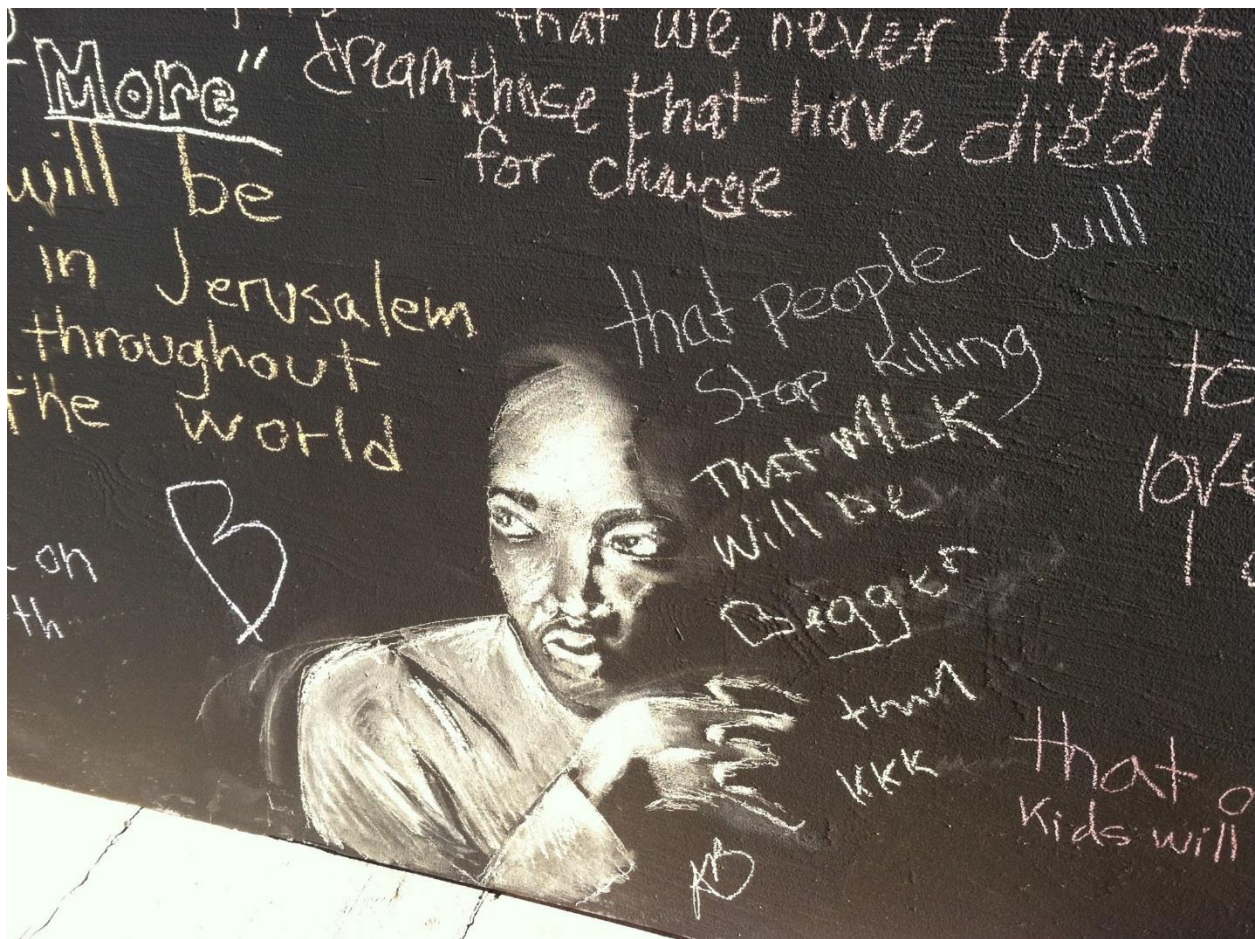


25TH ANNUAL DR. MARTIN LUTHER KING, JR. HOLIDAY CELEBRATION, 2013 REPORT



The 25th annual Dr. Martin Luther King, Jr. Holiday Celebration was a successful process and event. Planning for this event began in October of 2012 with a volunteer committee that included Michelle Zundel, Kevin Bendaw, Kathy Scott, Chris Wood, Cynthia Maclaren, Ben Cobb, Gina DuQuenne, Paul Collins, Cassandra Phillips (designed the awesome T-shirts!), Donya Washington, Marvin Woodard, D.L. Richardson, Kathy Campbell and Christine Norton-Cotts, Treasa Cordero-Runzi, Jared Hail, Lissa Treasure and Preston Moser. People began setting up in the armory the evening before. The volunteers involved are too many to list here but they did everything from setting up chairs at 8am to filming the event to cleaning up afterward.

