

PROMOTING A MORE INCLUSIVE SOCIAL NARRATIVE



Vinegar Hill
M A G A Z I N E

IMPACT REPORT

It's hard to believe that Vinegar Hill started as just a two-page newsletter with the intent of countering the exclusive and pejorative narrative about Black people by legacy media organizations. We knew that the stories of Black Charlottesville have been under-represented and often misrepresented by local media for ages and it was time for a change.

From the outset, we employed some of the best writers, social commentators, and subject matter experts to provide content. Quickly, we built a grassroots following with deep engagement across the socioeconomic spectrum. We worked to unearth the stories and the innovation happening in the Black community that was not on the radar of other media outlets.

Through this process not only did Vinegar Hill connect a fragmented community but also grew that community and provided a space where the tough issues of the day could be contextualized and explored. We hope the magazine grows regionally and nationally and has ripple effects, challenging media professionals broadly to expand their perspectives in ways that inform social policy and build holistically healthier communities.

We thank you for going on the journey with us!

Eddie Harris

Founder & Publisher

Sarad Davenport

Content Manager & Digital Strategist

**UNITING A
COMMUNITY**

RICH HISTORY

As many know, Vinegar Hill Magazine began as a way to offer the community a more inclusive perspective and give an asset-based lens to news from the Black community in Charlottesville. Staying true to this mission and intent has only helped Vinegar Hill since the early days. Vinegar Hill Magazine has not only been a place to curate stories with the Black community in mind, but it has also been a place to amplify and launch Black entrepreneurs, artists, professionals, and innovators.

The shift from a newsletter to a magazine happened when Charlottesville native and Morehouse grad Big Lean won was featured in the 2015 B.E.T. Awards show performing his single, 'Lord I'm Dope.' Lean agreed to do an exclusive interview with Vinegar Hill newsletter and we decided to take that opportunity to shift to being a full-fledged magazine. This proved to be the right thing at the right time.

Around this time, Vinegar Hill was approached by the Special Collections Department at the University of Virginia to have the issues archived as permanent historical records. For the last 10 years, the publication has been the only Black publication of record in Charlottesville.

Summer 2013 Issue

Vinegar Hill Society *Newsletter*



THE UNFORGIVING SOCIETY

by Rev. Dr. George A. Bates, JD

Former Vice-President, Hubert Horatio Humphrey once opined that the test of a nation is how it treats those in the dawn of life—the children and the young, how it treats those on the edge of life—the poor and the sick and how it treats those in the shadow of life—the elderly and the disabled!

I am certain that Humphrey would find a place for the homeless military veterans who have served their country honorably yet went abandoned to home to abandoned ken fami-slipped alcohol abuse or violence between Many die on a tombstone! One-third (1/3) of our homeless are veterans and probably one-third (1/3) more are children. Over fifty (50) million poor whites live below the federally defined poverty level, along the Appalachian Trail which runs through thirteen (13) states from Mississippi to up-state New York. Nearly seventy (70%) of the people on welfare (public assistance) are white!

However, at the absolute "bottom of the barrel" are African American men and women who are veterans, homeless and/or ex-offenders (felony convicts). They have severe difficulty in finding any job let alone a respectable one regardless of their conviction. Most are trapped in the temporary labor market where they are treated like slaves working for minimum wage or even less! Even, if their conviction was twenty or more years ago and did not involve a crime of violence

If we block the door to a productive life, are we not re-sentencing them to resume their prior criminal conduct?

lost jobs, careers, bro- lies and away into and/or drug senseless only to fall the cracks. as a number

leaders of our families, communities, churches, civic structure, the region, the State and the nation! If we cede, predestined or abandon too many to the "streets" of our society, are we not "cutting off our noses to spite our face?" If we do not try to save the "poorest of the poor", the "be be kids" and those who come from the "mean streets" of housing projects (the "jects"), ghettos, depressed areas and "the hardest hit economic areas", we are dooming our own families and communities and society in general into two categories—the "haves" and the "have nots"! The ranks of the poor, by all accounts, are steadily growing despite the billions of dollars we spend in social welfare programs in this country! Why is this? It is very simple: God designed

KWANZAA UNDERSTOOD

by Maxine Holland

Kwanzaa is the time of year when African-Americans come together as a community to celebrate their ancestors, history and culture. This is done by reflecting, reassessing, recommitting, rewarding and rejoicing in an atmosphere of peace, respect and unity. It is a seven-day celebration. Kwanzaa was first celebrated by Dr. Maulana Karenga, his family and friends in 1966 (Los Angeles). Since that time, hundreds of African-Americans celebrate Kwanzaa. Dr. Karenga organized ancient wisdom based on six criteria of a people: history, mythology, creativity, social structure, political organization and economics into this celebration. The



