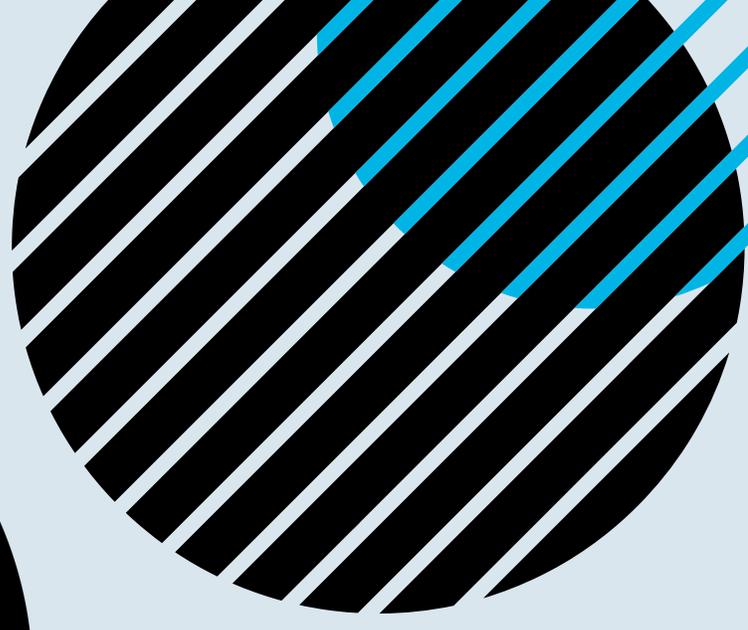




**OUR 360  
N▶WS**



**WWW.OUR360.NEWS**

YOUR SOURCE FOR NEWS,  
ANALYSIS, AND POLITICAL UPDATES

# 2020 MEDIA KIT



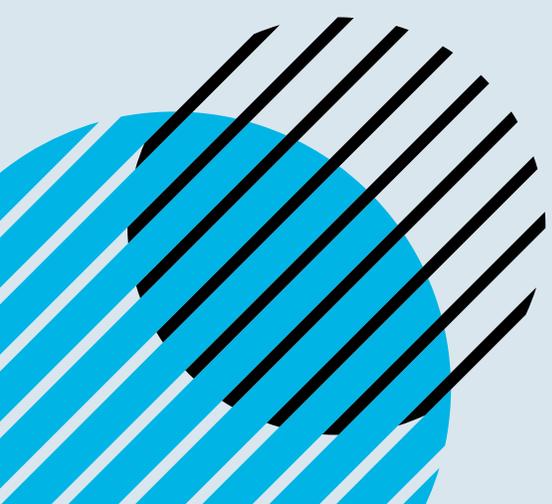
**@our360news**



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# ABOUT OUR 360 NEWS



**Our 360 News** is an Alabama based, start-up digital source for political and cultural news, analysis and updates delivered from journalists, reporters and opinion leaders embedded in communities across the state. What separates Our 360 News from the state's other news sources? We provide fact-based reporting to our audience, with an eye on the issues that are most important to Alabama's historically marginalized and underserved communities.

**Our 360 News** soft-launched on June 3, 2020 and will formally roll out its digital news media platform in August 2020. The website and accompanying online mediums will provide our audience with written news content; opinion editorials from community leaders, elected officials and staff writers; recurring video news series; power profiles on influential state and business leaders; and live social media updates and reports.



## MISSION STATEMENT

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Our 360 News strives to be the primary source of information about and for the communities we serve. We aim to provide overlooked and marginalized Alabama citizens with unbiased news, while giving them a voice and platform to be heard and seen across the state and beyond. Our website, social media channels and new media endeavors will be fact checked thoroughly and will serve our audience with integrity in the tradition of American journalism.

# FEATURED CONTENT

## City Seen

City Seen features frontline news and stories from cities around the nation. It examines the cultural, political and business happenings through the lens of the African-American experience. City Seen features interviews, coverage and stories on the topics our readers care about the most, from a familiar perspective. This feature is found on our website, social media channels -- and will soon be on the 360 app.