The planning process brought up two big issues to be resolved. The first was that the Ashland School District would no longer be able to hold our funds. The second issue was a lack of clarity about who and what a sponsor for the event. Past sponsors such as JPR lacked institutional memory of the type of support they gave and a lack of continued guaranteed support. We invited a group of stakeholders from our sponsors. At the meeting were committee members Michele Zundel, Claudia Alick, Kevin Bendaw, DL Richardson, Gina DuQuenne, and stakeholders : Cynthia Rider (OSF), Superintendent Julia Dichiro (ASD), Greg Lecuyer (ASD), Dr. Mary Cullinan (SOU), Paul Westhelle (JPR), Susan Walsh (SOU), Mayor Stromberg, Dave Kanner, Dennis Slattery. Alan DeBoer (Armory) and Bill Rauch (OSF) were unable to attend. We discussed the history of past support, the financial issues, and invited them to be in the show in a section called "Community protectors". It was in this meeting that support from the Chamber of commerce was suggested. We pursued this and this event had event insurance provided by the Chamber and they will hold all funds in the future. They requested we have a security guard to be in compliance with the insurance.



Audience began lining up over an hour before the show, they wrote dreams for the world on the "I have a Dream" Chalkboards outside the space made by Ashland High-school students. We collected 166 pounds of non-perishable food item for donation to Access. The American Red Cross also held a Blood Drive next door. The Ashland Chamber of Commerce has joined official as our lead sponsor this year and provided insurance for the event. Other supporters include the Ashland School District, Oregon Shakespeare Festival, Southern Oregon University, Jefferson Public Radio and City of Ashland. Our theme was "Protecting the Dream" and our inspiration comes from the quote: "If you can't fly, then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, keep moving forward." Dr. MLK Jr. (Assembly Series Address at Washington University, 1957)

Preshow entertainment included a slideshow of pictures and facts from 25 years of Ashland's celebration created by Michelle Zundel. Sign interpretation was provided by volunteers Lissa Treasure, Julie Simon, and Barbara Tricarico. Master of Ceremonies of the celebration was Dr. D. L. Richardson, professor of journalism at SOU. The program began with a history of civil rights presentation from Dr. Richardson, followed by Central Pont Scenic Middle School's choir led by John Foster singing "Martin Luther King Walked in Peace". OSF company member Jerome Preston Bates shared an original eloquent and inspirational speech.



The Community Protectors came up next, each stating their name and what they do to protect the dream. With Paul Giancarlo of the Ashland Food Project, Joanna Navickas with Women's International League for Peace and Freedom, Carol Davis from the Ashland School Board, Paula Sohl Associate Pastor of Ashland First Congregational United Church of Christ, Talia Mathias representing the Maslow Project, SOU President Mary Cullinan, Cynthia Rider OSF's Executive Director, Phil Michael President of the Board of Directors for La Clinica, Gina DuQuenne founder of SOPride, Treasa Cordero-Runzi from the board of directors for Oregon Action, Katharine Flanagan of Ashland Chamber of Commerce, Rhonda Haney the Community Resource Manager of White City Veterans Association, Rev. Leslie Becknell Marx of Rogue Valley Unitarian Church, followed by the Mayor who closed by presenting an official "Ashland Commits to Racial Harmony" proclamation.

Christina Robinson gave a beautiful rendition of "For Sweet Honey in the Rock" by Sonia Sanchez. Ashland DanceWorks presented a thrilling combination of ballet and hip-hop to a background of music mixed with Martin Luther King's voice. Rogue Valley Gospel Group brought the house down with Kirk Franklin's "Today".

The 2013 keynote speaker was President Barak Obama. Jared Hail edited down the inauguration speech which we projected onto the big screens in the armory. The words were right on point and brought many to tears. The last number was a rousing rendition of "Rosa Sat" by Amy Kohlar-Dixon sung by company members Rodney Gardiner, Eduardo Placer, Chavize Ravine, and Justin Montalvo and introduced by AHS student Alexander Barnes reciting the Negro national anthem "Lift Every Voice and Sing". All the performers from the show joined them on stage to close the show and sing the chorus with the audience.



ROSA SAT
SO MARTIN COULD WAL
MARTIN WALKED SO OBAMA COULD RUN
OBAMA RAN HE RAN AND HE AND WON
SO ALL OUR CHILDREN COULD FLY

This was also the T-shirt theme designed by OSF company member and paint shop artisan Sandy Phillips.

The event was over capacity so we live streamed to Carpenter Hall (thanks to Tarah Doughty for managing the space) to an audience of a little under 100 while others watched from around the country at Ashlandhome.us. Big thanks to Jim Teece for loaning bandwidth, equipment and for buying the film volunteers lunch. A full video of the event is available online and is also being shown on RVTV through 2013. Jenny Graham, Al Case, and Graham Lewis photographed the show and post-show activities.

