

The background of the title card is a faded, orange-toned map of the Southern United States in 1861. The map shows state boundaries, major cities, and geographical features. The text 'OUR NEW SOUTH' is overlaid in large, white, sans-serif capital letters. The word 'NEW' is flanked by two small white triangles pointing outwards. The entire title is enclosed within a white rectangular border.

OUR NEW SOUTH



LEVINE MUSEUM

MISSION AND OVERVIEW

For more than 30 years, Levine Museum of the New South has explored the region’s history and has been a community convener that tells the stories of our past to deepen understanding of contemporary issues and our lives today. This understanding is crucial to finding common ground and transforming communities. Through substantive programming, innovative experiences and community events we connect people to each other and inspire them to act.

The mission of Levine Museum of the New South is to connect the past to the future to realize the promises of a New South and our vision is to use history to build community.

The Museum plays a critical role in building community by bringing together the experiences of long-term residents along with newcomers to foster growth and change that deepens understanding, fosters empathy and inspires action so we can all have a better future. We strive to be a catalyst for transformation, and we seek to use historical knowledge to spark meaningful civic dialogues on the challenges and opportunities facing the US South and their national implications.

We are currently engaging with our community through a myriad of in-person community programs, events and educational offerings as well as digital experiences. The Museum’s overall engagement has soared to over 300 people through these initiatives using history to build community.



OUR NEW SOUTH PODCAST

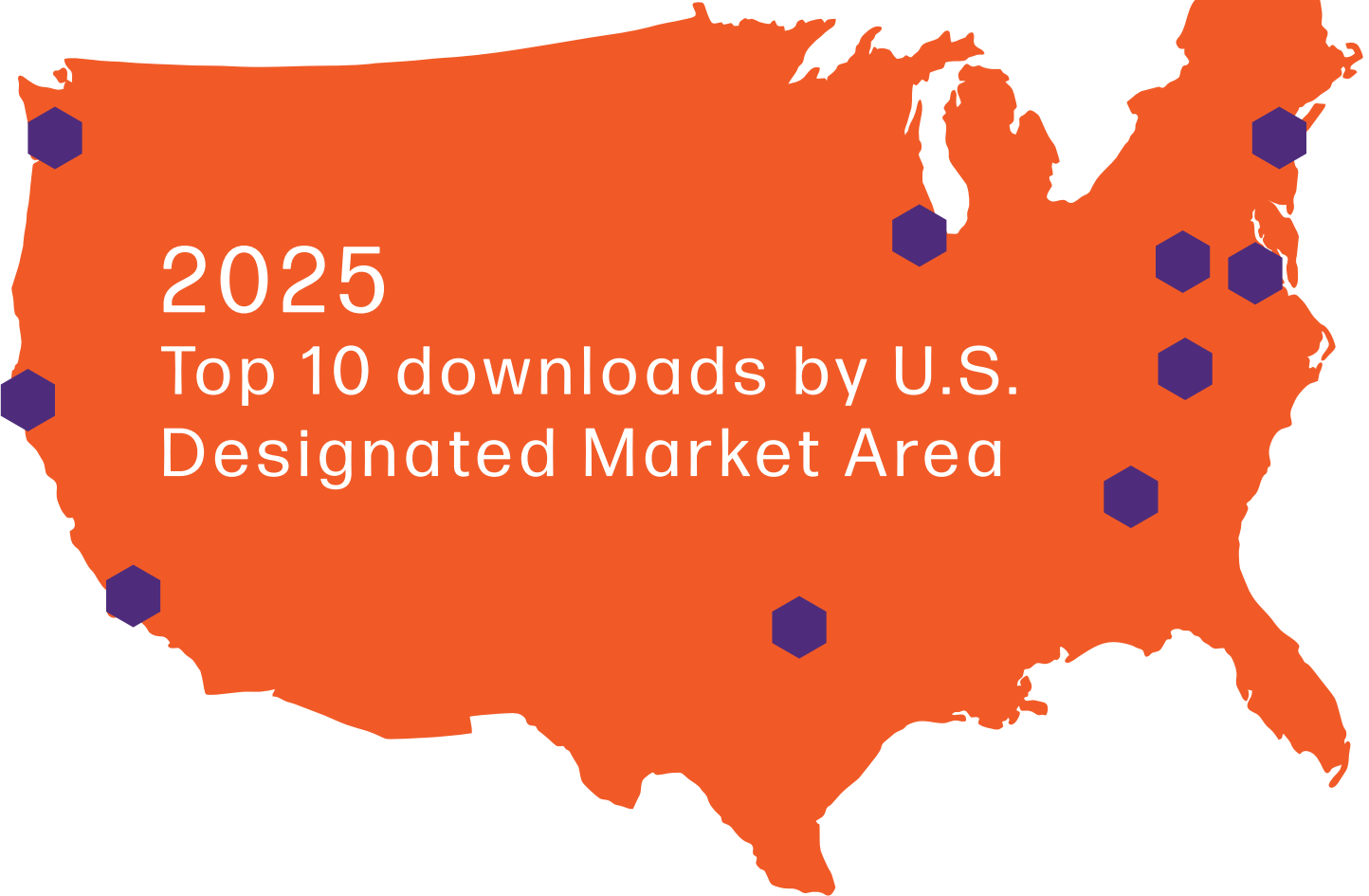
Our New South explores the complexities of the many Souths that make up today's New South. The series highlights opportunities and challenges that different communities face, diving into censorship and healthcare, tourism and religion, struggles for rights and resources, and the global reverberations of New South culture.

