Program Cluster Committee Updates

1. ASALH Book Prize:

The Book Prize committee has confirmed financial pledges of over $10,000, of which $7,000 has been received. The committee has also confirmed members for the inaugural ASALH Book Prize selection committee. The committee includes the following ASALH members:

- Ula Taylor (Inaugural Co-Chair), Professor & H. Michael and Jeanne Williams, Department Chair, University of California-Berkeley
- Gerald Horne (Inaugural Co-Chair), Moores Professor of History, Department of History, University of Houston
- Elizabeth Todd-Breland, Associate Professor of History, Department of History, University of Illinois-Chicago
- Chris Tinson, Associate Professor & Director of African American Studies, Saint Louis University
- Kellie Carter-Jackson, Knafel Assistant Professor of Humanities & Assistant Professor of Africana Studies, Africana Studies, Wellesley College

Each of these individuals have agreed to serve on the committee for the first two years of the award. The committee will be meeting in mid-June to plan future fundraising efforts.

Announcements for The ASALH Book Prize were shared on social media and emailed directly to representatives at university presses as well as trade presses who have a strong track record for publishing titles in African American history and culture. The book award committee will also do targeted outreach to scholars who have published books in 2020, encouraging them to their books to be in the cohort of titles being considered for the inaugural award.

September 15, 2020 is the deadline for book title submissions for the 2021 prize. Titles must be submitted using the online link provided on The ASALH Book Prize webpage. Physical copies of each book must be mailed to the three jurors on the book selection committee. Jurors preferred mailing addresses will be listed online no later than September 1st and emailed to all representative that submit using the online title submission form. We are asking that books be mailed to jurors between September 15th and October 15th. (These instructions will be communicated via a confirmation email when book titles are submitted online).

2. Awards
• The deadline for nominations was May 15th and several nominations have been submitted.
• We are planning to have an awards program on ASALH TV.
• We will investigate virtual awards program models online that we may want to inform our program.
• The committee will get input from EC members regarding any ideas they may have during EC meeting June 5th-6th
• The committee will investigate media, etc. for best platform to get awards program information/interviews, etc. from awardees
• Fundraising/cost will be determined by the directions from the EC and the virtual conference programming.

3. Publications:

The publications committee is currently completing two projects related to Black History Month. The committee is in the process of reformatting the 1989 ASALH black history month kit. The kit focuses on the life and work of Dr. Carter G. Woodson. We are also working on material for the 2021 Black history month kit. The tasks include researching images and developing curriculum for classrooms.

New Initiatives:

1. ASALH TV (Marketing & PR Committee)

We are living through very unique times to say the least. As we continue to learn how to cope in this new reality, we have had to shift priorities as an organization. It has become imperative to find new ways to connect and communicate. This includes planned national programming on our theme of “African-Americans and the Vote”, events commemorating Woodson’s Birthday, and more recently-planned conversations on COVID-19 and how it affects the African-American Community, and beyond. ASALH was only three years old when the Influenza Pandemic of 1918 occurred and 13 years old by the onset of the Great Depression. It might make sense therefore for us to “go back” and see what the fledgling organization did at those times. How did Carter G. Woodson and associates respond? How can we respond today, more than 100 years later, in that grand tradition? ASALH TV is merely one of several options we should be pursuing. ASALH TV provides an opportunity to provide our members, as well as our constituencies in the public schools, public libraries, in the community--and with our great traditions of independent and auto-didactic scholarship--with content in a digital video format to compliment the print and digital formats that are currently available.

ASALH TV is a project which consists of a series of monthly interviews (with ASALH and experts in the field of African American history and culture. These interviews and/or
lectures will be posted on YouTube and made available on ASALH’s social media outlets.

Rollout in 3 Phases:
- Phase I
  - Marc Morial (April) https://youtu.be/YGjPFHRDE8g
  - Black COVID-19 Panel Discussion (May)
  - Webinar (May or June)

- Phase II
  - An interview/panel discussion each month for 4 months
    - (1) In April (Completed)
    (1) in May, (1) in June (1) in July (1) in August (1) in September

- Phase III
  - Over the next several months, beginning in October, a number of videos of interest to our members will be provided on our theme of “The African-American Vote” and Election 2020.
  - Oct. panel will feature (20 somethings/gen Z/Millennials) perspective on the vote (also feature: Auto didacts. Self taught. Community scholars.)

