

**FOR IMMEDIATE RELEASE**

## **Black Atlanta Documented Episode #2 Features APEX Museum President & CEO Dan Moore, Jr.**



**ATLANTA, GA** –Black Atlanta Documented (BAD) has released Episode #2 of its ongoing digital series spotlighting influential leaders, institutions and stories shaping Black Atlanta. The episode features a compelling conversation between BAD host Araba Dowell and APEX Museum President & CEO Dan Moore, Jr., whose leadership continues to guide one of the South’s most important Black history institutions.

The episode -- which premiered 10 a.m. Monday, May 4 -- explores the legacy, mission and continuing relevance of the APEX Museum, located in Atlanta’s historic Auburn Avenue district. During the discussion, Moore reflects on the museum’s role in preserving Black history, uplifting community voices and educating future generations through authentic storytelling rooted in African American experiences.

In preparing for her dialogue with Moore, Dowell stated that she wanted not only to tell the APEX story but also make a call to action to encourage Atlantans to visit the museum, promote its offerings on social media and donate to the institution.

“Supporting them helps ensure that Black history is preserved and told by those rooted in the culture itself—for future generations,” said Dowell, a marketing executive and civic leader in the South Fulton community.

The episode also highlights the importance of sustaining Black-founded cultural institutions during a time when many community anchors face growing financial and operational challenges. Moore discusses the museum’s ongoing educational initiatives,

exhibitions and efforts to engage younger audiences while preserving the rich history of Black Atlanta and the broader African diaspora.

Established in 1978 by the late Dan Moore, Sr., the APEX, 135 Auburn Ave., stands alongside other vital Black-owned museums such as the Hammonds House Museum here in Atlanta as well as the Natchez Museum of African American History and Culture in Natchez, MS; the Black Archives History & Research Foundation of South Florida in Miami; the Baton Rouge African American Museum in Louisiana and others as preservers of the African American experience.

### **How to Watch and Connect with BAD:**

- **YouTube:** Subscribe to Black Atlanta Documented and join the countdown premiere
- **Website:** [blackatlantadocumented.com](http://blackatlantadocumented.com)
- **Instagram:** [instagram.com/blackatlantadocumented](https://www.instagram.com/blackatlantadocumented)
- **Substack:** [substack.com/@blackatlantadocumented](https://substack.com/@blackatlantadocumented)
- **Facebook:** [facebook.com/BlackAtlantaDocumented](https://www.facebook.com/BlackAtlantaDocumented)

**Sponsorship Inquiries:** [poecommunications@gmail.com](mailto:poecommunications@gmail.com)

**Media Interviews:** Dr. Janita Poe, Araba Dowell, and select contributors are available for interviews.

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### **About Black Atlanta Documented (BAD)**

Founded by Dr. Janita Poe, Black Atlanta Documented is a multimedia storytelling initiative dedicated to documenting the people, institutions, and communities that define Black Atlanta. Through digital media, oral histories, and in-depth interviews, BAD aims to become the premier online destination for stories that capture the city's enduring influence.