Continued on page 3 KWANZAA

Continued on page 2 UNFORGIVING

Summer 2014 Issue

Vinegar Hill Society *Newsletter*

Who Loves Ya?

good mother, a good Christian that one day may become a good deacon or a good church trustee or a good minister or a good pastor? Does not a well-groomed tree, trimmed of the "dead wood" of life (sins of lust, pride of the eye and the pride of life) make for a good and decent Christian? Our children are the future



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Not in My Backyard

by Cyndi Richardson

I attended my first Fiveville Neighborhood Association meeting and left with more questions than when I had arrived. The first obvious fact was how the attending whites outnumbered the blacks by 4:1. So my main question became "How can I represent something that I clearly was not prepared for?"

So as fate would have it I ran into a neighbor (that I have known for over 30 years) and bought the subject up. Immediately I knew that I had hit pay dirt.

Fiveville was named for a man by that name that owned over 1700 acres along with slaves. The family home still stands today. Soon, Ms. Della Dooms from Dice Street had me were visioning life in the neighborhood as far back as the late 1800's. She told of the hard working people that lived there: laborers, teachers, ministers and doctors. The origin of Tonsler Park named after Benjamin Tonsler, an educator that secretly prepared blacks for college when they were not allowed to go past the 8th grade. She told of the boundaries that could not be crossed under any circumstances. The same boundaries



The Benjamin Tonsler House is one of Charlottesville's individually protected properties for its historical significance.

Continued on page 3

Images (left to right): Early versions of VH Newsletter.

In 2018, Vinegar Hill began its online presence launching the website vinegarhillmagazine.com. To launch the online site, Vinegar Hill was given an exclusive interview with Nikyuh Walker who would go on to become the first Black Mayor of Charlottesville, Virginia. Vinegar Hill Magazine because of this was referenced in the [Columbia Journalism Review](#) and several other international publications.

In 2020, Vinegar Hill Magazine entered a partnership with Charlottesville Tomorrow, journalist Jordy Yager and received \$35,000 from the [Facebook Journalism Project's COVID-19 Local News Relief Fund Grant](#) for the new series, "[De-termined: Stories of Resilience in a Broken Ecosystem](#)," that examined the disproportionate impacts of COVID-19 on African American communities through the lens of the Social Determinants of Health (SDoH).

In December of 2020, Vinegar Hill Magazine, in partnership with Charlottesville Tomorrow and In My Humble Opinion talk show, has received \$150,000 through the [Google GNI Innovation Challenge](#) to augment the launch of the recently established Charlottesville Inclusive Media project (CIM). The CIM partnership is one of 33 media projects to receive the GNI funding out of a pool of 215 applicants.



Our vision is to be the best-in-class resource for inclusive content in the Central Virginia region and beyond.

CHARLOTTESVILLE INCLUSIVE MEDIA PROJECT

Images (top to bottom): VH special edition magazine cover, photo of VH team for the Charlottesville Inclusive Media.



GROWING THROUGH TIME

2011 Vinegar Hill Newsletter Founded/ Launched by Eddie Harris

Vinegar Hill Society Newsletter begins in response to constant and relentless negative cover of the Black community in Charlottesville.

2012 Vinegar Hill Newsletter welcomes Sarad Davenport to the team as Layout Designer

Community leader Sarad Davenport joins the VH team and brings skills he learned from undergrad and his internship with the New York Times.

2012-2015 Grassroots Engagement/ Audience Building

Vinegar Hill continues to build an audience with engaging content and contributing to community dialogues about issues related to the Charlottesville Black community and beyond.

2015 Added to Special Collections at University of Virginia

Added to Special Collections at University of Virginia/2015. Around this time, Vinegar Hill was approached by the Special Collections Department at the University of Virginia to have the issues archived as permanent historical records.

2015 Moves from Newsletter to Magazine

Vinegar Hill moves from a newsletter to a Magazine.



Images (top to bottom): VH newsletter, Sarad Davenport, VH Magazine cover.

