

Scalawag

peer-learning + COLLABORATION

FUND FACILITATED BY THE CENTER FOR COOPERATIVE MEDIA
AT MONTCLAIR STATE UNIVERSITY
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About Scalawag

Scalawag is a journalism and storytelling organization that illuminates dissent, unsettles dominant narratives, pursues justice and liberation, and stands in solidarity with marginalized people and communities in the South. Online, in person, and through its family of engaged members, Scalawag reimagines the roots and futures of the place they call home.

9:00 a.m.

WELCOME + GROUNDING

Stefanie Murray, CCM
Cierra Hinton, Lovey Cooper, and
Alysia Nicole Harris, Scalawag

10:35 a.m.

BREAK

Step away, or stay with us and listen to some music while we take a break!

9:15 a.m.

FRAMING TODAY'S SESSION

- Session overview
- Set expectations
- Shares objectives

10:45 a.m.

COMMUNITY CONNECTION

- Ending print
- Scalawag Events
- Right relationship: contributors, community, movement

9:25 a.m.

MISSION, VISION, VALUE

- Scalawag's starting mission
- Theory of change
- Current mission, vision and purpose
- Breakout session

11:05 a.m.

REVENUE GROWTH

- EOY campaign
- Membership
- Community Foundations

9:50 a.m.

AUDIENCE GROWTH

- Starting target audience
- Table Stakes + Audience Survey
- Communities centered
- Funneling demonstration
- Breakout session

11:35 a.m.

WHAT NOW, WHAT NEXT?

- What we've figured out in Q1
- What's next

11:35 a.m.

Q+A AND CLOSE

Contact info + goodbyes after questions