

The Black *For All* Experience

Who We Are



The Black *For All* Experience



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Adam P. Kennedy

Message from our President

As the founder of The Black Experience (TBE) I have a vision of the future where systemic racism no longer exists. The mission of TBE is to show the world positive images of Black Americans through educational and inspirational video content. Our strategy is to develop an extensive library of free video content about successful Black Americans to be viewed by a worldwide audience. We believe continued access to this positive content will build bridges to success and tear down the walls of racial inequality.

The Black Experience is quite personal to me. I've been very fortunate to have lived and traveled all over the world and have had great role models in my parents and my grandparents. Through their teachings I have always understood the richness and greatness of Black America. Despite all of that, I've been called the N-word more times than I care to remember and I've been the victim of police brutality three separate times. I am lucky to be alive.

We have failed the world by not exposing them to the heroes and pioneers in Black history - the men and women who paved the way for all Americans. For over four hundred years both black and white people have been denied the glories of Black America. That denial and lack of knowledge has created a horrific divide in how black people are perceived. Its negative effects have enveloped every race and color across the globe.

The Black Experience can change the narrative of Black America by exposing, inspiring and teaching all people to learn, unite and strive for racial equality. I would be honored if you would join us on this fantastic journey.



Three Pillars

CREATE
EDUCATIONAL CONTENT
CONNECT
WITH THE WORLD
ELIMINATE
SYSTEMIC RACISM





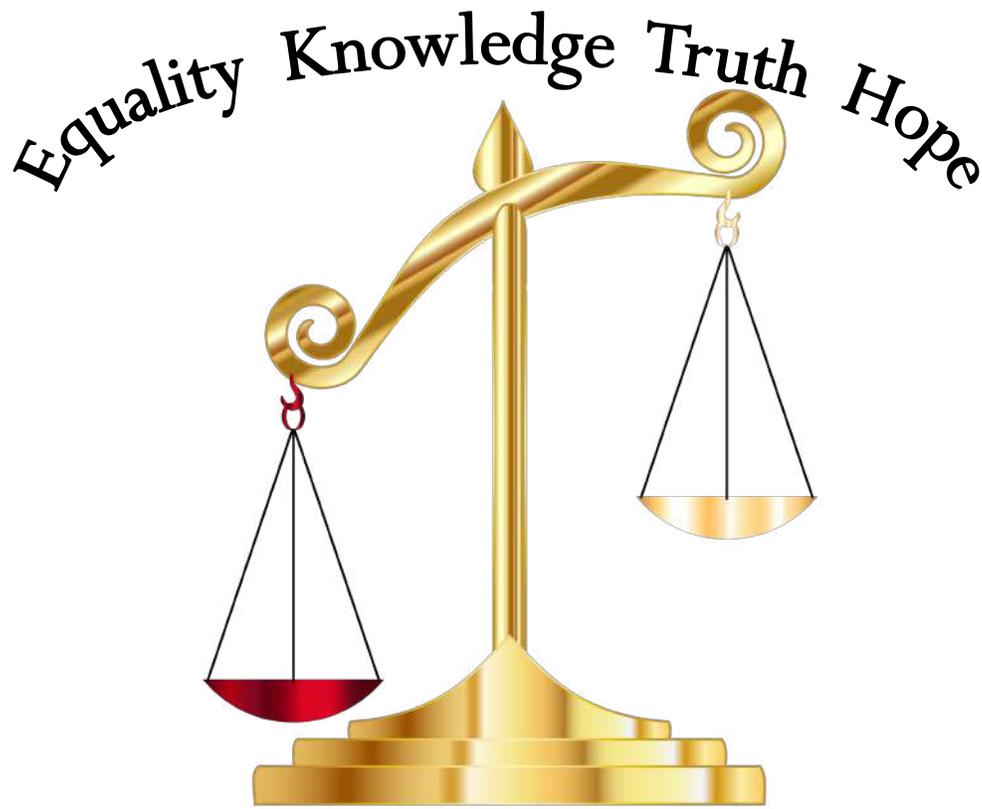
Core Values

EQUALITY: All people should be seen in a positive light and treated as equals.

KNOWLEDGE: The understanding and appreciation of the historic contributions of Black Americans must be cherished and preserved.

TRUTH: Telling the real stories of successful Black Americans so that negative stereotypes will permanently change.

