



African American
Panoramic Experience
Where every month is
Black History Month™



CREATE A NEW DATA BASE



BRITTANY JONES
DATA MANAGEMENT
COORDINATOR

Visitor Demographics
Member/Donor
Tracking
Development
Programs
Marketing

VISITOR LOGS



Thank you for visiting the APEX Museum...
Please sign our guestbook for email updates and APEX news!!!
(Please Print Clearly)

[illegible]

Vertical Response vs. Member Planet

email marketing or donor member services



**Capture
names & emails**

Distribute newsletters

Donor Member Services

Renewal Dates
Funding Categories
Reminder notices
Amount Given



Upgrade Website

Enhanced Visuals

Donor/Member page

Lesson Plans for Schools

Post upcoming events & exhibits

Promote online exhibits

Enhanced Home Page

[Home](#) [About Us](#) [Current Exhibits](#) [Donate](#) [Visitor Info](#) [Storyteller-In-Residence](#) [Contact](#)

APEX MUSEUM

(African-American Panoramic Experience)

Where Every Month Is Black History Month!

135 Auburn Avenue
Atlanta, GA 30303
404-523-APEX (2739)

Tuesday - Saturday
10:00 am - 5:00 pm
Closed: Sunday, Monday and Major Holidays.




Admission Prices
Adults- \$7.00
Students/Seniors(55+)/Military - \$5.00

*for group rates please see visitor tab for more information








LAST TOUR BEGINS AT 4:15

Online Exhibits: [Click Here](#)





PAID PARKING AVAILABLE



Membership/Donations

About Us

Current Exhibits

Visitor Info

Storyteller-In-Residence

Contact

Make A Donation!

Make your tax-deductible gift today

Government, foundation and corporate funding pays only a fraction of the Museum's operating expenses. We depend on support from generous individuals like you to help fund our collections, exhibits, access to the internet, education and public programs, and so much more.

Your gift helps support and sustain the APEX Museum so that we can continue our mission and proceed to Phase II of our development.

Please note that by making a donation below, you will not receive any membership benefits. To join the APEX membership program [click here](#).



- **Become A Member!**
- **Give A Gift Membership**
- **Become A Corporate Sponsor**
- **Learn About Planned Giving Options**

Black History Matters
"Give A Click"
Support the APEX Museum

Donate Now

APEX Museum
404-523-APEX (2739)
info@apexmuseum.org

Black Business App
Group Tours

Lesson Plans



The APEX Museum

African American Panoramic Experience

Where every month is Black History Month™

APEX Museum Trivia Questions

Below are questions pertaining to the exhibits you will see when visiting the APEX Museum. Some of the questions will be from the two videos "The Journey" and "Sweet Auburn Street of Pride." The other exhibit areas include African Americans in Space, African the Untold Story Time Line, the Gift Shop, the Slave Ship, the Drug Store and the Hall of Achievement. Enjoy your visit, look around and see how much history African Americans have created.

1. Who is the exhibit "Africa the Untold Story" dedicated to & what does he say about our history?
2. Six female Astronauts are pictured in the Exhibit "Breaking Barriers: African Americans in Space." Name two female Astronauts and what they accomplished.
3. What is the name of the Drug Store in the gallery including the first & last names of the OWNERS.
4. Who owned the Drug Store prior to these gentlemen and what was the Drugstore named prior to their purchase.
5. Name two black inventors and the inventions they were responsible for.
6. Name the replica of the slave ship on display in the museum and the year it sailed to America.
7. Name one book in the gift shop that relates to African American History.
8. In 1957 _____ Magazine named Auburn Avenue the Richest _____ in the World.
9. The Atlanta _____ Newspaper is the oldest Black Daily newspaper in the world.
10. Find and name authentic items in the museum that were used to identify slaves.
11. What is the name of the slave dungeon built by the Portuguese as a trading post?
12. Identify the earliest known largest colossal sculpture anywhere on earth
13. Name two people from the Hall of Achievement and what they were known for.
14. Name a King or Queen from the time line and what they are remembered for.

