

OUR AUTHORS STUDY CLUB, INC.

LOS ANGELES BRANCH OF THE
ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE
AND HISTORY, INC.

*"If a race has no history,
if it has no worthwhile
tradition, it becomes a
negligible factor in the
thought of the world,
and it stands in danger
of being exterminated."
- Carter G. Woodson*



*Continue
the Legacy*

Founders of Black History Celebration In Los Angeles
Devoted to the study and promotion of
Black life, history and culture.

Celebrating Founder's Day

Discover the Untold Story Behind Black History Month

From Carter G. Woodson's Vision to National Recognition

A journey through the evolution, impact, and enduring importance of
celebrating African American History

---Tuesday, Sept. 9, 7:30 PM (PST) Online

Presented By: Lura Danelis-Ball, President, OASC Los Angeles

WELCOME

Lura Daniels-Ball

- **Thank you for joining**
- **Subject for the evening is to Honor our Founder Dr. Carter G. Woodson.**
- **This is set to be a 1-hour presentation**
- **Qand A at the end**

**So, let me share with you my thoughts on our
topic today.**

Discover the Untold Story Behind Black History Month

The Founding Vision (1915)



Dr. Carter G. Woodson, "The Father of Black History"

- Harvard-trained historian
- Founded the Association for the Study of Negro Life and History (ASNLH)
- September 9, 1915, at Wabash YMCA in Chicago

"We are going back to that beautiful history, and it is going to inspire us to greater achievements."

The Inspiration:

- Inspired by three-week celebration of 50th anniversary of emancipation in Chicago
- Thousands gathered to see exhibits highlighting African American progress since slavery
- Overflow crowds of 6,000-12,000 people waited outside the Coliseum

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Key Contributors Who Shaped the Black History Movement

Three Key Figures:

1. A.L. Jackson & Co-founders

- Met with Woodson at Wabash YMCA to establish ASNLH

2. Mary McLeod Bethune, Educational leader

- Urged Woodson to establish Negro History Bulletin in 1937

3. Fredrick H. Hammaurabi, Cultural activist in Chicago

- Started celebrating Negro History Month in mid-1960s
- Used House of Knowledge cultural center

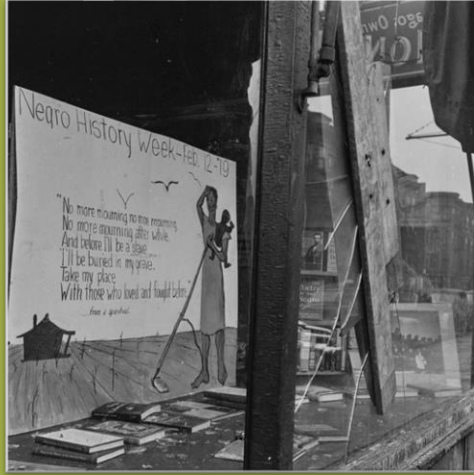


Alexander L. Jackson Carter G. Woodson George Cleveland Hall James E. Stamps Mary McLeod Bethune William B. Hartgrove

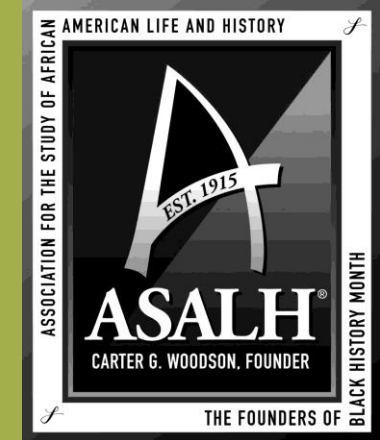
The Name Changes That Tell a Story: Evolution of Names & Identity Three Phases



Phase 1 (1915-1976):** - Association
for the Study of Negro Life and History
- Negro History Week



Phase 2 (1976 Transition):** - Official
adoption of "Black History Month" -
Reflects changing cultural
consciousness



Phase 3 (Present):** - Association for
the Study of African American Life and
History (ASALH)

Black History Month / African American History Month, Why the Changes? –

- Reflected evolving cultural consciousness and pride
- Aligned with Civil Rights Movement terminology
- Connected to growing African cultural awareness in 1960s
- Younger intellectuals within ASALH pushed for modernization

Why February? Woodson's Strategic Thinking

Why February? Woodson's Strategic Thinking of Two Key Birthdays:

February 12:
Abraham Lincoln's Birthday (celebrated by black community since 1865)

February 14:
Frederick Douglass' Birthday (celebrated since late 1890s)

Woodson's Strategic Approach

Built on Tradition:

- Leveraged existing celebrations rather than creating new ones –

Reform Through Extension:

- Asked public to extend study beyond two great men to the entire race

Increased Success:

