

Black History Month Programming Announced by The Africa Channel

Highlights Include Prime Time Premieres of TAC Studios Originals

LOS ANGELES, Jan. 17, 2017- The Africa Channel, Inc (TAC) announced today a broad Black History Month initiative highlighted by the premiere of several originals from TAC Studios, the network's recently launched production arm. The Black History Month celebration will include on-air, online and on-demand components.

On-air and on-demand, several TAC Studios original productions will premiere on Sundays in prime time (7pm ET) and repeat on Thursdays. These include:

- **Know Your Heritage, Shape Your Future** (long-form programming)
 - "Africa Everywhere" (five 60-minute episodes) featuring London, Paris, Atlanta, Chicago and Washington DC.
 - "In Focus: Black Women in Media" (30-minute special).
 - "Shades of You" (30-minute series premiere)
 - "Fighting for King and Empire: Britain's Caribbean Heroes" (60 minutes)
- **Know Your Heritage, Shape Your Future** (short-form programming; two-five minutes)
 - "Africa Everywhere"
 - "In Focus: Black Women in Media"
 - "Self Made"
 - "Acoustic Ancestry"
 - "21 Icons"

Online, the network will initiate conversation via all its digital platforms around the "Know Your Heritage, Shape Your Future" content. These conversation starters include:

- "Black Kids on Black History" (web series): A series of short videos featuring a collection of young black kids talking about what being black means to them and what they know about black history. Humorous and light hearted in tone, these short videos aim to entertain and celebrate blackness and black history. The videos will be promoted across TAC's Facebook, Twitter and Instagram accounts throughout February.
- Select clips of TAC's featured shows, along with graphics and images, will be promoted with **#knowyourheritage**
- TAC.com will feature rotator graphics, promo videos and PSAs on the homepage, to be updated throughout the month.

Narendra Reddy, Executive Vice President & General Manager, said, "We are proud to present our viewers with our most ambitious Black History Month slate to date, featuring the first wave of original programming from our new TAC Studios."

Following are details on the aforementioned primetime TAC Studios premieres:

AFRICA EVERYWHERE

This series explores the African/Caribbean immigrant influence in cities around the world.

IN FOCUS: BLACK WOMEN IN MEDIA

Celebrates African and African-American women working as writers, producers, directors and media and entertainment executives. The series focusing on their triumphs, tribulations and challenges they may have encountered as women, and specifically as black women. Several women featured in the show are well known, some are up and coming, and those who have been working behind-the-scenes are beginning to emerge as women in media making a difference.

SHADES OF YOU

Hosted by four vibrant personalities, Shades of You is a bold and refreshing series that celebrates women of all shades and colors. From beauty to infertility and from body image to black love, Shades of You empowers and inspires women through the exploration of issues that uniquely affect them.

FIGHTING FOR KING AND EMPIRE

Some of the last surviving Caribbean veterans of WWII tell their extraordinary stories with vivid first-hand testimony and rare archive footage; from torpedo attacks to the culture shock of being some of the only black people in wartime Britain. These men and women volunteered to join the fight against Hitler, risking their lives for King and Empire.

ABOUT THE AFRICA CHANNEL (www.theafricachannel.com)

The Africa Channel is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, soaps, biographies, current business analysis and cultural and historical programs. These travel, lifestyle and culture-oriented programs reflect the people of Africa, their incredible stories, their daily lives, their music and art, their successes, celebrations and challenges. The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for American viewers. The Africa Channel is based in Los Angeles and is available in approximately 10 million homes in the U.S. on cable systems such as Comcast, Time Warner Cable and Cox.

###

CONTACT

Mark Braff
Braff Communications LLC
201-612-0707
mbraff@braffcommunications.com