



Ⓜ | The Oklahoma Eagle  
SECOND CENTURY  
CAMPAIGN





# SECOND CENTURY

## CAMPAIGN GOAL

YEARS IN SERVICE

100

Years

CAMPAIGN GOAL

\$500K

Donations

CAMPAIGNS

04

Exclusive

**The Oklahoma Eagle’s “2nd Century Campaign” is a year-round initiative to uniquely contextualize the narratives of Tulsans, our shared cultures, art, faith, entrepreneurial spirit, families and communities.**

The 2nd Century Campaign will build upon the success shared during its inaugural year (2021) by expanding its sponsored content campaigns to include: a digital history platform; topic-centric narratives; personal narratives and mixed media content designed to celebrate the lives of Tulsans who have and continue to invest in our communities.



## OUR MISSION

OUR MISSION IS TO AMPLIFY OUR CORE VALUE OF EQUITY, THROUGH IMPARTIAL JOURNALISM.

The Oklahoma Eagle is a Tulsa, Oklahoma-based media company that disseminates news and information, a stout advocate for the African American community and those that champion equity.

The Oklahoma Eagle rose out of the ashes of the infamous Tulsa Race Massacre in 1921, a week-long act of unprovoked violence against Tulsa's African American citizenry, economic, political and faith-based institutions. The event, which spanned every aspect of life within Tulsa, is recognized as one of the most heinous acts of domestic terrorism within the United States.

## OUR VALUES

### EXPLORE

**"The narratives and voices of the African American community are worthy of being amplified while aligned with our highest virtue, truth."** – We actively build and nurture a culture that is committed to an unwavering exploration of truth and what it reveals.

### IMMERSE

**"A narrative partially shared, with a muted emphasis of what truly informs and educates, a pitched emphasis for effect, or is nuanced for the perceived benefit of the reader, is fiction."** – We offer unvarnished truth, appropriately framed, yet, an unvarnished truth. s committed to an unwavering exploration of truth and what it reveals.

### PUBLISH

**"What will provide the most appealing, engaging and memorable experience for our readers, while aligning with our values?"** – We ask ourselves this question prior to publishing every article, post, advertisement, branded/sponsored content, editorial and op-ed... And our responses must meet the established standards.

### EMBRACE

**"We must be committed to every tomorrow."** – The Oklahoma Eagle, its staff, partners, affiliates and supporters embrace every opportunity to review and assess strategies and solutions that strengthen our ability to thrive.



COVID-19 UPDATES

The Oklahoma Eagle is committed to providing accurate and up-to-date information regarding COVID-19 cases. Maps are updated each week leveraging Oklahoma Department of Health data.



SUBSCRIBE

The Oklahoma Eagle

- ☰
- HOME   LATEST ▾   LOCAL   REGIONAL   NATIONAL   COMMUNITY   FAITH   OPINION   SPORTS
- FOLLOW ▾ ⚡ 🔍

On Greenwood: The North Tulsa Sports Machine

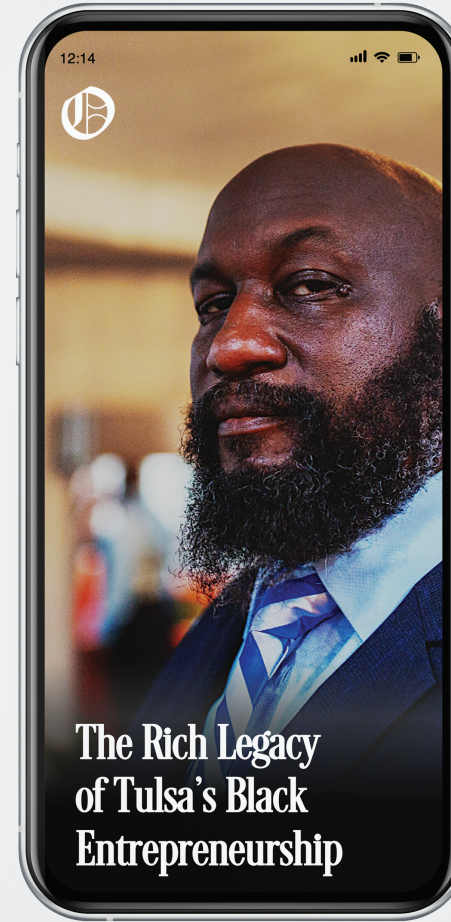
JANUARY 25, 2022





## SECOND CENTURY

The Of Greenwood campaign is a 12-month journalism initiative that unites the in-period (1920s – Present) voices of The Oklahoma Eagle (archived), local journalists and our creative visualization talent, producing a deeply engaging series of content that contextualizes Greenwood's history.





