

ASALH TV Program Report

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Committee Name: ASALH-TV And Virtual Resources

Date Submitted: 04/26/2026

Committee Leadership: Lopez Matthews Jr.

Committee Members:

Kenvi Phillips

Ida Jones

Brian Morrison

Christina Vortia

Gladys Gary Vaughn

Tina Ligon

Ty Collins

Sonja Woods

Description of Committee Activities

The committee has begun the process of developing programming for the 2025 festival. We will also be discussing the proposal submitted by committee member Ty Collins for programming coming out of the Charleston Branch. Committee member Brian Morrison is working to develop a plan to develop a programming geared toward K-12 educators and partnering with educational

organizations such as McGraw Hill that serve that population. For the 2025 festival we have developed Four programs so far:

- Marquee Program:
 - A Conversation with Trymaine Lee and Nina Turner looking at the role of Labor in Today's fight for equal justice.
- Opening Program:
 - A Conversation with Congressman Maxwell Frost, and Tennessee Legislators Justin Jones and Justin J. Pearson
- A Presentation by Golden Owens on the Role of AI in the Labor
- Presentation by Phi Beta Sigma Fraternity on the Legacy of A. Phillip Randolph.

Successes

The committee completed a successful 2024 festival with three committee produced programs and several other partner produced programs for the month.

Challenges

Ensuring that we have a better accounting of indirect and marketing costs associated with the festival. We also need to ensure that our scheduled programming aligns with the budgeted amount of programming.

Plans for 2025

Developing the 2025 virtual festival. Developing year round programming related to the theme.

Recommendations (optional)

Video title	Video publish time	Views	Subscribers	Impressions
The Black Presence in Sci-Fi, Anime and Comics	Feb 2, 2024	635	17	10960
BHM Festival 2024: Street Art in the African American Community	Feb 9, 2024	451	4	16111
President Obama's 2014 Black History Month Message	Jul 26, 2020	418	0	2141
Afro-centrism and American Kinship: A Visual Exploration	Feb 13, 2024	368	3	11433
BHM 2024: The Impact of the Arts in the Gullah Geechee Community	Feb 15, 2024	259	2	4002
WORKSHOP 2: Planning Black Family Reunions led by Tracey Artis	Nov 22, 2021	247	4	2564
ASALH 2024 Annual Book Prize Announcement	Feb 20, 2024	242	1	1778
PBS Books and ASALH Present: Cheryl Wills - Isn't The Grace Amazing	Feb 15, 2024	210	2	8296
Harmony of Freedom: Echoes from the Underground Railroad	Feb 23, 2024	205	5	4451
Black History Month Interview w Editors The Black Reparations Project A Handbook for Racial Justice	Jan 30, 2024	166	1	3420
Visions of America Discovering 18th & Vine in Kansas City – Stories of African American History	Feb 8, 2024	152	0	4910
Celebrating 85 years - the Black History Bulletin highlights the 2023 Theme - Black Resistance.	Sep 21, 2022	146	0	393
ASALH 2023: BANNED BOOKS READ OUT RECAP	Oct 11, 2023	117	3	1699
ASALH Banned Book Reading in Jacksonville	Jan 10, 2024	103	0	1640
PBS Books and ASALH Present: Uncovering African American Family Stories and Genealogy	Mar 1, 2024	82	0	1246
ASALH TV Presents: Making a Path of their Own Honoring the 6888th Central Postal Directory Battalion	Jul 2, 2021	65	0	256
Michelle Obama Speaking on Black History Month 2013	Jul 26, 2020	52	0	366
PBS Books and ASALH Present: Celebrating Black History: Music As Resistance	Feb 8, 2024	50	0	961
Shani Hosten ASALH Black History Month		45	0	0
Asalh Conference Plenary: Black Women Resistance	Sep 24, 2023	41	0	966
WORKSHOP 3: Preserving Black Family Recipes led by Thérèse Nelson	Nov 22, 2021	39	0	216
ASALH Invites You to Attend the 2021 Virtual Black History Month Festival	Jan 29, 2021	35	0	501
Norfolk State University Concert Choir	Feb 2, 2022	34	0	260
PBS Books and ASALH Present: Author Talk: 'Freewater' with Amina Luqman-Dawson	Feb 23, 2023	32	0	305
CARTER G. WOODSON BIRTHDAY CELEBRATION	Dec 19, 2020	31	0	236
Black History is Under Attack	Aug 14, 2023	30	0	343
ASALH BHM Promotional Video 2023	Feb 2, 2023	29	1	336
WORKSHOP 1: Writing Our Family Histories led by Frazine K. Taylor	Nov 23, 2021	26	0	178
PBS Books and ASALH Present: A Special Conversation between Jarvis Givens & Cornel West	May 12, 2021	24	0	162
International BHM 2022 Event: The Miseducation of the Negro/Filipino	Feb 24, 2022	24	2	233
BHM Fest 2023: Opening Session and Program: Exploring Aspects of Black Resistance	Feb 2, 2023	23	0	244
Asalh Conference Plenary: Culture for Service, Service for Humanity:	Sep 23, 2023	23	0	598
2022 Author Book Talk Event - Dante King	Sep 30, 2022	22	0	653
2022 BHM Festival Trailer	Jan 31, 2022	21	0	277

