TeacherTube.com Partnership

Graham Communications discovered TeacherTube.com when searching for web-based outlets to share one of our clients’ (American Institute for History Education) videos with a national audience of teachers and students. Graham Communications had developed a series of history videos including: interviews with professors and history education specialists, tours of historical sites, teacher presentations, professional development training, and first person historical figure re-enactors. The videos we getting play inside a subscription-based classroom curriculum, but we were looking for more branding for the company as a source for elementary, middle, and high school teacher professional development.

TeacherTube’s goal was and still is to provide an online community for sharing instructional videos. They seek to fill a need for a more educationally focused, safe venue for teachers, schools, and home learners. It is a site to provide anytime, anywhere professional development with teachers teaching teachers. As well, it is a site where teachers can post videos designed for students to view in order to learn a concept or skill. It was a perfect partnership for our client.

Collaborating with TeacherTube, we saw the potential for national, and even global growth. TeacherTube has steadily grown to its present size of over 12,000,000 unique visitors per month and growing. Through Graham Communications, the American Institute partnered with TeacherTube.com by creating a History Education Channel, plus the space for web ads that link back to their website. To date, our most viewed video on TeacherTube is a WWII war veteran interview, boasting 37,631,883 views. Our videos were shared with classrooms across the globe. The branding benefits expanded beyond our expectations.

About Graham Communications, LLC
Graham Communication, a New Jersey-based marketing firm, specialized in web design, video production, social media marketing, and event planning.

Steve Graham, President
(856) 430-8082

About The American Institute for History Education
The American Institute for History Education (AIHE) was established to provide engaging historical content and activities for social studies and history teachers to use in their classrooms. AIHE specializes in teaching history, professional development for teachers, curriculum design and teaching history products, school grant writing and more.