## IMO 360

Imo is a Yorubian word meaning "knowledge" and today is a colloquial abbreviation for "in my opinion." From elected officials to community leaders, from HBCU and PWI student leaders to community advocates -- IMO 360 offers readers a rich collection of opinion pieces from multi-generational contributors.

## 360 TV

360 TV is a reoccurring video program that provides our audience with quick news updates. The 360 Circle Back gives readers a weekly recap of the news and updates they may have missed; while 360 Sixties provide a 60-second, high-level overview of complex and trending topics in an easily digestible format.

## Dialogue 360

Dialogue 360 is an interview style series that brings kitchen table conversations from notable community figures to the palm of our readers' hands. The series is designed to bring the reader informative interviews that pursue answers to the questions our audience care about the most -- giving them a glimpse into Alabama's power structures. This feature is found on our website, social media channels -- and will soon be on the 360 app.



Octavia Spencer  
Actress, Author, Producer  
Native of Montgomery, AL

# OUR 360 NEWS READERS

Our 360 News aims to provide Alabama readers with an unbiased news option from an untraditional lens. We seek to be a reliable information source that appeals to the issues and events of interest to the state's minority populations, as well as those looking to gain insight on the focal points of black Alabama and communities of color.

Roughly 55 percent of the nation's African-American population lives in the south and southeast regions. In fact, Alabama holds the country's seventh-highest black population by percentage, with 1.285 million black residents -- 26 percent of the state's total population.

This is a unique audience and statistics demonstrate substantial discrepancies between the lifestyle options and quality of life experienced in the state's black and white communities. Take the following Alabama specific data as examples:

- Black residents are more than twice as likely to **live in poverty** than their white counterparts.
- 47.7 percent of blacks have **never been married** compared to only 23.8 percent of whites.
- The **unemployment rate** for is 3 times higher for black residents than white residents, despite nearly identical labor force participation.

There are similar patterns in education and business ownership. What's the root of this opportunity gap?

We don't have the answer to that question, but we know there is an audience in Alabama -- of various races and backgrounds -- that wants to dig deeper. They are our audience and Our 360 News is identifying more and more of them with each passing day.



# SOCIAL MEDIA TARGETS

## FACEBOOK

The Our 360 News Facebook page launched on June 3, 2020. Within its **first two-months**, the page garnered:

**199,760 IMPRESSIONS**

**33,389 ENGAGEMENTS**

**3,177 POST CLICKS**

**742 FOLLOWERS**



## OUR APPROACH

We launched the Our 360 News social media pages two-months before our official roll-out date, with a layered approach to promoting their presence. In the first two weeks, we relied solely on word of mouth and organic engagements with limited personal invitations. More resources are being added to our marketing efforts as we approach the formal launch in September 2020.

## INSTAGRAM

The Our 360 News Instagram page launched on June 3, 2020. Within its **first two-weeks**, the page garnered:

**7,839 IMPRESSIONS**

**381 ENGAGEMENTS**

**88 FOLLOWERS**



## TWITTER

The Our 360 News Twitter page launched on June 3, 2020. Within its **first two-months**, the page garnered:

**442,629 IMPRESSIONS**

**96,366 ENGAGEMENTS**

**93 FOLLOWERS**



Roy Wood, Jr.  
Comedian, Actor, DJ  
Native of Birmingham, AL



# ADVERTISE WITH OUR 360 NEWS

**Our 360 News** offers a variety of marketing options for advertisers seeking to promote their brand or cause on our multi-media platform. We offer static and video placements throughout our website and social media channels, sponsorships of both in-person and virtual Our 360 News events, promotional segments on our various 360 TV programming, among other advertising options.

Have a specific marketing plan in mind? No problem!

Our sales team is able to create custom packages to suit your advertising needs. Advertisers can use their own content, or work with our seasoned graphic designers and producers to create the perfect vision to reach their marketing goals. We will work with you every step of the way to make sure you get the best placements for your product and the most bang for your buck.



What are you waiting for? Contact us at [info@our360.news](mailto:info@our360.news) or at [www.our360.news/advertise](http://www.our360.news/advertise) to create the best marketing package for your company today.