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**OF GREENWOOD**



## OF GREENWOOD

PHOTO BY THE OKLAHOMA EAGLE

Of Greenwood explores how featured Tulsans pursue their entrepreneurial and community-building dreams, the challenges faced, and the support provided by their families and community. Creatively packaged, Of Greenwood campaign narratives feature the perspectives of the subject and the supporting communities.

Of Greenwood content will be published monthly and structured to accommodate sponsorship opportunities. The Oklahoma Eagle is actively seeking national brand sponsorship of the series in its entirety. Of Greenwood provides a significant opportunity for brands that seek to highlight their commitment to a shared future that reflects their core value of Liberty, represented by Freedom, Justice and Equity.

### **SPONSORSHIP**

**Audience:** Potential Digital Reach of 6M+ / Mo  
**Sponsorship Type:** Branded Digital Content  
**Sponsorship Level:** Exclusive  
**Sponsorship Value:** \$500,000  
**Branding Format:** Sponsor brand elements





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THIS DAY IN **GREENWOOD**



# THIS DAY IN GREENWOOD

The Of Greenwood campaign is a journalism initiative that unites the in-period (1920s – Present) voices of The Oklahoma Eagle (archived), local journalists and our creative visualization talent, producing a deeply engaging series of content that contextualizes Greenwood’s history. Our enhanced campaign will feature the personal stories of Tulsans, their triumphs, challenges and journeys.

## SPONSORSHIP

**Audience:** Potential Digital Reach of 6M+ / Mo  
**Sponsorship Type:** Branded Digital Content  
**Sponsorship Level:** Exclusive  
**Sponsorship Value:** \$250,000  
**Branding Format:** Sponsor brand elements