Also visit our online exhibit to view Blacks on Stamps: A Celebration of History Makers

www.apexmuseum.org



The APEX Museum

African American Panoramic Experience

Where every month is Black History Month™

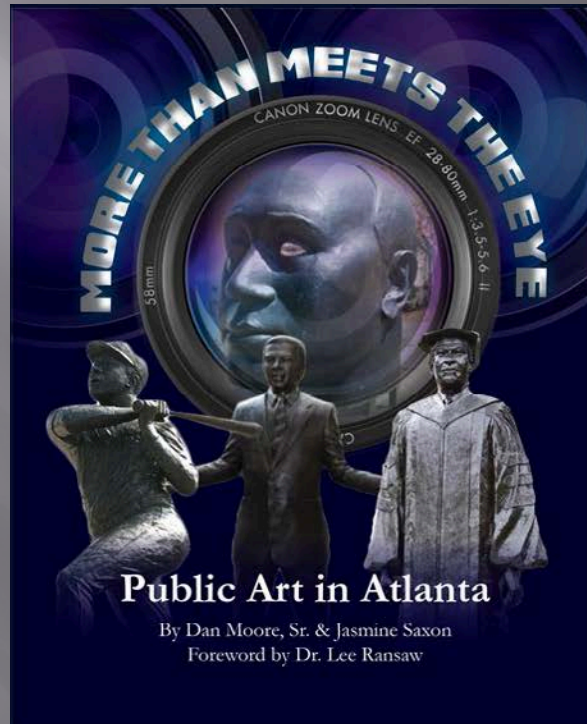
APEX Exhibit ANSWER KEY

1. Dr. Asa Hilliard "Never let them begin our history with Slavery"
2. Dr. Irene Long Chief Physician for astronauts. Joan E. Higginbotham Lead Orbiter Project Engineer. Stephanie Wilson Flew two space flights and logged 28 days in space. Others pictured include Mae Jemison, Yvonne D. Cagle, Dr. Patricia Cowings.
3. Yates and Milton Drug Store/Clayton Yates & Lorimar Milton
4. Moses Amos/Gate City Drug Store
5. Numerous answers to this question. Inventors chart hanging in gift shop.
6. The White Lion/1769
7. Africa the Untold Story/ Sweet Auburn Street of Pride/Black Codes
8. Fortune/Negro Street
9. The Atlanta Daily World
10. Branding Iron, Id tags
11. Elmina
12. Sphinx of Giza
13. There are numerous answers to this question. Let students explore the collage of notable achievements of African Americans, read through the exhibit and select a person of interest and ask them: Why did you select this person and why did they stand out from all the persons pictured?
14. Great Kings & Queens
 - Mansa Musa - King of Mali known for his pilgrimage to Mecca that included a royal entourage of nearly 10,000 people and 100 camels, each carrying 300 pounds of gold.
 - Sunni Al Ber - Ruler of Songhai Empire who created an army that consisted of an infantry, cavalry and a navy.
 - Nzinga - Warrior Queen of Fought off Portuguese slave traders for more than 30 years
 - Shaka Zulu - Warrior King of the Zulu. Implemented a new system of military organization and revolutionized the Zulu army's weaponry and military tactics. He unified many societies in the South African region and is credited with preventing European domination during his lifetime.
 - Hatshepsut - Female Pharaoh ruled Egypt (Kemet) for 20 years.
 - Yaa Asantewa - Queen Mother of the Ashanti she waged war against the British take over. This war was the last major war waged by an African woman.

Upcoming Exhibits & Events



Alumni Artwork of
Morris Brown College
January - April 2017



Book Signing Saturday
January 28, 2017
4:00 pm



Spirit of Jazz
Photographic Exhibit
by Dr. Ralph Watkins Jr.
December 2016 - May 2017

On Line Exhibits

Blacks on Stamps: A Celebration of Black History Makers Lesson Plan 1

WHO AM I? ? ? ?

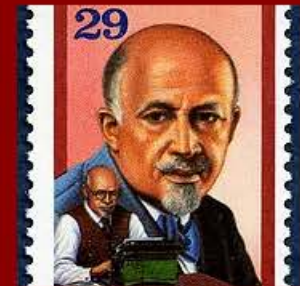
Grades: 3 -12

Time: 15 minutes/15

Questions

Instructions: After you have learned about the Black history makers honored on stamps, challenge yourself, friends or classmates to a game of trivia.

1. I am the first African American to be honored on a United States postal stamp. I founded the Tuskegee Institute in Alabama. Who am I?
2. I am the founder of the city of Chicago. Who am I?
3. I am the first African American female to be honored on a United States postal stamp. I freed over 300 enslaved Blacks. Who am I?
4. I won the Heavyweight Boxing title three times and went to prison for refusing to fight in Vietnam. Who am I?
5. I am female journalist who waged an anti-lynching crusade, was a founder of the NAACP, and founded the first suffrage club for Black women. Who am I?
6. I am considered the "Father of Black History" and created what is now Black History Month. I also wrote the classic book, *Miseducation of the Negro*. Who am I?
7. I am known as the "queen of gospel music." I sang at the March on Washington in 1963 and at the funeral of Dr. Martin Luther King, Jr. Who am I?