What will ASALH TV do?
- ASALH TV could help in a number of ways:
  - By cultivating an interest in the humanities, African-American History by featuring our best thinkers, leaders and Black, African-American and Africana Studies scholars--public voices from the community who are implementers in terms of public schools
  - Creation of a forum for the ordinary person; Common people. ~ Autodidacts. Self taught. Community scholars.
  - Getting the word out about ongoing COVID-19 efforts and other issues
  - For example: A recent discussion was done with Marc Morial, President and CEO of the National Urban League (through provisional tentative approval from the planning committee) https://www.youtube.com/watch?v=YGjPFHRDE8g

Feature Discussions and programs with Drs. LaVonne Neal & Alicia Moore, the Co-Editors of the Black History Bulletin
- ASALH in classrooms
- ASALH Resources for Teachers
- ASALH Curricula
- Librarians and Archivists (Resources for Librarians)
  - Lopez Matthews, Moorland Spingarn Library, Howard University
  - Kenvi Phillips, Schlesinger Library, Harvard University
  - Aaisha Haykal, Avery Research Center for African American History and Culture, College of Charleston
  - Dunbar High School Alumni Collaboration
- These kinds of discussions increase our visibility and will perform an important service to our membership and the African-American community at-large.
- Will have an impact on helping to reach secondary schools, the public, and key stakeholders.
- Provide a member benefit that aligns with the current virtual environment
- This needs marketing, ads, software and there is a need to pay speakers.
- - Funds to hire editors, hosts and additional personnel to produce ASALH TV
- We will also want to have young people speaking on ASALH TV.
- ASALH TV will be rolled out in “phases”. Revenue from these activities will support.
  - Video editors, additional hosts, and on-air “talent”
- Branch Leadership - and spotlighting our branches through ASALH TV.
- For example, a recent program put on by our Manasota branch on AA & The Vote (which can be found on their YouTube channel: https://youtu.be/7V05o8TAmFs
- Co-editors LaVonne Neal & Alicia Moore could use ASALH TV to showcase elements of the Black History Bulletin
- Showcase Kiamsha Youth

**ASALH TV and the Conference:**
After “phased” roll out of ASALH TV over months of May, June, July & August
- ASALH TV will be ready to showcase the conference via Zoom/YouTube
- Sessions could be put on ASALH TV
- Plenaries (ASALH TV)
- Roundtables
- Panel Discussions
- Branch Events (where available)

**Proposed Programming:**
- “BLACK IN THE AGE OF COVID-19”
  (ASALH TV EP. 2)
- “A BLACK RED CROSS”
- “ASALH WILL BE A LIGHTHOUSE”

**ASALH TV Coordinating Committee:**
1. Overseeing the project will be the team of Dr. Kaye Wise Whitehead, Ms. Myiti Sengstacke Rice (Chair of the Robert S. Abbott Foundation), Ms. Denise Rolark Barnes (Washington Informer), and Dr. Kristol Clemons (Virginia State University).

**ASALH TV Roles & Personnel**
- ASALH TV Executive Producers: Zebulon Miletsky (Host) & Lionel Kimble
- ASALH TV: Edgar Brookins, Managing Producer
- ASALH TV: Ryan Heathcock, Contractor
- ASALH TV Host/Interviewer/Moderator: Kaye Wise Whitehead
- ASALH TV: Meesha Williams
- ASALH TV: Andrea Young (aka “Aunnie the Journalist”)
- ASALH TV: Lopez Matthews, Book Chats

**Programming Line-up-**
2. As the Planning Committee has recommended we plan at least six months of programming to help guarantee a good launch of the program, we would like to propose the first few episodes consist of the following potential personnel.