At the conclusion of the event at the Armory, the SOU Black Student Union lead us in a march to Lithia Park for live music from the Peace Choir and a re-broadcast of the "I Have a Dream" speech by Dr. Martin Luther King, Jr. Preston Moser was very thoughtful in finding an alternative space for this event since the plaza was under reconstruction and the opening of the park was a great location. After the events in the park we all met at Alex's for food and drinks.

2013 Ashland Martin Luther King celebration Links to press and media

ABC News

<http://www.kdrv.com/mlk-jr-day-celebrated-in-ashland/>

The Siskiyou (SOU newspaper)

<http://siskiyou.sou.edu/2013/01/22/mlk-celebration-at-armory-a-hit-over-300-in-attendance/>

NBC News

<http://www.kobi5.com/news/local-news/item/community-comes-together-to-celebrate-martin-luther-king-jr-day-2.html>

Ashland Daily Tidings/Medford Mail Tribune

Remembering Martin Luther King Jr.

Events planned throughout Monday celebrating life of slain civil rights leader

By Laurie Heuston

<http://www.dailytidings.com/apps/pbcs.dll/article?AID=/20130119/NEWS02/301190303/-1/NEWSMAP>

Ashland Daily Tidings/Medford Mail Tribune

'It's not a black holiday; it's a people's holiday': Ashland celebrates 25th annual Martin Luther King Jr. event. By John Darling

<http://www.dailytidings.com/apps/pbcs.dll/article?AID=/20130122/NEWS02/301220305>

Ashland Daily Tidings/Medford Mail Tribune

So many sacrifices: Five hundred at SOU celebrate the legacy of Martin Luther King Jr. by John Darling

<http://www.mailtribune.com/apps/pbcs.dll/article?AID=/20130122/NEWS/301220325>

Ashland Daily Tidings/Medford Mail Tribune

Living the 'Dream'? Prominent black members of the Rogue Valley say that while equality in America has improved, the scourge of racism lives on. By Bill Varble

<http://www.mailtribune.com/apps/pbcs.dll/article?AID=%2F20130121%2FNEWS%2F301210312>

Video of whole show

<http://vimeo.com/57899382>

Photos from Graham Lewis

http://www.flickr.com/photos/ashland_chamber/sets/72157632579696567/

City proclamation

<http://www.ashland.or.us/Files/PROC%20MLK%20Day%202013.pdf>

Photos from Al Case

<http://traveljapanblog.com/ashland/tag/ashland-martin-luther-king-jr-holiday-celebration/>

Mail tribune Photos

<http://www.mailtribune.com/apps/pbcs.dll/gallery?Site=MM&Date=20130121&Category=MEDIA01&ArtNo=121009999&Ref=PH&Presentation=desktop#img-5>

News Release

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January 8, 2013

ASHLAND'S 25th ANNUAL DR. MARTIN LUTHER KING, JR. HOLIDAY CELEBRATION

Ashland, Ore.—The Dr. Martin Luther King, Jr. Holiday Celebration committee has scheduled the annual celebration for 12:00 noon to 1:30 p.m. Monday, January 21 at the Historic Ashland Armory in downtown Ashland. The event is free, but those attending are asked to bring a non-perishable food item for donation to Access.

The observance of the slain civil rights leader's birthday is produced by a group of community volunteers and is sponsored by the Chamber of Commerce and supported by Ashland School District, Oregon Shakespeare Festival, Southern Oregon University, Jefferson Public Radio and City of Ashland. Master of Ceremonies of the celebration is D. L. Richardson, professor of journalism at SOU.

This year's inspiration comes from the quote:

"If you can't fly, then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, keep moving forward." Dr. MLK Jr. (Assembly Series Address at Washington University, 1957)

This year's keynote speaker will be President Barak Obama! The second-term inauguration of the United States first African-American president will be held on Martin Luther King Day. We will be celebrating this happy confluence of events by taping Obama's speech and using it as part of the keynote address.

As in the past, this year's event offers a variety of tributes to Dr. King and his enduring legacy through music, spoken word and dance. Among those participating are Oregon Shakespeare Festival company members, The Rogue Valley Gospel Group, Ashland Dance Works, students from Ashland High School, Scenic Middle School, and SOU Black Student Union.

At the conclusion of the event at the Armory, the Black Student Union at SOU will lead a march to Lithia Park for live music from the Peace Choir and a re-broadcast of the "I Have a Dream" speech by Dr. Martin Luther King, Jr.

Please note that seating is always limited and available on a first-come basis. The doors will open at 11:30 a.m., however, each year the event reaches standing room only by 12 noon. All ages are welcome, but parents are urged to stay with their children during the event. We will be live streaming the event to Carpenter Hall for audience members who cannot fit inside the Armory.

