

ASALH-TV Virtual Committee February 2025 Report

Committee Membership:

Lopez Matthews, Jr., Chair; Gladys Gary Vaughn, Co-Chair; Ty Collins; Sylvia Cyrus; Tina Ligon; Brian Morrison; Kenvi Phillips.

Activities:

For the 2025 Black History Month Virtual Festival, the ASALH-TV Committee broadcast three live programs and five recorded videos on ASALH-TV. They were:

- Culture for Service, Service for Humanity: A. Phillip Randolph and the Black Freedom Struggle (Recorded)
- 2025 Black History Month Festival: Pen to Screen: Writing and Telling Black History (Recorded)
- ASALH President Kaye Wise Whitehead - Black History Month Public Service Announcement (Recorded)
- AARP Black History Month Message - Everyday Excellence (Recorded)
- 2025 ASALH Book Prize Announcement (Recorded)
- The Afro Newspapers Celebrate Black History Month 2025 (Recorded)
- ASALH and PBS Books Present: Discover Untold Stories of Resilience with Dr. Mary Frances Berry (Live)
- The Reshaping of Racial Labor in the Age of A.I. with Dr. Golden Owens (Live)
- The Vice President's Black Wife: Julia Chinn and the Story of Black Women's Labor (Live)

Data:

Below is the viewership data for this month's BHM Festival Broadcasts on ASALH-TV:

Program Title	Date	Initial Viewership	Current Viewership
Culture for Service, Service for Humanity: A. Phillip Randolph and the Black Freedom Struggle (Recorded)	02/01/2025		1947
2025 Black History Month Festival: Pen to Screen: Writing and Telling Black History (Recorded)	02/04/2025		737

ASALH President Kaye Wise Whitehead - Black History Month Public Service Announcement (Recorded)	02/05/2025		816
AARP Black History Month Message - Everyday Excellence (Recorded)	02/06/2025		133
2025 ASALH Book Prize Announcement (Recorded)	02/11/2025		414
The Afro Newspapers Celebrate Black History Month 2025 (Recorded)	02/14/2025		103
ASALH and PBS Books Present: Discover Untold Stories of Resilience with Dr. Mary Frances Berry (Live)	02/19/2025	137	1,084
The Reshaping of Racial Labor in the Age of A.I. with Dr. Golden Owens (Live)	02/13/2025	103	1,813
The Vice President's Black Wife: Julia Chinn and the Story of Black Women's Labor (Live)	02/06/2025	97	891

Channel Analytics Data:

Overall:

- Total Views: 9.9K
- Watch Time: 1.1K

Live Programming:

- Views: 3.8K
- Impressions: 79.2K
- Audience Make Up:
 - Female: 54.2%
 - Male: 45.8%

Recorded Programming:

- Views: 6.0K
- Impressions: 110.3K
- Audience Make Up:
 - Female: 72.6%
 - Male: 27.4%

Audience:

- Returning Viewers: 670
- Unique Viewers: 6.9K
- Subscribers Added: 433