

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

The WilliamsBLOG Contributor and Influencer Familiarization Tour
Jermaine Fowler ~ @thehumanityarchive



Dates: March 29 – April 2, 2023 (4 nights)

Number in Group: One adult and two children

Name: Jermaine, Jacari (10), and Amora (13) Fowler

Topic: Black life and achievement in historic Williamsburg

Participation Deadline: February 17, 2023

Description of the Influencer:

Jermaine was overwhelmed with the support of others like himself; the intellectually curious, the public library aficionados, people seeking out the hard truths of history they never learned in school, those who see lifelong learning as the cornerstone of human transformation, and the ones wanting an empowering community seldom found in a classroom or ivory tower. From this, The Humanity Archive was born.

Description of the coverage:

The story will focus on the lives Black people lived in Williamsburg and what they were able to do in the face of slavery's hard realities. With Jermaine's found content, he will create one blog post for Visit Williamsburg to publish, two in-feed carousel Instagram posts, and 12 Instagram stories, as well as one Visit Williamsburg-sponsored podcast episode of The Humanity Archive podcast. He would like to utilize recordings of conversations with partners in his podcast.

Media Outlet(s): Williamsburg Blog, Instagram post, Instagram stories, and Visit Williamsburg-sponsored podcast episode

Social Media Outlets:

- Instagram: [@thehumanityarchive](https://www.instagram.com/thehumanityarchive), 100k followers
- Website: [The Humanity Archive](https://www.thehumanityarchive.com)

NOTE ON LODGING, RESTAURANTS, and ATTRACTIONS: Visit Williamsburg chooses particular lodging, restaurants, and attractions for specific reasons. Each familiarization tour (FAM) is different, and we ask that our partners are sensitive to the criteria that led us to these requests. While each FAM tour content has a different angle, there may not be coverage of the lodging facility if it is not in alignment with the story or blog post. If you have any suggestions in line with the criteria, please contact us with your ideas.

Names of Traveler: Jermaine, Jacari, and Amora Fowler

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations
- Day 2: Overnight hotel accommodations, walking tour, slavery, and movement of independence, religious African American history, and a private walking tour, African American history
- Day 3: Overnight hotel accommodations, two different guided tours of African-American heritage sites
- Day 4: Overnight hotel accommodations, African-American culture, history, and oral African-American history
- Day 5: Morning departure

DRAFT ITINERARY:

Date: March 29 – April 2, 2023 (4 nights)

Wednesday, March 29:

- Evening Arrival

Thursday, March 30:

- Morning activity in Williamsburg – walking tour, slavery, and movement of independence
- Morning activity in Williamsburg – religious African American history
- Afternoon activity in Williamsburg – private walking tour, African American history

Friday, March 31:

- Morning activity in Yorktown – guided tour of African-American heritage site
- Afternoon activity in James City County – guided tour of African-American heritage site

Saturday, April 1:

- Morning activity in Williamsburg – African-American culture, history
- Afternoon activity in Williamsburg – oral African-American history

Sunday, April 2:

- Early departure

Please forward offers to [Daniela Owen](#).