

Get Current
Studio

**Reimagine.
Recreate.
Rebuild.**



Stanford born. Community driven. Built to serve.

Tucked away in the heart of Silicon Valley, the **John S. Knight Journalism Fellowships at Stanford** have served as an incubator to some of the most interesting ideas in journalism.

It was there where Michael Grant raised the question of *"how we might we support ethnic media through the critical exploration of technology in journalism?"*

After countless interviews with BIPOC publishers and HBCU journalism programs, Grant had an idea. Ethnic owned media needed more than conferences and training. They needed a partner who understood their communities to help them through technological challenges.

On a white board in McClatchy Hall, Get Current Studio was born.

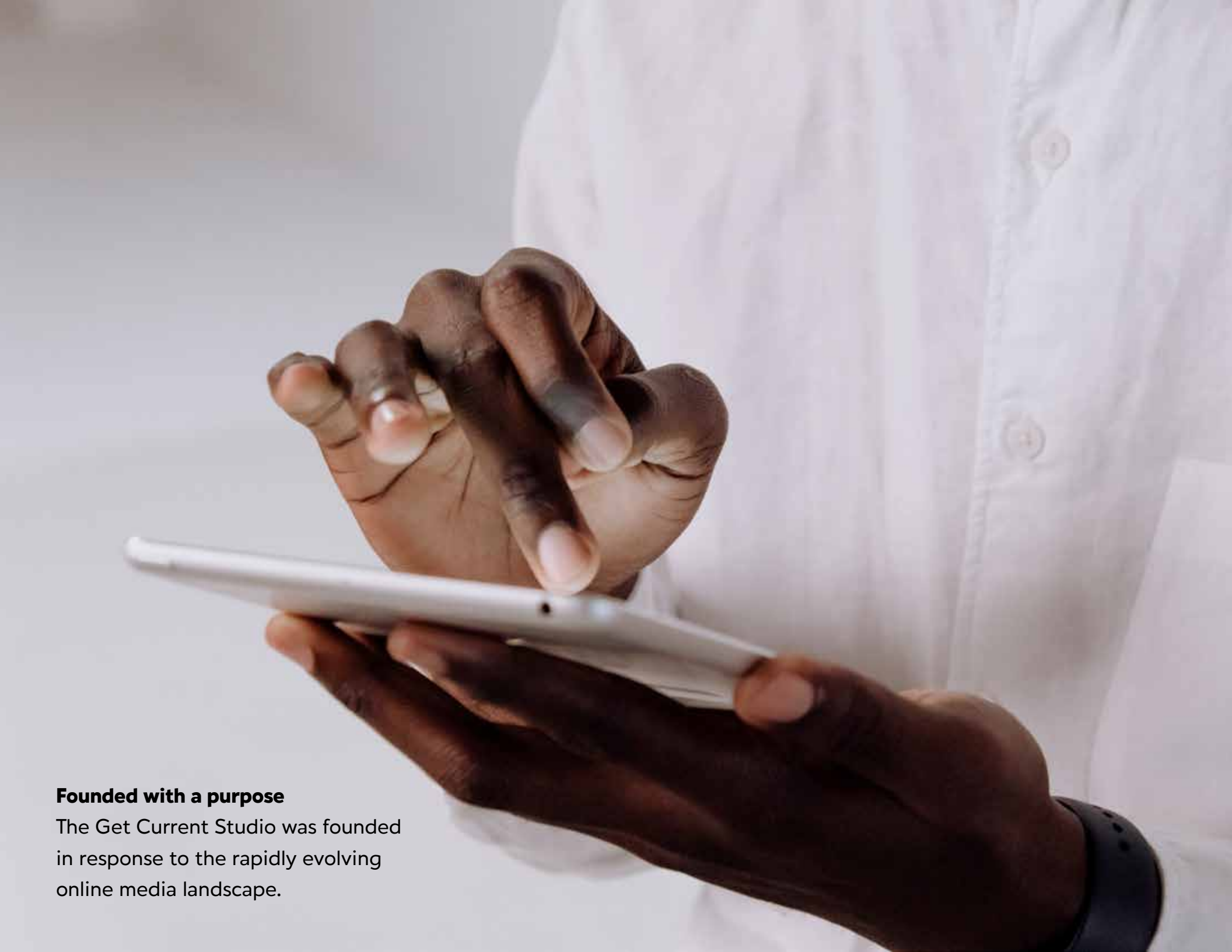


Your guide through digital transformation

