



VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM

February is Black History Month on PBS and we have a great line-up! For over 46 years, the Virgin Islands Public Broadcasting System, WTJX-TV Channel 12 has served Virgin Islanders by delivering quality programs that enhance our education systems and sustain our culture. WTJX-TV is the territory's only PBS member station serving the Virgin Islands. It continues to be a cornerstone of our community and proud of our major accomplishments over the years, knowing that none of those would have been possible without the loyal support of our members, underwriters, donors, and sponsors.

Underwriting on WTJX establishes top of mind awareness with the territories most desired demographic, one richly populated with affluent, educated consumers, business owners, decision makers, and community leaders.

PBS is running 12 shows this February. As an underwriter, you can select any one of these shows or underwrite all for the month! We have different levels of underwriting to meet everyone's budget. Each underwriter will have a :30 second spot at the top and bottom of the show. A description of the shows is on the following page.

\$7500.00 (All 12 shows)

- 24 - :30 second spots, 1 spot at the top and bottom of each show (\$312/spot)

\$5000.00 (7 Shows)

- 12- :30 second spots, 1 spot at the top and bottom of 7 shows (\$357/spot)

\$2500.00 (3 Shows)

- 6- :30 second spots, 1 spot at the top and bottom of 3 shows (\$416/spot)

\$1000.00 (1 Show)

- 2- :30 second spots, 1 spot at the top and bottom of the show (\$500/spot)

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BLACK HISTORY MONTH PROGRAMMING

From Streets to the Stage: The Journey of Frederick Davis

Fredrick Davis travels the world as a professional ballet dancer, but his personal story began with a broken family and homelessness. At age 11, Davis' first exposure to dance changed his life. This film explores his personal challenges and recounts how he found inspiration and support from a caring community that believed in his dream and helped him make it a reality.

Saturday, February 2nd, 9:00 PM, Channel 12/90

Deep City: The Birth of the Miami Sound

During the mid-1960s, producers Willie Clarke and Johnny Pearsall masterminded Deep City Records, the first black-owned record label in Florida. Both from the streets of Miami, they honed the business and musical skills learned at Florida A & M University. With its unique blend of Caribbean rhythm and marching-band cadences, the label was churning out the best soul music south of the Mason Dixon Line. In its prime, Deep City was a platform for considerable talent that influenced many labels and artists both locally and nationally. This was during an era in America where there were several music labels, most notably the Detroit-based Motown Records which had successfully captured the soul sound. Other cities scrambled to replicate the accomplishments of the Motown label. These labels mainly operated on shoestring budgets with limited releases and even smaller channels of distribution. For so many in these regions, it eventually became more about putting out good music than commercial success. Miami was no exception. This film delves into the life and times of these ground-breaking producers, their label, the artists they spawned and the remarkable era in which they accomplished it.

Saturday, February 2nd, 10:00 PM, Channel 12/90

Independent Lens “Black Memorabilia”

Black Memorabilia explores the world of racist material, both antique and newly produced, that propagate demeaning representations of African Americans and promotes white supremacy. From industrial China to the rural South to Brooklyn, the film shines a light on those who reproduce, consume and reclaim these racially-charged items. At the intersection of international commerce, racial identity, and historical narrative, *Black Memorabilia* explores the meaning of these objects and questions their continued production. The film visits a Chinese factory that manufactures reproductions of racist black memorabilia and a flea market in Raleigh, North Carolina, where vendors and consumers gather to buy, sell and trade a variety of racist, confederate and KKK collectibles. From there the film travels to Bedford-Stuyvesant in Brooklyn, NY, where African American artist Alexandria uses racial minstrel show tropes to strip them of their power.

Monday, February 4th, 11:00 PM, Channel 12/90

Independent Lens “Tell Them We are Rising: The Story of Black Colleges and Universities”

The rich history of America’s Historically Black Colleges and Universities (HBCUs) began before the end of slavery, flourished in the 20th century, and profoundly influenced the course of the nation for over 150 years — yet remains largely unknown. With *Tell Them We Are Rising: The Story of Black Colleges and Universities*, the latest documentary from Stanley Nelson (Black Panthers, Freedom Riders), America’s foremost film chronicler of the African American experience, the powerful story of the rise, influence, and evolution of HBCUs comes to life.

Thursday, February 7th, 11:00 PM, Channel 12/90

Independent Lens “Hale County: This Morning, this Evening”

An inspired and intimate portrait of a place and its people, *Hale County This Morning, This Evening* looks at the lives of two young African American men from rural Alabama over the course of five years. Daniel Collins attends college in search of opportunity while Quincy Bryant becomes a father to an energetic son in this open-ended, poetic film without a traditional narrative. Distilling life to its essence, the film invites the audience to experience the mundane and the monumental, birth and death, the quotidian and the sublime. These moments combine to communicate the region’s deep culture and provide glimpses of the complex ways the African American community’s collective image is integrated into America’s visual imagination.