**Phase I**

a. April
1. Introduction of ASALH TV
ii. 2. “A Conversation with Marc Morial On Covid-19/Census Day & Next Steps For Urban Communities” * (Completed) *

May -
iii. “Black in the Age of COVID-19” (in progress)
1. A Panel Discussion w/Kaye Wise Whitehead
3. Derek Musgrove
4. Martha Jones
5. Zinga Frasier

June-
Public Health in the Black Community
1. Sundiata Cha Jua
2. Stacey Patton
3. Ibram Kendi

July-
Black COVID Stories
1. Dierdre Cooper Owens
2. Michelle Norris
3. Dr. Lawrence Brown, MD

August

**ASALH During the Spanish Flu Epidemic (1918)**
1. Kelly Harris (New Chair of African American Studies at Seton Hall)
2. Dwayne Sims (Negro League/Blacks in Baseball)
3. A yet to be named member of Chi Eta Phi Nursing Society (ASALH publishes their history books.)
4. Someone who is an MD or someone who studies Healthcare disparities

**Fundraising Plan**
1. A letter writing campaign
2. A possible PBS-style Pledge Drive
3. Solicitation of Donations from the Membership
4. A “Gold Key” Giving Campaign
5. Possible Paid Content (member specific)
6. GoFundMe Page

**BUDGET:**

<table>
<thead>
<tr>
<th>ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY</th>
<th>Program Revenue and Expense Worksheet</th>
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<tbody>
<tr>
<td>CLUSTER: Program</td>
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<tr>
<td>PROGRAM: ASALH TV</td>
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<tr>
<td>COMMITTEE: MARKETING &amp; PR</td>
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<tr>
<td>PROGRAM MANAGER: ZEBULON MILETSKY</td>
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| Program Manager: ZEBULON MILETSKY                             |

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<tr>
<th>REVENUE</th>
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<tr>
<td>SPECIFY SOURCE</td>
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<tr>
<td>Fiscal Year 2020</td>
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<td>Fiscal Year 2021</td>
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<tr>
<td>Donation: Anita Shepherd</td>
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<td>Bank of America (Matching funds)</td>
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<td>Donation: Sundiata Cha-Jua</td>
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<td>Donation: Lionel Kimble</td>
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<tr>
<td>National Endowment for the Humanities Grant*</td>
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<td><strong>TOTAL</strong></td>
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<th>EXPENSES SUMMARY</th>
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<tbody>
<tr>
<td>1. SALARIES (Number hours by rate)</td>
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<tr>
<td>Video Editing, Ryan Heathcock*</td>
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<tr>
<td>2. FRINGE BENEFITS (FICA rate %6.4%)</td>
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<tr>
<td>3. CONSULTANT FEES</td>
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<tr>
<td>4. TRAVEL AND PER DIEM</td>
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5. SUPPLIES AND MATERIALS -
   Refurbished iMac Computer: $500 (for editing and storage of video)*

6. EQUIPMENT Headset: $75, Green Screen: $25, Video Editing Software: $100*

7. OTHER COSTS - Promotion: $100

8. SUBTOTAL

9. INDIRECT COST @10% of Line 8

TOTAL LINES 8 & 9

*The listed revenue and expenses are based on donations from ASALH stakeholders and funding from the National Endowment for the Humanities (NEH) grant. ASALH will not know the results of this grant until at least the end of June 2020. If this grant is not awarded, then the committee will adjust the expenses accordingly to fit the revenue that we have in hand.

ACTION ITEM: The Program Cluster moves that the Executive Council accept the proposal for ASALH TV and authorize the chair of the Marketing and PR Committee is begin uploading content to ASALH’s YouTube channel.

ASALH Virtual Conference:

Overview

Due to the public health crisis brought on by the Covid-19 virus it is not wise for the Association for the Study of African American Life and History (ASALH) to have an in-person conference in Montgomery, AL September 23-27, 2020. Thus, it is the suggestion of the task force that the Association pursue a virtual conference.

Goals

1. Have a scholarly event that promotes the annual theme, African Americans and the Vote
2. Increase awareness of the importance of African American history
3. Serve as a resource for academics and independent scholars to present their research on African American life and history
**Task Force Members**

Aaisha Haykal, Lionel Kimble, Sylvia Cyrus, Eric Jackson, Tara White, Evelyn Higginbotham, Zebulon Miletsky, Natanya Duncan

**Specifications**

A virtual Association for the Study of African American Life and History (ASALH) conference will be a smaller conference than our in-person conferences. The task force is suggesting we limit the number of sessions to no more than 75 sessions over an 8 day period of September 3-26, 2020 (on Thursdays and Saturdays for three hours). As of June 4, 2020, in All-Academic there are 95 individual submissions and 46 sessions.