HOPE: That the power and importance of Black Americans is revealed to make America and the world realize what a truly wonderful gift it has been given.





Our Core Content

TBE has developed a unique vision in its approach to portraying the Black Experience in America through our MentorClass, Leadership Series and Profiles. Through our three pillar approach we will create our core content, connect with the world and by showcasing the positive and powerful stories of Black America we can help to eliminate systemic racism.

MENTORCLASS

The MentorClass is the cornerstone of The Black Experience. Through 60 minute video interviews prominent industry leaders and pioneers will share their aspirations and the influences that led them to pursue their dreams and achieve success.

LEADERSHIP SERIES

The Leadership Series are interviews with successful leaders. The series centers on the development and factors leading to leadership skills in different areas, including role models, foundations, champions, obstacles, race, gender and environment.

PROFILES

TBE Profiles are short videos highlighting Black Americans who have made an impact in American and Global life.



Our Audience

CONTENT CREATION GOALS FOR 2021

TBE will have 50+ episodes

People have responded enthusiastically to our positive content. To date we are averaging 100,000 views per month on our YouTube Channel and have over 3,400 subscribers.

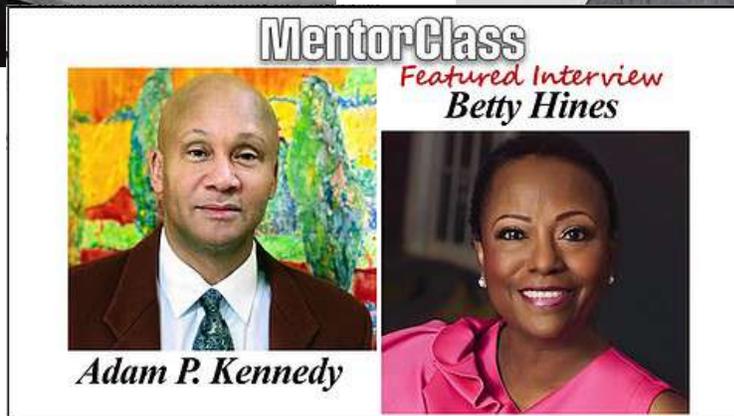
THE BLACK EXPERIENCE YOUTUBE CHANNEL

AUGUST 15, 2021

900,000 TOTAL VIEWS

AUGUST 2022 PROJECTIONS

2+ MILLION VIEWS





An Achievable Dream
ACADEMY



School Partnerships

In an effort to connect young people to our powerful content this August we launched a partnership initiative to bring our episodes into classrooms as an educational resource.

Currently we have partnered with Achievable Dream Academy, who have six schools in Newport News and Virginia Beach, Virginia with over 2,400 students.

Additionally, we have commitments from two schools in New York City, Hyde the largest charter school in Manhattan and Manhattan Country school, one of the oldest and innovative private schools in New York.

Our plan is to focus on reaching out to private and charter schools across the country to bring our content to more students.

Your support allows us to develop this important content and deliver it to the next generation of leaders and innovators! By highlighting these positive stories of Black Americans students will have a new perspective that will reduce racial biases in the future!

OUR GOAL IS 50+ SCHOOLS BY THE END OF THIS YEAR.

