

Martin Luther King, Jr. Commission
Steering Committee on the 50th Anniversary of School Closing in Virginia

Friday, August 21, 2009

Tentative Plan of Work for the Following Proposed Commemorative Activities

- #1) State and Local Exhibition Related to Massive Resistance and the Brown Decision
- #2) Series of lectures and book signings

Goal of both activities: Highlight roles of the historic actors in the fight for desegregation and Virginia's Massive Resistance movement.

- Now through September
 - Planning and writing content
 - Scope?
 - Featured Content (images/documents)?
 - Fundraising
 - Projected Project Costs: \$5,000 - \$10,000
 - Consider seeking funds from the Virginia Foundation for the Humanities
 - Funds/resources from partner sites
- October
 - Writing and editing
 - Continued fundraising
 - Preliminary scheduling of lectures and/or book signings
- November
 - Finalize text
 - Develop marketing
- December
 - Fabrication of exhibition
 - Marketing and promotion
- January
 - First site unveiling and lecture/inaugural event
 - (town hall during 3rd week of installation)
 - Promotion for the next site
- February
 - Second site unveiling and lecture
 - (town hall during 3rd week of installation?)
 - Promotion for the next site
- March
 - Third site unveiling and lecture
 - (town hall during 3rd week of installation?)
 - Promotion for the next site
- April
 - Fourth site unveiling and lecture

- (town hall during 3rd week of installation?)
 - Promotion for the next site
- May
 - Fifth and final site unveiling and culminating event in Richmond (panel discussion and/or reception)

Other considerations:

Identify potential project partners in host communities

Identify authors and speakers

Option B:

Coordinate mini-exhibitions in affected communities

Online options