AN AWARD WINNING PODCAST



THE COUNTRY IS LISTENING!

141,000 DOWNLOADS
SEASON ONE RELEASED JANUARY - MARCH 2024

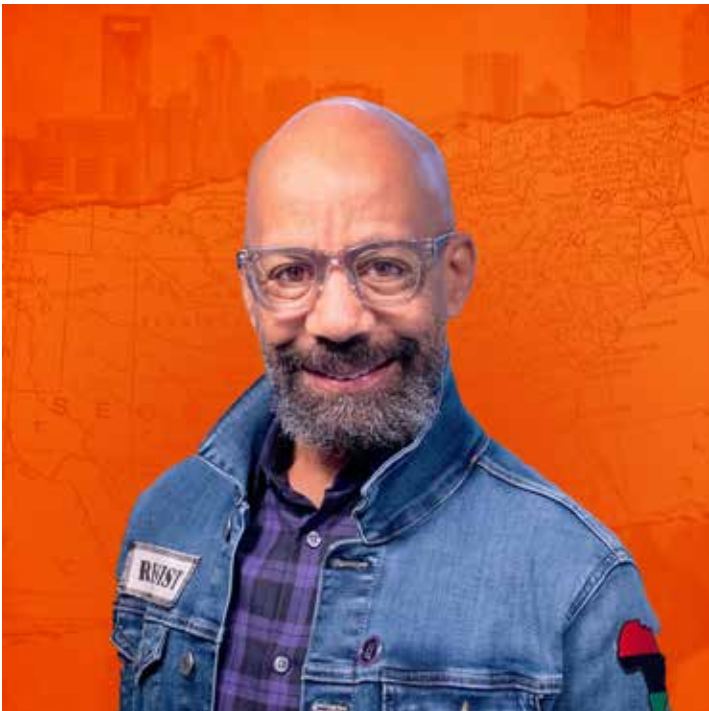


223,600 DOWNLOADS
SEASON TWO RELEASED JANUARY - MARCH 2025

- | | |
|--------------------------|---|
| 1. New York, NY | 6. Atlanta, GA |
| 2. Los Angeles, CA | 7. San Francisco / Oakland / San Jose, CA |
| 3. Washington, DC | 8. Philadelphia, PA |
| 4. Chicago, IL | 9. Charlotte, NC |
| 5. Dallas-Fort Worth, TX | 10. Seattle / Tacoma, WA |

OUR HOSTS

Kevin Blackistone

























Kevin Blackistone is a longtime national sports columnist now at The Washington Post, a panelist on ESPN's Around the Horn, a professor of journalism at the University of Maryland, an occasional contributor to NPR and PBS, co-producer and co-writer of *Imagining the Indian*, an award-winning 2022 documentary on the history of and fight against mascotting Native Americans, and co-author of *A Gift for Ron*, a memoir by former NFL star Everson Walls published in November 2009 that details his kidney donation to onetime teammate Ron Springs.