CONTENT + STUDENTS = CHANGE



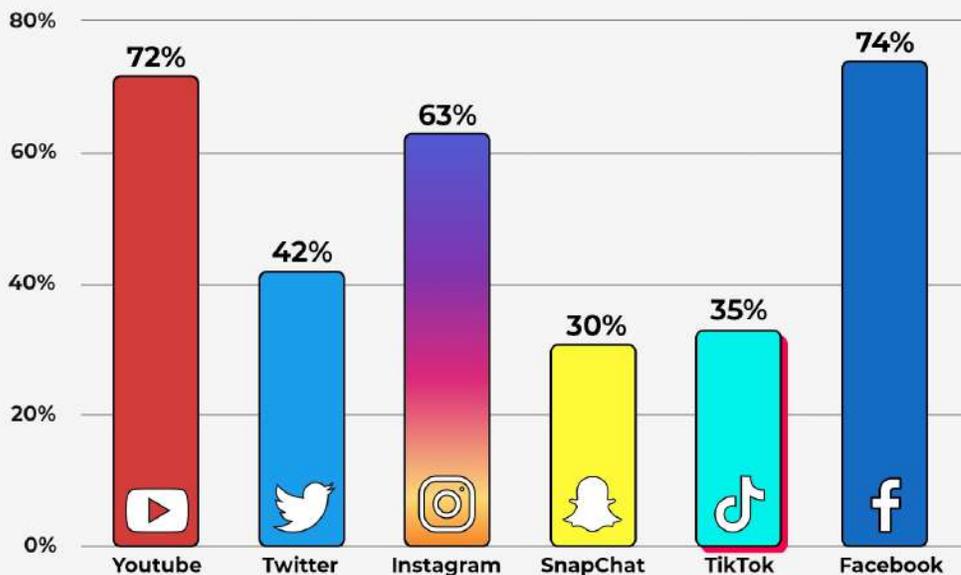
YouTube

The Power of YouTube

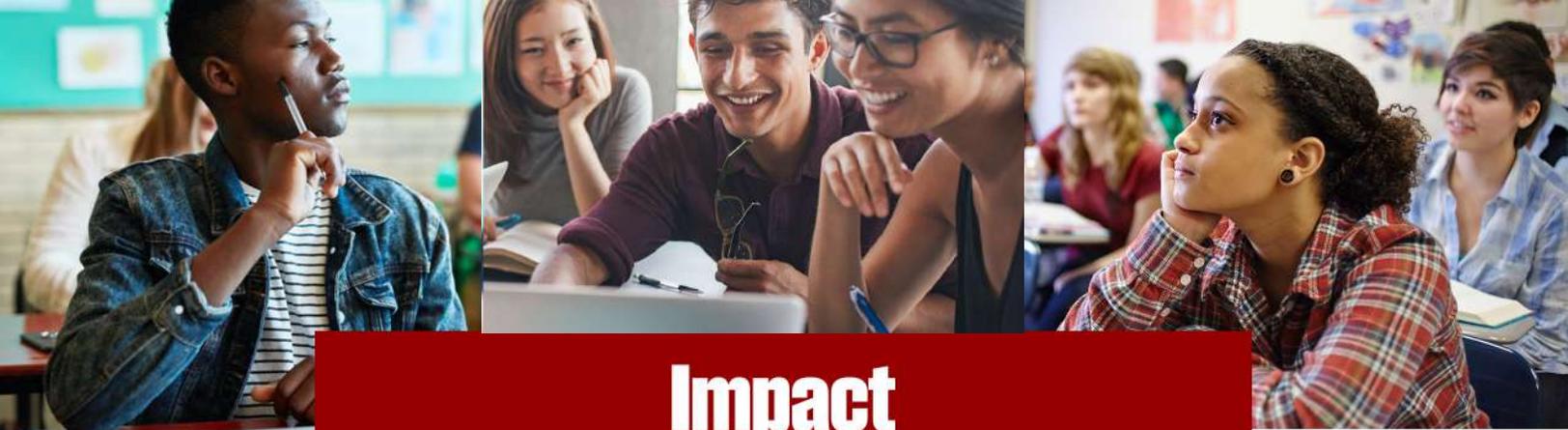
The platform we are utilizing to connect with people is YouTube. With over two billion active users per month, YouTube is one of the world's leading sources of information and entertainment.

The Black Experience has been working towards developing our vision and sharing our mission with great enthusiasm, striving to make the most empowering and motivating content!

Percentage of People Using Social Media on a Daily Basis



broadbandsearch.net (2021)



Impact

Conducting Surveys

- The research goal is to assess our content's effectiveness in changing viewers' perceptions of Black Americans from negative to positive.
- We will create a list of single and multi-response questions.
- Invite our participants by sending out emails and posting to social media.
- Analyze our results by visualizing the data in charts and graphs.
- Write up a report of our findings.
- Use the data to improve the power and effectiveness of our content.

Focus Groups

- We will conduct focus groups on our latest content discussing the impact of our episodes with a small group of six to ten people led through an open discussion by a moderator.
- The moderator will create an open and spontaneous format to generate a maximum number of different ideas and opinions from as many different people in the time allotted.
- The focus group will run from 60 to 90 minutes with 8-10 predetermined questions.
- We will conduct three to four focus groups with the same set of questions until we have achieved calculable information.

Testimonials

- Throughout the year we will collect testimonials from our subscribers and members by email and the use of social media.

All of this valuable information will be compiled into an annual report.



