

THE VISION

For 30 years, the Oxford American has produced stories that counter harmful and pervasive narratives about the South.

The OA's work centers stories that interrogate generations of systemic racism and economic inequity. The OA reflects an evolving culture and reexamines perspectives informed by long held, dominant narratives.

THE AUDIENCE

DEEPLY ENGAGED

82%

describe the OA as their favorite publication

2.5

readers per issue

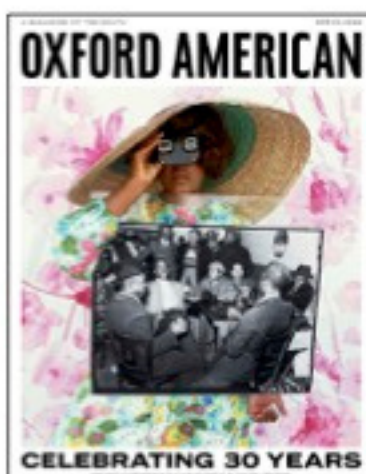
THE BRAND

"The Oxford American is a thriving example of a modern literary magazine—eager to experiment, yet firmly in control of its editorial voice; alive to history but bracingly contemporary."

—American Society of Magazine Editors Award Citation

WINNER OF 4 NATIONAL MAGAZINE AWARDS

OXFORD AMERICAN



THE QUARTERLY PRINT MAGAZINE



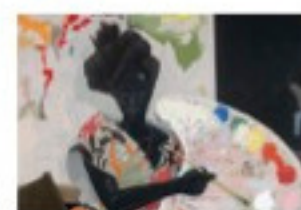
LITERATURE



MUSIC



FOOD



VISUAL ARTS

ANNUAL AUDIENCE
(PRINT, DIGITAL + SOCIAL)

818,000+

>50%

OA artists from marginalized groups

6,000+

free issues to underserved readers a year

COMING SOON

CURATED CIRCULATION

- Disrupts subscription model
- Reallocates resources to outreach efforts
- Grows partnerships: Freedom Reads, Kentucky Black Writers Collaborative + more
- Expands engaged audience

