

**2012**  
**MARTIN LUTHER KING, JR.**  
**BLACK HISTORY MONTH**

Overview

*(Please scroll down to following pages for complete information)*

*Thank you for your interest in our **Martin Luther King, Jr. and Black History Month** vignette package. This package was created to honor the most influential leader in the history of The Civil Rights Movement as well as to profile individuals whose dedication and perseverance to their cause was vital to our nation's history.*

*On January 20, 1986, 18 years after Martin Luther King, Jr. fell to an assassin's bullet, America celebrated the first observance of the national holiday in honor of his birthday. Since then, January has become a month in which his vision and dream of equality for all is reflected upon and celebrated nationwide. The five vignettes included in this package honoring Dr. King and his "Dream" are a perfect way to pay tribute to one of the greatest leaders of our time.*

*In 1976, a month long celebration was implemented in the United States to honor and reflect upon the contributions of African Americans and their impact on the historical landscape of America. Although many people recognize that February is **Black History Month**, many do not know the true history of this month of observance. In the 1920's, Carter G. Woodson created and promoted **Negro History Week** as a way to recognize accomplishments of individuals and to teach their stories to African Americans nationwide. He chose the month of February because it included the birthdays of two people who had a great impact on Black History: Frederick Douglas (February 7, 1817) and Abraham Lincoln (February 12, 1809). The fifteen Black History Month vignettes included in this package profile some of the most important African Americans in our nation's history.*

*We hope that you will find this a worthy series to air on your station during January to honor **Martin Luther King, Jr.** and in February to celebrate **Black History Month**.*

*If you have any questions, or, if you would like to reserve this vignette package for your station, please call Ernest Cartwright at 808-343-2707.*

*Once again, thank you for your consideration!*

## **MLK and Black History Month Highlights**

- *Perfect for January (Martin Luther King, Jr. Holiday) and February (Black History Month).*
- *Attractive to local and national advertisers. Also may be run as PSA's or within local newscasts*
- *Unlimited use and runs during licensing period*
- *Localization opportunities with local news-anchor or station personality*
- *Hosted by a nationally recognized celebrity such as television and film actor Blair Underwood*
- *Culturally relevant programming containing informative and historical information*
- *Affordable cash licensing fee*
- *One or two-year licensing terms available*
- *Broadcast exclusivity in your market*

## *Vignette Formats*

Purchasing stations receive the vignettes formatted as follows:

### **Sixty-Seconds:**

:05 Second	Opening tease from celebrity host
:30 Second	Local station sponsorship
:25 Second	MLK/Black History Profile narrated by host

There are five Martin Luther King, Jr. vignettes and fifteen Black History Month Vignettes for station use.

### **Localization of Vignettes:**

Stations wishing to localize the vignettes with their own news-anchor or local personality can do so easily. Scripts are available.

### **Tape Format:**

Purchasing stations will receive one master tape containing all twenty vignettes on either Beta SP, 1-Inch tape. Other formats may be available at station cost.

### **Delivery:**

Vignettes are available immediately. Demo-tape available for review.

# **MLK AND BLACK HISTORY MONTH PROFILE LIST**

## **Martin Luther King, Jr. Profiles:**

1. *March on Washington, 1963*
2. *Life chronicle including his early years and the founding of the SCLC*
3. *Nobel Peace Prize Winner*
4. *Boycott of buses including Rosa Parks*
5. *Assassination and legalization of his birthday*

## **Black History Month Profiles:**

<i>Althea Gibson</i>	<i>First Black International Tennis Star</i>
<i>Frederick Douglas</i>	<i>Abolitionist, Founder of the North Star Newspaper</i>
<i>George Washington Carver</i>	<i>Scientist</i>
<i>Benjamin Banneker</i>	<i>Astronomer</i>
<i>Thurgood Marshall</i>	<i>First Black Supreme Court Justice</i>
<i>Sojourner Truth/Harriet Tubman</i>	<i>Both helped to Free Many Slaves</i>
<i>Wilma Rudolph</i>	<i>First Woman to Win 3 Gold Medals in Track</i>
<i>54<sup>th</sup> Mass Infantry</i>	<i>First All-Black Regiment in the Civil War</i>
<i>Harlem Renaissance</i>	<i>Black Culture Explosion among Writers/Artists/Musicians</i>
<i>Men of the U.S.S. Mason</i>	<i>An Amazing Story of Heroism and Patriotism</i>
<i>Mary McLeod Bethune</i>	<i>Educator, Founder of Bethune-Cookman College</i>
<i>Marion Anderson</i>	<i>Opera Singer</i>
<i>W.E.B. DuBois</i>	<i>One of the Founders of the NAACP</i>
<i>Paul Robeson</i>	<i>Actor/Humanitarian</i>
<b>What is Black History Month?</b>	<i>Story of Black History Month</i>

