

Qwest TV Promotion



Summary:

- New resource, streaming video collection
 - 24/7 access from catalogue
- Ongoing collection of music, docs, interviews, live performances, etc.
 - African American culture-centered, international content
 - Content w/ top tier artists
 - High-quality content
- Started by Quincy Jones
- Manifesto (pulled from Qwest TV site):
 - "Qwest TV is a celebration of unique talents, traditions, and rhythms. It is a place where the human experience takes center stage and transcends the boundaries of any social construct. Through it all, jazz remains in its rightful place as one of the forefathers of modern music. We recognize that music is not only an art form: it is a way of life and an expression of freedom. We believe that improvisation leads to intention, and we value the individual musician just as much as the bandleader. The very nature of creativity reflects the constant motion of life and is about the art of balancing "making it happen and letting it happen." We believe in preserving the richness of history while simultaneously reflecting the present-day beauty and reality of a more culturally and racially diverse people. Through work, discipline, trust, and respect, music paves the way to a greater sense of community, and that is exactly what we at Qwest TV serve to share with you" (Quincy Jones & Rez Ackbaraly)
- INTEREST GROUPS
 - FACULTY: TEACHING INTEGRATION
 - STUDENTS: GENERAL EDUCATIONAL INTEREST, ARTISTICALLY FOCUSED PURPOSES, PERSONAL CULTURAL IDENTIFICATION
- Easy to access
 - AU authentication provides complete, unrestricted access

DELIVERABLES:

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| ◆ Article Placement in the Eagle | ◆ AU Now placement |
| ◆ Media kit w/ stylized graphics & promotional materials | ◆ Collaborative promotional efforts w/ student groups of interest |
| ◆ One-pager for faculty | ◆ Marketing efforts/audience analysis |