Blackfacts Talking Points

Blackfacts is Pioneering

Originally started in 1997[1] as a web site that showcased various events in Black History to present the internet as culturally relevant to people of African descent, BlackFacts.com (https://blackfacts.com) was the Internet's first searchable Black History site, and today is realizing the lifelong dream of NAACP founder and international scholar W.E.B. DuBois that he called the 'Encyclopedia Africana.'

Blackfacts is #1

The #1 search result[2] on all the major search engines for 'black facts', the BlackFacts web site serves millions of Black History facts to millions of site visitors each year, and every day, our almost 200K social media followers[3] and email subscribers get our daily recommended dose of 'Black Facts Of The Day™' in their inboxes and social media feeds.

Blackfacts is Unique and Inspirational

What makes BlackFacts even more unique is that it is not only world-class technology that is ABOUT Black People, but was 100% Conceived, Created and Coded BY a Black Technologist - MIT Alumnus and Digital Pioneer Ken Granderson, who has been creating technologies designed to 'Bring Communities of Color Into the Information Age' since the dawn of the 'Digital Divide.'[4]

Blackfacts is Scalable and Disruptive

And finally, in a world where so much that happens online is done in the name of getting 'Likes' for the day, week or month, BlackFacts is driven by the BHAG (Big, Hairy Audacious Goal) of 'Embracing Technology to Protect Your Culture'[5] and runs on the platform Ken built to:

- Host an unlimited number of virtual sites for members of various ethnic, professional, fraternal, faith or lifestyle groups to post their own history and achievements,
- Consume content from a variety of sources from online links to audio and video,
- Cross-reference the content using multiple AI engines, and ultimately
- Deliver it to groups and individuals subscribed to specific content channels on any present or future devices.

Thanks to BlackFacts.com, we now have the ability to tell our own stories in the permanent medium of digital content, which is essential for future generations to know about, because

BLACK FACTS MATTER.

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[1] 1997 Capture of Blackfacts.com on the Wayback Machine -
http://web.archive.org/web/19970413144554/http://www.blackfacts.com/

[2] Google Example: https://www.google.com/search?q=black+facts (Paid Ads may be shown before organic search results, but are visibly marked as 'Ad')

[3] As of 1/26/2020 – 96K Facebook follows at https://www.facebook.com/BlackFacts/, 74.6K Instagram followers at https://www.instagram.com/blackfactsonline/, 10.2K Twitter followers at https://twitter.com/blackfacts

[4] Ken's Digital History: http://www.kengranderson.com/. Ken is featured in "Black Software: The Internet & Racial Justice, from the AfroNet to Black Lives Matter" https://www.amazon.com/Black-Software-Internet-Justice-AfroNet/dp/0190863846

[5] Lessons From Wakanda: Embrace Technology To Protect Your Culture, by Ken Granderson - https://www.linkedin.com/pulse/lessons-from-wakanda-embrace-technology-protect-your-ken-granderson/