

NNPA Messenger Awards 2025: Instagram Campaign

From August 19 to 28, 2024, the Chicago Defender turned Instagram into a living archive of a historic week in American politics.

During the Democratic National Convention, we didn't just follow the program—we captured the pulse. From the ceremonial roll calls and Stevie Wonder's soul-stirring performance to the sharp and lucid oratory of Michelle Obama and the Democratic presidential nominee herself Kamala Harris, we gave our followers a multidimensional view of the people and power behind the podium. A shout out from Don Lemon didn't hurt either.

Through a steady stream of shortform interviews with national lawmakers and media members, alongside powerful images and real-time moments from the floor, our Instagram campaign brought our audience inside the room. It wasn't just coverage—it was access.

This was immersive journalism with heart and urgency, crafted by a newsroom rooted in 120 years of truth-telling. The Defender showed up with clarity, creativity, and a commitment to documenting Black political life as it unfolded. That's why our DNC Instagram campaign deserves recognition—because we didn't just witness history. We brought it home. Though, that moment in time, last August, feels so distant from our current reality.