

Douglass Day Website Project Objectives

References:

<https://www.lexlyceum.org/events/>

2023 02 14 Frederick Douglass Transcription Day - Event Planning

<https://douglassday.org/>

Background:

Lexington Lyceum Advocates (LLA) / Lexington High School (LH School) / Association of Black Citizens of Lexington (ABCL) / Lexington Historical Society (LH Society) are co-sponsoring a Douglass Day Transcription event to be held at the **Lexington Depot 14 Feb 2024, 11-3pm for students / 12-3pm for general public**. The YouTube portion is 12-3pm. (see [schedule](#))

Objectives:

1. Develop a web page to publicize the Douglass Day Transcription Event before, during and after the event.
 - a. Audience:
 - i. Lexington High School students
 - ii. Lexington Lyceum Advocates newsletter subscribers
 - iii. lexlyceum.org website visitors
 - b. Features:
 - i. Graphic promotions of the event
 - ii. Link to signup sheet(s)
 1. Who is running this signup for LHS students?
 2. Is the general public invited or just a limited # of LLA members + LHS teachers?
 - iii. Connect to social media targeting the above listed Audience groups
 - c. Messages:
 - i.