

Community Engagement – W.A. Scott II Award THE JACKSON ADVOCATE

In mid 2020, the Jackson Advocate created and launched Lunch Vox. Lunch Vox is a Facebook webcast that we produce weekly. It unpacks the issues in our community one voice at a time. The implementation of this program was successful in expounding on pertinent and crucial information found in our publication while engaging the community in real time during a global pandemic and expanding our demographic to include those who primarily obtain news from digital sources/social media formats, especially those making up the Gen X, Millennial, and Gen Z populations. The webcast touches on subjects ranging from mental health stigma in the Black community to talking with local musical artists on how they are surviving the pandemic to informing the community of the importance of the 2020 Census. During the first season, there was an average of 1,260 views per episode from May 2020 to October 2020.

LINKS

<https://www.facebook.com/jacksonadvocate/videos/1348574275349955/>

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