Robert Greene II



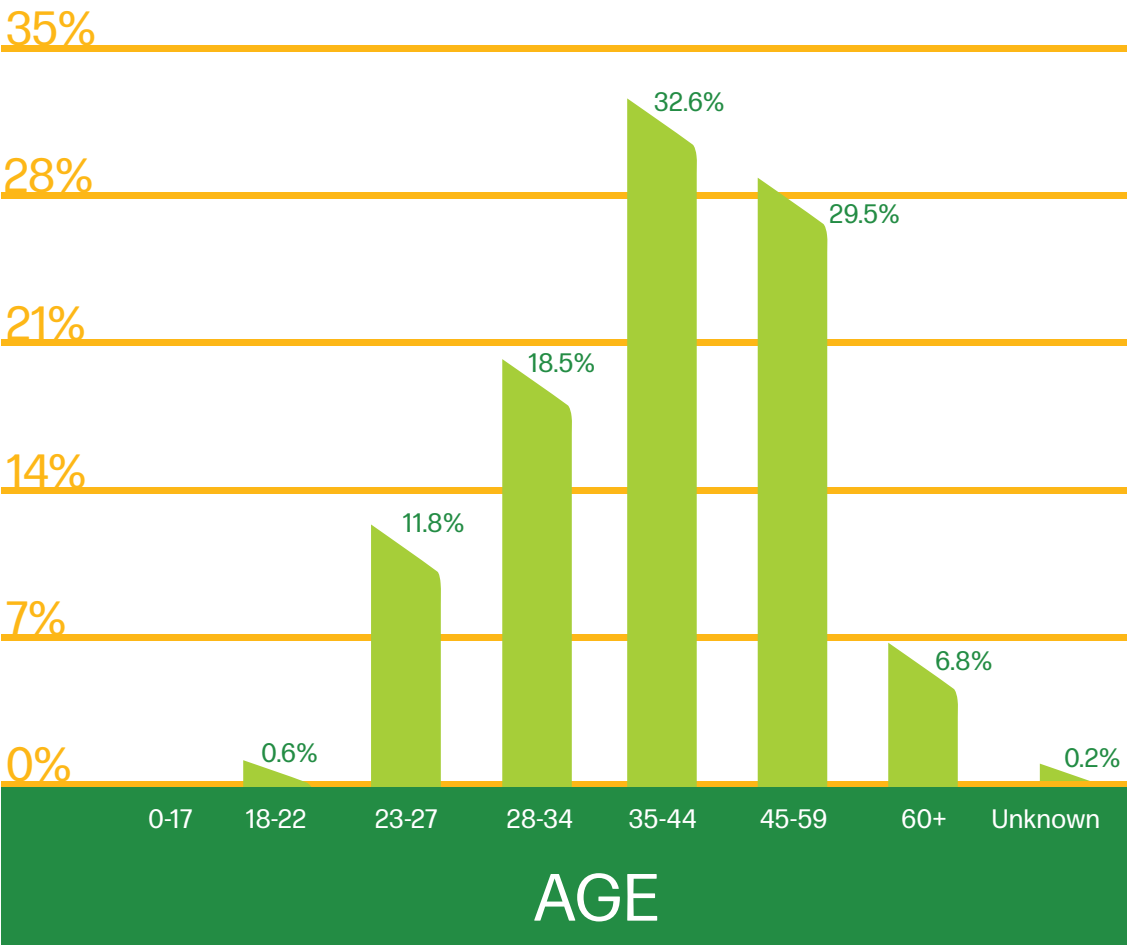
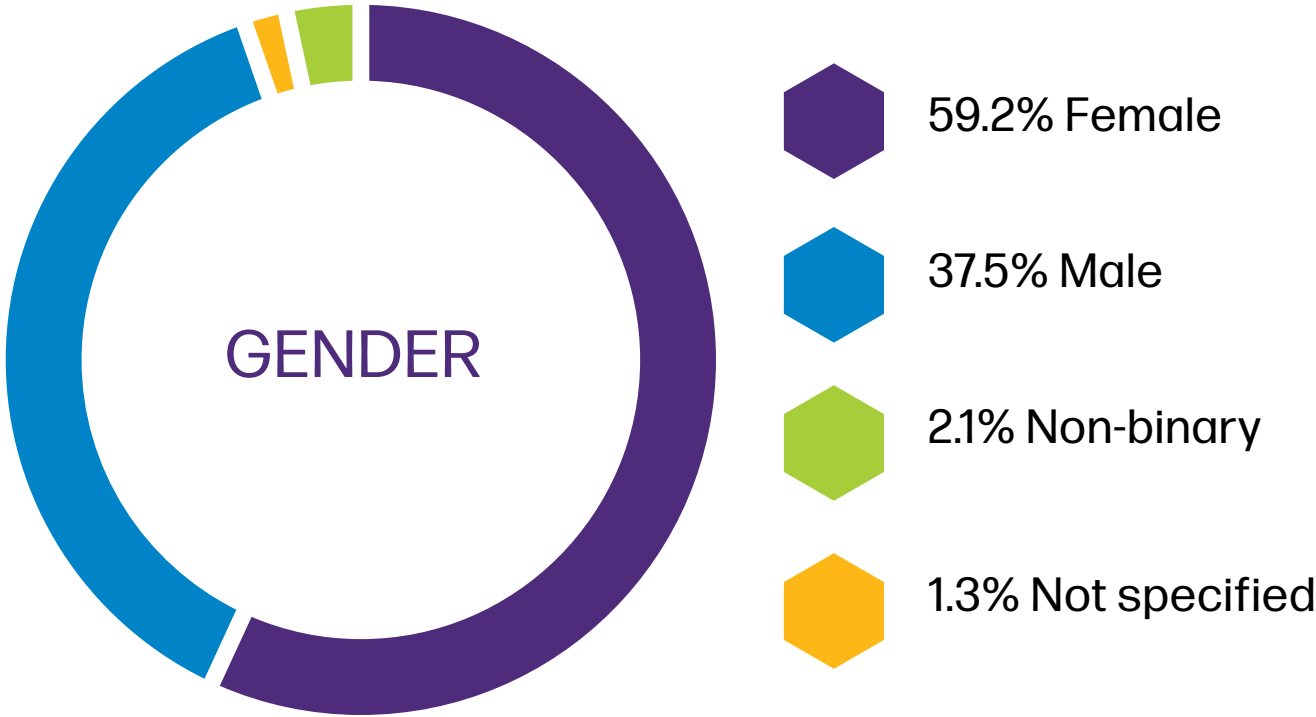
Robert Greene II is an Assistant Professor of History at Claflin University. He is also the Publications Chair of the Society of U.S. Intellectual Historians and the incoming President of the African American Intellectual History Society. Dr. Greene II has written extensively on the South, Black history and memory, and political history for publications such as *Oxford American*, *The Nation*, *Dissent*, *Scalawag*, and *Jacobin*, among others. Dr. Greene II is co-editor, along with Dr. Tyler D. Parry, of the edited volume *Invisible No More: The African American Experience* at the University of South Carolina, and he is currently at work on a book titled *The Newest South: African Americans and the Democratic Party, 1964-2000*, about the relationship between Democratic Party leaders in the South and African American voters.