2018 VHM website is launched

In 2018, Vinegar Hill began its online presence launching the website www.vinegarhillmagazine.com

2020 VHM wins Facebook Journalism grant to cover COVID

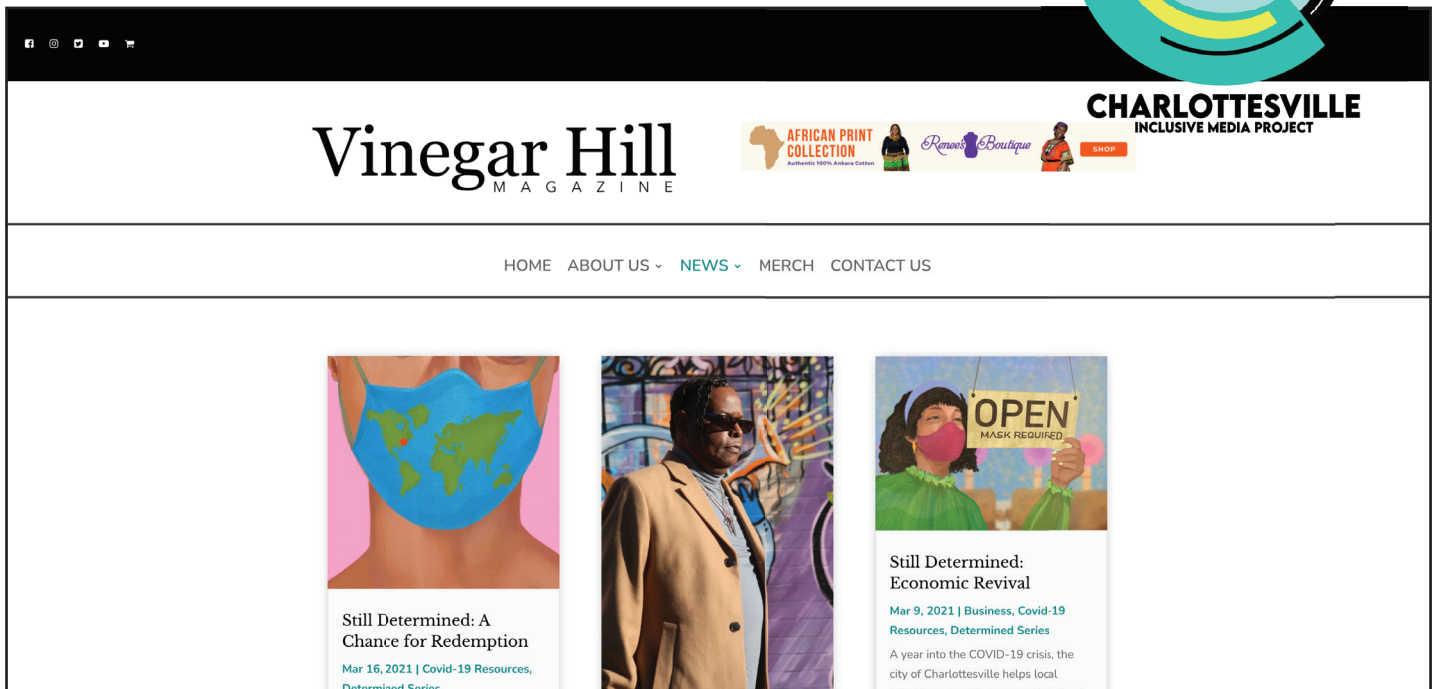
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2020 VHM, C-Ville Tomorrow, and In My Humble Opinion Radio Show form the Charlottesville Inclusive Media Project

VHM, C-Ville Tomorrow, and In My Humble Opinion Radio Show form the Charlottesville Inclusive Media Project/2020. Funded by Charlottesville Community Foundation

2020 VHM/CIM receives grant from Google

December of 2020, Vinegar Hill Magazine, in partnership Charlottesville Tomorrow and In My Humble Opinion talk show, has received \$150,000 through the [Google GNI Innovation Challenge](#).



Images (top to bottom): VH Magazine cover, VH website.



[Nikuyah Walker:
Unmasking the Illusion](#)

[Vinegar Hill Magazine's
Harris honored at annual MLK
event](#)

[Charlottesville Inclusive Media
project receives \\$150,000 from
Google](#)

[From the newsroom:
Charlottesville Tomorrow
wins Facebook grant](#)

OUR PEOPLE OUR STORIES

Images (left to right): Dr. Wes Bellamy, Ed Harris, Charlottesville Tomorrow community project cover.

BY THE NUMBERS



40,000

Number of unique online users.

\$220,000+

Collective value of awards & donations from Google, Facebook, Charlottesville Area Community Foundation, and Anonymous Donor.

