

ASALH-TV Report

January - May 2021

Submitted By: Lopez Matthews, Jr., Chair

Executive Summary:

The ASALH-TV Committee was established as a separate committee from the ASALH Marketing and PR Committee in March 2021. Since that time, the ASALH-TV Committee has operated in conjunction with the Publications Committee. During April and May of 2021, the committee has accomplished several tasks including hiring a Project Manager for ASALH-TV, engaging two student interns from the Film program at Howard University, developing a price list for ASALH-TV live and pre-produced events and planning programming from the committee for ASALH-TV. The committee has also managed the newly established ASALH partnership with PBS Books to simulcast live programming.

Significant Events:

● Committee Development and Structure:

- Currently, the newly established ASALH-TV committee operates in conjunction with the ASALH Publications committee. There is a designated section of the Publications committee meeting dedicated to discussion of planning and development for ASALH-TV.
- Staffing: ASALH TV currently has four dedicated “staff” Lopez Matthews, Jr.; Terrance Friday, project manager; Danyell Taylor, volunteer, Rachel Carter and LaKeisha Cox, interns. Friday will be paid \$60 an hour for his time.
- In May 2021, the ASALH-TV committee and Program Committee met with and interviewed three candidates for the position of ASALH TV Project Manager. The position description is attached in Appendix A. Terrance Friday, Project Manager was engaged to support the technical management of ASALH-TV. Responsibility for program development and approval rests with the ASALH-TV committee.

● Policy Development:

- The committee has submitted ASALH-TV Chat Guidelines to be voted on by the ASALH Executive Council.
- The committee is currently drafting guidelines for program development to share with ASALH local branches,
- The committee is currently developing draft ASALH-TV programming guidelines. The goal of these guidelines is to establish a baseline for all program submissions to meet before approval for ASALH-TV. This includes ensuring that all programs are copyright compliant and follow YouTube’s guidelines regarding children under 18.

● Programming:

- Pricing: The committee has developed a price sheet (Appendix B) to cover the costs associated with developing a live and/or pre-produced program on ASALH-TV.
 - Funding Considerations:
 - Programs that require funding include:
 - Live events that require the use of ASALH-TV staff
 - Pre-Recorded events that require post production
 - Pre-Produced events requiring the use of Ryan Heathcock
 - Programs that do not require prior funding:

- Live events that are streaming on ASALH-TV that do not require technical support.
- ASALH-TV Committee programming.
- Pre-Produced programming from ASALH committees that do not require post production.
- For the period January 2021 - May 2021, ASALH-TV hosted 32 programs. This content received 42,692 views. The channel added 1,500 subscribers. The top ten videos for the period are listed below (for a complete list of statistics see Appendix C)
 - Top Ten Videos on ASALH-TV:

Title	Date	Views
ASALH Invites You to Attend the 2021 Virtual Black History Month Festival	Jan 29, 2021	10,270
Announcement of the 2021 Black History Theme and Introduction of ASALH's Inaugural Virtual Festival	Feb 1, 2021	6,840
ASALH Manhattan Branch Event: "How African American Families Have Been Portrayed in the Media"	Feb 7, 2021	2,554
FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND TRADITIONS IN THE AFRICAN AMERICAN FAMILY	Feb 6, 2021	2,444
Diving with a Purpose: Recovering and Reexamining Our Roots	Feb 24, 2021	2,086
February 1st Black History Month Kick-off event	Jan 28, 2021	1,478
PBS Books Presents: A Celebration of African American Life & History: Trailblazer Dr. Mae Jemison	Feb 3, 2021	1,209
How to watch the Black History Month Festival feat Kenvi Phillips, Schlesinger Library, Harvard Univ	Feb 9, 2021	1,135
Join us February 10th at 1:30 pm - 2:30 pm ET for the Presentation of the Inaugural ASALH Book Prize	Feb 9, 2021	1,042
PBS Books and ASALH Present: A Special Conversation between Jarvis Givens & Cornel West	May 11, 2021	1,038

● **Future Considerations:**

- As the foundation for the committee is established a call will be sent to the membership committee to ask members interested in supporting the committee to volunteer to support the work of the committee.
- The committee needs to look at developing programming to reach a younger audience. Based on the statistics from ASALH-TV our average viewer is 65+ years old (42%) .

Attachments:

- Appendix A: ASALH-TV Project Manager Job Description

- Appendix B: ASALH-TV Price List
- Appendix C: ASALH-TV Statistics & Analytics

APPENDIX A: ASALH TV Project Manager Job Description:

The ASALH-TV Project Manager will manage the day to day operations of ASALH-TV. The vision of ASALH-TV is to provide high quality educational virtual events.

PRIMARY RESPONSIBILITIES

- **Operator:** Coordinate and manage the ASALH-TV production calendar. Development and production of YouTube-specific videos. Asset and copyright management
Provide quarterly and yearly analytics reports. Continuously improve quality of live and recorded events. Execute administrative duties to ensure timeliness of operations (managing budget and schedule, on-time delivery of recorded sessions and other video assets, ensuring accurate data collection, and serve as a liaison between the video production team and the live event operations team).
- **Organizer:** Maintains a high degree of organizational skills to execute tasks with direction, in a timely manner, and at a high level of quality. Maintains strong attention to detail as scope and complexity of responsibilities expands, using previous learnings to minimize mistakes.
- **Problem Solver:** Uses critical thinking and subject matter expertise to support the live event operations team in delivering the highest quality events and experiences. Gains actionable insights by asking the right questions and consistently applies understanding of key stakeholder perspectives during the decision making process.
- **Communicator:** Effectively tailors both written and verbal communication style and adapts approach for ASALH staff, Event Coordinators and Leadership and ASALH Leadership to maximize effectiveness; ability to clearly convey complicated concepts & strategies to others.
- **Risk Mitigator:** Proactively identifies and communicates potential risks and roadblocks making thoughtful decisions and/or escalations amid ambiguous projects.

