

CAP 495: CLIENT PRESENTATION



THEATRE WITH A PURPOSE

Ebony Road
Players

THE TOP 5



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RESEARCH LEAD



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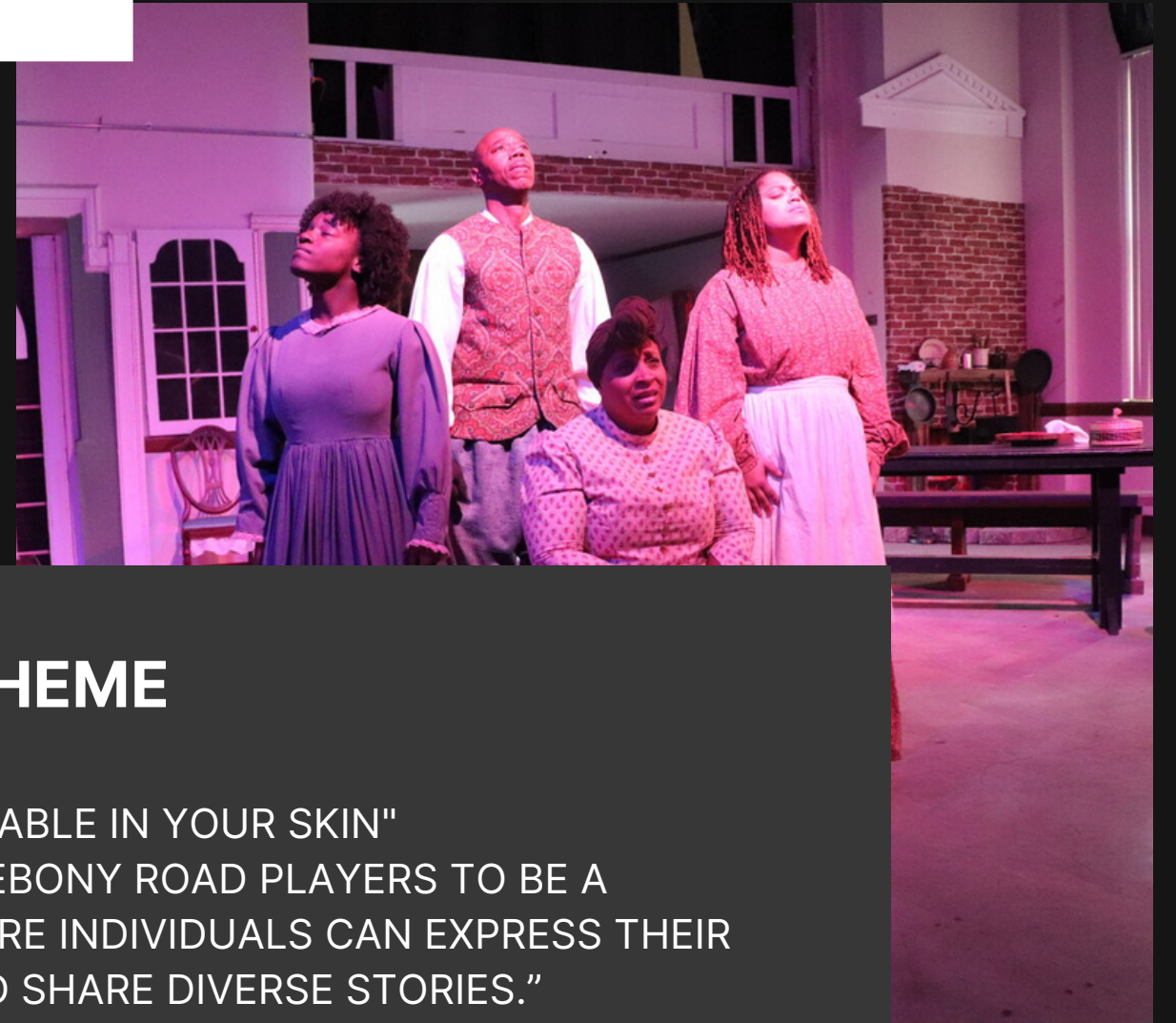
WRITER/EDITOR

INTRODUCTION



THE PRIMARY GOAL OF OUR CAMPAIGN FOR EBONY ROAD PLAYERS IS TO BROADEN THEIR AUDIENCE, WITH A PARTICULAR FOCUS ON PEOPLE OF COLOR.

