



VLOGBROTHERS

Youtube's favourite

When YouTube began in 2006, a lot of people saw it as an opportunity to share and connect with others. Hank and John saw it as a way to keep in touch as they both grew up and ended up on different paths in different cities. They soon found themselves on the world's stage, and they took that responsibility seriously.

THE BROTHER



John Green (1977-) is best known as the young adult author behind *Looking for Alaska*, *Paper Towns*, and *The Fault in Our Stars* (among many others!). He started his working career as a publishing assistant at *Booklist* and briefly trained to be a hospital chaplain.

Hank Green (1980-) may be best known for his TikToks now, but he began his adult life studying biochemistry. His love of science developed into a passion for sharing that knowledge, and his interest in life-long learning has given him many unique opportunities and ideas.



THE CHANNEL

The *Vlogbrothers* channel has gone through many evolutions, but they do have a steady pattern now. James posts a video on Tuesday, and Hank posts a video on Friday. Their only qualification is that they must be under 10 minutes (unless they are educational). They occasionally follow a trend or thread throughout their videos (like tik-tok videos with lyrics from Smash Mouth's "All Star"), but are mostly (seemingly) spontaneous. They can be heard laughing or silly or educational but are always engaging.



If you hear someone say "Don't Forget to be Awesome" in their video or refer to the description as the "Doublidoo", they are part of the vlogbrothers legacy!



OTHER PRODUCTIONS

Green brothers have always been motivated by a desire for a better and more knowledgeable world. Though this manifests in operations like *How To Vote in Every State*, they have more notable efforts as well, most of which are produced under their media production company, Complexly.

We recognize the Green Brothers for their work on *Crash Course* (besides their best-selling book, *How to Vote in Every State*), it's likely *Crash Course*. *Crash Course* takes various school subjects - like science, history, sociology, etc. - and makes them accessible and digestible.



SciShow is one of their other big projects. Where *Crash Course* courses are produced

els like *The Art Assignment* and *Ours Poetica* seek the arts more appealing to those who struggle to e with it. *The Art Assignment* is hosted by Sarah U, John's wife, and is made in collaboration with P. Episode provides an at home activity, and many ha been compiled into the book *You Are An Artist* (20

others expanded their reach into the g field of audio production with *Hank & John*. The majority of the pod ng listener questions, but they also e us on the current standing of AFC edon and the latest news from Mars.



DFTBA Records was founded (initially help indie musicians and bands prom their music and merchandise to bette support their endeavors. After their b grew and began including non-musici they took Records off the name.

done several adaptations of classic novels into

NERDFIGHTER



Like many fan communities (fandoms), fans of the vlogbrothers have their own title: Nerdfighter for the individual, Nerdfighteria for the community.



s fandoms go, Nerdfighteria has become notorious for a number of different reasons. There is an annual Nerdfighter census that provides data not only on the community but also on what the community wants to *do* to keep decreasing world suffering and what they want to see from the Green brothers. The Green brothers have made waves in online and offline spaces, up to and including bringing the online world into offline connections. Let's talk about VidCon.

Since its inception in 2010, VidCon has brought together creators from across the internet to build communities.

DECREASING WORLD SUCK



Nerdfighteria is dedicated to "fighting world suck" through several initiatives, most notably the Project For Awesome (2007-).



The Project for Awesome, or its "silly" name, is an annual event where Nerdfighteria pitches charities they'd like support and then vote on where their raised funds will go to during a 48-hour livestream.

er key fundraising event is
mas. After John posted a video
self gradually shaving his face,
ill of him with a bushy
che has stayed in Nerfightarian
ousness for over a decade now.

undraiser, part fandom holiday,
mas offers exclusive merch, a
to daily videos, and a spotlight
ists within the community.



f their major fundraising partnerships is Partners i
(PIH). To date, they have raised over \$30 million
s through donations, matching funds, and events.

goal with Partners in Health is to build and sustain
nity hospital/ward in Sierra Leone. At the time of
ion (2019), the Kono District in Sierra Leone had t
t maternal and child mortality rate worldwide.

se of Partners in Health and Nerfighteria, they ha
ble to train a full cohort of nurses and doctors, a

ESTHER DAY

summer 2010, longtime Nerdfighter and member of the Harry Potter Alliance Esther Earl died of cancer. Since her diagnosis in 2006, she had inspired optimism and love for her mother in her peers, friends, family, and fans. After her death, her parents founded a non-profit to support the needs of sick kids, as well as their creative endeavors and activism inspired her biography *This Star Won't Go Out* (2014) and John's novel, *The Fault in Our Stars*, was dedicated to Esther.

Esther's birthday, August 3rd, was declared a Nerdfightarian holiday in 2010 before her death with an annual video by John titled [I Love Esther Day 2010](#). Esther Day is now celebrated in the LGBTQ+ community, and videos are still made on her birthday by the Green Book Project, whether or not they fall on



**Don't Forget to
Be Awesome**



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