

# SCALAWAG

## Suitability for membership questions

- 1. What is your organization's mission and vision?*

Scalawag sparks critical conversations about the many Souths where we live, love, and struggle. We amplify voices of activists, artists, and writers to reckon with Southern realities as they are, rather than as they seem to be.

The stories we tell matter. In print, online, and in person, Scalawag reimagines the roots and futures of the place we call home. We are on our way.
- 2. Why do you want to join The Media Consortium?*

Scalawag believes in partnering with other excellent journalistic outlets: The Media Consortium is a community that will make it possible for us to learn from and work with organizations we admire and aspire to collaborate with.
- 3. Does your organization have any areas of expertise that could be helpful to The Media Consortium and its members?*

While Scalawag is young, we've had great success with Kickstarter, planning community conversations, and more. And, as Jo Ellen and I (Evan Walker-Wells) spoke about, Scalawag covers the American South in a way unlike any other existing media outlet. Our regional expertise is unique, and we hope it can be useful to other members of the consortium.
- 4. What is your operating budget?*

Just under \$50,000 a year; we're currently working on expanding that, as Trump would say, "bigly/big league."
- 5. How many staff do you have?*

No paid staff: Two full-time volunteers, 12 part-time volunteers. We pay all of our writers, who work with Scalawag as freelancers.

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6. *Would you like to join as an associate or full member?*

Associate.

## **To better serve members**

1. *Are you organized as a non-profit or a for-profit?*

Non-profit.

2. *How would you describe your primary audience in terms of size, diversity/demographics, lifestyle and geography?*

Roughly 20,000 readers online a month, 750 in print each issue. Our readership is concentrated in the South, particularly in North Carolina, and has college degrees.

3. *What are your primary platforms? (e.g., print, radio, online, video, tv, books, social networks, etc.)*

Quarterly print magazine, online publishing, community events, and weekly email.

4. *What infrastructure is your organization looking to build? (e.g., advertising, web strategies, technological innovations, editorial planning, etc.)*

We're working to build fundraising and foundation capacity to hire staff in the near term. But expanding our subscription base and our readership is essential to Scalawag's long-term prospects.

5. *Who will be the primary TMC contacts for your organization?*

Evan Walker-Wells

Co-founder and publisher (also serves on editorial board)

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