

BLACK THEATRE DAY, September 17

In keeping with course goals, our class will participate in the social media campaign to amplify Black theatres on September 17, the second annual Black Theatre Day.

“On September 17, 1821, the African Theater launched their first season in New York City. They produced multiple seasons including the first extant play by a Black American and launched the career of Ira Aldridge, a Black actor who toured Europe as the greatest Shakespearean tragedian of all times. As the heirs of this illustrious legacy, 21st century Black theatres in the U.S. are still working to build sustainable, institutional wealth. Black Theatre Day is an opportunity to increase the visibility of Black Theatre institutions in support of those efforts.”



“This official day will become an annual opportunity to celebrate Black Theatre by creating awareness of our organizations and generating contributions of money, time, and service while amplifying the work of Black theatre institutions.”

– The CRAFT Institute website <https://www.thecraftinstitute.org/black-theatre-day>

Things you can do today (and due by Sept. 17):

1. Read about the event: <https://www.thecraftinstitute.org/black-theatre-day>
2. Identify a Black Theatre institution in your home or origin city/town/region and follow them on social media. Your goal is to repost and bring attention to the organization.
3. Follow The CRAFT Institute on Facebook, Instagram, and/or Twitter.
4. Consider joining Create Ensemble: <https://www.createensemble.com/>
5. Learn more about ways to support Black theatres. Consult one of the lists and at least one article. These lists are not comprehensive.

Lists

“Black Theatre Matters” <https://blacktheatrematters.org/black-theatre-companies/>

“Black Theatres Across the U.S.” (See the comments section for more additions)

<https://www.americantheatre.org/2019/02/26/black-theatres-across-the-u-s/>

Articles

“Black Theatres in the U.S.: Building, Surviving, Thriving”

<https://www.americantheatre.org/2019/02/26/black-theatres-in-the-u-s-building-surviving-thriving/>

“7 Theatres Form National Association of Black Theatre Building Owners”

<https://www.americantheatre.org/2021/06/15/7-theatres-form-national-association-of-black-theatre-building-owners/> “The Black Seed Unveils Generous

Grant Program for Black Theatres”

<https://www.americantheatre.org/2021/01/18/the-black-seed-unveils-generous-grant-program-for-black-theatres/>

To do on September 17:

1. Repost, share or retweet the Black Theatre Day posts from CRAFT and the Black theatre from your hometown/region on September 17. If the theatre you chose does not post on Black Theatre Day, create a post and tag them using the Black Theatre Day hashtags expressing your support for Black Theatre and encouraging folx to support the organization (they may not know about the event since this is the first one!)
2. Follow other black theaters who are participating in Black Theatre Day - share, retweet, and support as a form of active engagement.
3. Share with people in your networks
4. Use all the following hashtags and feel free to expand. *Please be sure to include a tag for the theater you are highlighting (from your home or origin city/town/region).*

#BlackTheatreDay
#CelebrateBlackTheatreDay
#AfricanGroveTheatre
#ThrivingTogether
#CelebratingTheAfricanGroveTheatre200Years
#200YearsofBlackTheatre
#Over200YearsofBlackTheatre
#BlackTheatre
#TheInternationalBlackTheatreSummit
#[insertnameofBlacktheatrehere]

(Assignment on following page)

Assignment Report on BLACK THEATRE DAY, September 17

Type directly on the worksheet to complete a report of your social media advocacy.
Save the document as “Last name, First name Black Theatre Day” and submit on Canvas.
The report is due by Monday, September 19 at 9pm.

1. Identify a Black Theatre institution in your home or origin city/town/region and follow them on social media.

Name of Theater:

Location (city, state):

Artistic Director(s):

Website:

Facebook:

Instagram:

Twitter:

2. Which list of Black Theatres did you consult? What did you discover? Was there anything that surprised you? Resonated with you?

3. Which article did you consult? What did you discover? Was there anything that surprised you? Resonated with you?

4. Did you repost, share or retweet the Black Theatre Day posts from CRAFT and the Black theatre from your hometown/region on September 17? Include a hyperlink to all the places that you posted. If you used a private account for any of the posts, please insert an image/screenshot of the post. The hyperlink and/or image should also show the day/time stamp.

5. Did you create an original post for your chosen theater? If so, please include the hyperlink and/or image of the post.

6. Identify other black theaters participating in Black Theatre Day that you shared/retweeted/supported.

7. Did you follow The CRAFT Institute on Facebook, Instagram, and/or Twitter? (Supplemental; Recommended but not required)

8. Did you join Create Ensemble: <https://www.createensemble.com/>? (Supplemental; Recommended but not required)

9. Write a brief reflection (100-150 words) on this assignment.

Possible questions to consider. Feel free to create your own question.

- *Why even have a Black Theatre Day?*
- *How can students of theater use digital platforms for advocacy?*
- *How does this engagement exercise relate to theater history and cultural memory?*
- *Did you learn something new about your home or origin city/town/region?*
- *Did you learn something new about Black theater that you were surprised you didn't know – and what are you going to do now that you know?*