The virtual conference will consist of the following events

- Paper Sessions: recorded sessions
- Panels and Workshops: recorded sessions and live sessions
- Book Roundtables: live sessions
- Plenaries: live sessions
- Exhibit Hall Booths/Author’s Book Signing: Live (discount codes, links to sell books)
- Poster Session: recorded session with posters being submitted to ASALH social media for comments/feedback
- Networking: live session

**Tentative Session Schedule**

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<thead>
<tr>
<th>Thursdays</th>
<th>Saturdays</th>
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<tr>
<td>12:00 PM Plenary</td>
<td>12:00 PM Plenary</td>
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<td>1:30 PM Live Concurrent Session Block 1 (2-3)</td>
<td>1:30 PM Live Concurrent Session Block 1 (2-3)</td>
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<tr>
<td>2:30 PM Live Concurrent Session Block 2 (2-3)</td>
<td>2:30 PM Live Concurrent Session Block 2 (2-3)</td>
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<td>Time Event Description</td>
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<tr>
<td>3:30 PM Networking Blocks (scheduled, thematically)</td>
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<tr>
<td>Week 2: Author’s Book Signing at 4:30 PM</td>
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<tr>
<td>3:30 PM Exhibitors (Drop in Times, scheduled)</td>
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<tr>
<td>5:00 PM Evening Activity (film screening or reception)</td>
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<td>9:00 AM on Thursday release of recorded sessions (8 per week, semi-live). The speakers will have the</td>
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<td>opportunity to engage with the public via social media hashtags</td>
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<td>Outside of the Conference schedule is the</td>
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<td>● ASALH Business Meeting on September 30th</td>
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<td>● ASALH Awards TBD</td>
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<td>● Branch Chartering TBD</td>
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<td>● Branch Workshop to be held in September or October during the normal branch meeting on the 2nd Thursday</td>
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<td>All times are in Eastern Standard Time Zone</td>
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<tr>
<td>Week 1: History of the Black Vote</td>
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<td>● Sessions will discuss the issue of the Black vote generally, with a focus on regional, state, and national</td>
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<td>issues</td>
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<td>● Thursday Plenary: Views from My Alabama Porch</td>
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<tr>
<td>● Key People: Sonia Sanchez, Angela Davis, Ruby Sales, Hasan Jefferies, Martha Jones, Saladin Ambar,</td>
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<td>Melynda Price,</td>
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<tr>
<td>● 1 Concurrent Session: Book Roundtable (Carol Anderson)-Thursday Block 1</td>
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<td>Week 2: Black Women and the Vote</td>
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<td>● Sessions will discuss the issue of Black women’s political participation</td>
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<td>● Thursday Plenary: African American Women and the Vote-Tribute to Rosalyn Terborg Penn</td>
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- Key People: Martha Jones, Tarana Burke, Tamika Mallory, Latesha Brown, Pero Dagbovie, Shennette Garrett-Scott, Charles McKinney, Brandon Winford, LaShawn Harris
- 1 Concurrent Session: Book Roundtable (Martha Jones)-Thursday Block 1
- 1 Concurrent Session: Black Women’s Agency- Saturday Block 1

Week 3: Collective Memory of Black Participation
- Sessions will discuss the issues of how Black political participation has been documented, preserved, interpreted, used for Black agency, and weaponized against Black communities
- Key People: Peniel Joseph, Jelani Cobb, Kim Gallon, Nishani Frazier, Conra Gist, Kaye Whitehead, LaVonne Neal, Alicia Moore, Martha Jones, Gary Bledsoe, Michelle Duster, Gregory Moss, Yohuru Williams, Shirletta Kinchen, Pero Dagbovie, Jeanne Theoharris
- 1 Concurrent Session: Book Roundtable (Peniel Joseph)-Thursday-Block 1
- 1 Concurrent Session: Book Roundtable (Jelani Cobb) -Saturday-Block 1
- 1 Concurrent Session: Documenting Covid-19-Saturday-Block 2
- Evening Activity: Netflix Party-potentially with Kevin Wilmott

