

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

Black PRWire
September 2023

Salute to HBCUs



Historically Black Colleges and Universities (HBCU) are institutions of higher education in the United States that were established before the Civil Rights Act of 1964 with the intention of primarily serving African Americans. Most of these institutions were founded during the Reconstruction era and are concentrated in the Southern United States. During the period of racial segregation in the United States, the majority of American institutions of higher education served predominantly white students, and disqualified or limited Black American student enrollment. Years later, however, some universities, expanding their inclusion African Americans into their institutions.

Currently, the US Department of Education has given the HBCU label to 107 schools, both public and private. Alabama leads the nation with the number of HBCUs (13), followed by North Carolina (11), then Georgia (10).



Women of Color Empowerment Conference

Mark your calendars for the **Twelfth Annual Women of Color Empowerment Conference**, taking place from **September 29 to October 1, 2023**, at the Hilton Fort Lauderdale Beach Resort, 505 N Fort Lauderdale Beach Blvd, **Fort Lauderdale, FL**.

From financial health to physical wellness, attendees will be able to hear from nationally renowned speakers, participate in thought-provoking breakout sessions, and network with other trailblazing leaders from every corner of the state and nation.

The Women of Color Empowerment Conference focuses on educating and motivating dynamic women of color to lead organizations, launch effective campaigns and take full advantage of technology in today's marketplace. For more information, visit nationalwomenofcolor.com.

September is Self-Improvement Month



On a scale of 1 to 5 with 5 being the highest, how satisfied are you with your personal, mental and physical health? Regardless of your answer, making moves to improve should always be at the top of your to do list. September is Self-Improvement Month. This is the perfect time to assess how satisfied we are with ourselves and to take the necessary steps to make moves to improve. Ways to get started include volunteering to spread good cheer, reading self-help books, or starting an exercise regime. There's nothing to it but to do it!



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200

Black-owned publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean.

Plus, we provide our services in English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"

Power Profiler: Tori Fernandes



Tori Fernandes is currently the Vice President of Corporate Communications at Disney. She is an accredited communications and crisis management leader with a decade of experience delivering award-winning communications and public relations campaigns at Fortune 500 companies. She has a wealth of experience in corporate branding, consumer marketing and consumer products, special events, social media and tech, crisis, internal communications, business-to-business, and entertainment public relations campaigns. She also has experience managing and working closely with C-level executives and top-line management and has proven ability in strategic thinking, creative problem-solving and managing multiple teams and projects.

Fernandes pioneered the communications strategy for Disney's largest-ever "upfront," or advertising sales period, which recorded more than \$9 billion in advertising commitments. She contributed to the ad-tier launch of the Disney+ streaming service. The launch included more than 100 partners. Fernandes initiated a small-business accelerator program for underrepresented populations. Prior to working at Disney, Fernandes worked at the Public Relations Society of America, the Nielsen Company and Nickelodeon. She serves on the board at the nonprofit ANA Education Foundation, which connects the advertising, marketing and academic communities. She is also a junior chair for the Food Bank for New York City.

SEPTEMBER 2023

This section is designed to keep you in the know and on the go. Check out some of the latest happenings in Black communities throughout the country this month.

CALENDAR OF EVENTS

<p>1 - 4</p> <p>34TH ANNUAL AFRICAN FESTIVAL OF THE ARTS</p>	<p>2</p> <p>DIONNE WARWICK</p>	<p>3</p> <p>LL COOL J: THE F.O.R.C.E.</p>	<p>8</p> <p>FIREWORKS FINALE: MAXWELL</p>	<p>9</p> <p>2023 ATLANTA BLACK ART EXPO</p>
<p>12-16</p> <p>NBMBAA'S 45TH ANNUAL CONFERENCE AND EXPOSITION</p>	<p>14</p> <p>UNIVERSOUL CIRCUS</p>	<p>15 - 17</p> <p>AFRICAN STREET FESTIVAL</p>	<p>23 - 24</p> <p>MONTEREY JAZZ FESTIVAL</p>	<p>24 - 28</p> <p>2023 NATIONAL HBCU WEEK CONFERENCE</p>

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

OUR TEAM

- Bernadette A. Morris
President/CEO
bmorris@blackprwire.com
- Ricardo F. Reyes
AVP/Creative Director
rreyes@blackprwire.com
- Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com
- Luisa Martinez
Account Executive
lmartinez@sonshine.com
- Alyssa Leys
Senior Graphic Designer
aleys@sonshine.com
- Camry Brown
Account Services Coordinator
cbrown@blackprwire.com
- Theodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations.

They include:



businesswire
A BERKSHIRE HATHAWAY COMPANY



- Facebook.com/BLACKPRWIRE
- @BLACKPRWIRE
- @BLACKPRWIRE