Hired Social Media Wiz

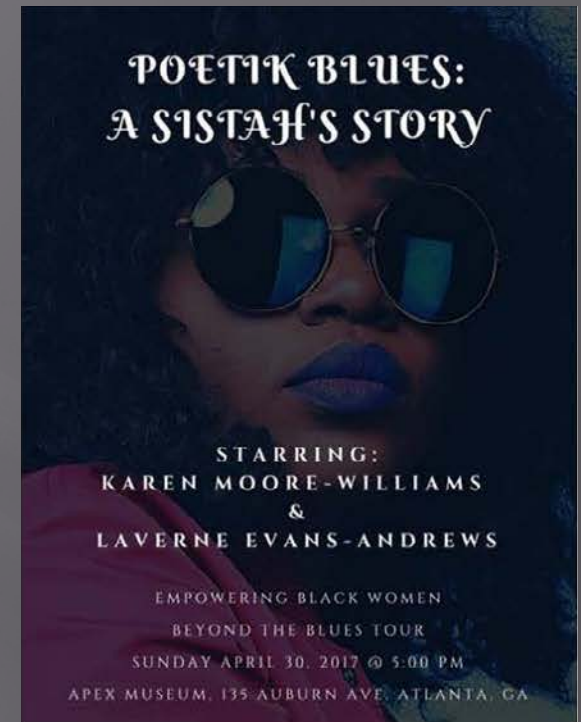
Kiersten Harris

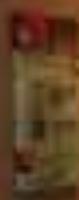


INCREASE LIKES,
POSTS & SHARED CONTENT
EXPAND AUDIENCE
ENGAGE VISITORS
HEIGHTEN VISIBILITY

Bigger
Brighter
More Visual

Face Book Visibility





**African American
Pioneers in Space
At the
APEX Museum
135 Auburn Ave. NE
Atlanta GA
www.apexmuseum.org**

RESULTS

Insights For Your Page

[See All Insights](#)

METRIC	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	69	70	↓1.4%
Weekly Total Reach	7.03K	2.65K	↑165.3%
People Engaged	326	170	↑91.8%
Message Response Rate	400.0%	0.0%	↑
Total Page Likes	5.57K	5.55K	↑0.5%

