportunity to learn, grow, and thrive  
 14 in nurturing environments that don't violate their safety, dignity, and humanity; and  
 15 WHEREAS, every single person has the capability to make a simple change within his or  
 16 herself that can have a profound  
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## A Proclamation

WHEREAS, the W.K. Kellogg Foundation's Truth, Reconciliation, and Transformation Initiative, January 17, 2017, will be recognized as the day of "National Day of Racial Healing" to help American heal and overcome deep racial divisions; and

WHEREAS, with more than 170 organizations committed to the Truth, Reconciliation, and Transformation Initiative, January 17 will be a day of action for community, local, state, and national leaders that will open efforts to heal the wounds caused by racial, ethnic, and religious bias and build an equitable and just society for all children can thrive; and

WHEREAS, racism is rooted in the false belief in human hierarchy, an arrogant superiority of the human family, which has fueled centuries of racism and oppression and continues to be perpetuated through the United States' system of education, industry, and opportunity based on race, physical characteristics, place of origin; and

WHEREAS, the United States has witnessed how the belief system in superiority, from coast to coast, continues to perpetuate disparities for people of color in health, education, employment and housing; and

WHEREAS, it is our duty to protect the children of this country and maintain communities in which they may all be given the opportunity to succeed, and

WHEREAS, every single person has the capability to make a simple change within his or herself that can have a profound

IT IS HEREBY ORDERED that the City of Pass Christian, Mississippi hereby join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious, and community leaders in designating January 17, 2017 as the National Day of Racial Healing.

NOW, THEREFORE, I, Andrew "Foxy" Glick, Mayor of Pass Christian, Mississippi, do hereby join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious, and community leaders in designating January 17, 2017 as the National Day of Racial Healing.

HARRIS LEON DAVIS  
COUNCIL CHAIRMAN

DANIELLE M. GLABER  
COUNCIL VICE-CHAIR



Office of the Mayor  
 City of Ocean Springs, Mississippi  
 "City of Discovery"

## PROCLAMATION

NATIONAL DAY OF RACIAL HEALING

WHEREAS, the W.K. Kellogg Foundation has designated January 17<sup>th</sup> as the National Day of Racial Healing; and

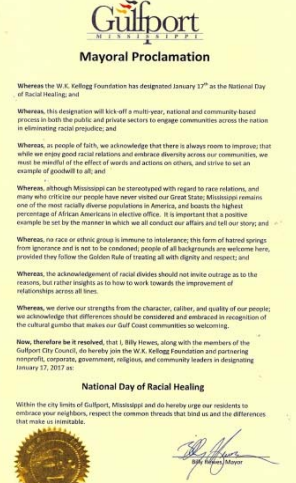
WHEREAS, January 17, 2017 will kick off a multi-year, national and community-based process in both the public and private sectors to engage communities across the nation to heal the wounds caused by racial, ethnic, and religious bias and build an equitable and just society for all children can thrive; and

WHEREAS, the desired outcome is to transform America from a nation that was built on a belief of racial hierarchy that had dominated educational, economic, social, and legal discourse for centuries;

IT IS HEREBY ORDERED that the City of Ocean Springs, Mississippi hereby join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious, and community leaders in designating January 17, 2017 as the National Day of Racial Healing.

IN WITNESS WHEREOF I HAVE HEREUNTO SET MY HAND AND CAUSED THE SEAL OF THE CITY TO BE AFFIXED

MAYOR *Scott Allen*  
 DATE *January 11, 2017*



Gulfport  
 MISSISSIPPI  
 Mayoral Proclamation

WHEREAS, the W.K. Kellogg Foundation has designated January 17<sup>th</sup> as the National Day of Racial Healing; and

WHEREAS, this designation will kick off a multi-year, national and community-based process in both the public and private sectors to engage communities across the nation in eliminating racial prejudice; and

WHEREAS, in people of faith, we acknowledge that there is always room to improve; that while we enjoy good racial relations and embrace diversity across our communities, we must be mindful of the effect of words and actions on others, and strive to set an example of goodwill for all;

WHEREAS, although Mississippi can be distinguished with regard to race relations, and many who criticize our people have never visited our Great State, Mississippi remains one of the most racially diverse populations in America, and boasts the highest percentage of African American in elected office. It is important that a positive example be set by the manner in which we all conduct our affairs and tell our story; and