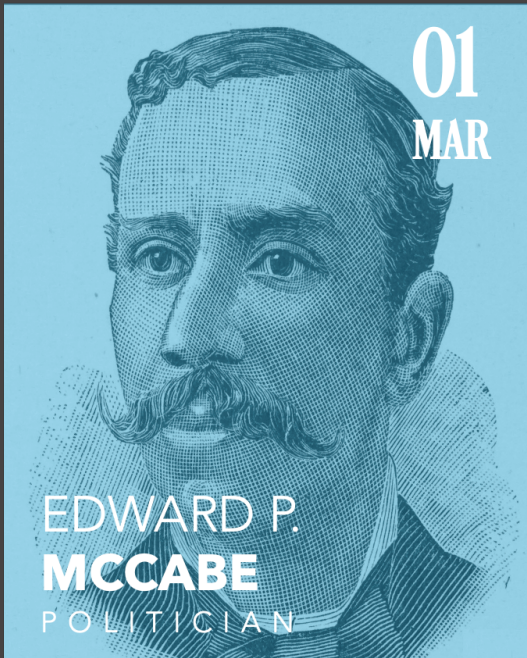
22

JANUARY

FEBRUARY

MARCH

01  
MAR



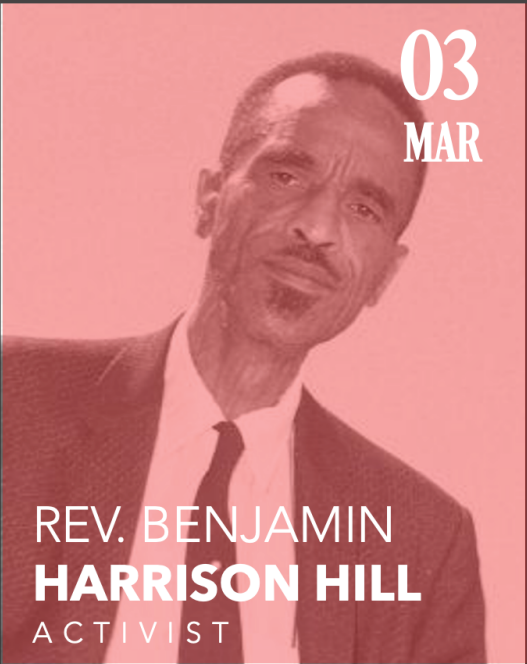
EDWARD P.  
**MCCABE**  
POLITICIAN

02  
MAR



MAXINE  
**HORNER**  
POLITICIAN

03  
MAR



REV. BENJAMIN  
**HARRISON HILL**  
ACTIVIST

*Excepteur sint occaecat cupidatat non proident, sunt in culpa*

**L**orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis.

04  
MAR



05  
MAR







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**GREENWOOD SHARED**



# GREENWOOD SHARED

The Oklahoma Eagle's "2nd Century Campaign" is highlighted by the Greenwood Shared project which seeks to significantly broaden The Oklahoma Eagle's readership base, thus the written history and present, of our weekly publication (The Oklahoma Eagle) via sponsored subscriptions. The Greenwood, Shared project will be supported by brands (companies and organizations) that believe in the mission of The Oklahoma Eagle and are committed to ensuring our sustainability.

Greenwood, Shared sponsored subscriptions may be offered to the Sponsor's workforce. Alternatively, sponsored subscriptions may be offered directly by The Oklahoma Eagle. We encourage Sponsors to advance both options, as this preferred approach will yield the most diverse subscriber-base.

**Duration:** 12 Month Subscriptions

**Goal:** 5,000 Subscriptions

**Sponsorship Type:** Branded Digital Content

**Sponsorship Level:** Exclusive

**Sponsorship Value:** \$250,000

**Branding Format:** Sponsor brand elements



THE FIRST HIGH SCHOOL FOOTBALL GAME TO BE PLAYED ON TELEVISION IN OKLAHOMA WAS PLAYED BY THE 1973 BTW STATE CHAMPIONS ON CHANNEL 8, WHEN THE HORNETS DEFEATED THE NATHAN HALE RANGERS FOR THE 1973 STATE 4A FOOTBALL CHAMPIONSHIP.

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**SPONSORED CONTENT**



**TULSA WASHINGTON HORNETS - 1973**

President's Choice

OFF/ON



# SPONSORED CONTENT

**Sports:** The Oklahoma Eagle celebrates the accomplishments of local school and educational institution athletes, coaches and staff each week. One of our most widely consumed print and digital content, we feature stories that reveal the passions and motivations of those who excel in Tulsa sports.

**Education:** The Oklahoma Eagle spotlights school educators, staff and administrators who encourage our children to succeed. Further, we celebrate Tulsa students who achieve academic excellence far beyond their wildest dreams.

**Entrepreneurship:** The Oklahoma Eagle highlights Tulsa entrepreneurs and businesses, who are the source of our economic growth and sustainability.