Week 4: Black Joy
- Sessions will discuss issues relating to topics that provide Black people with pleasure. The sessions will highlight the ways that in the face of violence, disenfranchisement, abuse, segregation, etc. Black people did not let it take away ways to have fun, be sensual, loving, and joyful. Sessions will make clear that throughout history Black people being joyful is a political act.
- Thursday Plenary: With Faith in God and Heart and Mind: History of the Omega Psi Phi
- Key People: Yaba Blay, Girl Trek Rep, James D. Anderson, Derrick Aldridge, James Harper, Jonathan Matthews, Maurice J. Hobson, Eddie Cole,
- 1 Concurrent Session: Felix Armfield Session - Thursday-Block 1
- 1 Concurrent Session: Young Adult/Youth Session - Saturday, Block 2
- Evening Activity: DJ Party
Costs

Registration
Registration costs will include membership costs

- General - Membership $80 plus $70 registration totaling $150.00
- Senior (65 years and over) - Membership $55 plus $45 registration totaling $100.00
- Student - Membership $45 plus $35 registration totaling $80.00

Expenses
The staff cost will be $24,100. This is the portion of the salaries for the ED, Ops Manager, and Administrative Assistant that will be charged to the event.
The direct costs $15,000
Conference Revenue $50,000 from registration, sponsors, and advertisers

Sponsors, Exhibitors, Advertisers

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<td>Speaker Opportunities</td>
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<td>Discount Codes</td>
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<td>Sponsor sessions-track/week</td>
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Messaging/Why people would attend

- Support and enhance ASALH’s mission and vision
- Maintain the goal to back the efforts of graduate students
- View the works of younger and new scholars
- Continuous access to the conference’s many sessions
- Save money as a result of no hotel and transportation cost
- Ability to view and learn on own schedule
- Make connections, exchange ideas, and discover innovative research projects

Timeline

I. Send out acceptances, speaker survey, and rejections to submittors: June 15-31, 2020

II. Submission of Virtual Conference Report to ASALH Executive Council: June 2020
   Submission of report for approval

III. Selection of Platform: June 2020
    Select platform based on the budget options for the ASALH Executive Council

IV. Public Announcement of Decision: June 2020

V. Communicate with selected vendor: June 2020

VI. Deadline for return of speaker survey: July 3, 2020

VII. Editing deadline for session proposers: July 3, 2020

VIII. Sessions on training on platform for back end: July 1-July 20, 2020

IX. Schedule sessions: July 1-July 20, 2020

X. AP committee start inputting schedule into platform: July 21, 2020- August 1, 2020
XI. Sessions on training on platform for back end: August 1-5, 2020

XII. Deadline for recorded sessions to be submitted: August 5, 2020

XIII. Testing and Review of platform for panelists: August 20-31, 2020

XIV. Conference held: September 3-26, 2020
Appendix 1: Survey for Panelist Commitment

1. Name
2. Email
3. Session Title
4. Commitment to presenting at the 105th Annual Meeting of ASALH. Y/N
5. The Annual Meeting will be a virtual conference, do you have experience in this environment?
   a. Yes. I have experience with presenting in webinars and online events, and I would be comfortable presenting my session virtually.
   b. Yes. I am new to presenting virtually, but I am willing to learn.
   c. No, I would not be able to present my session virtually.
6. In order to best assist you in this endeavor, which of the following would be true for you?
   a. I would need technology training as a moderator/facilitator to field questions, keep time, etc.
   b. I would need to pre-record my remarks/presentation.
   c. I would need to share a video/audio recording as part of my presentation.
   d. I would need to use screen sharing to deliver my presentation.
   e. I would be willing to have my presentation/session live-streamed via video + audio.
   f. I would be willing to have my presentation/session live-streamed via audio only.
   g. I do not have the technology at home/work to participate fully.
   h. My session would not convert well to virtual presentation.

ACTION ITEM: The Program Cluster moves that the Executive Council adopt the plan for the 2020 ASALH Virtual Conference.