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THE OKLAHOMA EAGLE:
SECOND CENTURY
CAMPAIGN

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THE OKLAHOMA EAGLE

OUR LEGACY

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 for more than 101 years. We have endured, with faith and the support of our communities, a century-long journey of shared struggles and triumphs for human rights, civic equality, economic enfranchisement and judicial reform.

The Oklahoma Eagle serves a print subscriber base throughout six Northeastern Oklahoma counties, statewide and in 36 U.S. states and territories. Proudly, we are the 10th oldest black-owned print newspaper in the United States.

The Oklahoma Eagle rose out of the ashes of the 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.

THE OKLAHOMA EAGLE

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The Tulsa Star, the legacy publication that advocated for the equality of African Americans, suffered the destruction of most of its assets during the massacre. Tulsa Star Editor Theodore Baughman, a longtime advocate for racial equality, continued to advance his commitment to the African American community of Tulsa by establishing The Oklahoma Eagle in 1921. In 1936, Edward L. Goodwin, Sr. purchased The Oklahoma Eagle from Baughman. Since then, The Oklahoma Eagle has maintained its mission through journalism and advocacy which has led it to be nationally recognized as an award-winning newspaper. Many notable alumni – from a Pulitzer Prize winner, to university professors and administrators, a White House official, daily newspaper editors, authors, civil rights activists, lawyers and judges, broadcasters, television executives, actors, professional athletes, ministers, legislators, CEOs, entrepreneurs and many more professionals – have launched their careers from The Oklahoma Eagle.

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THE OKLAHOMA EAGLE

The Oklahoma Eagle's "2nd Century Campaign" is a round initiative to uniquely contextualize the narratives of Tulsans, our shared cultures, art, faith, entrepreneurial spirit, families and communities.

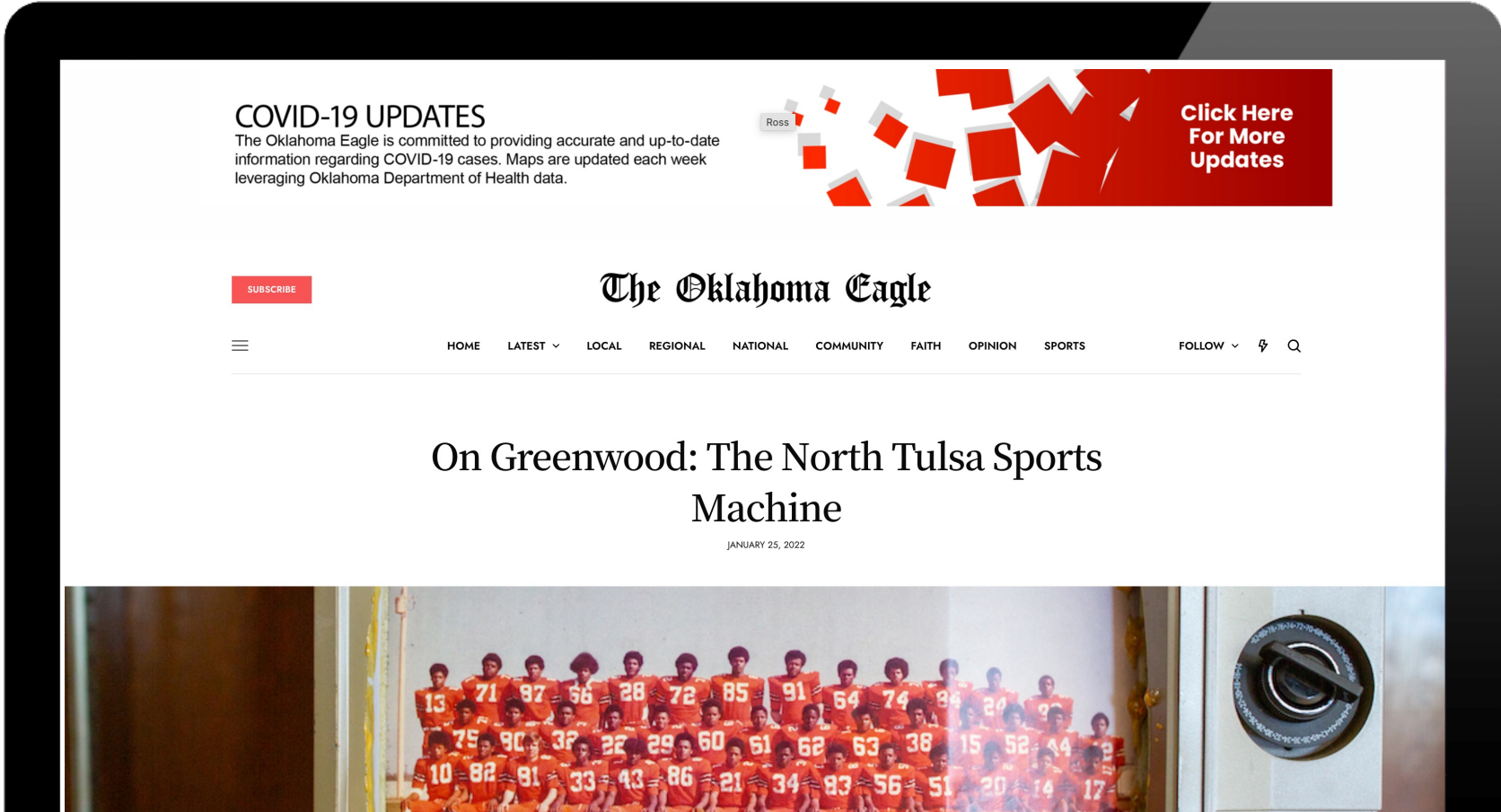
The 2nd Century Campaign will build upon the success shared during its inaugural year (2022) by expanding its sponsored content campaigns to include: a digital history platform; topic-centric narratives; personal narratives and mixed media content designed to celebrate the lives of Tulsans who have and continue to invest in our communities. Our innovative campaign is partner-driven by companies and organizations that sponsor uniquely published print and digital content year-round.