AUDIENCE & THEME



TARGET AUDIENCE

- PRIMARY AUDIENCE: 18-25, BIPOC
- SECONDARY AUDIENCE: 26-35, PARENTS, BIPOC

CAMPAIGN THEME

- "BEING COMFORTABLE IN YOUR SKIN"
- "OUR AIM IS FOR EBONY ROAD PLAYERS TO BE A SANCTUARY WHERE INDIVIDUALS CAN EXPRESS THEIR TRUE SELVES AND SHARE DIVERSE STORIES."
- #OWNYOURSKIN

RESEARCH OVERVIEW

1. HOW DO ARTS ORGANIZATIONS UTILIZE SOCIAL MEDIA PLATFORMS TO ENGAGE WITH AUDIENCES AND PROMOTE CULTURAL EVENTS EFFECTIVELY?
2. WHAT ARE THE KEY FACTORS INFLUENCING CONSUMER BEHAVIOR AND PREFERENCES IN THE ARTS INDUSTRY, AND HOW CAN ARTS ORGANIZATIONS LEVERAGE THIS INSIGHT TO ENHANCE AUDIENCE ENGAGEMENT AND COMMUNITY BUILDING EFFORTS?

SIGNIFICANT FINDINGS

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graph TD; A[SIGNIFICANT FINDINGS] --> B[SECONDARY RESEARCH]; A --> C[PRIMARY RESEARCH];
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SECONDARY RESEARCH

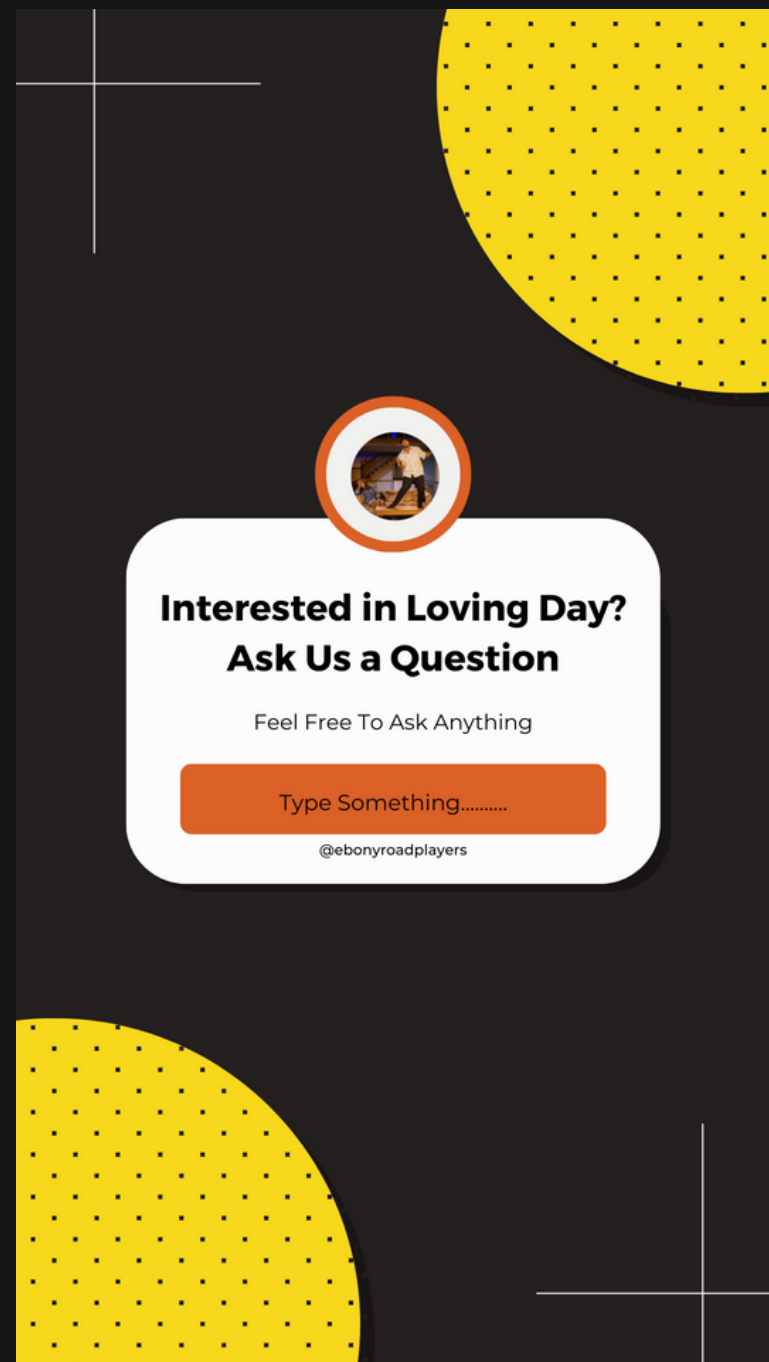
- MILLENIALS/GEN Z TRUST SOCIAL'S, SORTA
- HASHTAGS IMPACT VISIBILITY HEAVILY
- SEO IS KEY TO HIT YOUR TARGET
- CONSUMERS ARE SEARCHING FOR INTERACTION