2.1 - How Do We Get Healthy?	Sep 30, 2022	21	0	45
BHM Fest 2023: Call & Response: Liberation Theology, Resistance and the Black Church	Feb 10, 2023	20	0	169
OVERVIEW: An introduction to The Black Family project led by Joyce LeeAnn	Nov 22, 2021	19	0	45
Introducing Freedom School 2023!	Jun 16, 2023	16	0	225
Episode 4: The Legacy of HBCU Archives	Jun 26, 2020	15	0	60
WORKSHOP 9: Using DNA Tests to Explore Ancestry led by Dr. Gina Paige	Nov 22, 2021	14	0	493
WORKSHOP 4: Recording Oral Stories (Basics) led by Ryan J. Heathcock	Nov 22, 2021	14	0	62
Virtual Author's Book Talk - Day 3	Sep 23, 2023	13	0	783
In Retrospect and Prospect S2, E2: The Slaves Who Built the Capitol: A Conversation	May 12, 2021	13	0	427
Social Justice 104 - Black Resistance Across Time & Space	Apr 16, 2023	13	0	119
BHM Fest 2023: African American Music and the Struggle for Freedom	Feb 7, 2023	12	0	127
AARPA0111 AARP 2024 BHM 30 National 16x9		12	0	0
Special Re-Broadcast: A Conversation on Juneteenth Featuring Dr Annette Gordon Reed	Jun 17, 2023	12	0	277
Understanding Hip-Hop as a Political, Social, and Cultural Movement	Feb 27, 2023	11	0	108
The National Underground Railroad Network to Freedom Program at 25	Sep 21, 2023	11	0	233
IMLS Visions of America - A Tribute to the 75th Anniversary of the Desegregation of the Armed Forces	Aug 19, 2023	11	0	426
BHM South Africa: Black Resistance: A Black History Youth Dialogue	Feb 19, 2023	11	0	101
Ashley Howard on Why She is Going to Jacksonville	Jul 21, 2023	11	0	340
Announcement of the 2021 Black History Theme and Introduction of ASALH's Inaugural Virtual Festival	Feb 1, 2021	9	1	524
Glory!!! The A Capella Choir Wiley College Dr Gregory A McPherson	Feb 4, 2021	9	0	118
2023 BHM International: Black Resistance in France	Feb 28, 2023	9	0	251
Why Is ASALH Going to Jacksonville? From Rodney L. Hurst	Apr 21, 2023	9	0	212
Social Justice 103: Understanding the Black Diaspora	Nov 29, 2022	9	0	99
Virtual Author's Book Talk - Day 1	Sep 21, 2023	9	0	562
Plenary Session: The Alabama Black Belt National Heritage Area: Healing Through History & Culture	Sep 30, 2022	9	0	62
African Americans and Public History: A Conversation Ida Jones	Jul 31, 2020	9	0	148
2022 Author Book Talk Event - Mary Romney-Schaab	Sep 30, 2022	8	0	56
2.4 - How to Lead Social Justice: Intro to the ASALH SJ Toolkit	Nov 29, 2022	8	0	80
BHM Fest 2023: Black Land Owners and Farmers: Reclaiming Land and Civil Rights	Feb 4, 2023	8	0	153
Why Should ASALH go to Jacksonville?	Jul 11, 2023	8	0	300
Promo: Carter G. Woodson and the History of Omega Psi Phi	Aug 21, 2020	8	0	66
PBS Books and ASALHTV: Author Talk: ZORA NEALE HURSTON with Genevieve West & Henry Louis Gates, Jr.	Jan 13, 2023	8	0	74
GEORGETOWN AFRICAN AMERICAN HISTORIC LANDMARK PROJECT SERIES - EPISODE 1: YARROW MAMOUT	Dec 13, 2020	7	0	83
Social Justice 102 - Understanding The Language Of Black Liberation	Oct 31, 2021	7	0	70
Social Justice 101 - Understanding The Language Of Racial Oppression	Oct 31, 2021	7	0	59

