



Duty of the Hour Production Team and Cast (L to R):

Reece Auguiste, Co-Producer; Daphene McFerren, Executive Producer; Julian Bond, Narrator;
Benjamin T. Jealous, President and CEO National Association for the Advancement of Colored People
(NAACP); and Tony Dancy, Producer, Editor, and Director

Hooks Institute Hosts the Red Carpet Premiere of *Duty of the Hour*

Are you making the seconds of your life count? That question was asked in the documentary titled *Duty of the Hour*, which premiered on April 20, 2012 at the Orpheum Theatre in Memphis, TN. This documentary, produced by Daphene McFerren, Director of the Hooks Institute at the University of Memphis, and directed by award-winning filmmaker Reece L. Auguiste, illustrated that the true measure of our lives is not determined by the number of years we live, but by the impact of those years on the lives of others.

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Julia Britton Hooks (1852-1942), Hooks's grandmother, used the phrase "duty of the hour" to instruct her children and grandchildren to accept responsibility for fighting injustices they witnessed. Julia Hooks, "walked the life she taught" as a personal friend of and fellow civil rights activist of Ida Barnett Wells (1862 – 1931) who fiercely opposed the practice of lynching African Americans, which then triggered death threats forcing Wells to leave Memphis.

The story of Benjamin Hooks is an exploration of this nation's long, complex, and difficult history of race in America. However, and equally as important, the story of Hooks also highlights how our nation was, and can be, transformed by committed visionaries, like Hooks, who were determined to make every second of their lives count to fulfill their duty of the hour.

We hope that *Duty of the Hour*, which examines Benjamin L. Hooks's rise from the streets of segregated Memphis to the national stage will encourage each of us to ask, "Am I making the seconds of my life count?" Are we reaching beyond the safe and routine activities of family and friends to build bridges to those of different racial and ethnic backgrounds; to our youth; to communities whose values or lifestyles seem unfamiliar to us; to people in need? Are we engaged in the civic affairs of our local, state, and national community? Whether we choose to live a private life or a life on a larger stage, almost all of us can make a personal commitment to get involved with issues and people that shape our world.

Follow the documentary on benhooksdocumentary.org



Pictured above (L to R): Tony Dancy , Producer and Editor, and Reece Auguiste, Co-Producer and Director, speak to the audience at the Red Carpet Premiere of *Duty of the Hour*.



Pictured above, left (L to R): Mayor Mark H. Luttrell, Jr., and Mayor AC Wharton, Jr.; Pictured above, right: Benjamin T. Jealous, President and CEO National Association for the Advancement of Colored People (NAACP).

Toward a More Perfect Union: Civil Rights, Human Rights, and Creating a New Age of Social Responsibility

The Hooks Institute's annual conference took place on April 18-20, 2012, and preceded the Red Carpet Premiere of *Duty of the Hour*. This conference explored the civil rights activism of Dr. Hooks, the current state of civil rights activism and its relevance to life in America today, and the role of the Civil Rights Movement in shaping and defining issues being tackled by international human rights movements. Conference highlights included plenary addresses by **Kevin Cassidy**, Communications and External Relations Officer for the International Labour Organization of the United Nations, who addressed the United Nation's role in fostering human rights through poverty reduction, education of women, and creating inclusive markets; and **Professor George Chauncey**, Department of History, Yale University, who spoke on the history of gays in America and the African-American experience.



Pictured clockwise are conference speakers and attendees: Kevin Cassidy (L) and Cornelius Moore (R); Timothy Lovelace (L), George Chauncey (C), and Julian Bond (R); Nicole Austin-Hillery; Julian Bond during the keynote address; Carla Peacher-Ryan (L), Daphene McFerren (C), and Dr. Birgit Spiesshofer (R)

Julian Bond, noted civil rights activist, delivered the keynote address. Bond was the founding member of the Student Nonviolent Coordinating Committee, the first African American U.S. vice presidential nominee, former chairman of the NAACP, narrator of the award-winning documentary, *Eyes on the Prize*. He is also the narrator of *Duty of the Hour*.

The conference featured scholars from the United States and abroad. Distinguished panelists included **Commissioner Mignon Clyburn**, currently a Commissioner on the FCC and the first African American woman to hold that position; **Dr. Birgit Spiesshofer**, Berlin, Germany, an environmental attorney and partner with the Gaemo Group, whose mission is to assist businesses in combining economic goals with responsible leadership; and **Melanie Hudson**, Executive Director of Children's Health Forum, an organization co-founded by Dr. Hooks and the late Honorable Jack Kemp, former member of Congress and Secretary of the U.S. Department of Housing and Urban Development.

Highlights of Our Year at the Hooks Institute!



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Above: PR Newswire, April 2012—New York Times Square featuring the premiere of *Duty of the Hour* as a national event.

We are pleased to welcome our two new graduate assistants, who will help us to make this year our best year yet!

Felecia Malone will be pursuing her Master's Degree in Public Health.

Jennifer Amido is currently pursuing her Master's Degree in Public Administration.

We are also sad to say goodbye to **Tera Tongumpun**, our current graduate assistant, who graduated in May 2012 with her Master's Degree in Public Health.

Hooks Institute Staff:

Daphene R. McFerren, Director

Julie L. Graves, Assistant Director

Esra Ozdenerol, Ph.D., Associate Director

Ardella M. Jeffries, Administrative Associate

Follow us for more information about our upcoming events!



The Benjamin L. Hooks Institute
for Social Change



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Benjamin L. Hooks Institute for Social Change
at the University of Memphis

<http://benhooks.memphis.edu>

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