PRIMARY RESEARCH

- AFFORDABILITY,IMPACTFULNESS,PERSONAL CONNECTION
- \$10-\$30
- SOCIAL JUSTICE MESSAGING IS ACCEPTABLE

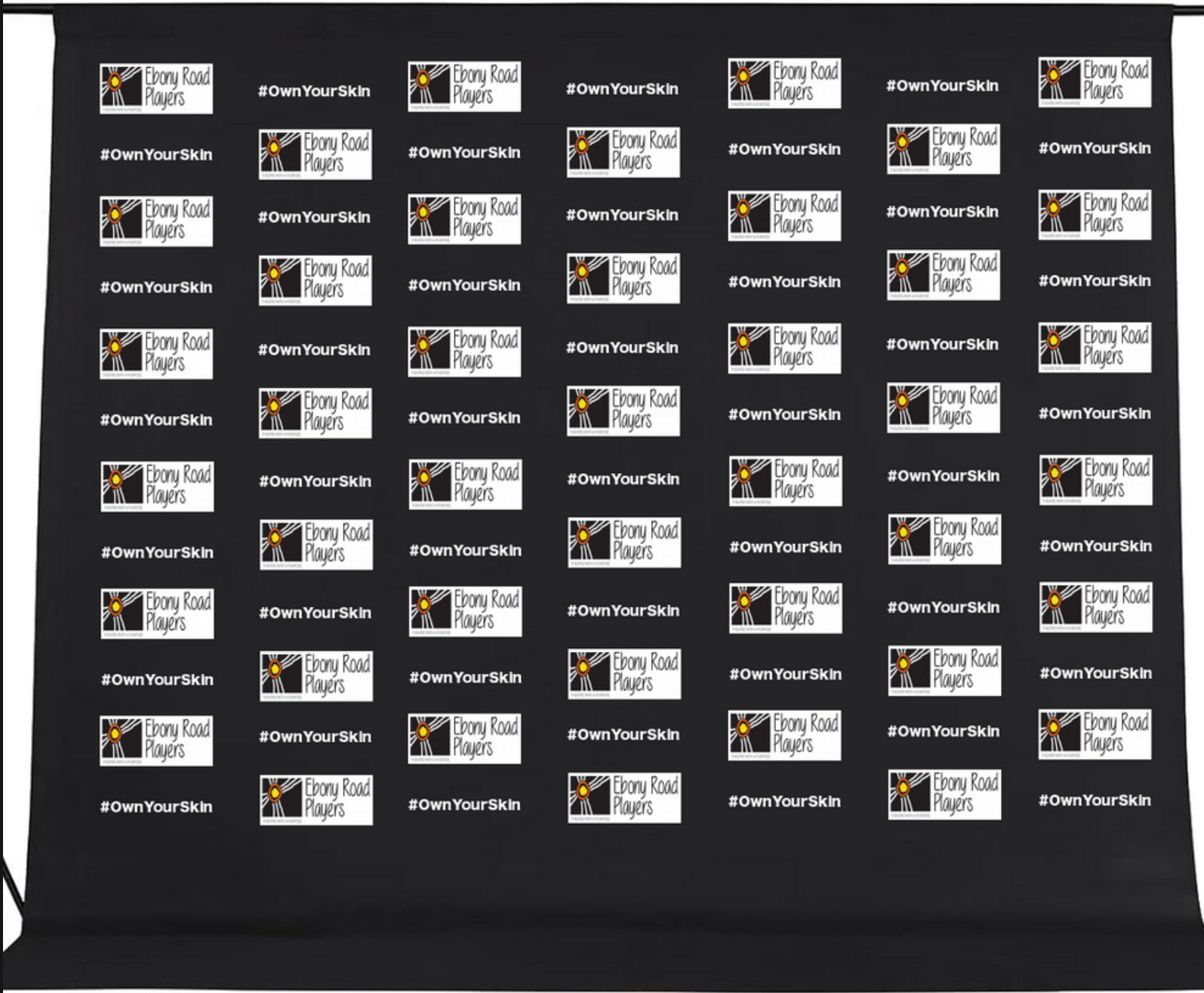
OBJECTIVE 1

INCREASE SOCIAL MEDIA FOLLOWING ON INSTAGRAM AND FACEBOOK BY 20% BY THE END OF JULY 2024.



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EBONY ROAD PLAYERS UGC

EXT. GRAND RAPIDS, MICHIGAN, USA



FRAME 1



Inclusive Casting

A multicultural collection of individuals interacting and speaking at a theater lobby, representing a range of ages, races, genders, and skill levels.

FRAME 2



Embracing Differences

A rehearsal room scene where actors are practicing together, supporting and encouraging each other regardless of their backgrounds.

FRAME 3



Unity Behind the Scenes

A backstage shot showing actors helping each other with costumes and makeup, demonstrating camaraderie and teamwork.

FRAME 4



Celebrating Diversity on Stage

A stage performance with actors portraying characters from various cultures and walks of life, showcasing the richness of diversity in storytelling.

FRAME 5



Connecting Minds

Audience members from different backgrounds applauding and cheering enthusiastically at the end of the performance.

FRAME 6



One Stage, Many Voices

A group photo of the theater ensemble, arms around each other, smiling proudly at their diversity and the bond they share.

OBJECTIVE 2

INCREASE ONLINE AWARENESS OF EBONY ROAD PLAYERS BY 15% BY THE END OF JULY 2024.

Focus Keywords: Loving Day, Loving Day history, Loving Day events, Loving Day meaning, When is Loving Day, Loving Day Michigan

Meta Title: How to Celebrate Loving Day in West Michigan

Meta Description: Loving Day is celebrated on June 12, honoring interracial marriage. Learn about how you can celebrate Loving Day locally in West Michigan.

H1: How to Celebrate Loving Day in West Michigan

“[Loving Day](#)” refers to the historic court decision that legalized interracial marriage in the United States on June 12, 1967. In honor of this day, cities across the United States put on festivities each year to celebrate the fight for interracial marriage.

The Loving v. Virginia case involved Mildred and Richard Loving, an interracial couple who bravely spoke out against the racist law that criminalized interracial marriage and perpetuated systems of white supremacy. The couple was arrested in Virginia in 1958 for their illegal marriage, and nine years later they won their case. The court’s decision subsequently struck down all other state laws banning interracial marriage, paving the way for national acceptance of interracial marriage. Now, over 50 years later, Loving Day continues to be celebrated as a pivotal victory toward racial justice through community events and festivities.