The Carter G. Woodson Home Grand Re-Opening Preview	Feb 16, 2023	7	0	164
Freedom's Song Part 3: The Tulsa Race Riots	May 30, 2021	7	0	35
Virtual Author's Book Talk - Day 2	Sep 22, 2023	7	0	588
Community Reading: Frederick Douglass's "What to the Slave is the Fourth of July?"	Jul 9, 2020	6	0	27
PANEL 1: The Black Family Workshop Facilitators FAQ	Nov 22, 2021	6	0	76
Virtual Author's Book Talk - Session 2	Feb 13, 2023	6	0	116
Learn about Black Women's Fight for Equality in the Nation's Capital!	Jun 18, 2023	5	0	231
February 1st Black History Month Kick-off event 6 pm EST	Jan 28, 2021	5	0	145
BHM Fest 2023: Closing Program	Feb 28, 2023	5	0	120
Asalh Conference Plenary: Black Student Resistance	Sep 22, 2023	5	0	169
2021 Annual Carter G. Woodson Birthday Symposium Part 2	Dec 20, 2021	5	0	101
WORKSHOP 8: Finding Your Family in Governmental Records led by Denyce Peyton	Nov 22, 2021	5	1	73
Episode 3: The Politics of Blackness with Jo Von McCalester	Jun 18, 2020	5	0	20
A CONVERSATION WITH JERIKA L. RICHARDSON OF THE NATIONAL URBAN LEAGUE	Dec 6, 2020	4	0	14
Social Justice Reading Room: The Power of Truth-Telling in History	Feb 8, 2023	4	0	100
2022 Author Book Talk Event - June Manning-Thomas	Sep 29, 2022	4	0	60
BHM Fest 2023: Resistance and the Black Press	Feb 24, 2023	4	0	132
WORKSHOP 5: Preserving Family History led by Skyla S. Hearn	Nov 22, 2021	4	0	47
Social Justice Reading Room: Civil rights in Black and Brown	Feb 8, 2023	4	0	88
2021 Annual Carter G. Woodson Birthday Symposium Part 1	Dec 20, 2021	4	0	87
BHM Fest 2023: Warrior Queen Nzingha: Tell Them We Fought Back	Feb 5, 2023	4	0	117
Grandmother Edna Williams interview Full	Dec 1, 2020	4	0	10
Social Justice Reading Room: How Far Have We Come?	Mar 20, 2022	4	0	96
Join us in Jacksonville! with Dr. Tameka Bradley Hobbs	Sep 9, 2023	4	0	406
Nominating Committee Chair David Walton Presents the 2022 Exec Council Nominees	Jul 14, 2022	4	0	40
FROM THE CONTINENT TO THE AMERICAS: FOODWAYS, CULTURE AND TRADITIONS IN THE AFRICAN AMERICAN	Feb 6, 2021	3	0	28
PROMO: ASALH 2020 Plenary: What Woodson Willed: The Necessity of Black Studies in the 21st Century	Aug 25, 2020	3	0	27
Marquee: "Finding Our Roots:" A Conversation w/ Henry Louis Gates, Jr. & Evelyn Brooks Higginbotham	Feb 18, 2021	3	0	52
Carter G Woodson and the Pursuit of Truth by Lucas Mooney	Dec 28, 2020	3	0	41
Diving with a Purpose: Recovering and Reexamining Our Roots	Feb 25, 2021	3	0	50
PBS Books and ASALH Present: Celebrating Short-Story Month: Tracy Heather Strain	May 11, 2023	3	0	112
ASALH Manhattan Branch Event: "How African American Families Have Been Portrayed in the Media"	Feb 7, 2021	3	0	139
2022 BHM Festival - Authors' Book Signing Event - Feb 10th	Feb 11, 2022	3	0	29
2.3 - Justice Deferred Roundtable: Race and the Supreme Court	Sep 30, 2022	3	0	86
Lift Every Voice and Sing from our February BHM Festival	Sep 30, 2021	3	0	30