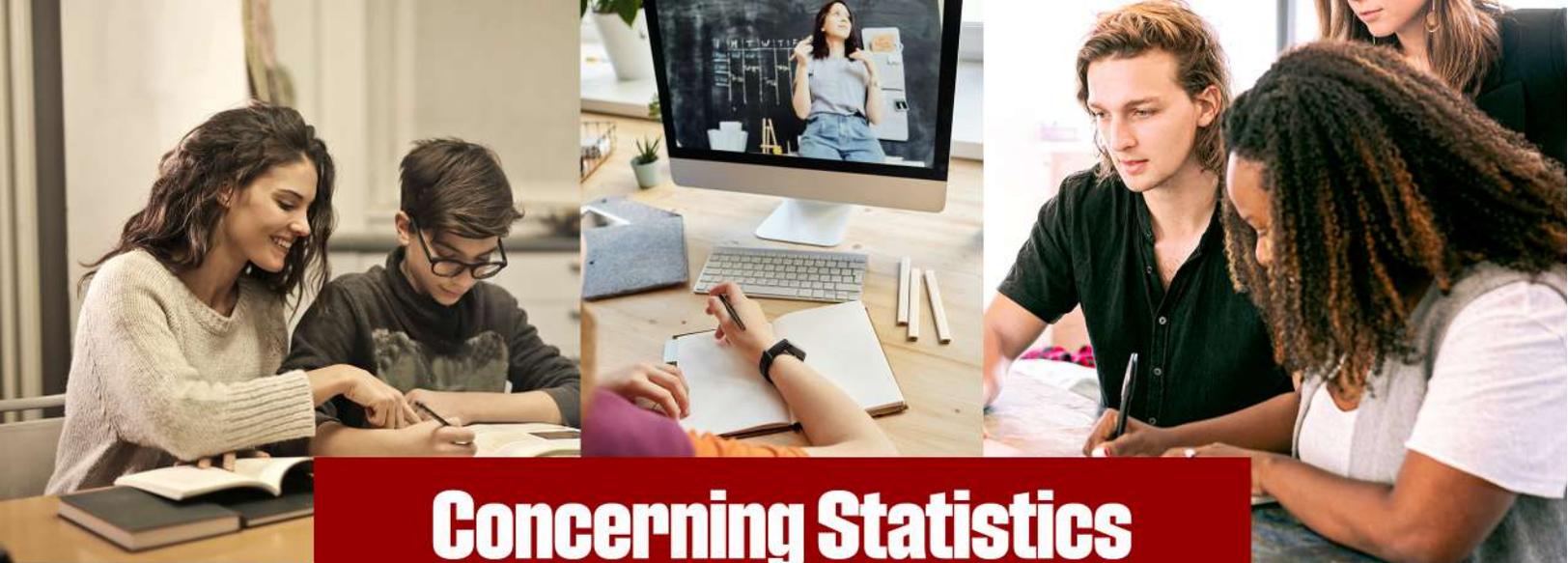
The Black *Youth Ambassadors* Experience

As of 2021, TBE has utilized the talents of eight student volunteers who have served as Youth Ambassadors. Our Ambassadors are students from Wilson High School and The Duke Ellington School for the Arts located in Washington, DC.

These TBE Youth Ambassadors are currently working on producing a TBE Youth Podcast as part of TBE's endeavors in cooperation with the DC DOES ISY (District of Columbia Dept. of Employment Services In-School Youth) Pilot Program.

The podcast serves to provide the youth with a platform to address the myriad of social, political, economic, educational and cultural conditions they face while celebrating their rich history as Black Americans.





Concerning Statistics

“If you are neutral in situations of injustice, you have chosen the side of the oppressor.” - Desmond Tutu

“Prejudice is a burden that confuses the past, threatens the future, and renders the present inaccessible.” - Maya Angelou

In the United States...

People of Color (POC) are much more likely to live in poverty than White people.



Homelessness – and **food and housing insecurity** – all disproportionately affect POC.

\$13x\$

White people in the U.S. have **13x** the net worth of Black people.

228

The average Black family would need **228 years** to build the wealth of a White family today.



Race-based barriers such as **redlining** have historically limited opportunities for POC to own real estate and accumulate wealth.



Join us now on this incredible journey towards eliminating racism around the world. Together can we make this change, a lasting legacy for you and your company, forever.