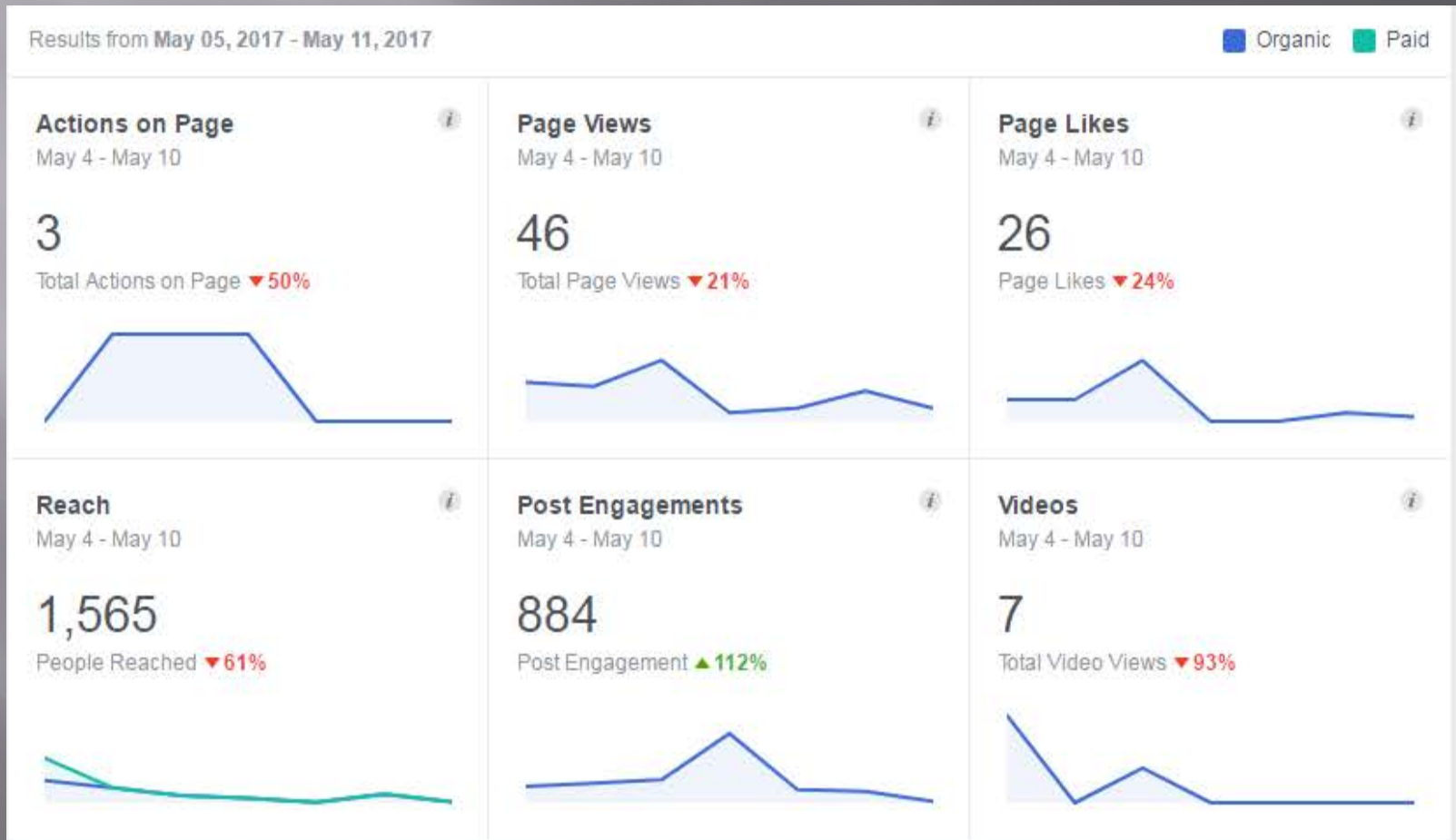
Engagement up
100 %

Hashtags
boosting visibility

#APEXtoday

#APEXMuseum

Results - Last 7 Days



Reaction Boosted Post

Recent Promotions on APEX Museum

[+ Create New Promotion](#)



Boosted Post
Completed

1,565
People Reached

103
Post Engagements

\$10.26
Spent of \$20.00

Promoted by Dan Moore Sr. on 05/03/2017

[View Promotion](#)

Insights For Your Page

[See All Insights](#)

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Results - Last 28 Days



Page Summary Last 28 days ↕

Export Data ↕

Results from Apr 14, 2017 - May 11, 2017

Organic Paid

Actions on Page

April 13 - May 10

11

Total Actions on Page ▲57%



Page Views

April 13 - May 10

207

Total Page Views ▼38%



Page Likes

April 13 - May 10

179

Page Likes ▼48%



Reach

April 13 - May 10

4,775

People Reached ▲78%



Post Engagements

April 13 - May 10

1,642

Post Engagement ▲3%



Videos

April 13 - May 10

133

Total Video Views ▼50%



New & Existing Collaborations

Georgia Tech
Students on the Move
Auburn Avenue Residents
Oakland Cemetery

Georgia Tech Students develop card prototypes for Auburn Businesses



Georgia Tech Students develop façade exhibit for the APEX



Student Outreach

Students on the Move

WELCOME to a new column to highlight College Students engaged in constructive endeavors and making a positive impact in their community.

To kick off **Students on the Move** The APEX chose the creator of the *Steel Young* blog project. Meet a fresh face from Georgia State University, Jhaqai Lewis. Originally from South Philly, The City of Brotherly Love, Lewis is a Communications/Pre-Journalism major. “*Steel Young* is a blog platform created to show the strength in our youth and the people around us by sharing empowering writings and news. It allows me to connect with others and **Inspire, While Being Inspired,**” says Lewis. The blog was launched in 2015 after realizing that, “I can use the things I know and enjoy the most to express myself and use them for a bigger purpose.” Inspired and empowered by so many different things Lewis shared “I know how good that feels” and *Steel Young* provides a voice to express those emotions.