H2: Celebrate Loving Day in West Michigan

West Michigan has a rich history of celebrating Loving Day thanks to the efforts of the Grand Rapids-based theatre company Ebony Road Players. [Ebony Road Players](#)’ mission is to “inspire, educate and engage the cultures of our community with high-quality theatre productions focused on the Black experience.” The overall mission of Ebony Road Players has positioned the organization to effectively champion efforts for the Loving Day celebration in Grand Rapids, this year in partnership with the Grand Rapids Children’s Museum.

Ebony Road Players has put on Loving Day celebrations for a decade, with this year’s event marking the 10th annual Loving Day celebration. This year’s event will take place on June 15th from 11 am to 3 pm at the Grand Rapids Children’s Museum, inviting all ages to come out and join in the celebration. Event participants can enjoy free activities outside of the museum in the



FOR IMMEDIATE RELEASE
Ebony Road Players and Grand Rapids Children’s Museum Partner
for Loving Day Celebration

GRAND RAPIDS, Mich. June 1, 2024 — Ebony Road Players, in collaboration with the Grand Rapids Children’s Museum, is proud to announce the 10th Annual West Michigan Loving Day Celebration on June 15, 2024. This event commemorates Loving Day, a nationally observed day to celebrate the landmark Supreme Court case Loving v. Virginia (1967). Loving v. Virginia (1967) overturned laws that criminalized interracial marriage in the United States, championed by Mildred and Richard Loving.

Fifty years after this historic ruling, Ebony Road Players’ continues to combat racial prejudice and foster unity within multiracial communities and families in West Michigan. The West Michigan Loving Day Celebration serves as a beacon of hope and progress, highlighting the resilience and strength of diverse relationships within the community.

Program highlights include Ebony Road Players’ presentation of "Faces of Family" and a Family Day Event with engaging activities for all ages, in partnership with the Grand Rapids Children’s Museum.

The West Michigan Loving Day Celebration promises a day of celebration, education, and unity. Edye Hyde, the founder, says, "I think that the greatest happiness comes from celebrating our differences and embracing the unity in diversity." Join us on June 15th as we come together to honor love, diversity, and the enduring spirit of community. For more information, visit [www.ebonyroad.org](#).

About Ebony Road Players

Ebony Road Players is a dynamic theater company dedicated to showcasing diverse voices and stories that resonate with authenticity and passion. Through performances, workshops, and community events, Ebony Road Players fosters cultural awareness, social dialogue, and artistic excellence.

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Contact
Edye Evans Hyde
Founder
info@ebonyroad.org

Outlet	Name	Role	Email	Phone	Beat
Grand Rapids Kids&Lansing Family Fun	Melody Vander Weide	Founder/Director	melody@grkids.com	N/A	Kids, events, things to do
WOOD-TV	Susan Shaw	Anchor	susan.shaw@woodtv.com	(616) 364 8722	W. Mich community events/news
WOM-TV	Lindsay Hoffman	Mix Associate Producer	lindsay.hoffman@fox17online.com	(616) 364 8722	Arts and entertainment
WOOD-TV & Freelance	Madalyn Buursma	Digital Content Producer	madalyn.buursma@woodtv.com	(616) 456 8888	Grand Rapids news
WGVU-TV	Shelley Irwin	Host and Producer	irwinsh@gsvu.edu	(616) 331 6712	Local events, arts
Parade Magazine	Kelsey Pelzer	Writer and Editor	kelsey.pelzer@thearenagroup.net	(323) 965 3649	Arts and entertainment
MLive	Lindsay Moore	Reporter	lmoores@mlive.com	(734) 997 7260	Local QR news and events
WZZM-TV	Matt Gard	Reporter and Senior Producer	mattgard@wzzm13.com	(616) 559 1300	W. Mich community events/news
WOOD-TV	Casey Jones	Community Affairs Director	jones.casey@woodtv.com	(616) 456 8888	Community news
Parade Magazine	Renee Harlon	Contributor	renee.harlon@thearenagroup.net	N/A	Arts and entertainment
WOOD-TV	Morgan Poole	Producer and Reporter	morganpoole@woodtv.com	(616) 456 8888	Lifestyle and entertainment

OBJECTIVE 3

INCREASE COMMUNITY PARTNERSHIPS BY 20% BY THE END OF JULY 2024.