CORPORATE MEMBER \$5,000

- Company logo highlighted on the content pages of the website

SILVER SPONSOR \$15,000

- Support three episodes of TBE content
- Company logo highlighted on the content pages of the website
- Company thanked during the opening credits of three TBE episodes (estimated 75,000 views annually)

GOLD SPONSOR \$25,000

- Support five episodes of TBE content
- Company logo highlighted on the content pages of the website
- Company thanked during the opening credits of five TBE episodes (estimated 125,000 views annually)



Sponsorship Continued

PLATINUM SPONSOR \$35,000

- Support seven episodes of TBE content
- Company logo highlighted on the content pages of the website
- Highlighted on the Home Page as a Major Supporter/Donor
- Company thanked during the opening & ending credits of seven TBE episodes (estimated 175,000 views annually)

FOUNDING CORPORATE PARTNER \$50,000

- Support ten episodes of TBE content
- Company logo shown on the content pages of the website
- Highlighted on the Home Page as a Major Supporter/Donor
- Company thanked during the opening & ending credits of ten TBE episodes (estimated 250,000 views annually)
- Home Page Banner with company Name and Logo
- Company logo highlighted on the YouTube Channel



Where The Money Goes

The average cost to produce and promote each episode of content is \$5,000. The process to create each episode goes through a number of important stages: image and individual research, scheduling, interview and script outline, interview, audio and visual editing and finally posting on YouTube, social media and launching an email marketing campaign.

Additionally, to achieve our school partnership goals we spend time identifying, contacting and pursuing relationships with schools to use our content as an educational resource.

1. Our image and individual research process involves collecting photographs, videos and relevant items for the production of the content along with researching the individual, their accomplishments and biographical information.
2. Scheduling involves identifying the interviewee for an interview and setting up a time frame that works best for both parties. Due to the length of the interview, this may be at multiple times and dates.
3. Interview and script outline deals with planning out the interview, questions to be asked, script creation along with creating the introductions and outros for the specific episode.
4. The interview will be conducted via at-home Ipad recording as it ensures great visual and audio quality. This method is beneficial because it cuts down on the cost of traveling to a person's home/office and shooting the interview on location.
5. Audio and visual editing involves having a professional editor create the final product.
6. The last step is publishing and promotion. First we post the episode on our Youtube channel and our website. Then through mass marketing we distribute the episode to our growing email list.