How did Lewis find her way to the APEX? “I walk along Auburn Avenue most of the time in order to get to class. The more I walked by, the more I told myself that I need to go inside and take part in learning about my history.” And that’s exactly what she did! Lewis went straight to the top, snagging an interview with President and Founder Dan Moore Sr. and what she found was astounding! But don’t take my word for it. Check it out for yourself at www.steelyoung.org



CAME FROM NOTHING

THE STORY OF BENJAMIN "BIG MOUTH BEN" GRAHAM

Premiere Screening

May 4, 2017 | 7:30-9:30PM

APEX Museum

135 Auburn Ave NE, Atlanta, GA

Free Admission

Paid Parking On-Site

Student Film Screening Building New Audiences



Cross Promotion

On-line promotions
In-house brochures

 **BLACK HISTORY MONTH AT OAKLAND CEMETERY**


Posted on Wednesday, February 1st, 2017 at 10:00 am



**Celebrating Black History
at Oakland Cemetery**

"Working within the color line established by the white majority in the aftermath of the Civil War, a number of the black Atlantans buried in [the African-American] section are notable for the remarkable contributions they made in business, education, social service, religion, and other areas." — Ren and Helen Davis, *Atlanta's Oakland Cemetery: An Illustrated History & Guide*

AFRICA
THE UNTOLD STORY
www.apexmuseum.org



Africa the Untold Story fulfills the admonition, "Never let them begin our history with slavery." Learn about the richest continent in the world, its people, its contributions and its culture throughout the last 6,000 plus years.

Visit The APEX Museum.

Where Every Month is Black History Month
135 Auburn Ave. NE Atlanta, GA



Tours of African -American Grounds

APEX Permanent exhibit



Newsletter Marketing



The APEX Museum
135 Auburn Avenue • Atlanta, GA 30303
African American Panoramic Experience
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APEX Times

November 2016

Editor: Deborah Strahorn

Volume 38: Issue 11

Georgia Gives Day

Georgia's Statewide Day of Giving is fast approaching. On November 17th, tens of thousands of people across Georgia will raise as much money as possible for nonprofits like **THE APEX MUSEUM** through the Georgia Gives Day website. Our goal is to raise \$2,500.

THE MISSION of Georgia Gives Day is to inspire individuals to donate to participating nonprofits through GAgivesday.org with the goal of raising as much money as possible within a 24-hour period.

HOW DOES IT WORK? GAgivesday.org makes donating easy by organizing hundreds of nonprofits across the state onto one website, providing the information people need to select a cause, and enabling online donations by credit card or e-check.

HOW DO I DONATE? It's easy! Simply visit www.GAgivesday.org and search **APEX MUSEUM**. Once you've selected THE APEX and made your donation, tell your friends by sharing on Facebook, Twitter, Instagram, Pinterest or the outlet of your choice.

DONATE NOW! Support the APEX to keep Black History Alive! Every penny counts when we are giving back to nonprofits that make our state beautiful and a wonderful place to live. We're asking you to support the APEX Museum so we can continue to tell Our Stories.

WOMEN OF THE SOUTH

A Night of Storytelling at the APEX Museum

Stories of three remarkable African American Women!

sponsored by

The APEX Museum
Historic South View Preservation Foundation
Telluristics / TM
The Weekside Event of Storytelling
A trademarked program
of the National Storytelling Network

Saturday November 19, 2016

6:00 – 7:00 pm

135 Auburn Ave. NE Atlanta, GA



Adrienne Herndon

Tickets \$10 each – RSVP Required 404-523-2739
No advance Tickets – available at door on night of performance

Blacks On Stamps:

A Celebration of Black History Makers

Today the Black Heritage issues are the longest-running U.S. stamp series. The National Postal Museum celebrates African American history by providing online resources about the role of African Americans in the postal service and learn how slaves carried mail before the introduction of home delivery and other interesting facts about the experience of African Americans in the Postal Service.

Once you have studied Blacks On Stamps challenge yourself, your friends, class mates to a game of "Who Am I?" trivia. Visit www.apexmuseum.org for questions and facts.



Donate Now!

www.gagivesday.org
& Search APEX Museum

Visit The APEX

Want to know more about the APEX? Visit us and discover Africa the Untold Story, the rich history of Sweet Auburn Avenue, and take home a souvenir from our gift shop.

Tweet our location and invite your friends. Better yet they can join you at the museum and take a **Selfie** near the Yates & Milton Drugstore. Later you can read interesting Black History facts and news on our **Face Book** page; then **LIKE US** and share with your FB followers and on **Instagram**!

And did you know you can reserve the APEX gallery for your upcoming event?



Visit us on line at
www.apexmuseum.org
Then tell all your friends.

