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We Out Here On The Pier Juneteenth 2022 Event Summary

Overview

Saturday, June 18, marked LANGSTON'S fourth Juneteenth celebration and their second partnered event with Friends of Waterfront Seattle (FWS). Titled "We Out Here On The Pier," the event sought to celebrate Black existence and excellence in the Seattle area while commemorating the emancipation of enslaved people in Texas. The Anchor Group was engaged to promote the event and serve as a liaison between LANGSTON and FWS.

In the weeks leading up to the event, Anchor connected with local print, online and radio media to send out promotions, secure live broadcasting and streaming for the event from ZTwins Radio and Converge Media, and scheduled interviews with LANGSTON representatives. Graphics detailing information about the event were circulated to the public via media and local churches in various formats, alongside two press releases. Working alongside the WA Department of Health (DOH), Anchor also secured a mobile COVID-19 vaccination site for the event.

Prior to the event's start on June 18, Anchor's on-site team assisted with set up, provided hospitality riders for Converge staff, and communicated with DOH to ensure needs were met.

Running from 2-6 p.m., "We Out Here on the Pier" kicked off with music from Stas Thee Boss and JusMoni, who curated the days' performances. Their opening was followed by a welcoming message from LANGSTON's Director of Programs and Partnerships, Jazmyn Scott, Creative Consultant Michael B. Maine, and David Rue, Programs Coordinator at FWS.



DJ, singer, songwriter and musician JusMoni busy pumping out tunes for the crowd.

The event featured performances from JusMoni, Stas Thee Boss, TAQUEET\$, The Mahogany Project and Larry Mizell Jr. Food trucks from Dat Creole Soul, SoSo Good, All City Ice Cream and The Donut Mama were available to serve attendees and passersby. The event also spotlighted two Black, women-owned businesses: Soul Chains and Nia Onelove.

Additionally, activities were provided to get people moving: a mini soccer field, giant chess boards, and a spin cycle class led by Mikey Cain (known as Coach Myke).

Performances

- Stas Thee Boss (2-2:30 p.m.)
- JusMoni (3-3:30 p.m.)
- Dance performance and instruction by TAQUEET\$! (3:30-4 p.m.)
- Mahogany Project (4-5 p.m.)
- Larry Mizell Jr. (5-6 p.m.)



The Mahogany Project performs a dance before the crowd. "We Out Here" attendees were the first to watch their latest show.



A crowd gathers around the dance floor to watch The Mahogany Project perform.

Retail Vendors

- Nia Onelove: Anisha Noriega
- Soul Chains: Elaine Bonow and Rainbow Manier

Community Organizations

- Crunk Cycle 206: Mikey Cain
- Community Passageways: Brandon Shell
- Washington Department of Health (WADOH) Care-A-Van

Results

- The event gathered a total of 1,728 attendees with an average of 432 people per hour.
- The event was live broadcasted to listeners of ZTwins Radio and streamed to viewers of Converge Media.
- “We Out Here” was promoted through social media platforms and programs of six associated churches from Anchor’s faith-based partner, United Black Clergy of Washington (UBCoW).
- Outreach was further amplified through social media and a variety of creative messaging utilizing Anchor’s media partners: The Seattle Medium, ZTwins Radio, Urban Forum Northwest, Converge Media, Seattle FACTS and The Seattle Times.
- “We Out Here” was listed on several event calendars that included EverOut, the City of Seattle’s official website, South Seattle Emerald, KNKX, and more than 10 other sites.



(Left to right) Francine Johnson (The Anchor Group) and Anisha Noriega, teacher in Seattle’s Public Schools District and owner of Nia Onelove.



Mikey Cain (Coach Myke) leading her spin class, Crunk Cycle 206, with encouragement and hip hop beats.

- The event was also featured on a full page ad in The Seattle Medium’s special Juneteenth edition and is scheduled to be highlighted in a follow-up summary article.
- WADOH’s Care-A-Van provided 22 COVID-19 vaccination shots and 21 booster shots to event attendees.

Community Feedback

- “This is great. Like, I knew the pier was down here, but I didn’t know you guys were doing events like this... We’ll be back.” — FWS booth visitor
- “I saw people so I had to see what was going on. Thank you for letting us use this space.” — Charles Johnson, community member
- “I’ve known about Juneteenth for a while now, but I’ve never celebrated it. I’m glad we got to do that here.” — Maria Martinez, community member
- “My son and I used to come down right across the street from here... It’s wild how much has changed. I never imagined the pier like this.” — Anisha Noriega, owner of Nia Onelove
- “We’re letting people know we’re not just hidden in the city. We’re here and everywhere... Next year, let’s make it bigger.” — Brandon Shell, Community Passageways



(Left to right) Programs Coordinator David Rue (FWS) embracing Creative Consultant Michael B. Maine (LANGSTON), alongside Director of Programs and Partnerships Jazmyn Scott (LANGSTON) on stage at the start of the event.



(Left to right) Senior Community Engagement Manager Marie Kidhe (FWS), Community Engagement Ambassador Eagmawi Emlashu (Seattle’s Parks and Recreation), Community Impact Manager Sarneshea Evans (FWS), and Executive Director Tim Lennon (LANGSTON) at the FWS booth.