Ebony Road Players Presents

LOVING DAY 2024

WHAT IS LOVING DAY?

LOVING DAY IS CELEBRATED IN CITIES THROUGHOUT THE COUNTRY IN OBSERVANCE OF THE LOVING V. VIRGINIA SUPREME COURT CASE OF 1967, WHERE MILDRED AND RICHARD LOVING - AN INTERRACIAL COUPLE - FOUGHT TO STRIKE DOWN THE CRIMINALITY OF THEIR MARRIAGE IN THE UNITED STATES. AFTER 50 YEARS WE CONTINUE TO FIGHT PREJUDICE AND BUILD COMMUNITY THROUGH OUR MULTIRACIAL RELATIONSHIPS AND FAMILIES.

Ebony Road Players

Loving Day

CELEBRATION OF WEST MICHIGAN



JOIN US TO CELEBRATE OUR LOVING AND DIVERSE FAMILIES WITH THE EBONY ROAD PLAYERS! THE EVENT WILL BE HELD ON JUNE 15TH AT THE GRAND RAPIDS CHILDREN'S MUSEUM. A CELEBRATION FILLED WITH FAMILY, FUN, ART, AND ENTERTAINMENT!

Ebony Road Players

#LOVEKNOWSNOCOLOR

GRAND RAPIDS

Children's

MUSEUM

#LoveKnowsNoColor

Ebony Road Players

THEATRE WITH A PURPOSE

#LoveKnowsNoColor

Ebony Road Players

THEATRE WITH A PURPOSE

2024 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Announce hashtag- #loveknowsnocolor
2	3 Launch blog; post Loving Day blog #1	4 ERP Instagram story Tshirt giveaway	5	6 ERP Instagram/ Facebook takeover	7 Elementary Loving Day flyer distribution	8
9	10 Send out Loving Day press release	11	12 Loving Day Instagram story Q&A	13 Press release follow up	14 ERP Instagram/ Facebook takeover	15 Loving Day Celebration
16	17 Post blog #2	18	19 ERP Instagram/ Facebook takeover	20 ERP Instagram story ticket giveaway	21	22
23	24 ERP Instagram/ Facebook takeover	25	26	27		
30						

- KEY
- OBJECTIVE 1- YELLOW
 - OBJECTIVE 2- RED
 - OBJECTIVE 3- ORANGE

TIMELINE

2024 JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Post blog #3	2 ERP Instagram/ Facebook takeover	3	4	5 Commissioned Influencer post #1	6
7	8 Commissioned Influencer post #2	9	10 Commissioned Influencer post #3	11	12	13 ERP Instagram/ Facebook takeover
14	15 Post blog #4	16	17	18 Commissioned Influencer post #4	19	20
21	22	23 Commissioned Influencer post #5	24	25	26	27
28	29 Post blog #5	30	31			

BUDGET & EVALUATION

Efforts	Expenses
Influencer campaign	\$500.00
Backdrop banner	\$200.00
Loving Day Flyers	\$50.00 (per 1,000)
Custom Giveaway T-Shirts	\$350 (for 25 t-shirts)

OBJECTIVE 1:

- TRACK SOCIAL MEDIA FOLLOWING
- MONITOR HASHTAG USE

OBJECTIVE 2:

- MONITOR WEBSITE TRAFFIC

OBJECTIVE 3:

- TRACK LOVING DAY EVENT ATTENDEES

CONTACT US

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