

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



February 2022



## Black PR Wire Launches Black History Month Campaign

Black media officials have been on an epic quest to share news and information with the black community since the dawn of time. So, it is only fitting that we recognize them for their outstanding passion and commitment to sharing news for us to peruse. This month, Black PR Wire will launch a special Black History Month campaign in their honor. Each week in February, we will feature Black media executives or publishers on the Black PR Wire website. Be sure to visit our website ([www.blackprwire.com](http://www.blackprwire.com)) often to read about these pioneering media moguls who are history makers and shakers.

## BPRW to Host Black History Month Webinar in Partnership with Business Wire

Are you familiar with the media history makers and shakers? Here's your chance to meet some of them up close and personal. Business Wire and Black PR Wire will host/present our annual Black History Month Webinar as a part of this year's Minority Leadership Series. The webinar will be held in recognition of Black History Month and is entitled "The State of the Black Media."

When it comes to reaching and activating Black audiences, Black-owned publications take the lead. Blending breaking news, personal impact stories, and historical context, Black audience-focused media outlets publish up to six times more coverage than mainstream media on



major issues such as racism, healthcare, and public policy.

The webinar is scheduled for February 24, 2022 at 11:00 AM PT/2:00 PM ET. The purpose of the webinar is to highlight media moguls who have risen to success. The panel will discuss changes in publishing and news consumption, common and popular content topics, best practices to build relationships with Black media, and turning Black History Month PR outreach into a year-long program.

The webinar will be free and open to the public! Join in the fun and learn from media moguls as they present ideas and share tips for success.

To register for the webinar, go to <https://bwnews.pr/StateofBlackMediaWebinar>.

### Our panelists:



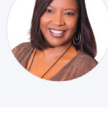
**Cheryl Thompson-Morton**  
Black Media Initiative Director, Center for Community Media/CCM Craig Newmark Graduate School of Journalism at CUNY



**Dexter Bridgeman**  
CEO and Founder, M-I-A MEDIA GROUP



**Chloe Jones**  
Executive Producer at the Black News Channel



**MODERATOR: Bernadette Morris**  
Black PR Wire/Sonshine Communications, CEO and Founder

## February is National Women Inventors Month

Did you know that the windshield wipers, coffee filters, and liquid paper were invented by a woman? Women have played a vital role in the world of innovation. During National Woman Inventors Month, BPRW pays tribute to five black women inventors and the extraordinary things that might never have existed without them.

- 1. Alice H. Parker** – Alice paved the way for the central heating systems that most of us enjoy today. She patented the *System of central heating using natural gas*.
- 2. Valerie Thomas** – If you enjoy 3D movies and television, you have Valerie to thank. Valerie, a physicist, inventor, and NASA data analyst, invented the illusion transmitter, the first mechanism that

- allowed images to be viewed in 3D using concave mirrors and rays of light.
- 3. Dr. Shirley Jackson** – Dr. Jackson, a Theoretical Physicist, conducted breakthrough basic scientific research that enabled others to invent the portable fax, the touch-tone telephone, solar cells, fiber optic cables, and the technology behind caller ID and call waiting. Thanks to her

discovery, we can screen known, unknown, or unwanted phone calls and receive the notification of new incoming calls while on another call.

A big hooray to all persistent, passionate, and FEARLESS women inventors whose inventions have changed our lives every day for the better.



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](http://WWW.BLACKPRWIRE.COM).

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

## POWER PROFILER: SIDNEY POITIER

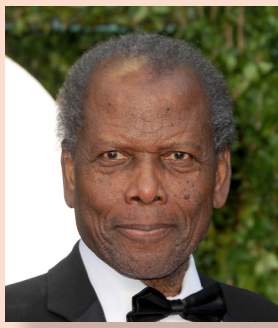
Hollywood icon **Sidney Poitier** was the first African American to win an Academy Award for *Best Actor*, receiving the honor in 1964 for his performance in *"Lilies of the Field."* A native of Nassau, Bahamas, Sidney Poitier also directed several films, including *"Buck and the Preacher"* and *"Stir Crazy."*

Poitier made his Hollywood debut in the 1950 feature film *"No Way Out,"* and he followed in 1951 with *"Cry, the Beloved Country,"* a drama set in South Africa during the time of apartheid. He enjoyed a career breakthrough in 1955 with the popular *"Blackboard Jungle,"* portraying a troubled but gifted student at an inner-city school.

Poitier's success as an actor reached new heights when he scored an Academy Award

nomination for the 1958 crime drama *"The Defiant Ones,"* with Tony Curtis. The following year, he lit up the screen as a leading man in the musical *"Porgy and Bess,"* co-starring with **Dorothy Dandridge**. Both this film and his impressive turn in the 1961 film adaptation of *"A Raisin in the Sun"* helped make the actor a top star.

In 1967, Poitier delivered three very different yet equally strong performances. He played Philadelphia detective **Virgil Tibbs** in the Southern crime drama *"In the Heat of the Night."* In *"Guess Who's Coming to Dinner"* he played a Black man engaged to a white



woman in this ground-breaking look at interracial marriage.

Poitier received numerous honors during his legendary career. He was appointed a *Knight Commander* of the British Empire in 1974, which entitled him to use the title *"sir,"* though he chose not to do so. In 2009, he received the *Presidential Medal of Freedom* from **President Barack Obama**. Two years later, he was feted by the **Film Society of Lincoln Center**, earning the organization's *Chaplin Lifetime Achievement Award*. Poitier also served as non-resident Bahamian ambassador to Japan and to the **United Nations Educational, Scientific and Cultural Organization**.

Source: *Sidney Poitier - Oscar, Movies & Death - Biography*

## CALENDAR OF EVENTS

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.

- |       |  |  |       |  |   |       |  |  |       |  |  |
|-------|--|--|-------|--|---|-------|--|--|-------|--|--|
| 03    |  | Oleta Adams - Concert  | 05    |  | The Obama Portraits in Context - Virtual Talk       | 05    |  | 2022 L.O.V.E. Awards                   | 05    |  | Heritage Fest 2022: Mind, Body and Soul            |
| 05    |  | KolorCon - In-Person Event   | 05    |  | Miami Half Marathon Shakeout 5k - HISTORIC OVERTOWN | 05-12 |  | National Brotherhood of Ski-ers Summit | 05-26 |  | White Hall Arts Academy Programs - Virtual classes |
| 08    |  | 26th Annual Hilton Head Island Gullah Celebration - Opening Party    | 09-10 |  | The Oba Black Men's Brain Health Conference         | 09    |  | Slave Play - Theatrical Play           | 10    |  | Mavis Staples & Kandace Springs - Concert          |
| 11-13 |  | Celebrating Black History Month! The Third Annual 1619 Fest Orlando! | 12    |  | 5th Annual Soul Vegan Festival 2022                 | 13    |  | Sunday Funday - Outdoor Event          | 13-16 |  | Bay Area Black Comedy Competition & Festival       |

24 WEBINAR: The State of Black Media 2022

Black PR Wire Black History Month Webinar

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

**BPRW ALLIANCES**

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

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