Of Greenwood

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. Our enhanced campaign will feature the personal stories of Tulsans, their triumphs, challenges and journeys.

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.



Of Greenwood Sponsorship
Duration: Twelve (12) months
Audience: Potential Digital of Reach of 6+ Million Per Month
Sponsorship Type: Branded Digital Content
Sponsorship Level: Exclusive
Sponsorship Value: \$500,000
Branding Format: All articles will include sponsor logo, sponsor branded voice and messaging

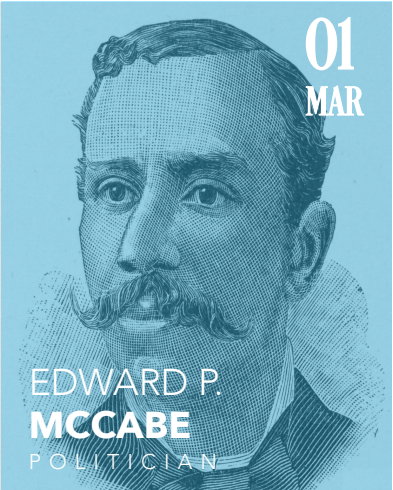
This Day In Greenwood

This Day In Greenwood is a digital immersive experience that features historic . **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.

JANUARY

FEBRUARY

MARCH




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MAR

EDWARD P.
MCCABE
POLITICIAN


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MAXINE
HORNER
POLITICIAN




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REV. BENJAMIN
HARRISON HILL
ACTIVIST