INTERNSHIP PROGRAM

The APEX internship program seeks to provide an opportunity for youth to learn about African American culture and history while at the same time honing skills in their areas of interest. Our newest intern is Georgia State Political Science major **Katherine Hunter**. She is working as a Social Media Coordinator to assist us in expanding our reach and increasing visitors to the museum.

High school student **Paige Davis**'s interest in Archeology and Archiving led her to the APEX. This summer she began creating a project called "History Behind the History," which is still being developed.

Krista McCallum is a public Policy Major at Georgia State. Her interest in nonprofits brought her to our Grant Writing internship. She has expanded her work by engaging with the APEX for a class project. These talented young women were enriched by their experiences and are forever connected with the APEX Museum.



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APEX Times

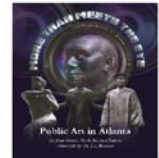
January 2017

Editor: Deborah Strahorn

Volume 39: Issue 1

"MORE THAN MEETS THE EYE" BOOK LAUNCH

The APEX recently released a pictorial publication on Atlanta's Public Art, entitled, **More Than Meets the Eye**. The 120- page full color book features more than 70 artists who have captured murals and sculptures of some of Atlanta's most prominent individuals and landmarks. The array of individuals includes, Ambassador Andrew Young, Dr. Benjamin Mays, Hank Aaron, Congressman John Lewis and others. Renown artists spanning several decades created memorable works of art in buildings, parks, centers and MARTA transit stations. **More Than Meets the Eye** takes you behind the lenses that captured these works and shares stories that bring them to life. **Join us for the official book launch on Saturday, January 28, 2017, from 4-5 PM at the APEX.** Several celebrity guests are scheduled to be present. Event is Free and open to the public.



\$UPPORT THE APEX MUSEUM #BLACKHISTORYMATTERS

The APEX Museum kicks off its 39th year with our 2017 **Membership drive**. Serving as a catalyst for growth, your donations ensure that we can continue to tell the story of our rich heritage with exhibits, educational outreach programs, literary arts programs and culturally artistic performances. But we can't do it without you. You can make your gift right now by going to the APEX website at www.apexmuseum.org and select the member benefits to fit your needs. Your dollars also support student internships and new programs to include a Speakers Bureau, Genealogy workshops and student production labs. And if your company has a matching gifts program that's twice as nice. We want to reach the broader community to continue to enrich lives with our story and to do that we need your financial support. Join us as we stay committed to the ideal that **Black History Matters**... Please support the APEX so that we can continue to present programming that touches not only the Atlanta community but national and international visitors as well. Help us to make this our biggest and best year of programming. Partner with the APEX for the next 40 years and beyond! **Become a Member Today!**

DONATE NOW!
www.apexmuseum.org

2016 Funding support provided by the Arthur M. Blank Family Foundation, NAAHBCU & Georgia-Pacific



Artists Support The APEX Museum

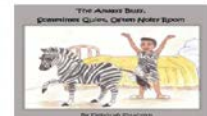
The National Association of Artists for Historically Black Colleges and Universities (NAAHBCU) presented a check for \$1,000 to the APEX Museum in a special fundraiser. Pictured l to r are APEX Board members: Bernard Bronner, Jonathan Mayo, Bob Glover, Daniel Clay, Dr. Lee Ransaw and Dan Moore, Sr.



Visit us on line at
www.apexmuseum.org
Then tell your friends.

APEX Storyteller-in-Residence Publishes Book

Storyteller Deborah Strahorn has just released her first children's book, **"The Always Busy, Sometimes Quiet, Often Noisy Room."** In this story for children ages 3-6 years, a young boy named Jabari talks to his stuffed animal friends without making a sound. His adventures take him across the Sahara desert and back although he never leaves his bedroom. Enjoy the rhythm and rhyme created with sound and movement in this fun loving jungle story. This book is available in the APEX Gift Shop or on line at createspace.com



To order
https://www.createspace.com/6336161

2017 SPONSORS & PARTNERS



MEMBER OF THE ATLANTA BUSINESS JOURNAL



HOST YOUR EVENT AT THE MUSEUM!

Reserve the APEX Gallery for your upcoming event. Enjoy the Trolley Car Theatre! For details on fees and availability contact the gallery coordinator at 404-523-2739!

INTERACTIVE VIDEO WALL

Digitizing Bell South exhibit



Visitors read, engage, explore



Building Community Partners through Collaboration