Get Current Studio is a black-owned media design and web development agency. Our work converges at the intersection of journalism and technology, and we proudly wish to be your guide through an evolution in online publishing.

Our studio gives special consideration to those BIPOC publishers who struggle with embracing emerging technologies. We provide our clients with a suite of services including web development, content strategy, audience engagement and newsroom up-skilling.

To ensure technological implementations are successfully delivered and used to their maximum potential, we offer training and customized support programs. This improves acceptance and use of new technologies.



Founded with a purpose

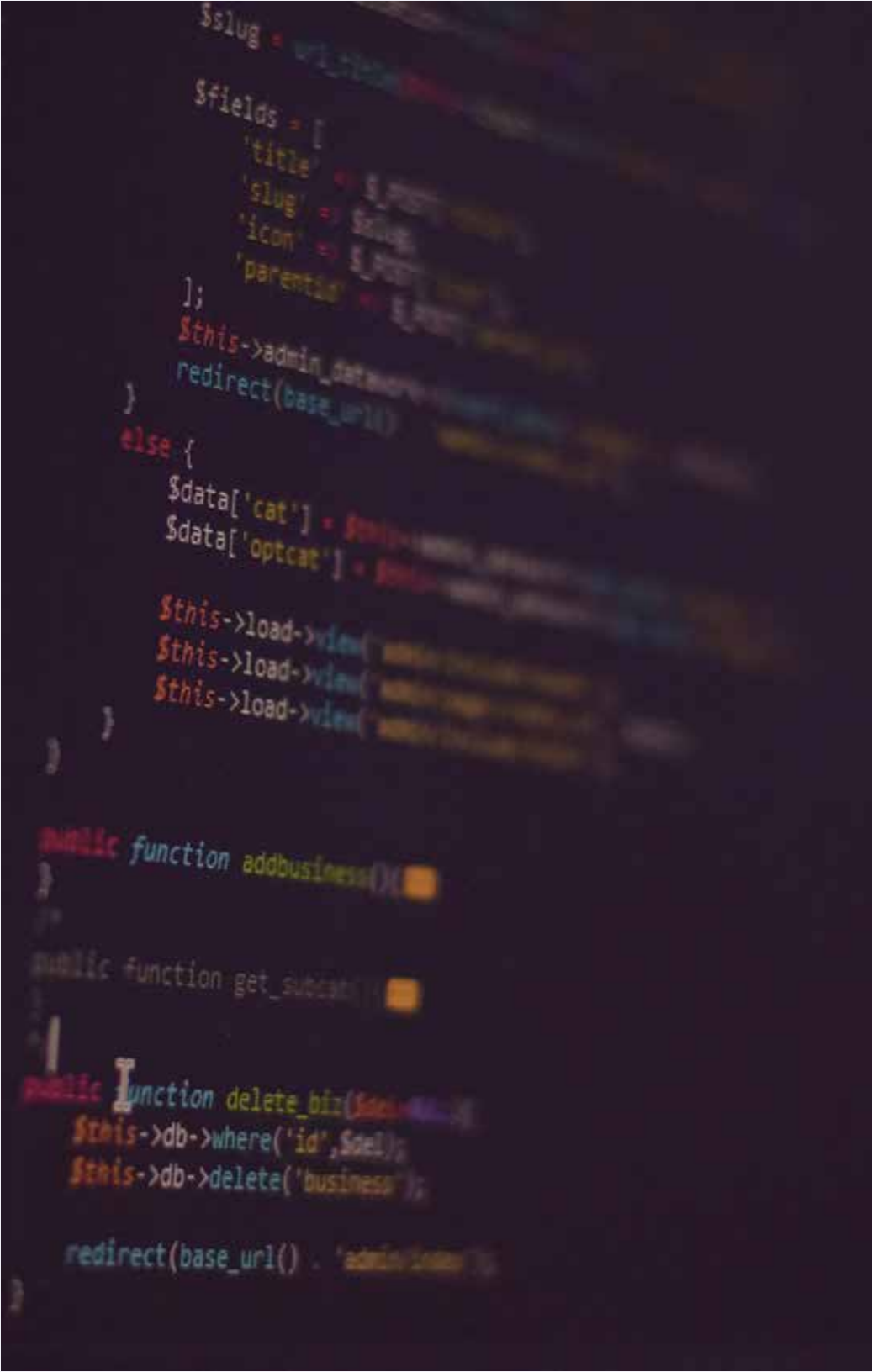
The Get Current Studio was founded in response to the rapidly evolving online media landscape.