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MAR



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MAR

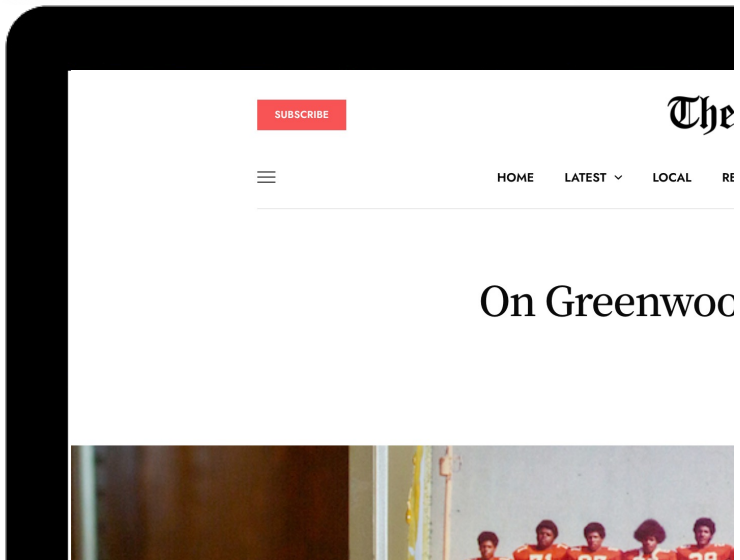
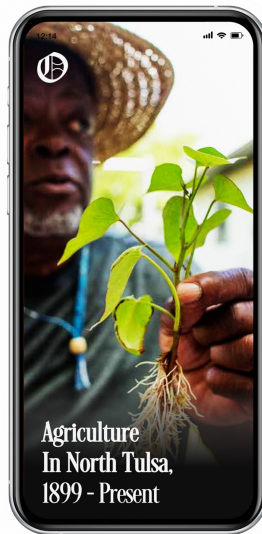
Sponsored Content
Duration: Twelve (12) months
Audience: Potential Digital of Reach of 6+ Million Per Month
Sponsorship Type: Branded Digital Content
Sponsorship Level: Exclusive
Sponsorship Value: \$250,000
Branding Format: All articles will include sponsor logo, sponsor branded voice and messaging

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.

The Oklahoma Eagle may also advance a lottery-based campaign to encourage long-term engagement and value. Our primary web domain will provide potential Subscribers with the ability to register for a sponsored subscription and winners may be randomly determined each month.



Greenwood, Shared Sponsorship

Duration: Twelve (12) month subscription

Goal: 5,000 Subscriptions

Sponsorship Type: Branded Print/Digital Content

Sponsorship Level: Exclusive

Sponsorship Value: \$250,000

Branding Format: Featured articles will include sponsor logo, sponsor branded voice and messaging

SPONSORED CONTENT

The Oklahoma Eagle Sponsored Content campaigns feature the engaging narratives of Tulsans who

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 & 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.

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.