## **Martin Luther King, Jr. Vignettes**

### **March on Washington**

*It was August 28, 1963 as thousands descended on Washington, D.C. for the largest peaceful demonstration of its time. Led by Dr. Martin Luther King they marched for human freedom, equity and justice. On the steps of the Lincoln Memorial, he delivered his impassioned, "I Have a Dream" speech. Dr. King's litany of dreams pulled cheering thousands to their tired feet and touched the hearts of an entire nation.*

### **Life Chronicle including his early years and the Founding of the SCLC**

*Martin Luther King, Jr. was born in Atlanta, Georgia, on January 15, 1929. At the age of fifteen, he entered Morehouse College and it was there that he felt his calling to the ministry. As founder and president of the Southern Christian Leadership Conference from 1957 to 1968, Dr. King ushered in legislative victories such as the Civil Rights Act of 1964 and the Voting Rights Act of 1965. These historical bills would forever change the fabric of life in America.*

### **Nobel Peace Prize Winner**

*During the 1950's and 1960's civil rights movement, Dr. Martin Luther King Jr.'s philosophy of "non-violence" galvanized the conscience of a generation and a nation. King's philosophy for social change was heavily influenced by the teachings of Mahatma Ghandi, and in December 1964, it earned him the Nobel Peace Prize. Making him the second American and the third African American man to receive this eminent honor.*

### **Boycott of Buses including Rosa Parks**

*At the age of 26, Dr. Martin Luther King, Jr. was chosen in December, 1955, to lead a bus boycott of the Montgomery, Alabama's segregated bus system that began with Mrs. Rosa Park's historical refusal to relinquish her seat to a white passenger. After a successful 382 day protest, Dr. King captured national prominence for desegregating the city's transit system.*

### **Assassination and Legalization of his Birthday**

*When Dr. King fell to an assassin's bullet on April 4, 1968, in Memphis, Tennessee, citizens in many major cities reacted violently --- while other Americans, black and white, wondered what would happen to his dream. Four days later, Representative John Conyers, a Michigan Democrat, submitted the first legislation proposing King's birthday as a holiday. Eighteen years later---January 20, 1986 would mark the first observance of Dr. King's birthday as a legal national holiday.*

## **Black History Month Vignettes**

### **Althea Gibson**

*Tennis great, Althea Gibson was a woman of many firsts. In 1957, Gibson became the first African American woman not only to compete but to win at Wimbledon and Forest Hills. For these achievements, she was named Woman-Athlete-of-the-Year for 1957 by the Associated Press. In 1958, Gibson repeated as Wimbledon and U.S. National Tennis champion. More than 30 years later no African American woman on the tennis circuit has achieved what Althea Gibson was able to accomplish.*

### **Frederick Douglass**

*At the age of 21, Frederick Douglass escaped slavery. Soon he was making eloquent speeches describing the horrors of slavery at abolitionist meetings. Years later he founded his own newspaper, the North Star. In it he struck out against discrimination in employment. During the Civil War, Douglass recruited blacks for the Union Army and from 1889 to 1891 he served as the U.S. Ambassador to Haiti.*

### **George Washington Carver**

*George Washington Carver is perhaps to this day the nation's best-known African American scientist. In the period between 1890 and 1910 the cotton crop had been devastated by the boll weevil. Carver advised farmers to cultivate peanuts instead. Before long, he had developed more than 300 different products that could be made from the peanut—everything from milk to printer's ink.*

### **Benjamin Banneker**

*In 1761, Benjamin Banneker constructed the first wooden clock made in America and it kept perfect time for 50 years. On the recommendation of the Secretary of State, Thomas Jefferson, President George Washington in 1792 appointed Banneker to a six member team to help layout the magnificent grandeur of design that ranks our nation's capital "outstanding" among world capitals.*

