



the problem

There is a lack of diverse voices represented and shared in media stories locally and nationwide.

Only **17%** of newsroom staff at print and online publications are and **25%** of TV staff are journalists of color. When journalists look to their own networks for contacts, that often leaves people of color out as reputable sources.

our solution

Sources of Color is a breakthrough online platform created to amplify diverse voices in news stories.



Journalists | *Less time researching, means more MORE time writing*

Nearly half of a journalist's 40 hour work week is spent searching for, vetting and cultivating sources. Tapping into Sources of Color's growing network of diverse sources allows you to save time and focus on storytelling.

Sources | *Greater accessibility to media opportunities*

Ninety-five percent of pitches are rejected by journalists daily. Showcase your industry/community expertise, so reporters can easily find and contact you directly.

PR Pros | *Elevate diverse voices and have greater accessibility to media*

Get your clients of color in front of top journalists, pitch and secure media placements all on one platform.

key features

- Searchable Source & Journalist Database
- ACCESS TO A DIVERSE POOL OF SOURCES
- Customizable User Profiles
- Match System Based on Industry and Expertise
- Pitch Notifications
- In-Platform Chat and Video Call Capabilities

*Columbia Journalism Review, 2018

**Expert Sources Survey, 2020

membership levels

Journalists

Free

Sources

\$9.⁹⁹/month