



As mentioned at the 2019 Annual International Conference and Festival of Blacks in Dance, IABD has launched the international campaign, I AM BLACK DANCE/I AM IABD. It is Denise's hope and vision to raise awareness and bring visibility to our community - our way. "As a community, IABD has become stronger generation after generation. We should never forget the shoulders that we stand on; those who were and continue to be groundbreaking and revolutionary. This campaign is a time to reflect and honor our achievements and culture, to celebrate our community and its bright future ahead. Let's ensure that the Black Dance narrative remains ours! We will celebrate our pioneers and our possibilities. We will shatter every stereotype and celebrate our inspirations, which have led to our aspirations, and ultimately our achievements".

~Denise Saunders Thompson, President and CEO

Please join us in this campaign by creating your own **I AM BLACK DANCE/I AM IABD** videos for us to share.

### WHAT TO INCLUDE IN YOUR BLACK DANCE VIDEO

#### THE INTERVIEW

Each video should:

1. **Open with a Black Screen and the I AM BLACK DANCE logo with the approved music playing.**



2. **Open your interview by Describing Black Dance in 3 adjectives:**

**FOR EXAMPLE:** "Black Dance is \_\_\_\_, Black Dance is \_\_\_\_, Black Dance is \_\_\_\_."

3. **Introduce yourself by stating your name, the position you hold there, and the company affiliation.**

**FOR EXAMPLE:** My name is Tiffany Pittman, and I am the Marketing and Public Relations Manager of The International Association of Blacks in Dance.

4. **Why Are You IABD?**

Please share why YOU are IABD by describing yourself in 4 adjectives that begin with I. A. B. D.

"I am IABD because I am..."

**FOR EXAMPLE:** I am IABD because I am Imaginative, Adventurous, Beautiful, and a Dreamer.



**5. Why Are You Black Dance?**

**FOR EXAMPLE:** “I am Black Dance because I am...”

**6. Why Do We Need Black Dance?**

**FOR EXAMPLE:** “We need Black Dance because...”

**7. How Can We Create A New Layer of Black Dance or How Can We Create A New Layer For Black Dance?**

**FOR EXAMPLE:** “We can create a new layer for/We can create a new layer of Black Dance...”

**8. Close your video by saying your name and I AM BLACK DANCE.**

**FOR EXAMPLE:** “My name is Tiffany Pittman, and I AM BLACK DANCE.”

Think of this as your tagline.

**\*\*Things we’d like you to keep in mind when answering the questions\*\***

- Repeat the question when answering
- The visibility of Black Dance
- The need for visibility
- Accessibility
- Artistic excellence and talent
- Resilience
- Taking back what’s ours
- Trendsetting

**[DROPBOX LINK FOR DOWNLOADING OF MATERIALS](https://www.dropbox.com/sh/6qhfi9w2tqmc1v4/AAC-Snm6WbTn0JL1IIIADm7Ma?dl=0)**

**<https://www.dropbox.com/sh/6qhfi9w2tqmc1v4/AAC-Snm6WbTn0JL1IIIADm7Ma?dl=0>**

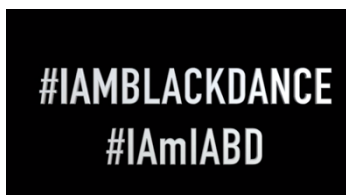


## HOW TO CREATE AND SUBMIT YOUR VIDEO:

### GUIDELINES AND SPECIFICATIONS:

- You must create a complete video to send to IABD.
- The video must be a minimum 1080x1440 video size (full HD).
- Audio needs to be recorded with a good mic.
- Decent lighting.
- No background noises.
- Complete videos must be no longer than **:59 seconds**
- All videos must include the approved IABD logos, music, and video format.
- Send all videos to [communications@iabdassociation.org](mailto:communications@iabdassociation.org)
- Remember to be “Camera Ready”
  - o “Come as Who You Are”
  - o We are a vibrant people
  - o Show your personality in your appearance, environment, and voice.
  - o Please no logos (other than your brand/company)

End the video with a black screen and a stationary IABD logo in the bottom center and the text #IAMBLACKDANCE #IAMIBD as the music fades to the end of the video.



Please send all questions and your video to [communications@iabdassociation.org](mailto:communications@iabdassociation.org).