DIGITAL STORYTELLING



On Jubilee: A Juneteenth Series

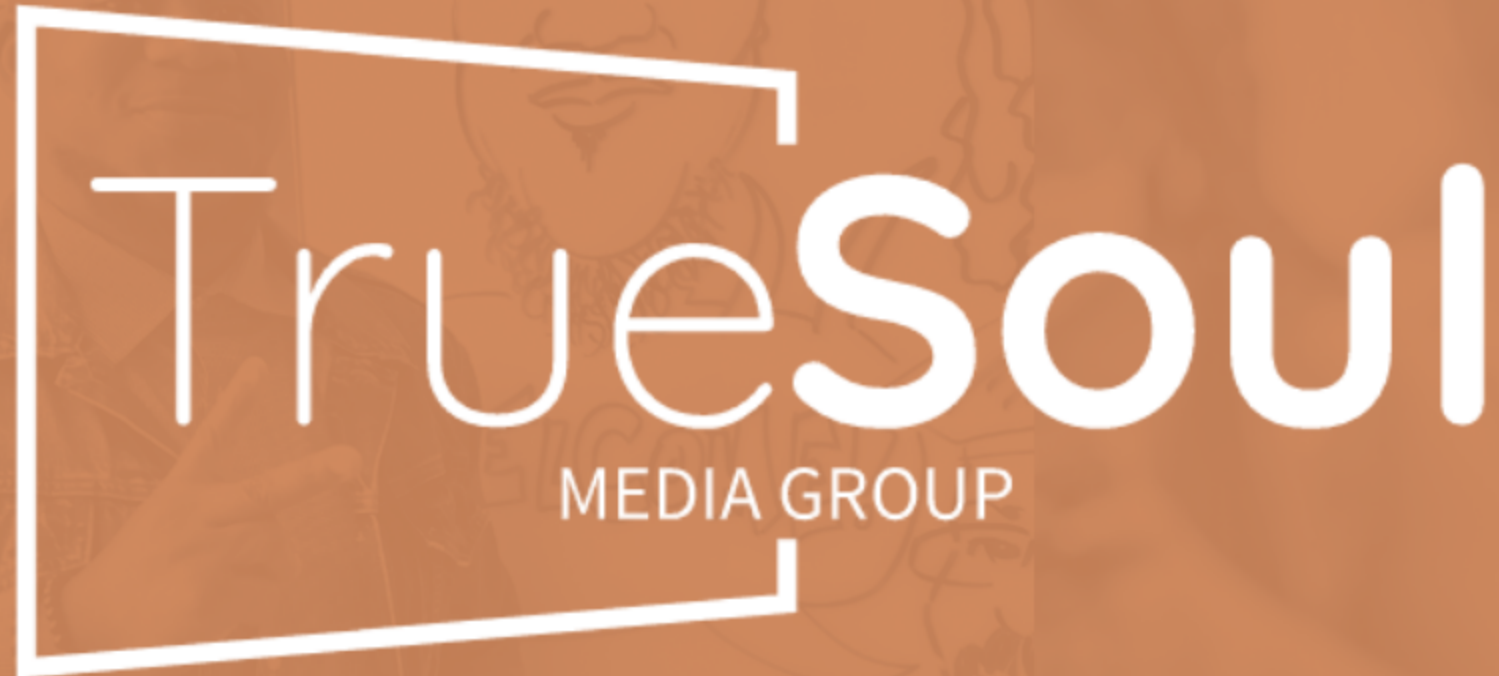
101k+ UNIQUE MONTHLY AUDIENCE



SOCIAL INFLUENCE



86k+ FOLLOWERS



a nonprofit parent media company

contact: info@truesoulmedia.org
visit: truesoul.media



**WE'RE ON A MISSION TO
AMPLIFY REGIONAL
STORIES AND VOICES
THROUGH ACCESSIBLE,
BIPOC-CENTERED MEDIA
AND OUTREACH.**



OUR PROGRAMS & ACTIVITIES

- Production Company
- Creative Agency & Content House
- College Ambassador Program
- Fiscal Sponsorship Program
- SoulCon BIPOC Media Conference
- AR & GA Branch Newsrooms
- Diversity in Media Research Center



ARKANSAS JUSTICE REFORM COALITION

AJRC aims to END MASS INCARCERATION in Arkansas.

FACT

Arkansas has the 5TH highest incarceration rate in the country — a per capita rate of 942 per 100,000 people that greatly exceeds that of all independent democracies around the world, including the broader United States.

Non-carceral solutions that heal and repair trauma ARE POSSIBLE.

Advocacy and Policy - Direct Community Service - Education and Narrative Change

IMPACT

- Jail Tax/Expansion in Washington and Benton Counties/NWA voted down
- 6,400 signatures collected toward 8,000 needed for ballot initiative
- 2 bills introduced & run in the legislature: juvenile fines/fees & ending misdemeanor cash bail
- Advocacy in Benton & Washington Counties resulted in applications for Mental Health Court funding

SUMMER 2023

- Become a FOIA Expert
- Record Sealing Clinic
- Alcohol & Drug WCDC Jail Survey
- Legal Observer Training
- Warrant Clinic



www.arjusticereform.org
arkansasjusticereform@gmail.com






VENCEREMOS

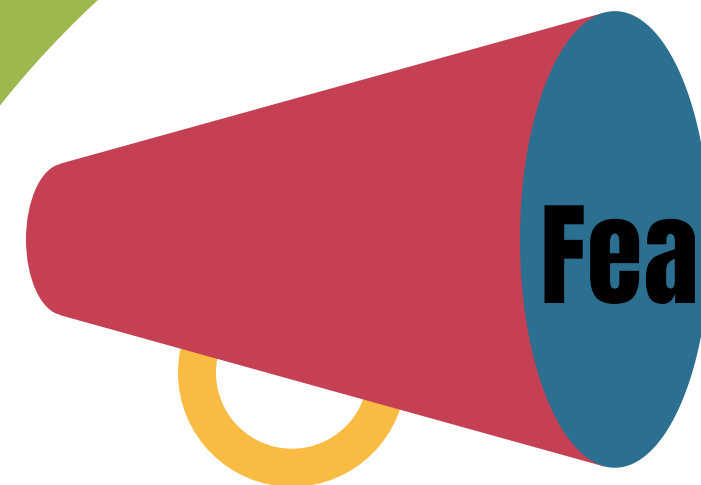
COMMUNITY CENTER PLANTING SEEDS OF JUSTICE



*a worker-based organization
whose mission is to ensure the
human rights of poultry workers.*

-  *Poultry workers take direct action –petitions, rallies, strikes*
-  *Over 300 non-unionized Tyson workers staged a week-long strike, a historic event in AR, a right-to-work state*
-  *Poultry workers view Venceremos as a safe space and trusted platform for advocacy and awareness*

twitter: @VenceremosAR | facebook.com/venceremosarkansas/
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Featured in:

The New York Times



Forbes

Mother Jones



**The New York
Review of Books**

**THE BUREAU
OF INVESTIGATIVE JOURNALISM**

proud member of:





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Launched in 2021

to advance inclusive, collective, and systemic solutions to issues of equity, poverty, and justice facing Arkansans.

- Family Land
- Housing Justice
- Access to ID
- Disaster Assistance
- Legal Justice Fellowship

Research » Educate » Advocate » Law



**Arkansas Appleseed is
a proud member of the
Appleseed Network**

APPLESEED NETWORK
**BY THE
NUMBERS**

18 justice centers

170 advocates, organizers & researchers

42K+ pro bono hours donated

1000s of grassroots volunteers engaged



RootED

NORTHWEST ARKANSAS

17%

Hispanic and Latino communities made up one percent of the NWA population in 1990. Now, the community accounts for about 17% of the population.

RootED centers NWA Latina mothers with school-age children in efforts to educate and activate a community, leading to shifts in perceptions and practices.

48%

in Springdale school district, Hispanic/Latino account for 48% of enrollment, with 35% of students classified as English learners. The diverse population of students in the city represents 68% of enrollment.

TRAUMA-INFORMED DIALOGUE CIRCLES
MADRES EN ACCIÓN LEADERSHIP PROGRAM
UCA COMMUNITY DEVELOPMENT COHORT
COMMUNITY CONVERSATIONS
WEEKLY RADIO HOUR WITH MADRES

We believe all parents should have a voice in their child's education.

ADVOCACY

COMMUNITY EDUCATION

LEADERSHIP DEVELOPMENT

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