PROMO: ASALH Film Festival: Hobson City: From Peril to Promise	Sep 9, 2020	3	0	46
BHM Fest 2023: Remarks from Kevin Young, Director of the NMAAHC	Feb 22, 2023	3	0	98
2022 Author Book Talk Event - Steven X. Lee	Sep 29, 2022	3	0	44
Know Before You Go: Bonds of Inequality	Nov 30, 2022	3	1	133
PBS Books and ASALH Present: Celebrating Poetry Month: Author Talk -- Clint Smith	Apr 6, 2023	3	0	108
Special Rebroadcast: BHM Fest 2023 African American Music and the Struggle for Freedom	Jun 7, 2023	3	0	170
Promo: Black Music: Resistance, Protest, and Affirmation In These Dissenting Times and Beyond	Aug 21, 2020	3	0	12
History Of Black Policing	Oct 31, 2021	3	0	44
The Legacy of Black Protest: An Uncut, Raw Conversation	Jun 12, 2020	3	0	43
ASALH Conference Flashback: 1990 - Alex Haley	Dec 28, 2021	3	0	53
Why is ASALH Going to Jacksonville? A Note from Hazel Gillis	Jun 4, 2023	3	0	138
PANEL 2: You Gathered Your Family History, Now What to Do With It?!	Nov 22, 2021	2	0	35
BHM Festival Sponsor - AFRO	Feb 2, 2022	2	0	35
A VIRTUAL CELEBRATION OF ASALH "FOUNDERS DAY" AND DR. CARTER G. WOODSON SEPTEMBER 10, 2020	Nov 19, 2020	2	0	24
Virtual Welcome from Montgomery Mayor Steven L. Reed	Sep 20, 2020	2	0	45
ASALH & PBS BOOKS Present: TO MAKE THEIR OWN WAY IN THE WORLD	May 19, 2021	2	0	37
ASALH Book Prize	Feb 17, 2022	2	0	42
BHM Fest 2023: Preserving Black Resistance	Feb 19, 2023	2	0	127
BHM 2022 Program: Healing the Harms: Blackness and Impacts on Beauty, Identity and Achievement	Feb 25, 2022	2	0	70
WORKSHOP 7: Recording Oral Stories (Advanced) led by Ryan J. Heathcock	Nov 22, 2021	2	0	38
PBS Books Presents: A Celebration of African American Life & History: Trailblazer Dr. Mae Jemison	Feb 4, 2021	2	0	89
Join us for our Marquee Event! A Conversation w/ Henry Louis Gates, Jr. & Evelyn Brooks Higginbotham	Feb 19, 2021	2	0	49
#TodaywithDrKaye 4.7.2020 #ASALHTV	Apr 16, 2020	2	0	13
2022 BHM Festival Authors' Book Signing Event - Feb 8th	Feb 9, 2022	2	0	38
Virtual Author's Book Talk - Session 1	Feb 6, 2023	2	0	111
Episode 5: The Legacy of Blacks in Military Service	Jul 3, 2020	2	0	21
2022 Author Book Talk Event - Wendy Reed-Randall	Sep 30, 2022	2	0	54
Promo: ASALH 2020 Session: The Great Migration	Aug 24, 2020	2	0	23
Prince George's County Truth Branch of ASALH Event Charlene Dukes on the Black Family and Education	Feb 28, 2021	2	0	25
The 31st Annual Earlie E. Thorpe Memorial Lecture presented by NCCU	Oct 24, 2021	2	0	52
2.2 - First Aid to Free Us	Sep 29, 2022	2	0	89
106th Annual Meeting ASALH Awards Ceremony	Sep 29, 2021	2	0	39
Why is ASALH Going to Jacksonville? A message from David Wilkins	Jun 4, 2023	2	0	177
WORKSHOP 6: African American Genealogy (Basics) led by Timothy Prolific Edwaujonte	Nov 22, 2021	2	0	101
ASALH Author's Book Talk Event: Karen Cook Bell	Sep 24, 2021	2	0	20