This live stream will be accessible at <http://Ashlandhome.us>

The American Red Cross will be doing a Blood Drive across the street from the Umpqua Bank parking lock until 3:00pm.

For more information visit **Ashland Martin Luther King, Jr. Holiday Celebration** on Facebook.

PROCLAMATION

- Monday, January 21, 2013, is a federal holiday marking the birth of Rev. Martin Luther King, Jr. It is a day that celebrates a man devoted to Peace, Social Justice, and Equality
- The City of Ashland, the Oregon Shakespeare Festival, the Ashland School District, Southern Oregon University, and Jefferson Public Radio have joined together for 25 years to mark this federal holiday.
- As a community we come together to celebrate a day of respect and a commitment to teach children to respect people different from themselves.

NOW THEREFORE, the City Council and Mayor, on behalf of the citizens of Ashland, hereby proclaim the remaining days of the month of January 2013, as

“Ashland Commits to Racial Harmony”

and calls upon the citizens of Ashland to commit to fight discrimination and ignorance by actively seeking knowledge and understanding.

Dated this 15th day of January, 2013.

John Stromberg, Mayor

Barbara Christensen, City Recorder

❖ Successes

- ❖ Every event should have an educational focus
- ❖ Chamber connection
 - Helped with financial support
 - Will provide insurance for every yr?
 - Momentum continuation
 - Security a must when working with Chamber
 - ◆ Security guards were low-key but a great asset especially at carp hall
 - ◆ Polite and gracious
 - ◆ Big help with house staff
 - ◆ Max security referred by chamber other referral got back too late.
 - ◆ Expense covered by sou.
- ❖ Money needs deposited. Michelle will look into Chamber or SOU starting an account for us.
 - Cost 356
 - Security 180
 - 486 house
 - 500 anon donation
 - ◆ Donor wants a copy of Aisha's music from dance piece
 - 738 sales for tees
- ❖ Projections were great! KEEP!
- ❖ OSF connections now with high school
- ❖ Audience
 - Sent less than 20 guests to carp hall.
 - ◆ Few lingered. Great self governed audience.
- ❖ Things seem to go smoother every year!
 - Interpreting
 - Music!
- ❖ DL vamping without notes taken by John Stromberg! And singing!
- ❖ Streaming and historic record! Great crew!
 - This can be used to help promote next yr.
- ❖ History lesson! Awesome!
- ❖ Peace choir great
 - Having them at the Park instead of hall was great idea!
- ❖ Sound system for speech amplification was awesome! Could be heard far away!
- ❖ The weather
- ❖ Student helpers Zach and Chase get an A Plus charming and funny!
- ❖ Chalkboards
 - Store at high school to be used next yr.

- ❖ Thank you cards went around for:
 - Chamber of Commerce
 - Martollis
 - Randy
 - Bloomsbury
- ❖ Talent!!!
- ❖ Obama video
- ❖ Tech support
 - Ben removed gels from lights to aid photo quality
 - Pacing of show went well due to Ben's support
- ❖ House management
- ❖ Post party
- ❖ Soup/coffee/water a plus
 - Make sign for next yr.
 - Have more towels on hand for next yr in case of spills.

❖ Challenges

- ❖ ACCESS had low turnout. Need to spread word better!
- ❖ Started show ten minutes late
- ❖ Assign jobs sooner begin meetings sooner!
- ❖ Could use more help with chairs
 - ◆ Chair layout left out 50 chairs. Too much space between?
 - ◆ Chairs were added near tee shirt stand was cluttered.
 - Made access to control room difficult.
- ❖ Not having set jobs for all at top of process
- ❖ Lost feed for 10 minutes
 - Back up feed for next yr so we don't lose stream
 - ◆ iPad will do.
- ❖ Low turn for post party
- ❖ Mics fell out for gospel group

❖ Changes

- ❖ Need interpreters for video footage.
 - Tricky to add bubble due to effects limitations.
 - Will work on for next year.
 - Closed captioning?
 - ◆ Expensive and difficult.

- ❖ Communication with community protectors needs improvement
- ❖ Communicate how sound check really works to performers
- ❖ Team house should be arranged earlier 1 month ahead at least
- ❖ List specific jobs and job descriptions and do this earlier in process
- ❖ How can we help Medford with their celebration?
 - Claudia will be meeting with planner for next yr.
 - Book Medford students
 - Good infrastructure
 - Low production values
 - Low faith turnout for a Sunday
- ❖ Need more small shirts for future only 37 left from this yr. and 7 from last yr.
 - Small and mediums in high demand many larges left.
 - ◆ Michelle happy to store to next yr.
- ❖ Outreach to more of the rogue valley schools to be part of event
- ❖ Claudia still needs word from Red Cross
 - Need to improve this system. Some people missed top of shoe due to time it takes to give blood
- ❖ Improve solicitation of vets

Next meeting mid to late October 2013