Sponsored Content

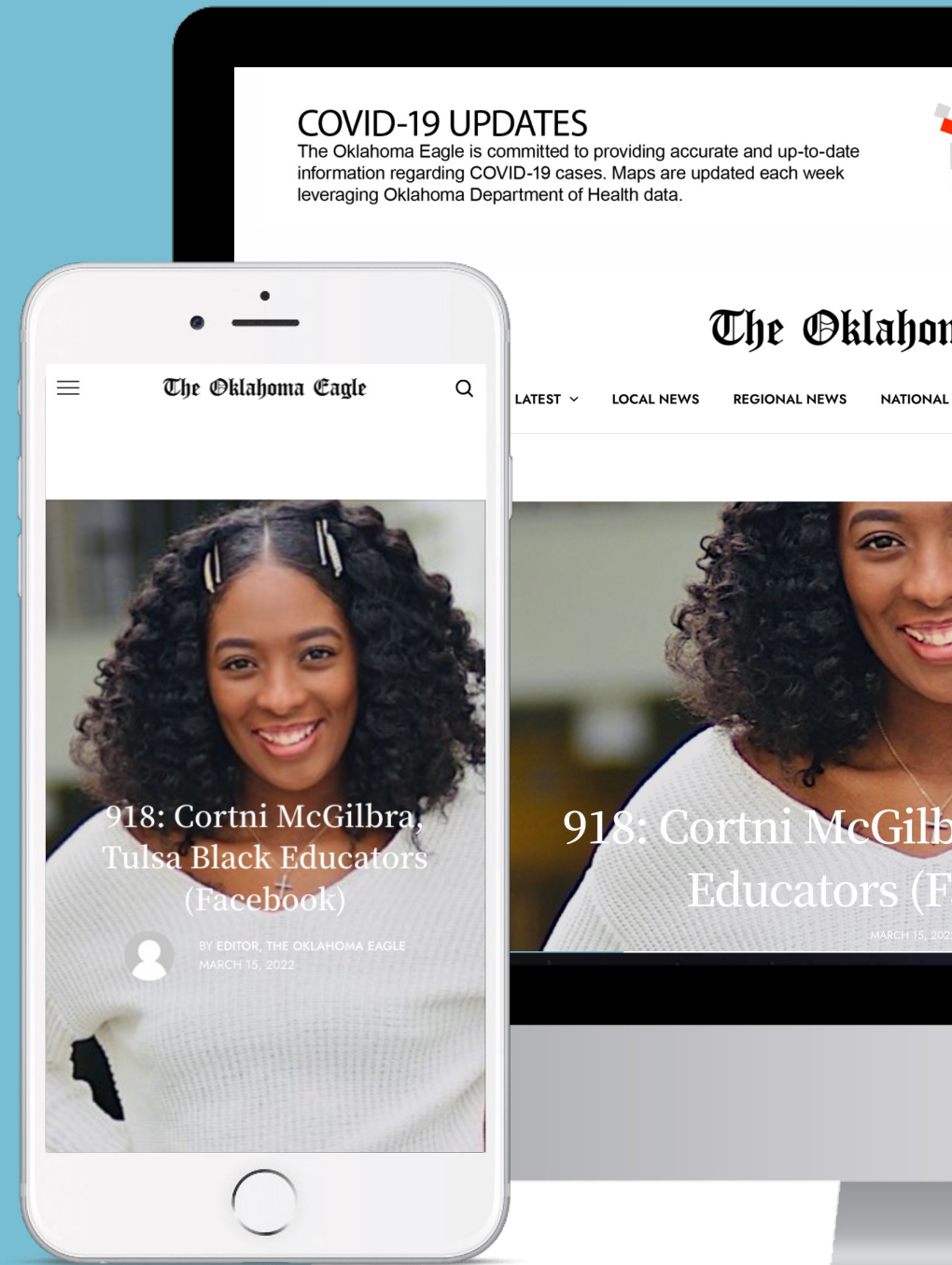
Duration: Twelve (12) months

Sponsorship Type: Sponsored Print/Digital Content

Sponsorship Level: Exclusive

Sponsorship Value: \$250,000

Branding Format: Featured articles will include sponsor logo, sponsor branded voice and messaging



SOCIAL MEDIA

The Oklahoma Eagle Audience Network - We have partnered with leading social brands and publishers to extend our social media audience, reach and engagement while promoting sponsor digital content.

The Oklahoma Eagle Audience Network is comprised of brands that share like-interests and demographics, ensuring the effectiveness of all published sponsor content.

Second Century Sponsors will possess the ability to reach a broad and focused audience, strengthening brand awareness and providing the opportunity to extend your customer base.

13m

The number of times, any content from or about our Social Brand that entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with Social Brand and more. (Total Count) - Facebook Insights (28 Days)

SOCIAL IMPRESSIONS

FACEBOOK
TWITTER
INSTAGRAM

5.2m

The number of people who had any content from or about our Social Brand enter their screen. This includes posts, check-ins, ads, social information from people who interact with our Social Brand and more. (Unique Users) - Facebook Insights (28 Days)

SOCIAL MEDIA REACH

FACEBOOK
TWITTER
INSTAGRAM

5.2m

The number of times, any content from or about our Social Brand that entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with Social Brand and more. (Total Count) - Facebook Insights (28 Days)

ORGANIC SOCIAL MEDIA REACH

FACEBOOK
TWITTER
INSTAGRAM

10%

Total Page Engagement Rate per Month: The number of people who engaged with our Social Brand. Engagement includes any click or story created. (Unique Users) - Facebook Insights (28 Days)

SOCIAL MEDIA ENGAGEMENT

FACEBOOK
TWITTER
INSTAGRAM