Surviving the Tulsa Race Massacre: Voices of Resistance Then and Now	Jun 2, 2021	2	0	115
ASALH Conference Flashback: 1990 - Othella R. Vaughn	Dec 23, 2021	2	0	53
Visiting the Carter G. Woodson Home w/ Dr. Benjamin Chavis & ASALH Exec. Dir. Sylvia Cyrus #BHM2020	Apr 14, 2020	2	0	36
Diving with a Purpose Recovering and Reexamining Our Roots	Jun 21, 2023	2	0	197
Exploring The Impact Of Mass Incarceration	Oct 31, 2021	2	0	70
Author's Book Talk: Kevin McGruder	Oct 13, 2021	2	0	23
Plenary Session: The History of Black Women and Health	Oct 1, 2022	2	0	103
Keynote Lonnie Bunch: 2020 ASALH Black History Month Luncheon, February 22nd 2020, Washington, DC	Apr 8, 2020	2	0	25
2022 Author Book Talk Event - Sonya Ramsey	Sep 30, 2022	2	0	63
Social Justice Reading Room - Justice Deferred : Race and the Supreme Court	Dec 8, 2021	2	0	61
2022 BHM Festival - Manhattan Branch Event	Feb 5, 2022	2	0	49
The Importance of HBCUs: A Conversation with Dr. Makola Abdullah	Jul 24, 2020	1	0	32
Mark Willis interview Full	Dec 1, 2020	1	0	13
In Retrospect and Prospect S2, E4: Examining Urban Renewal: A Public History Initiative	Aug 11, 2021	1	0	24
ASALH Author's Book Talk Event: Wanda Lloyd	Sep 24, 2021	1	0	14
UNRESOLVED: FAMILIES IN SEARCH OF TRUTH AND JUSTICE.	Sep 24, 2021	1	0	28
ASALH Virtual Conference Sponsor Acknowledgment Video	Sep 16, 2020	1	0	18
BHM Fest 2023: Poetry-Fighting with Words: Then & Now	Feb 15, 2023	1	0	31
NCCU & ASALH TV Present The 30th Annual Earlie E Thorpe Memorial Lecture	Oct 18, 2020	1	0	37
Special Rebroadcast: BHM Fest 2023: Poetry Fighting with Words Then & Now	Apr 25, 2023	1	0	140
Social Justice Reading Room: Memoir as a Voice for Justice	May 27, 2022	1	0	72
Quilting Douglass: From Slavery to Emancipation	Jul 15, 2022	1	0	85
2022 BHM Festival Opening	Feb 2, 2022	1	0	46
ASALH and PBS Books present Trailblazing American Women Writers Project Series: Sonia Sanchez	Mar 19, 2021	1	0	37
BHM Fest 2023: Book Prize Program 2023	Feb 21, 2023	1	0	115
Omar Eaton-Martinez, ASALH Black History Month Luncheon, 2020	Apr 16, 2020	1	0	15
Episode 6: The Preservation of Black Women's History with Dr. Kenvi Phillips	Jul 10, 2020	1	0	20
Sylvia Cyrus interview Full	Dec 1, 2020	1	0	15
ASALH TV Presents: State of Black Health and Future Medical Trends Virtual Round Table	Oct 14, 2022	1	0	50
Charlotte Douglass interview Full	Dec 1, 2020	1	0	14
2022 Author Book Talk Event - Jesse Olsavsky	Sep 29, 2022	1	0	51
2020 Promo: Best Practices for the First Year: Teaching in the Time of COVID	Aug 22, 2020	1	0	15
2022 Author Book Talk Event - Joan Oxendine	Sep 30, 2022	1	0	59
Promo: "Woke Vote?" ASALH 2020 Presidential Session	Aug 24, 2020	1	0	9
ASALH and PBS Books present A Special Conversation between Ngugi Wa Thiong'o, Nubia Kai & Sundiata C	Mar 1, 2021	1	0	33

