

BRAND RECOGNITION: HOW MARTIN LUTHER KING, JR. BUILT A LEGACY BEYOND TRENDS



Tuesday, January 23

6:30 p.m. – 7:40 p.m. | In Person or Virtual

In person: Large Auditorium, Academic Building, Marple Campus

Virtual: Visit the DCCC Calendar of Events or [click this link to register!](#)

Rev. Dr. Martin Luther King, Jr. lived a life of impact and influence different from many of today's social media influencers, who center in creating trends and/or going viral. Dr. King's aesthetics, ministry, service, and political engagement fostered a brand that is associated with style, justice, movement, and effectiveness. How does the estate of Dr. King foster his brand? What does the life and legacy of Dr. King tell us about sustaining a brand?

SPEAKER:

tonya thames-taylor, *civil and social historian, professor, environmentalist, and human rights activist.*

tonya thames-taylor is an Associate Professor of History (American), founding director of the African American Studies Program, member of the Executive Committee of the Frederick Douglass Institute, and currently the interim director of Rustin Urban Community Change Axis (RUCCAS) at West Chester University. In April 2022, she was recognized as one of the 150 Most Influential Women at West Chester University. Her most recent body of work includes lectures on the importance of the Declaration of Independence, Constitution, and the impact of the work of the United Daughters of the Confederacy. She is a graduate of Tougaloo College, a Historically Black College and University (HBCU), in Tougaloo, Miss. She earned her Master of Arts in history and a Ph.D. in American History from The University of Mississippi (Ole Miss) in Oxford, Miss.



The Center contributes to dismantling systems of racism and social injustice within our community by providing ongoing opportunities for meaningful dialogue that creates awareness, promotes education, and leads to transformative change, equity and social justice for all people.

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