## SPONSORSHIP

**Duration:** 12 Month Subscriptions

**Level:** Exclusive

**Sponsorship Type:** Branded Digital Content

**Sponsorship Level:** Exclusive

**Sponsorship Value:** \$250,000

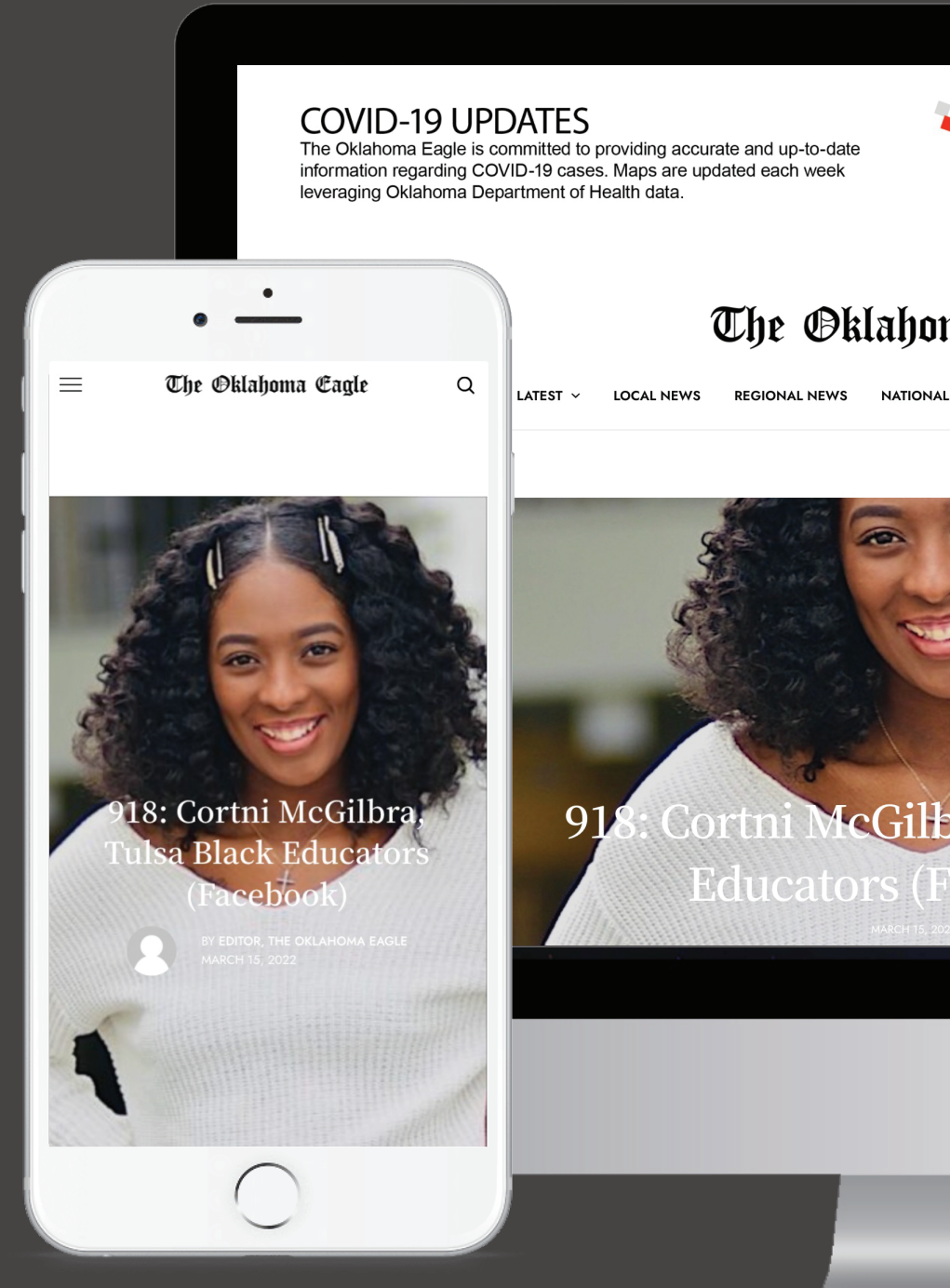
**Branding Format:** Sponsor brand elements

**Arts & Culture:** The Oklahoma Eagle celebrates local creatives who have passionately captured their vision of Greenwood's past and present. Creatives will span a range of grade-school-to-college students as well as veteran artists.

**Faith:** The Oklahoma Eagle elevates the voices of Tulsa's faith-based communities and the significant impact of their service.

**Civic Engagement:** The Oklahoma Eagle shares the narratives and journeys of civic leaders who advocate equity for all Tulsans.

**Best Of...:** The Oklahoma Eagle will publish its monthly Best Of series, featuring our reader's choice retailers, restaurants, lounges, theatric performances, art galleries, music venues, athletes and sports teams, public servants, neighborhoods, social media influencers and more.





## 2021 - 2022 SPONSORED CONTENT

**POLITICS:** *Today's Political Leaders Carry the Torch for Justice and Equity*

**SPORTS:** *On Greenwood: The North Tulsa Sports Machine*

**ENTERTAINMENT:** *From Tulsa to Broadway and Back*

**EDUCATION:** *Greenwood: A Community Devoted to Education*

**HEALTH:** *Carrying on 'Legacy of (Black) Physicians'*

**FAITH:** *Goin' to Worship: Sunday Is A Lifeline of Greenwood's Legacy and Future*

**ECONOMICS:** *The Power Of Greenwood's Circular Dollar*

**ENTREPRENEURSHIP:** *The rich legacy of Tulsa's Black entrepreneurship*

**AGRICULTURE:** *Agriculture in North Tulsa, 1899-Present*

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**WEBSITE:** <http://theoklahomaeagle.net/liberty-mutual-2021/>