Yearly Accomplishments

*The Advisory Board has been established
with ten distinguished members*

*We have over
900,000 views
on our content*

*Developed a small
efficient team
of content creators*

*Article in Spring Edition
of Savoy Magazine*

*3,400 subscribers
on YouTube*

Interviewed Mentors



Betty Hines
*Strategic
Business
Consultant*



Janis Kearney
*Former Diarist
of President
Bill Clinton*



John Morning
*Pioneering
Graphic Designer*



Gen. William Ward
*First Black
Commander of
AFRICOM*

Advisory Board



Ambassador Delano Lewis
Chairman



Dr. Helene Gayle



Secretary Dan Glickman



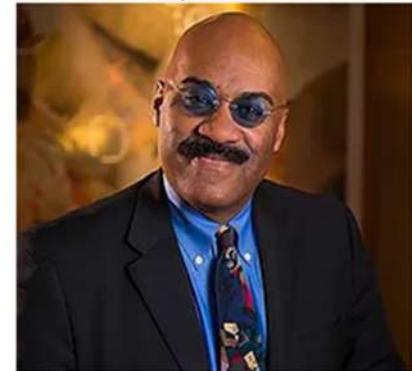
Betty Hines



Margery Kraus



Daniel Marsili



Vada Manager



Bob Nash



Charlene Wheelless



Kevin Willmott

TBE TEAM



Adam P. Kennedy
Founder and President



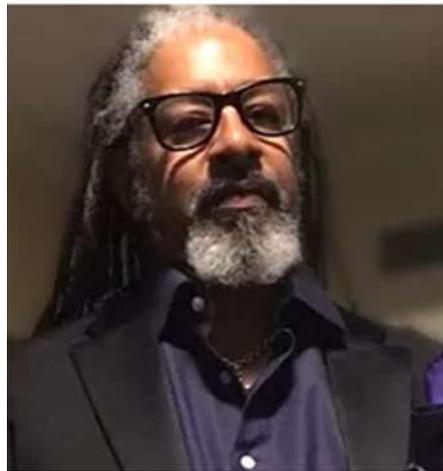
Renee Kennedy
Chief Creative Officer



Canaan Kennedy
Advisor to the President

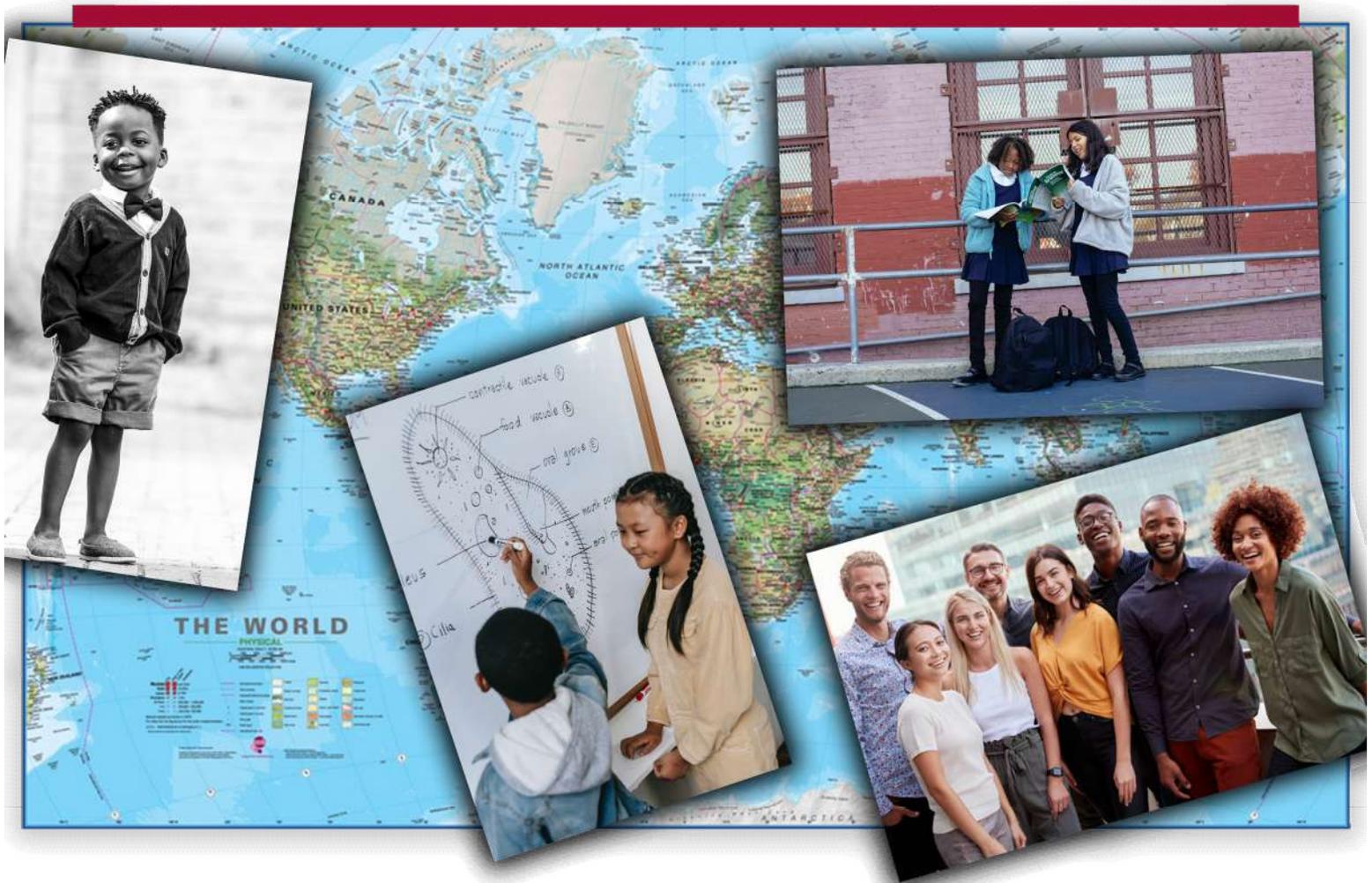


Eitra Kennedy
Content Creator



Alphonse McCullough
Executive Editor

The Black *For All* Experience



Eliminate Racism

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International Urban Exchange Center, a 501c3 is the parent organization of TBE
Tax ID: 23-7248494