WHEREAS, no race or ethnic group is immune to intolerance; this form of hatred springs from ignorance and is not to be condoned; people of all backgrounds are welcome here, provided they follow the Golden Rule of treating all with dignity and respect; and

WHEREAS, the acknowledgment of racial divides should not invite outrage as to the reasons, but rather ought to be a call to work towards the improvement of relationships across all lines;

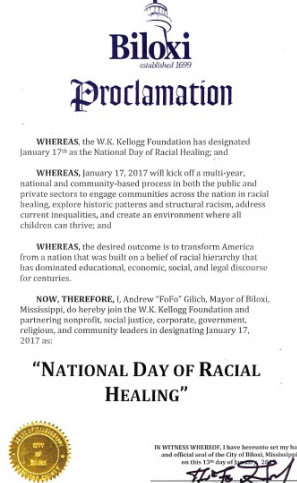
WHEREAS, we derive our strength from the character, culture, and quality of our people; we acknowledge that differences should be considered and embraced in recognition of the cultural genius that makes our Gulf Coast communities so welcoming;

Now, therefore be it resolved, that I, Billy Hayes, along with the members of the Gulfport City Council, do hereby join the W.K. Kellogg Foundation and participating nonprofit, corporate, government, religious, and community leaders in designating January 17, 2017 as

National Day of Racial Healing

Within the city limits of Gulfport, Mississippi and do hereby urge our residents to embrace our neighbors, respect the common threads that bind us and the differences that make us distinctive.

*Billy Hayes*  
 Mayor



## Proclamation

WHEREAS, the W.K. Kellogg Foundation has designated January 17<sup>th</sup> as the National Day of Racial Healing; and

WHEREAS, January 17, 2017 will kick off a multi-year, national and community-based process in both the public and private sectors to engage communities across the nation in racial healing, explore historic patterns and structural racism, address current inequalities, and create an environment where all children can thrive; and

WHEREAS, the desired outcome is to transform America from a nation that was built on a belief of racial hierarchy that has dominated educational, economic, social, and legal discourse for centuries;

NOW, THEREFORE, I, Andrew "Foxy" Glick, Mayor of Biloxi, Mississippi, do hereby join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious, and community leaders in designating January 17, 2017 as:

**"NATIONAL DAY OF RACIAL HEALING"**

IN WITNESS WHEREOF, I have hereunto set my hand and official seal of the City of Biloxi, Mississippi on this 17<sup>th</sup> day of January, 2017.

*Andrew "Foxy" Glick*  
 Mayor

### PROCLAMATION OF THE CITY OF PASS CHRISTIAN, MISSISSIPPI DECLARING JANUARY 17TH AS THE NATIONAL DAY OF RACIAL HEALING

WHEREAS, the W.K. Kellogg Foundation has designated January 17<sup>th</sup> as the National Day of Racial Healing and

WHEREAS, January 17, 2017 will kick off a multi-year, national and community-based process in both the public and private sectors to engage communities across the nation in racial healing, explore historic patterns and structural racism, address current inequalities, and create an environment where all children can thrive; and

WHEREAS, the desired outcome is to transform America from a nation that was built on a belief of racial hierarchy that has dominated educational, economic, social, and legal discourse for centuries;

IT IS HEREBY ORDERED that the City of Pass Christian, Mississippi hereby join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious and community leaders in designating January 17<sup>th</sup> as the National Day of Racial Healing.



## Proclamation

Proclamation Declaring January 17<sup>th</sup> as the National Day of Racial Healing

WHEREAS, the W.K. Kellogg Foundation has designated January 17<sup>th</sup> as the National Day of Racial Healing; and

WHEREAS, January 17, 2017 will kick off a multi-year national and community-based process in both the public and private sectors to engage communities across the nation in racial healing, explore historic patterns and structural racism, address current inequalities, and create an environment where all children can thrive; and

WHEREAS, the desired outcome is to transform America from a nation that was built on a belief of racial hierarchy to one that is more open, inclusive and equal for all;

BE IT PROCLAIMED by the D'Iberville City Council, on behalf of its members, that we join the W.K. Kellogg Foundation and participating nonprofit, social justice, corporate, government, religious and community leaders in designating January 17, 2017 as the National Day of Racial Healing.

