

CASE STUDY **BLACK OUT NIGHT**



with the National Arts Centre

2026

Prepared by:
Ro Nwosu/WildRoga

Prepared for:
National Arts Centre

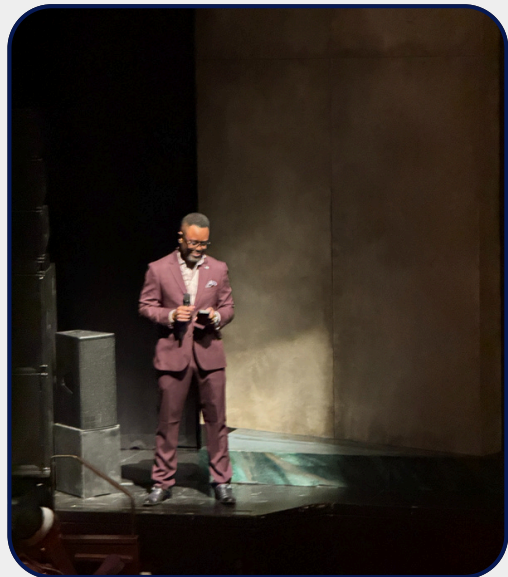
INTRODUCTION



Sector: Arts, Culture, Community Engagement

Timeline: Campaign-based

Role: Community Partner, Content and Engagement



The Need

Black-identifying audiences are often underrepresented, under-centered, or treated as secondary audiences within major arts institutions. There was a need to intentionally create space where Black community members could see themselves reflected, welcomed, and prioritized in a national cultural venue.

Approach

Black Out Night at the National Arts Centre was designed as a community-centered cultural experience. While the event was open to all, it was purposefully shaped to center Black-identifying audiences through programming, language, partnerships, and atmosphere. The experience extended beyond the performance to include a pre-show market, community gathering, and cultural celebration.

SCOPE OF WORK

Consulting Approach

- Collaborated with the National Arts Centre to support community engagement
- Amplified Black Out Night messaging through culturally grounded content
 - Social Media Reel & Stories
 - 2 Blog Posts
 - 2 E-mail Newsletters
- Highlighted the BON Market featuring women-led Black businesses and artists
- Supported conversation that emphasized joy, belonging, and cultural pride
- Encouraged intergenerational attendance and participation



Campaign Reach and Engagement

The Black Out Night campaign generated strong visibility and engagement across digital and in-person channels.

Highlights included:

- Social media reach of approximately 12,666 views/reach + 11 hours watch time across platforms.
- 43 Direct messages asking for more information about the event and conversations after about the event and great feedback
- Engagement rate of 68%, exceeding typical arts campaign benchmarks
- 2 Newsletters sent out to 1600+ specific folks from a 2500 e-mail list: BON Market 934 Opens, 43 replies either wishing they were there, will be there, booking time off to be there. 834 Opens for the recap, 32 replies wondering about more events, more information.

IMPACT

Black Out Night created a visible moment of cultural affirmation within a national institution. Attendees experienced the NAC not just as a performance venue, but as a place of community gathering and cultural respect.

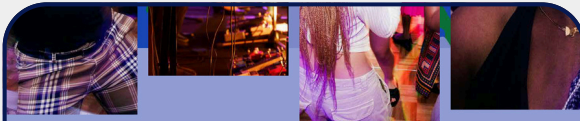
Why This Matters

When institutions intentionally design experiences with marginalized communities at the center, trust is built. Representation moves beyond symbolism and becomes felt experience.

What's Next

Continued collaboration with arts institutions to expand Black-centered programming, deepen community partnerships, and support long-term audience development strategies.

A Companion Blog in February - What It Means When an Institution Makes Space on Purpose



Black Out Night (BON) Market

Jan 16 · 5-8 PM · NAC

**Crafts. Fashion. Art. Beauty.
Home décor. Food & More!**

Come and experience a wonderful showcase of local women-led businesses and artists from Ottawa's African and Caribbean diasporas.

Celebrate. Connect. Shop.