Monday, February 11th, 11:00 PM, Channel 12/90

Redeeming Uncle Tom: The Josiah Henson Story

Josiah Henson, a dynamic man with unyielding principles, overcame incredible odds to escape from slavery with his wife and children. His life inspired the lead character of ‘Uncle Tom’ in Harriet Beecher Stowe’s 1852 classic novel which has been recognized as one of the sparks that ignited the Civil War. Not only does Josiah’s story shed light on what life was like for enslaved people in the 1800s, but it allows us to witness the character of an intelligent, brave, and compassionate man who refused to succumb to the fate his masters had planned for him.

Thursday, February 14th, 11:00 PM, Channel 12/90

Charley Pride: I’m Just Me: American Masters

Explore the complicated history of the American South and its music through the life of country star Charley Pride. Raised in the brutally segregated Mississippi Delta, Pride’s buttery voice, talent and steely resolve led him to the Country Music Hall of Fame. A Grammy Lifetime Achievement Award winner, his journey shows the ways that artistic expression can triumph over prejudice and injustice. Directed by Barbara J. Hall.

Friday, February 22nd, 10:00 PM, Channel 12/90

Roads to Memphis: American Experience

Witness the fatefully entwined stories of assassin James Earl Ray and his target, Dr. Martin Luther King Jr., against the backdrop of the seething and turbulent forces in American society that led these two men to their violent and tragic collision in Memphis, Tennessee, on April 4, 1968. Based on the book by Hampton Sides (*Ghost Soldiers*), the program relies on eyewitness testimony from King’s inner circle and the officials involved in Ray’s capture and prosecution following an intense two-month international manhunt.

Tuesday, February 26th, 10:00 PM, Channel 12/90

John Lewis – Get in the Way

Follow the journey of civil rights hero, congressman and human rights champion John Lewis. At the Selma March, Lewis came face-to-face with club-wielding troopers and exemplified non-violence. Now 78, he is considered the conscience of Congress. *John Lewis – Get in the Way* spans more than half a century, tracing Lewis’ journey of courage, confrontation and hard-won triumphs. At the age of 15, his life changed forever when he heard Dr. Martin Luther King, Jr. on the radio. It was 1955, during the Montgomery Bus Boycott, and Lewis listened with rapt attention as the young preacher called for nonviolent resistance to the harsh injustice of segregation. Lewis embraced Dr. King’s spiritual call with a fervor that would transform the course of his life.

Saturday, February 26th, 11:00 PM, Channel 12/90

Maya Angelou: And Still I Rise: American Masters

Distinctly referred to as “a redwood tree, with deep roots in American culture,” Dr. Maya Angelou led a prolific life. As a singer, dancer, activist, poet and writer, she inspired generations with lyrical modern African-American thought that pushed boundaries. Best known for her autobiography *I Know Why the Caged Bird Sings*, she gave people the freedom to think about their history in a way they never had before. With unprecedented access, filmmakers Bob Hercules and Rita Coburn Whack trace Dr. Angelou’s incredible journey, shedding light on the untold aspects of her life through never-before-seen footage, rare archival photographs and videos and her own words. From her upbringing in the Depression-era South and her early performing career to her work with Malcolm X in Ghana and her many writing successes, including her inaugural poem for President Bill Clinton. *American Masters – Maya Angelou: And Still I Rise* reveals hidden facets of her life during some of America’s most defining moments.

Thursday, February 28th, 11:00 PM, Channel 12/90

Back Against the Wall: The Howard Thurman Story

The documentary *Back Against the Wall: The Howard Thurman Story* chronicles the extraordinary life of the theologian Howard Thurman, a poet and “mystic” who used religious expression to help ignite sweeping social change. Thurman was born the grandson of slaves in segregated Daytona, Florida. Despite the circumstances of his upbringing, he went on to become one of the great spiritual and religious pioneers of the 20th century, whose words and influence continue to echo today. His landmark book, *Jesus and the Disinherited*, was the first to state that Jesus Christ — who was born in poverty as part of a powerless minority — lived a life that spoke directly to black Americans. In his own time, Thurman was a celebrated religious figure with profiles in major magazines such as *LOOK*, *Ebony* and others. His efforts at the height of World War II to create the nation’s first interfaith, interracial church stands as a precursor for many contemporary faith communities. And for millions today who consider themselves “spiritual but not religious,” Thurman’s poetry, meditations, sermons and prayers continue to be wildly popular.

Thursday, February 21st, 11:00 PM, Channel 12/90

Africa Great Civilizations

Professor Henry Louis Gates, Jr. introduces viewers to the African continent through a series of expansive views and myth-busting revelations. His six-hour exploration of the African past begins at the origins of human existence. Through anthropological and scientific discoveries, viewers learn that Africa is the genetic home of all currently living humanity. Only between 80,000 and 50,000 years ago, did some of humanity’s common ancestors leave the continent to spread across the rest of the world. These great African migrations culminated in the diverse global peoples and societies that viewers know today. Beginning with this great revelation, Gates then traces the roots of agriculture, writing, artistic expression, and iron working to their birthplaces on the continent.

Saturdays, 9:00 PM and 10:00 PM, starting February 9th.

Finding Your Roots, Sammy Davis, Jr.: American Masters