*Scotty Pinner*  
 Mayor



Office of the Mayor  
 City of Tukwila, Washington  
**PROCLAMATION**

WHEREAS, we have all witnessed racial divisions rising in America's urban, rural, suburban, and tribal communities today that threaten the very core of this great nation's unified front; and

WHEREAS, just like those who came before us, it is our duty to protect the children of this country and maintain communities in which they may all be given the opportunity to succeed, and

WHEREAS, we understand and recognize that there is a racial divide in our country and we must all work earnestly to heal the wounds created by racial, ethnic, and religious bias and build an equitable and just society for all children can thrive; and

WHEREAS, children have the right to be provided every opportunity to learn, grow, and thrive in nurturing environments that don't violate their safety, dignity, and humanity; and

WHEREAS, every single person has the capability to make a simple change within his or herself that can have a profound

WHEREAS, social healing is a vital and crucial commitment to the education, social, mental and emotional well-being of our children; and

WHEREAS, the City of Tukwila, in cooperation with others throughout the United States of America, acknowledges January 17, 2017 as the "National Day of Racial Healing," and urges all citizens to promote racial healing and transformation in the ways that we treat the human individual; as a means to working together to ensure the best quality of life for every child.

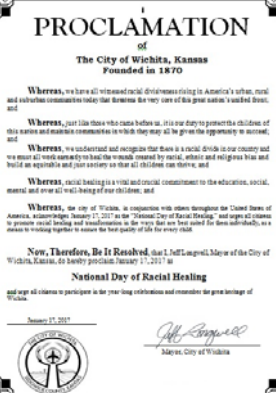
NOW, THEREFORE, I, Alan King, Mayor of the City of Tukwila, do hereby proclaim January 17, 2017 as:

**The National Day of Racial Healing**

in the City of Tukwila and encourage all community residents to join me in recognizing this special observance.

Signed this 11<sup>th</sup> day of January, 2017.

*Alan King*  
 Mayor



## PROCLAMATION

The City of Wichita, Kansas  
 Founded in 1870

WHEREAS, we have all witnessed racial divisions rising in America's urban, rural, suburban, and tribal communities today that threaten the very core of this great nation's unified front; and

WHEREAS, just like those who came before us, it is our duty to protect the children of this country and maintain communities in which they may all be given the opportunity to succeed; and

WHEREAS, we understand and recognize that there is a racial divide in our country and we must all work earnestly to heal the wounds created by racial, ethnic, and religious bias and build an equitable and just society so that all children can thrive; and

WHEREAS, social healing is a vital and crucial commitment to the education, social, mental and emotional well-being of our children; and

WHEREAS, the City of Wichita, in cooperation with others throughout the United States of America, acknowledges January 17, 2017 as the "National Day of Racial Healing," and urges all citizens to promote racial healing and transformation in the ways that we treat the human individual; as a means to working together to ensure the best quality of life for every child.

Now, Therefore, Be It Resolved, that I, Jeff Long, Mayor of the City of Wichita, Kansas, do hereby proclaim January 17, 2017 as

National Day of Racial Healing

and urge all citizens to participate in the year-long celebration and embrace the great heritage of Wichita.

January 17, 2017

*Jeff Long*  
 Mayor, City of Wichita



## APPENDIX: GLOSSARY OF TERMS

**Amplification rate:** number of shares per post.

**Applause rate:** number of reactions (likes or favorites) per post.

**Conversation rate:** number of “@” replies or comments per post.

**Engagements:** interactions on a post, including reactions, comments, shares and link clicks.

**Exposure:** measures a post’s potential audience based off your number of followers as well as the number of followers each of your followers have.

**Impressions:** the number of times your content has been displayed.

**Mention:** the act of tagging another user’s handle or account name in a social media post.

**Reach:** the potential number of unique people for a message based on total follower count.

**Organic Reach:** the total number of unique people who were shown your post through unpaid distribution.

**Paid Reach:** the total number of unique people who were shown your post as a result of paid advertisements.

**Reactions:** response metrics that allow a user to interact with a post (like, favorite).

# THE CONVERSATION CONTINUES



#THEDAYTOHEAL

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