BHM Scotland Presents: Glasgow and Black Resistance	Feb 14, 2023	1	0	108
2022 Author Book Talk Event - Timetra White	Sep 29, 2022	1	0	42
Empowering Voices, WWSB ABC7 Interview w/David Wilkins, President, Manasota Branch		1	0	0
2022 BHM Festival - What You Don't Know About the Legacies of Slavery	Feb 24, 2022	1	0	21
2022 Author Book Talk Event - Kimberly D. Hill	Sep 30, 2022	1	0	53
ASALH Author's Book Talk Event: Jada Wright-Greene	Sep 24, 2021	1	0	16
ASALH & PBS Books Present: "Juneteenth: Lift Every Voice and Sing"	Jun 18, 2021	1	0	23
PBS Books & ASALH Presents: Harriet A. Washington	Feb 16, 2022	1	0	39
PROMO: ASALH 106th Annual Meeting and Virtual Conference Co-hosted by the ASALH Florida Branches	Sep 10, 2021	1	0	27
A Conversation with Marc Morial On Covid-19/Census Day & Next Steps For Urban Communities	Apr 29, 2020	1	0	4
Author's Book Talk: Maxine Smith	Oct 13, 2021	1	0	20
Join us on February 24 for "Diving with a Purpose: Recovering and Reexamining Our Roots"	Feb 23, 2021	1	0	20
Montia D Gardner, M Ed interview Full	Dec 1, 2020	1	0	14
PBS Books and ASALH Present: Poetry Author Talk: Dwayne Reed	Apr 14, 2021	1	0	24
Virtual Author's Book Talk - Session 3	Feb 27, 2023	1	0	160
Illuminating the Black Family in History: A Retrospective on Henry Louis Gates, Jr.	Sep 29, 2021	1	0	90
2022 Author Book Talk Event - Greg Wiggan	Sep 30, 2022	1	0	53
BHM Festival - Closing Program	Feb 28, 2022	1	0	40
Promo: 2020 Dr. Felix Armfield Series for Emerging Scholars I: And Who are You? What Do you Do?	Aug 21, 2020	1	0	11
Black History Month and Giving Tuesday	Nov 10, 2021	1	0	170
How to watch the Black History Month Festival feat Kenvi Phillips, Schlesinger Library, Harvard Univ	Feb 9, 2021	1	0	43
Promo: 2020 ASALH Workshop: Acing the Job Market and Fellowship Competitions	Aug 21, 2020	1	0	5
Celebrating BHM in South Africa: "Indigenous Medicines and Traditional Foods"	Feb 26, 2022	1	0	57
ASALH 2020 Promo: The Vote and Repairing the Breach: Insights from Rev. Dr. Barber, II	Aug 25, 2020	1	0	11
PROMO: ASALH 2020 Opening Ceremony featuring Rev. Dr. Leslie D. Callahan	Aug 24, 2020	1	0	27
A Conversation on Juneteenth Featuring Dr. Annette Gordon-Reed	Jun 17, 2021	1	0	38
Why is ASALH going to Jacksonville with Jacqueline Hubbard	Jul 1, 2023	1	0	255
2022 Author Book Talk Event - Elizabeth A. Burns	Sep 30, 2022	1	0	56
Join us at our Foodways Event: "From the Continent to the Americas" Saturday Feb 6th at 12 pm EST	Feb 5, 2021	1	0	31
PBS Books and ASALH Present: Celebrating Black History: Music As Resistance	Feb 16, 2023	1	0	105
Author's Book Talk: Morna Lahnice Hollister	Oct 13, 2021	1	0	16
ASALH Mourns the Passing of Congressman John Lewis & Rev. C.T. Vivian	Jul 19, 2020	1	0	15
PBS Books and ASALH TV Present: Champion of Service: Celebrating Muhammad Ali Simulcast	Jan 13, 2022	1	0	10

ASALH-TV Statistics for February



Viewers by Age:

Viewer age ↓	Views
13–17 years	—
18–24 years	32.8%
25–34 years	—
35–44 years	—
45–54 years	—
55–64 years	—
65+ years	67.2%

Viewers by Age Compared to February 2023:

