

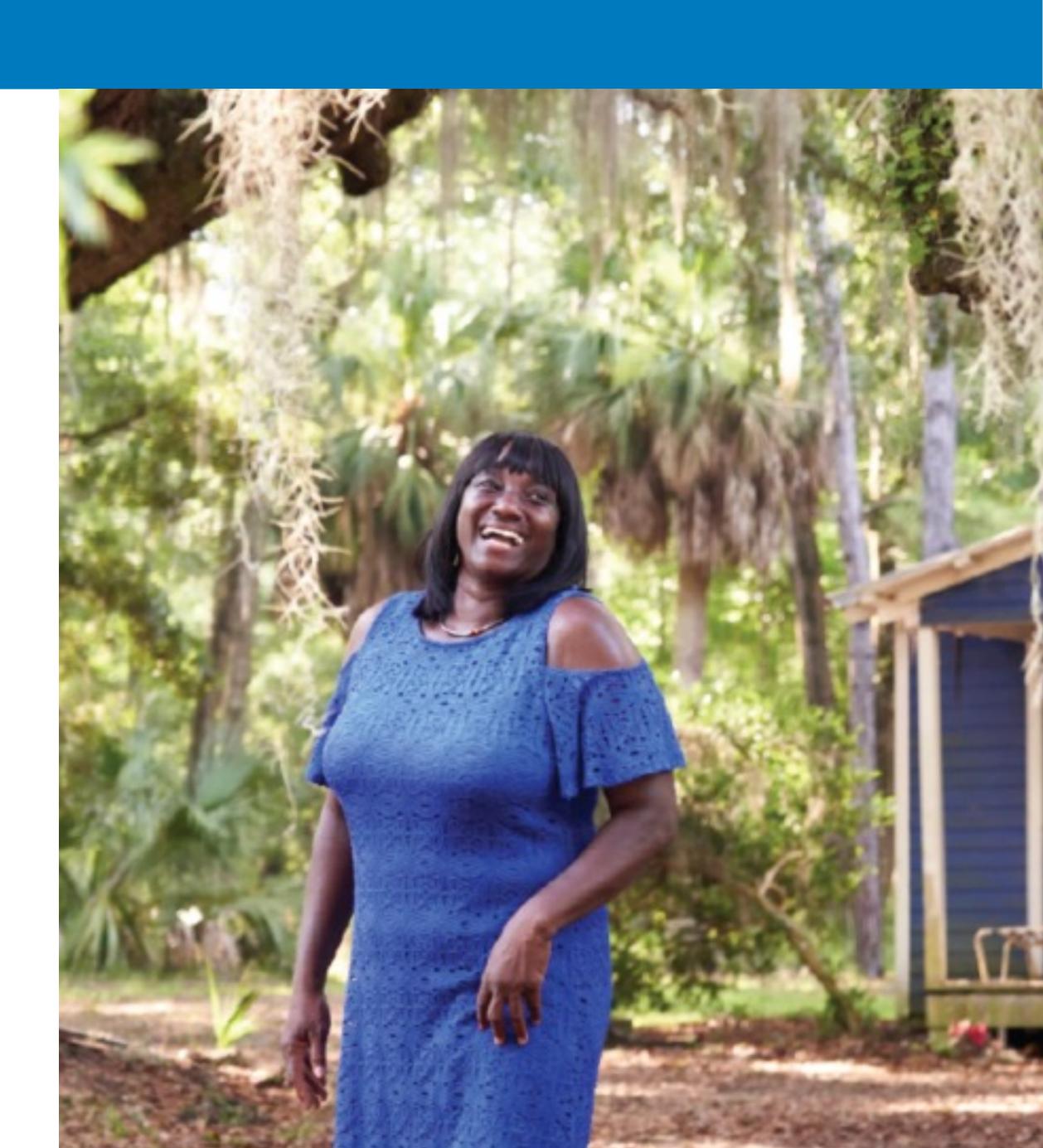
# DIVERSITY MARKETING CAMPAIGN



## Goals

**OVER THE LAST YEAR, TURNER AND DISCOVER SOUTH CAROLINA WORKED TOGETHER TO GENERATE MEDIA AWARENESS OF BLACK AND GULLAH GEECHEE CULTURE THROUGHOUT THE STATE OF SOUTH CAROLINA, WHOSE TIME-HONORED TRADITIONS AND HERITAGE HAVE** SHAPED THE STATE'S LOWCOUNTRY FOR MORE THAN **200 YEARS. OUR GOALS WERE TO:** 

- Create awareness of the Gullah Geechee and Black culture within South Carolina by reaching 150 million potential visitors through media coverage
- Secure at least 20 stories featuring the Black/Gullah narrative
- Conduct informational interviews with locals with ties to Gullah Geechee culture and utilize those spokespeople for media coverage



## Strategy

### **TURNER'S EFFORTS TO SPEARHEAD DIVERSITY AND HIGHLIGHT PREVIOUSLY OVERLOOKED NARRATIVES WAS ACHIEVED BY UTILIZING A SERIES OF STRATEGIES INCLUDING:**

- Diversifying targeted journalists
  - Identified and worked with journalists of color, as they have a personal connection to these narratives
  - Sought to raise awareness not only on a larger national scale but also in South Carolina's target drive markets while the pandemic limited air travel
- Conducted informational interviews with South Carolinians with ties to Gullah Geechee to gain a deeper knowledge of the culture, including:
  - Sallie Ann Robinson owner of Daufuskie Island Gullah Heritage Tours
  - Michael Smalls, a 7th generation basket-sewer at Gullah lacksquareSweetgrass Basket Creations
  - Tia Clark, owner of Casual Crabbing with Tia



## Strategy Cont.

Hosted a Virtual Culinary event that showcased the delicious and diverse flavors of Gullah Geechee cuisine. Lead by South Carolinian Chef Kevin Mitchell taught the 9 media attendees how to create Anson Mills Benne Seed And Berbere spiced seared black sea bass with coconut braised peas and greens. The overarching goal was to demonstrate how many of the dishes that are considered classic Southern favorites are derived from Gullah culture.





lack See Bass Fah fill 4 tablespeens (plus ser knaan Mills berrie seed Bull's Bay Solt 6 cap Ethiopian Berbere Spi Cap Anson Mills Ben Rosebank Farms red and

Cop-dried Marsh Hen Mills black 2 sprigs thyma 2 cloves garlic, whole Salt and black pepper to tax 3 tablaspoons coconst oil, oliva oil berne seed oil 1 small orien, finaly do 2 garlic cloves, minced tasspoon red pepper flak teespoon curry powder

tasspoon ground turmer

2. FISH: Pat the sea bass fillets dry on both sides. Score skin side of the fish (chef demo). Sprinkle with a bit of sea salt and pepper on both sides. Cost evenly the flesh side with the Berbere, Benne seed

Heat oil in a large Teffon pan or skillet over medium-high heat. When oil shimmers and wisps of smoke rise from skillet, add fah in a single layer, skin-side down. Reduce heat to medium; cook, undisturbed, until skin is crisp and flesh is opaque halfway up sides and almost cooked through, 5 to 7 minutes,

Flip and continue cooking until just cooked through, 1 to 2 minutes more. Remove from heat. Serve with

1. PREP: Bowl of ice water for blanching and shocking tom

Make sure the fish has been sitting out Mustard frills can be left chilled until ready to use. Benne seed oil should be kept under refrigeration.

mixture to form a light crust.

depending on thickness.

peas and greens.

Bradford collard greens, washed, bottom stams removed, thinly sliced small Kurios Farms tomatoes, peeled eseeded and chopped S cup vagetable stock or wate X cup reserved cooking liquid fro

> DMF Farms green or thinly sliced salt and freshly ground papper, to taste

EQUIPMENT NEED

10 minutes.

or mining the greens for gemish and dender or unsell strains madium sized Taflon par searing the fish)

Add the stock, coconst milk and reserved cooking liquid to the pot, bring to a boil, then reduce heat



3. COCONUT BRAISED PEAS & GREENS: Drain soaked peas, place in a small pot, and cover with plenty of cold water. Add salt, thyme sprigs and 2 garlic cloves and bring to a boil over high heat. Reduce heat to medium-low and simmer, until tender. Once peas are tender, remove not from heat, strain through a columber with a bowl underneath. Keep the cooking liquid and set aside.

In a wide, heavy-bottomed naute pan, heat oil over medium-low heat; add the onion and cook until tender, about 5-8 minutes, then add ginger, garlic and red pepper flakes and cook until fragrant. Add the curry and turmeric and cook, stirring, until fragment, about 2 minutes. Fold in greens and coo for 3-5 minutes. Add the tomatoes and cook, stirring occasionally, until softened, about 5 minutes.

and simmer, stirring occasionally, until the tomatoes break down and the sauce thickens a bit, about Add the peas to the sauce and cook over medium-low heat, stirring, until the peas are lightly coated and warmed through, about 5 minutes. Adjust seasonings and serve.

Place a mound of the pea mixture in the middle of the plates. Place fish on top and gamish with mustard frills tossed in a little benne seed oil, lemon and salt.

### SERVE WITH REVELRY BREWERY LAZY LOVER BELGIUM BLONDE ALI



## Results

AS A RESULT OF OUR STRATEGIES, WE CREATED A **CAMPAIGN WITH RESULTS THAT HIGHLIGHTED** AND UPLIFTED BLACK SOUTH CAROLINA AND THE **GULLAH GEECHEE CULTURE. RESULTS EXCEEDED** THE GOALS SET FORTH FOR THE PROGRAM:

- Reached 172 million potential visitors through media coverage
- 29 stories featuring the Black/Gullah narrative • highlights included
- Media coverage for all locals interviewed including mentions in articles such Dana Given's Food & Wine article A New Yorker's Journey to South Carolina to Retrace Her Gullah Roots and DeAnna Taylor's Travel Noire feature How To Spend 48-Hours In Black-Owned Charleston, SC. Tia Clark will also be featured on Chef Carla Hall's new Discovery Plus Show Foodways with Carla Hall, which will premiere in 2022

## **Over 172** Million Impressions







## Results

Outlet	Article Title
Food & Wine	A New Yorker's Journey to South Carolina to Retrace Her G
Hayti	<u>Check Off These Bucket List Items When Visiting Charlest</u> <u>Carolina</u>
Travel Noire	<u>Check Off These Bucket List Items When Visiting Charlest</u> <u>Carolina</u>
Travel Noire	How To Spend 48-Hours In Black-Owned Charleston
Travel Noire	Protect Preserve Pass-On: How The Gullah Geechee Are H <u>To A Sacred Tradition</u>
Forbes	These Women Of The Outdoors Crave Excitement And A
TravelAwaits	<u>11 Inspiring African American History Tours in the U</u>
Lake Oconee Living	<u>Use Your Senses</u>
Vogue	<u>A Charleston to Savannah Guide From the Company Cura</u> Inclusive American Road Trips
Charlotte Observer	<u>Best in travel 2021: Find out where in the Carolinas is on</u> <u>Planet's list</u>
Yahoo News	<u>Best in travel 2021: Find out where in the Carolinas is on</u> <u>Planet's list</u>
Smarter Travel	<u>11 Mouthwatering Cookbooks Inspired By Your Favorite </u> <u>Destinations</u>
Group Travel Leader (Print)	<u>Middleton Place, Charleston SC</u>
Travel & Leisure	<u>11 of the Best Small Towns in America</u>
Travel & Leisure	How to Take the Ultimate South Carolina Road Tri

# VOGUE

### <u>Gullah Roots</u> <u>ton, South</u>

<u>ton, South</u>

<u>n, SC</u> <u>Holding On</u>

<u>Adventure</u>

U.S.

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Vacation

A Charleston to Savannah Guide From the Company Curating More Inclusive American Road Trips

BY KRISTIN BRASWEL July 3, 2021

Carolina



St. Helena Island, a South Carolina Sea Island, is home to the Penn Center, one of the first sc of the Island's African-American history and culture through collections, historical documenta

# **FOOD&WINE** A New Yorker's Journey to South **Carolina to Retrace Her Gullah**

"Gullah people are still here–still thriving, still preserving the land, despite attempts of removal and growing gentrification around them."

By Dana Givens August 27, 2021



CREDIT: DANA GIVENS

My cultural identity has always been somewhat of a mystery. Like many African Americans, I have taken ancestry tests and even a trip to the continent in hopes of finding my origin story. My mother and her mother did not know anything about their African roots, either-only that their ancestors arrived in the Lowcountry marshlands of South Carolina.

<u>(10</u>

## Results cont.

Outlet	Article Title
Travel & Leisure	The Best Things to Do in South Carolina, According
Amsterdam News	New Black Attractions to Explore in 2021
Budget Travel	24 Safe Budget Getaways for Spring
Group Travel Leader (Online)	Where Justice Prevailed: Courtrooms of the Civil Right
Group Travel Leader (Online)	These Churches were Community Pillars During the Civil R
Group Travel Leader (Print)	Where Justice Prevailed: Courtrooms of the Civil Right
Group Travel Leader (Print)	These Churches were Community Pillars During the Civil R
Pratesi Living	Kounter Restaurant – Serving up a Slice of Civil Righ
Greenwich Magazine (Print)	Island Treasures
Family Vacationist	Where to Go on the Perfect Lowcountry Vacat
AAA Carolina's Go	Take a road trip back to simpler times on the Gullah-G
MSN	28 Juneteenth Events Happening Across the Co
Essence	<u>31 Juneteenth Events Happening Across The Co</u>
Stamford Magazine (Print)	<u>Island Treasures</u>

### <u>to a Local</u>

### <u>its Movement</u>

<u>Rights Movement</u>

<u>its Movement</u>

<u>Rights Movement</u>

hts History

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<u>Geechee trail</u>

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Country

# TRAVEL+ LEISURE

### The Best Things to Do in South Carolina, According to a Local

These are 14 of the best things to do in South Carolina, from the Lowcountry to the Upstate.



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**P** Pin

f FB

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More

By Elizabeth Rhodes Updated December 20, 2021

CREDIT: GETTY IMAGES

departure.

Editor's Note: Those who choose to travel are s government restrictions, rules, and safety mean

personal comfort levels and health conditions

# TRAVEL + NOIRE How To Spend 48-Hours In Black-Owned

## low To Spend 48-Hours In Black Charleston, SC

Black Owned Business , Cuisine , Charleston

DeAnna Taylor - Sep 27, 2021