Fall/Winter 2014 Issue | Turkey Bowl Edition

Vinegar Hill Society *Newsletter*

The Sixth Annual *All Burley* Reunion

by Maxine Holland

On October 10-12, 2014, graduates from classes of 1951-1967 plus those that attended Burley High School participated in a three-day 'All Burley Reunion.' It was organized by the Class of 1960 with Mrs. Mary Nicholas Nightengale as Chairperson. Activities included: pep rally, dinner, dance, parade, worship service, and cookout. Participants renewed friendships and celebrated the enduring pride and legacy of **The**



Mighty Burley Bears'.

'In 1949, the Charlottesville School Board combined Jefferson High School, Esmont High School, and

Albemarle Training School, black high schools in Charlottesville and Albemarle County, into a single high school for all the black students in this area. The city purchased land from Jackson P. Burley, a teacher, church worker, and leader within the Charlottesville community and constructed the new school on a seventeen-acre tract of land located on Rose Hill Drive. Construction began on the site in 1950, and in 1951 Burley High School opened for classes with a total of 542 students enrolled in grades 8-12.' [Excerpt from African American Historical Sites Database].

6,000+

Number of magazine subscribers

Staff and Contributors

- Eddie Harris, Publisher
- Sarad Davenport, Content Manager/Digital Strategist
- Cyndi Richardson, Advertising/Sales Manager (Until 2020)
- Milton Steppe, Advertising/Sales Manager
- George Bates, JD; Contributing Writer
- Andrea Douglas, Phd. Contributing Writer
- Jordy Yager, Contributing Writer
- Samantha Willis, Contributing Writer
- Lorenzo Dickerson, Contributing Photographer
- Sahara Clemons, Contributing Artist
- Sam Heath, Contributing Writer
- Jess Gabbay, Photographer
- Doughman Netwurk, Photographer
- Marley Nichelle, Photographer

Partners

- Jefferson School African American Heritage Center
- Charlottesville Tomorrow
- In My Humble Opinion Radio Show
- SteppeMedia, LLC

**MAKING IT
HAPPEN**

GET INVOLVED

Advertise

Advertise with Vinegar Hill Magazine. We deliver the right audience and positive return on marketing objectives by connecting sellers with shoppers as they're researching, evaluating, and buying. [For underwriting information for Vinegar Hill Magazine's Black Business Advertising Fund, go to: https://www.vinegarhillmagazine.com/support](https://www.vinegarhillmagazine.com/support) or [contact sales@vinegarhillmagazine](mailto:sales@vinegarhillmagazine). Vinegar Hill Magazine has created an advertisement fund to support locally black and minority-owned businesses and non-profit organizations that support marginalized communities. This fund would pay for ads in the print edition and side-bar ads on the website for selected businesses.

Charlottesville Inclusive Media Project Support

If you would like to contribute financially, both In My Humble Opinion and Vinegar Hill Magazine, for-profit media companies, accept underwriting as an investment in their work and a way to reach their audiences. Charlottesville Tomorrow, as 501(c)(3) nonprofit, accepts donations. Currently, Charlottesville Tomorrow serves as the financial agent for the partnership when the partners apply for grants or accept donations to the project.

Vinegar Hill MAGAZINE

Advertising Rate Sheet

6,000+

LOYAL
READERS

PER ISSUE



On the Height Media publishes and distributes the Vinegar Hill Magazine four times a year. It is mailed to our members, and is placed at businesses and public venues throughout the city and county.

There are a variety of sizes in which your business ad can be published, including business card, 1/4- page (vertical or horizontal), 1/2-page (vertical or horizontal) and full-page, all based on an 8-1/2 x 11 page. Advertising can be bought in consecutive frequency blocks of one through four. We can design an ad for you in any of the below-mentioned sizes for a nominal fee.

Ads must be sent in the dimensions listed below in either .JPG or .TIFF formats at 150-300 dpi.

RATES

SIZES	ONE TIME	4-7 ISSUES	8-16 ISSUES	WEB BANNER
Center Spread	\$600 ea.	\$500 ea.	\$400 ea.	+25
Back Cover	\$400	\$300	\$250	+35
Back Front Cover	\$300	\$200	\$125	+50
Full Page	\$200	\$150	\$100	+65
½ Page	\$100	\$75	\$50	+70
¼ Page	\$50	\$35	\$25	+80
Business Card	\$35	\$25	\$20	+90



Image: Vinegar Hill