



Campaign: Black History Month

04.01.2025

Portland Community College

Public Relations Office – Marketing & Communications

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Overview

The campaign's aim is to highlight the work, people and events to celebrate black history at PCC and its community. We developed an editorial by Dr. Bennings, staff and alum profiles, CFAF and special event PR, and business stories. In total, we produced seven stories and press releases that were shared with the media, our website and social media. As a result, we earned 17 local and national media stories.

The Work

Stories

- [Cascade Festival of African Films celebrates 35th anniversary](#)
- [PCC President Discusses what Black History Month Means to Her](#)
- [Josh Coleman's unique journey to PCC dean](#)
- [Mo Movements Wellness Company](#)
- [Directors' love of art, community spirit builds momentum](#)
- [Carmi Tronci Bell's webcomic artwork](#)
- [HBCU's Howard University Showtime Band Delivers](#)

Social Media

Linkedin (2.2% Engagement, 16.1K Impressions)

- [Josh Coleman](#)
- [Mo Movements](#)

Twitter (5.6% Engagement, 4.7K Impressions)

- [CFAF Preview](#)
- [Dr. Benning's Editorial](#)
- [Josh Coleman](#)
- ["Mami Wata" promo](#)
- ["Ernest Cole, Lost & Found" promo](#)
- [Mo Movements](#)
- [Behind the Curtain: Meet the Directors](#)
- ["Sadrack" CFAF Promo](#)
- [CFAF's Legacy](#)
- [Carmi Tronci Bell](#)
- [Howard's Showtime Band](#)
- [CFAF Closing Night](#)

The Media Results

I. Cascade Festival of African Films

- TV Clip – [Everyday Northwest](#) (KRCW)
- [Cascade Festival of African Films returns](#) (Portland Tribune)
- [CFAF celebrates Black History Month, 35th year](#) (Columbia County Spotlight)
- [Cascade Festival of African Films back for 35th year](#) (Forest Grove News Times)
- [Film festival honors 35th year, Black History Month](#) (Hillsboro News Times)
- [Cascade Festival of African Films Celebrates 35th Year](#) (The Skanner)
- [Short List: Upcoming events](#) (Portland Tribune)
- [Celebrate Black History Month with these off-campus events](#) (UP Beacon)
- [Portland shines with Lunar New Year and Winter Light Festival celebrations](#) (KGW)
- [Short List: Events include Lunar New Year parade, Film Festival](#) (Portland Tribune)
- [Cascade Festival of African Films Marks 35 Years!](#) (Portland Observer)
- TV Clip – [Cascade Festival of African Films Returns](#) (KRCW)
- TV Clip – [CFAF celebrating 35 years of cultural storytelling in Portland](#) (KGW)
- TV Clip – [Enjoy the last weekend of the Cascade Festival of African Films](#) (KGW)

II. Black History Month

- [NBA to host HBCU Weekend with Howard Marching Band](#) (HBCU Gameday)
- [Gus Waterford's story: Portland's first Black firefighter remembered](#) (KPTV)
- [First permanent Black Female President in PCC's History](#) (Portland Observer)

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