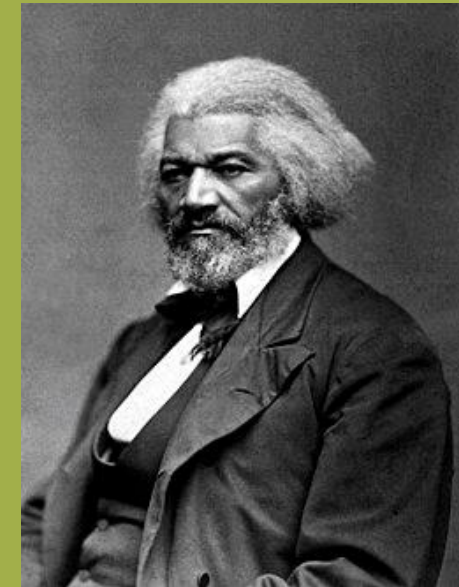
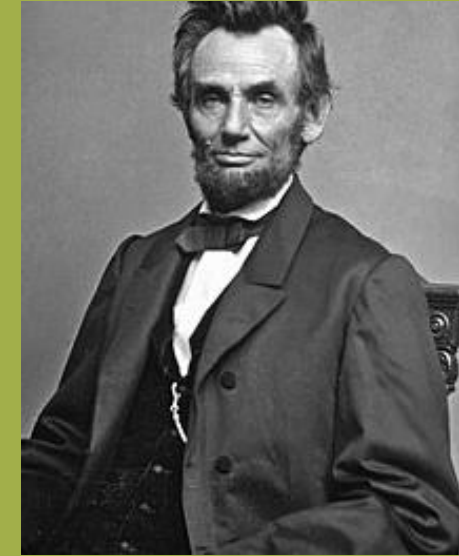
- Working with established commemorative practices –

Shifted Focus:

- From individual heroes to collective achievements of African Americans

Revolutionary Concept:

- Moved from celebrating two great men to celebrating a great race and their contributions to human civilization.



How the Movement Spread Across America

Expansion & National Impact:

The 1920s New Negro" Era:

- The Rise and impact of the Brotherhood of the Sleeping Car Porters
- Over 1 million African Americans migrated to big cities
- Expanding Black middle class became consumers of Black culture
- Black Newspapers become main contributors to growth of celebrations
- Rising racial pride and consciousness
- Black history clubs sprang up nationwide
- Teachers demanded instructional materials
- Progressive whites endorsed the efforts

ASALH's Response to Growing Demand:

- Set annual themes for celebrations
- Provided comprehensive study materials: pictures, lessons, plays, posters
- Established branches from coast to coast
- Created Negro History Bulletin (1937)

Mayors issued proclamations in progressive cities

- Cities like Syracuse combined Negro History Week with National Brotherhood Week
- In Los Angeles every consecutive mayor since 1950 issued a citywide proclamation acknowledging OASC and Black History Month to all Angelinos to take part in the Black History Programs



From Grassroots Movement to National Institution

Official National Recognition:

Recognition Timeline:

- 1975: President Gerald Ford issued first presidential message recognizing Black History Week
- 1976: ASALH officially expanded to Black History Month; Ford issued first Black History Month proclamation
- 1986: Congressional Recognition (Both houses) passed Public Law 99-244, designating February as "National Black (Afro-American) History Month," in February 1986 marking "the sixtieth annual public and private salute to Black History.
- 1996-Present: Every president has issued annual proclamations; Congress regularly passes resolutions

Key Presidential Quote (Reagan, 1986): "The foremost purpose of Black History Month is to make all Americans aware of this struggle for freedom and equal opportunity



Contemporary Relevance and Ongoing Impact

Why Black History Month Remains Vital Today

- **Educational Impact:**
 - Continues providing focused learning opportunities in schools nationwide
 - Addresses historical gaps in traditional curriculum
 - Promotes understanding of African American contributions across all fields
- **Annual Themes Address Current Issues:**
 - 2022 Theme: "Black Health and Wellness" - Particularly relevant during COVID-19 pandemic - Highlights ongoing health disparities in Black communities;
 - 2025 Labor important as we look at the impact on the job market today

Current Social Context:

- Platform for understanding racial justice movements
- Opportunity to learn from historical struggles
- Addresses persistent inequalities in health, education, and opportunity

Global Recognition:

- Canada celebrates in February - United Kingdom and Ireland celebrate in October
- International awareness of African diaspora contributions

How Today's Black History Month Honors the Founder's Dreams

Goals **Staying True to Woodson's Original Vision: Woodson's Original**

Scientific Study:

- **Make Black history a serious academic field**

Year-Round Education:

- **Never intended limitation to one week/month**

Popular Education:

- **Bridge gap between scholarly research and public knowledge**

Collective Focus:

- **Celebrate achievements of the race, not just great individuals**

➤ **Reform Tradition:**

Move beyond ignorant spellbinders" to thoughtful celebration

How Today's Black History Month Honors the Founder's Dreams

Staying True to Woodson's Original Vision: Woodson's Original

How Modern Black History Month Fulfills This Vision:

1. Scholarly Foundation:

- ASALH continues rigorous research and publication

2. Educational Outreach:

- Materials reach schools, communities, and institutions nationwide

3. Diverse Stories:

- Celebrates contributions across all fields and social levels

4. Annual Themes:

- Address contemporary challenges while honoring historical achievements

5. Global Perspective:

- Recognizes African diaspora contributions worldwide

6. Ongoing Relevance:

- Maintains focus on serious study and thoughtful celebration

Reflection and Q and A

Closing Reflection:

What do you believe Carter G. Woodson would say about how we are doing with promoting Black History today!



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OUR AUTHORS STUDY CLUB, INC.



OASC CREATING POWERFUL CHANGE



We don't just preserve history—we bring it to life! Sparking conversations about inspiring bestselling books, blockbuster films,, incredible art, and social media that actually matters. We're the innovators fighting against boring, watered-down history that leaves out the most fascinating parts! But we need you!

365 Days of "WOW! I Never Knew That!" While we absolutely ROCK Black History Month (official sponsors since 1947 with legendary celebrations!), OASC brings you incredible stories, shocking revelations, and life-changing discoveries ALL YEAR LONG.

Consider joining the fight to make Black History American History. We need...

- Leaders
- Committee Workers
- Finances
- Technology Skills
- Church Outreach
- We are progressive in our programming because history touches every facet of our live.

**Join us at oascla.org
Asalh.org**

Thank You
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