Redefining what it means to serve the underrepresented

Many agencies who serve ethnic publishers are riddled with flaws. The most pervasive issue among ethnic owned media, we have found, is their vulnerability to technology service providers who fail to properly support them.

As essential as ethnic publishing is to marginalized communities, agencies are not meeting many of their basic online publishing needs. Old frameworks, technologies, and slow page speeds are easy to discern. We've also heard first-hand accounts of inflexible content management systems and publishers being left to find solutions on their own.

Get Current is here to raise the standard and help publishers focus what matters: Informing audiences and being sustainable. That's what an agency with ethnic clients should do.





Never an afterthought

Print is still offers an opportunity to engage and delight audiences while building new products.

Reimagine.

Ethnic publishers have deep, historic community connections and roots. Whether reporting on civil rights or worker rights, today they continue to thrust issues facing undeserved communities into the national conversation. We take pride in reimagining how these brands communicate in a modern media landscape, in print and online.

HBCUs see disaster loan forgiveness

Defender News Services

The U.S. Department of Education is fully forgiving relief loans granted to four historically Black colleges and universities (HBCUs) after Hurricanes Katrina and Rita in 2005, the department has announced.

Dillard University, Xavier University, Southern University at New Orleans and Tougaloo College had all taken out more than \$360 million in loans in 2007 to recover from the damage caused by the hurricanes. Three of the institutions are located in New Orleans, the site hit hardest by Hurricane Katrina. However, a measure included

in 2013 after Congress passed a provision to do so in a 2012 spending bill, according to the Louisiana Weekly.

the five-year delay was set to expire this year, and would have required the institutions to begin loan repayment.

"The Dillard University community is grateful that the president, the administration, and the Congress provided total loan forgiveness to the HBCUs decimated after Hurricane Katrina," said Kimbra Dillard, Dillard University president.

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The Observer
The most honored Black newspaper in America.

BREAKING FROM THE NBA BUBBLE
Athletics may not be an option, and it's causing concern. [4]

A LIFE REMEMBERED

Sacramento, Calif. • 09.22.2020 • Vol. 57, Issue 20 • SacObserver.com

\$1.00



Modern web development

Our works is standards complaint and keeps track of new trends in publishing, SEO and accessibility.

Recreate.

We make digital transformation an achievable outcome by facilitating long-term enforcement of evolving online best practices. As the web changes, so do our clients' products.

Our work is rooted in the establishment of a baseline technology stack to help alleviate the issue of "**digital readiness**". This means their websites are built to support new and emerging technologies. The result is being able to quickly put new tools to work, implement new strategies, explore new models, all while tracking KPIs.

Get Current Studio is more than an agency, we're a partner and a guide. We support our clients' understanding of technology by creating an environment that fosters education and insights.