### **Thurgood Marshall**

*The Honorable Thurgood Marshall was a heralded lawyer and civil rights leader. As chief counsel for the NAACP, he won the historic Brown versus Board of Education of Topeka, Kansas case. This unanimous 1954 decision laid the groundwork for school desegregation. In 1967, Marshall was appointed a Justice of the Supreme Court by President Johnson, becoming the first African American ever to sit on the high court.*

### **Sojourner Truth and Harriet Tubman**

*Sojourner Truth never learned to read or write, but became an electrifying orator for black freedom and women's rights. Truth spoke mainly to whites and once wore a satin banner in 1843 bearing the words,*

*“Proclaim liberty throughout the land unto all inhabitants thereof.” Harriet Tubman began her work as a conductor on the Underground Railroad. Tubman made at least 15 trips south and single handedly led an estimated 300 slaves to freedom, earning her the title of “Black Moses” – emancipator of slaves.*

### **Wilma Rudolph**

*Wilma Rudolph was born with polio. Her physical problems surrounded her. At the age of four, she was left with the use of only her right leg. She overcame these challenges and in September 1958 she entered Tennessee State University and became a member of their famed Tiger Bells Track Team. Two years later at the Rome Olympic Games, Wilma Rudolph became the first American woman to win three Gold Medals.*

### **Massachusetts 54<sup>th</sup> Infantry Regiment**

*It was called a “noble experiment.” But, for the men of the Massachusetts 54<sup>th</sup> Infantry Regiment it was a chance to refute their white skeptics. This chance came when the 54<sup>th</sup> led the Civil War gallantry against Fort Wagner, a confederate stronghold at the mouth of the Charleston, South Carolina harbor. Almost 300 men were killed or wounded, but the 54<sup>th</sup> had won the respect due a true fighting unit.*

### **Harlem Renaissance**

*The “Harlem Renaissance” was not an organized movement. It was a period of creativity and exuberance among African American writers, artists, musicians and entertainers, which burst forth in the “Roaring Twenties” and was centered in Harlem. Here was an opening for African American culture among both a black and white audience and it simply took the country by storm.*

### **Men of the U.S.S Mason**

*During World War II, when the storm of the century stopped a Naval convoy stationed in Normandy, the African American men of the USS Mason were chosen to escort them to safety. The deck split and under appalling conditions the men heroically repaired the ship at sea rescuing the entire convoy. Their heroic action broke down the Navy’s racist color barriers and policies---opening the doors for a new generation of African Americans.*

### **Mary McLeod Bethune**

*Mary McLeod Bethune is known as the Great Educator and the architect of a powerful African American women’s movement. She founded the National Council of Negro Women which still exists today in 1935. Bethune served as an advisor to four U.S. Presidents and was regarded as one of the foremost, “black brain trust” in the 1940’s New Deal era of President Franklin D. Roosevelt.*

### **Marion Anderson**

*Marion Anderson is one of the 20<sup>th</sup> century's most celebrated opera singers. In 1939, the contralto sang on the steps of the Lincoln Memorial in front of seventy-five thousand people, after the Daughters of the American Revolution denied her a performance at Constitution Hall, because she was black. Eleanor Roosevelt and other D-A-R members resigned in protest. In 1991, she received a Grammy Award for Lifetime Achievement.*

### **Dr. W.E.B. DuBois**

*Dr. W.E.B. DuBois was often regarded as one of the most profound scholars of his time and referred to as the "Dean of Negro Intellectuals." DuBois was one of the founders in 1909 of the National Association for the Advancement of Colored People, the NAACP. He became the editor of the NAACP's Crisis magazine—which became his voice to the nation to speak out against issues that beleaguered the African American community in the early 20<sup>th</sup> century.*

### **Paul Robeson**

*Paul Robeson was an All-American football star and a master of different languages. At a time when black actors were relegated to shuckin' and jivin', Robeson went on to become a classical actor and singer of stage and film. His credits include such productions as Showboat, The Emperor Jones and Othello. Robeson's rich, deep rendition of "Ol' Man River" has since become a classic scene in American cinema musicals.*

### **What is Black History Month?**

*During the 1920's, the African American griot, Carter G. Woodson created and promoted Negro History Week a period in February chosen because it included the birthdays of Frederick Douglass and Abraham Lincoln. In 1976, a month long celebration was implemented and it is a time for Americans to reflect on the history and teachings of African Americans whose contributions are still too little known.*