

MLK Symposium – An Evening with Isabel Wilkerson Communications Toolkit

Event Details

Journalist and bestselling author Isabel Wilkerson will provide UW–Madison’s annual Martin Luther King Jr. Day keynote address in a virtual symposium.

Date	Monday, January 25, 2021 <i>Note: MLK Day is on the previous Monday, Jan. 18. UW's MLK observance is being held on Jan. 25 to coincide with the first day of classes.</i>
Time	6:00 – 7:30 p.m. CST
Audience	UW community and general public; registration required
Sponsors	Student Affairs and the Division of Diversity, Equity and Educational Achievement (DDEEA), in partnership with Wisconsin Union Theater
Event page	go.wisc.edu/UWMLK21
Announcement	go.wisc.edu/MLKDay21
Registration form	go.wisc.edu/MLK21register

About Isabel Wilkerson

Website: isabelwilkerson.com

Isabel Wilkerson is best known for her bestselling books "Caste: The Origins of Our Discontents" (2020) and "The Warmth of Other Suns: The Epic Story of America's Great Migration" (2010). She has been awarded with the National Humanities Medal, the Pulitzer Prize in Journalism for Feature Writing, and the George S. Polk Award in Journalism.

Her writing focuses on how the history of Black people in America can help everyone understand the issues Black people still experience in the United States today. She has been recognized for her unique ability to bring life to historical events and connect them to American hierarchy today.

About 'Caste'

Publisher's website: <https://www.penguinrandomhouse.com/books/653196/caste-oprahs-book-club-by-isabel-wilkerson/>

Publisher's description:

Poetically written and brilliantly researched, Caste invites us to discover the inner workings of an American hierarchy that goes far beyond the confines of race, class, or gender.

A book steeped in empathy and insight, *Caste* explores, through layered analysis and stories of real people, the structure of an unspoken system of human ranking and reveals how our lives are still restricted by what divided us centuries ago.

“Modern-day caste protocols,” Wilkerson writes, “are often less about overt attacks or conscious hostility. They are like the wind, powerful enough to knock you down but invisible as they go about their work.”

Wilkerson rigorously defines eight pillars that underlie caste systems across civilizations, including divine will, heredity, and dehumanization. She documents the parallels with two other hierarchies in history, those of India and of Nazi Germany, and no reader will be left without a greater understanding of the price we all pay in a society torn by artificial divisions.

Social Media

- Photos and Graphics:
<https://uwmadison.box.com/s/io18lg27t63paekwe5uoqiqyws7f5963>
- Facebook Event: <https://www.facebook.com/events/754167288515295>
- Hashtags: #MLK, #MLKDay (choose one, depending on syntax of the social post)
- Isabel Wilkerson social accounts
 - IG [@isabelwilkerson](#)
 - FB [@IsabelWilkersonWriter](#)
 - TW [@isabelwilkerson](#)
- Student Affairs social accounts
 - IG [@UW_StudentLife](#)
 - FB [@UWMadisonStudentLife](#)
 - TW [@UW_StudentLife](#)
- DDEEA social accounts
 - IG [@uw_diversity](#)
 - FB [@uwdiversity](#)
 - TW [@UW_Diversity](#)

Twitter

Note: The Union event page does not have Twitter card meta data. Attaching the graphic to Twitter posts will help them look better and reach more people.

Tweet 1

Register now for the @UWMadison #MLK Symposium – An Evening with @Isabelwilkerson.

 Monday, Jan. 25
 6 p.m. CST
 go.wisc.edu/UWMLK21

Tweet 2

'Caste' author @Isabelwilkerson will be @UWMadison's #MLK keynote speaker on Monday, Jan. 25 at 6 p.m. CST.

Register now for this free event, which is open to the entire community.
go.wisc.edu/UWMLK21

Tweet 3

Award-winning journalist and author @IsabelWilkerson will join @UWMadison as a keynote speaker in honor of #MLKDay on Monday, Jan 25.

Learn more and register now: go.wisc.edu/UWMLK21

Tweet 4

Join us for a reflection on what the life and legacy of #MartinLutherKing can teach us about our history and our present.

"Caste" author @IsabelWilkerson will provide the @UWMadison #MLK keynote on Monday, Jan. 25, at 6 p.m. CST.

Register now: go.wisc.edu/UWMLK21

Facebook

Isabel Wilkerson, acclaimed author of "Caste" and "The Warmth of Other Suns," will provide the keynote address at the annual UW–Madison Martin Luther King Symposium on Jan. 25 at 6 p.m. CST. The event is free and open to the public.

Learn more and register now [↓](#)
[Link to either Facebook event or Union event page]

Instagram

"True peace is not merely the absence of tension; it is the presence of justice."
– Dr. Martin Luther King, Jr.

Join us for the annual #UWMadison #MLK Symposium on Monday, Jan. 25, at 6 p.m. CST. This year's #MLKDay Memorial Lecture will be provided by acclaimed journalist and author @isabelwilkerson, winner of the National Humanities Medal and Pulitzer Prize, and author most recently of the bestseller "Caste: The Origins of Our Discontents."

The event is free and open to the public. Registration is required to receive a link to the live stream. Visit go.wisc.edu/UWMLK21 to learn more and register.