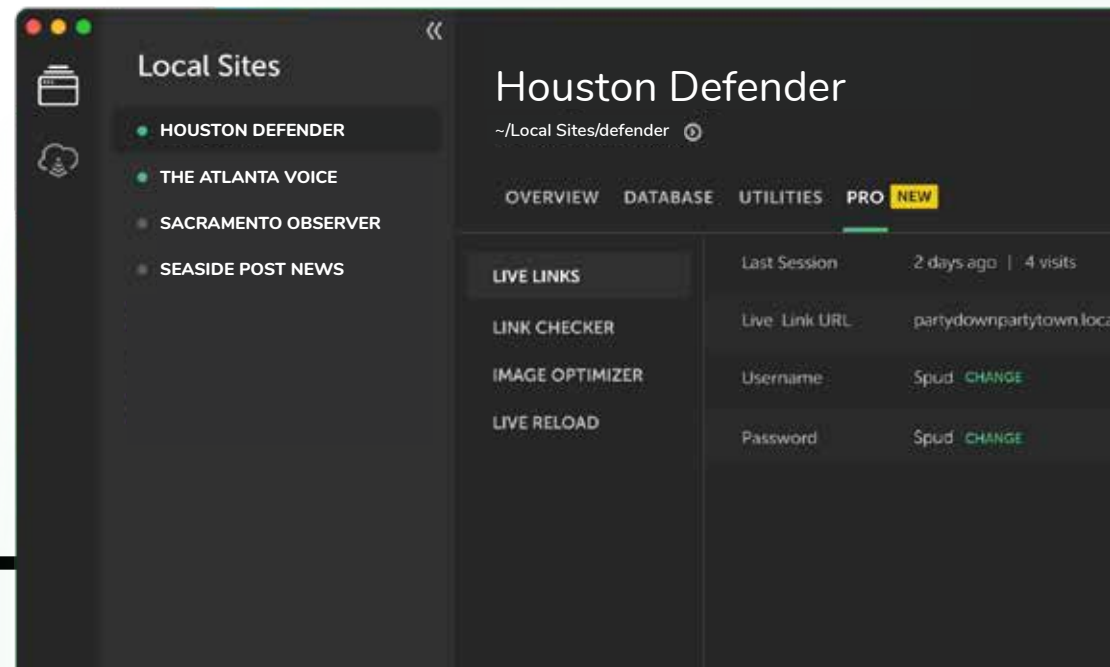
You're Proudly Supported

Newspack by WordPress offers incredible CMS flexibility and the team offers best in class support.



We're Proud Partners

Setka offers web editorial design solutions. Pico offers flexible membership and newsletter CRM level list management solutions.





User research as an anchor

Before we sketch an idea or place a pixel, user research informs which problems we take delight in solving.

Rebuild.

The architects of the web imagined an open world of connectivity. Yet an entire sector of ethnic media has been left out. Serving this group requires empathy and understanding. As BIPOC publishers find support from technology companies, foundations and agencies, we know authentic relationships are key to successful initiatives and collaborative outcomes.

Get Current Studio seeks to be a leading voice representing the online interests of ethnic media publishers around the country. We believe true partnerships in tech and publishing can be established, but they must be built on trust and meaningful cooperation. It's time to reconnect and rebuild the online operations of ethnic media publishers. We hope you find a partner in us.

Thoughtful Services

UX Research & Design

We produce and design experiences that are informed by user needs.

Website Hosting and Support

We offer managed WordPress web hosting and top-tier online support.

Creative Direction

We help define the creative vision of publishing brands across mediums.

Project Management

We use a distributed approach to project management and operations.

Technology Adoption & Training

We provide flexible and extensive on-site, in-person, and remote training.

Requests for Proposal

Looking for a BIOPC agency for your RFP? We would love your invitation.

Schedule Appointment

→ calendly.com/getcurrent/30min



Michael Grant
Founder

As a veteran editorial experience designer with a passion for shaping user experiences, I've always recognized journalism and design as my professional calling.

In 2019 I joined the Google News Lab where I provide newsrooms with expert training on tools for reporting and storytelling.

The experience has been absolutely amazing. However, it is my love for African-American media, and a strong desire for more inclusive ethnic media content that led me to found my studio.

We hope to work for you, and with you.

Kindly,