OUR IDEAL CANDIDATE

This ideal candidate will leverage their knowledge, passion, problem solving skills, and passion about human connection to deliver a world class live stream experience. This leader must be able to work in a collaborative, fast-moving, and ambiguous environment while managing time effectively and willing to see a task or project to completion.

- You value human to human connection.
- You are fascinated by technology and its potential to teach history.
- You are motivated by being part of a team.
- You are able to see the big picture and work on the details.
- You are consistent and reliable. Simply put, you get stuff done.
- You are adaptable and able to adjust on the fly without getting tripped up.

PREFERRED QUALIFICATIONS

- Experience in broadcasting or live streaming events.
- Experience in using video production software such as Adobe Creative Cloud
- Proven ability and success working with cross-functional teams.
- Experience in a consulting or agency environment
- Experience analyzing data to prioritize and make informed programmatic decisions
- Ability to clearly articulate communications to a global and diverse audience

Appendix B: ASALH-TV Price List

Service	Cost	Description
Streaming Service Charge	\$300	Streaming program via ASALH TV including Closed Captioning (Includes 2 hours of Live Streaming; 1 Hour technical run through; 1 hour prep time before live stream; *additional time \$60 per hour)
Administrative Fee	\$30	or 10%
Research	\$50/hour	Creation of Pre-Recorded assets: Photo Research; video asset rendering
Live Stream (no technical support)	\$200	Streaming program via ASALH-TV with no technical support.
Pre-Recorded Programming via Ryan Heathcock:		
Pre-Recorded Promo	\$400	per promo
Pre-Recorded Event	\$1,000	Per event; Includes event pre-planning; video recording and post production

Appendix C: ASALH-TV Statistics & Analytics

Individual Program Viewership (01/01/2021 - 05/19/2021):

Title	Date	Views
ASALH Invites You to Attend the 2021 Virtual Black History Month Festival	Jan 29, 2021	10,270
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PBS Books and ASALH Present: A Special Conversation between Jarvis Givens & Cornel West	May 11, 2021	1,038
Prince George's County Truth Branch of ASALH Event Charlene Dukes on the Black Family and Education	Feb 28, 2021	976
Join us for: "From the Continent to the Americas: Foodways, Culture and Traditions in the African American Family"	Feb 5, 2021	904
PBS Books Presents: A Celebration of African American Life & History: Trailblazer Dr. Mae Jemison	Feb 3, 2021	825
ASALH & PBS BOOKS Present: TO MAKE THEIR OWN WAY IN THE WORLD	May 17, 2021	694
Glory!!! The A Capella Choir Wiley College Dr Gregory A McPherson	Feb 4, 2021	669
ASALH and PBS Books present Trailblazing American Women Writers Project Series: Sonia Sanchez	Mar 18, 2021	605
ASALH and PBS Books present A Special Conversation between Ngugi Wa Thiong'o, Nubia Kai & Sundiata Keita Cha-Jua	Feb 28, 2021	585
ASALH-IP Presents: Langston Hughes: Adding to the Story. A Conversation with Deborah Hollis	Jan 29, 2021	485

In Retrospect and Prospect S2, E2: The Slaves Who Built the Capitol: A Conversation	May 12, 2021	388
ASALH'S DR. EDNA B. MCKENZIE BRANCH & AAHGS PRESENT: A CARTER G. WOODSON BIRTHDAY CELEBRATION	Jan 16, 2021	274
GEORGETOWN AFRICAN AMERICAN HISTORIC LANDMARK PROJECT SERIES, EP. 2	Jan 13, 2021	137
In Retrospect and Prospect S2, E1: Black Women, the Law and Politics with Gloria Browne-Marshall	Mar 31, 2021	99
PBS Books and ASALH Present: Poetry Author Talk: Dwayne Reed	Apr 14, 2021	78
ASALH Invites You to Attend the 2021 Virtual Black History Month Festival	Jan 28, 2021	59
PBS Books and ASALH Present: Trailblazing American Women Writers: Cozbi Cabrera	May 4, 2021	58

Total Viewership (01/01/2021 - 05/19/2021):

Video	Views ↓	Watch time (hours)	Subscribers
<input type="checkbox"/> Total	42,692	5,159.4	1,503

Viewership by Age (01/01/2021 - 05/19/2021):

Viewer age ↓	Views
<input type="checkbox"/> 13-17 years	—
<input type="checkbox"/> 18-24 years	1.4%
<input type="checkbox"/> 25-34 years	10.9%
<input type="checkbox"/> 35-44 years	14.4%
<input type="checkbox"/> 45-54 years	16.2%
<input type="checkbox"/> 55-64 years	15.1%
<input type="checkbox"/> 65+ years	42.1%

Viewership by Gender (01/01/2021 - 05/19/2021):

Viewer gender ↓	Views
<input type="checkbox"/> Female	73.9%
<input type="checkbox"/> Male	26.1%

Viewership by Geography (01/01/2021 - 05/19/2021):

Geography	Views ↓
<input type="checkbox"/> Total	42,692
<input type="checkbox"/> United States	37,584 88.0%
<input type="checkbox"/> Ukraine	99 0.2%
<input type="checkbox"/> Canada	93 0.2%
<input type="checkbox"/> Russia	93 0.2%
<input type="checkbox"/> United Kingdom	60 0.1%
<input type="checkbox"/> Barbados	23 0.1%

Viewership Source (01/01/2021 - 05/19/2021):