PODCAST SPONSORSHIP LEVELS

| | TITLE SPONSOR | SUPPORTING SPONSOR | COMMUNITY SPONSOR |
|--|--|--|--|
| BENEFITS | \$60K | \$30K | \$15K |
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| 30 sec pre-produced mid roll advertisement spot for six months | |  | |
| 15 sec pre-produced mid roll advertisement spot for six months | | |  |
| Recognition at Live Podcast Event in Charlotte, NC |  <small>Includes eight tickets, tabling opportunity, & welcoming remarks</small> |  <small>Includes four tickets</small> |  <small>includes two tickets</small> |
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SEASON WRAP

DEMOGRAPHICS BREAKDOWN - 2025 SEASON





FAST FACTS

FIRST SEASON

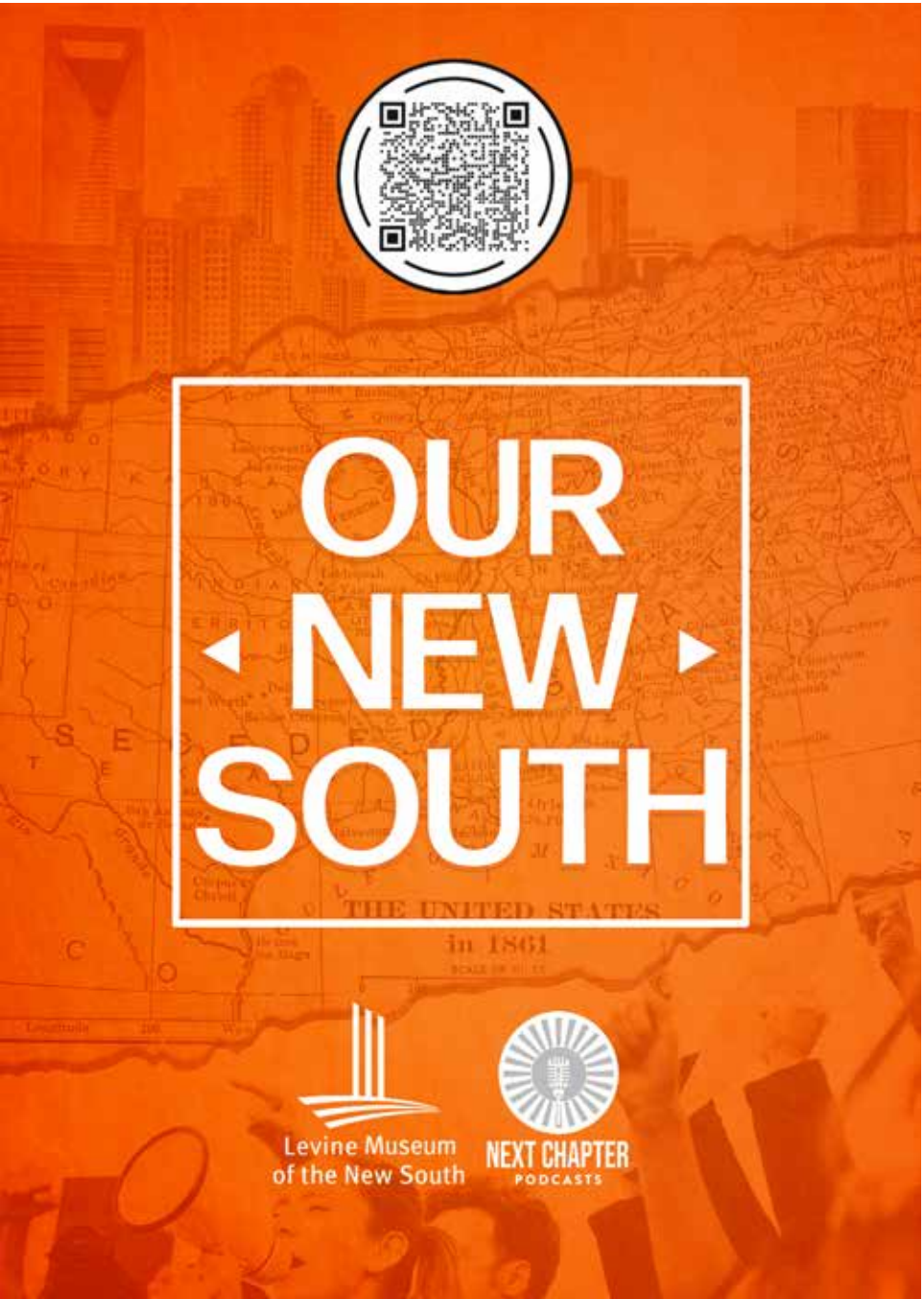
- **10 Episodes** published in 2024
- **141K** downloads
- Downloads from **all 50 states** including audiences from metro Atlanta, New York City, Chicago, and Los Angeles, among other national and international locations
- Podcast was also in the **top 5%** of podcasts because all 10 episodes had more than 1,200 downloads in the first week after release. (Based on podcast data from Buzzsprout)

SECOND SEASON

- **10 episodes** published January 2025
- **223,600** downloads
- **20 guests**, 2 per episode representing diverse communities, expertise, and locations throughout the South
- Subjects include: New South Cuisine, Censoring Education, HBCU's
- Religion in the New South, Trans Communities, Immigrant Communities
- Tourism, College Football, Women's Healthcare, and Southern Hip Hop

THIRD SEASON

- **10 episodes** releasing January - March 2026
- **10 guests** - Well known southern figures, representing an array of professional fields, perspectives, and parts of the South, will share ideas about the South today and the New South they imagine for the future
- Exciting **live podcast event** taping in Charlotte, NC



AVAILABLE ON ALL STREAMING PLATFORMS.

Produced by the award-winning podcast production studio

NEXT CHAPTER PODCAST

and

LEVINE MUSEUM OF THE NEW SOUTH STAFF

Franky Abbott, PhD, Alexander Piñeres and Cliff Whitfield