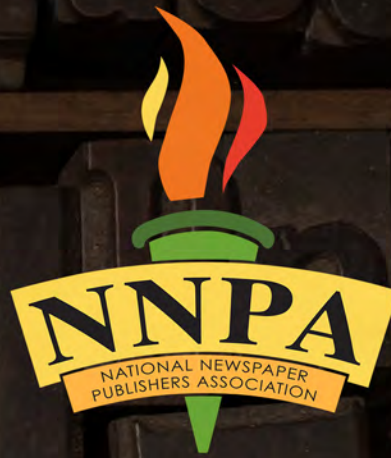


MEDIA KIT



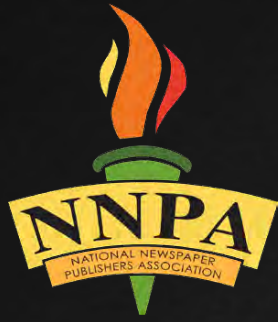
Celebrating

**1910
YEARS**

of the

**BLACK
PRESS**

47 Million Americans. One Voice.



THE BLACK PRESS

IDA B WELLS

BLACK PRESS

NEW-YORK FRIDAY, MARCH 16, 1895
BLACK PREGO

VOL. I NO. 1.

IN presenting our first number to our Patrons, we feel all the diffidence of persons entering upon a new and untried line of business. But a moment's reflection upon the noble objects, which we have in view by the publication of this journal, the expedition of its appearance at this time, when so many schemes are in action concerning our people - encourage us to come boldly before an enlightened public. Since its founding 70 years ago, the National Newspaper Publishers Association has been devoted to the dissemination of useful knowledge and the advancement of moral and religious improvement, must meet with the cordial approval of all who are true to humanity.

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of the black commu

We wish to plead our own cause. Too long have others spoken for us. Too long has the public been deceived by misrepresentations in the pages of newspapers, though in the estimation of some mere trifles; for though we have some who exercise towards us benevolent feelings; still (with few exceptions) we are others who make it their business to enlarge upon the least trifle, which tends to the discredit of any person of colour; and pronounce anathemas and denounce our whole body for the misconduct of this guilty one. We are aware that there many instances of vice among us, but we avow that it is because no one has taught its subjects to be virtuous; many instances of poverty because no sufficient efforts accommodated to minds contracted by slavery, and deprived of early education have been made, to teach them how to husband their hard earnings, and to secure to themselves comforts.

Education being an object of the highest importance to the welfare of society, we shall endeavour to present just and adequate views of it, and to urge upon our brethren the necessity and expediency of training their children, while young, to habits of industry, and thus forming them for becoming useful members of society. It is surely time that we should awake from this lethargy of years, and make a concentrated effort for the improvement of our race. We form a spoke in the human wheel, and it is necessary that we should have our dependence on the different parts, and thus on each other, in order to preserve the equilibrium of the whole. The NNPA newspaper has taken place

75 years. The Black in-depth reporting that inform, enlighten, and are important to communities of color. Black newspapers

The civil rights news and information
greatest value, it shall ever be our duty
to vindicate our brethren, when oppressed,
and to lay the case before the public. We
shall also urge upon our brethren, (who are
qualified by the laws of the different states,
the expediency of using their elective fran-
chise; and of making an independent use
of the same. We wish them not to become
the tools of party.

BLACK

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federates: that through its columns an expres

the voice of the community and media resource to reach local

news that African American
impacts the From helping

tomorrow, and opinion to
to our colonies, and as the
continent becomes daily more known we trust
that many things will be
that the natives of it are neither so ignorant
nor stupid as they have been
posed to be.

And while these important subjects shall occupy the columns of the FREEDOM'S JOURNAL, we would not be unmindful of our brethren who are still in the iron fetters of bondage. They are our kindred by all the ties of nature; and though our little can be effected by us, still let our sympathies be poured forth, and our prayers in their behalf ascend to Him who is able to succour them.

From the press and the pulpit we have suffered much by being incorrectly represented; men whom we equally love and admire have not hesitated to represent us disadvantageously without being acquainted with the truth. The difference between virtue and vice among us. The virtuous part of our population is sorely aggrieved under the influence of these things - they are not appreciated.

Our vices and our degradation are ever appearing before us, and we are passed by unnoticed. And what is still more lamentable, the changes and events which succeed all the principles of humanity and religion, from the most sacred to the most profane, fall into the current of popular feeling and are imperceptibly

Press fills a void with its
fracture of perspective, while they acquire it in
heaven and earth, it is not in their hands. As it
and unique perspectives
very desirable in such a world know more
of our actual condition, and of our efforts an
feelings, that in forming of advocating plans
for amelioration, they may do it more un
unities across America.
and
humility we intend by a simple representation
of facts to lay our case for the publick.

are ubiquitous as the of pre-
 dice, and to shield ourselves against the con-
 tion they provide are ate all and
 to irritate none, yet we must be firm and un-
 wavering in our principles, and persevering
 in our efforts.

THE

The interesting fact that there are FIVE HUNDRED THOUSAND free persons of commentary. Each week more than 10 million Americans are benefited by the publication of the magazine. The magazine is the only one of its kind in the world. It is the only one that no public library can afford to have. It is the only one that is not limited exclusively to three institutions.

Black-owned background
in America from the Bla

markets with to the 205 N
n consumers. In America,

shape ideas most diverse
farther from us than to make it the advoca
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thought led to the imp
rent and it is our earnest wish that the re
leading change. t in the same delightfu
service

In conclusion, whatever concerns us as a people, will ever find a ready admission into the FREEDOM'S JOURNAL interwoven with all the principal news of the day.

And while everything in our power shall be performed to support the character of our Journal, we would respectfully invite our numerous friends to assist by their communications, and our coloured brethren to strengthen our hands by their subscriptions, as our labours are for a common cause, and worthy of their consideration and support. And we do most earnestly solicit the latter, that if at any time they should seem jealous or too intimate with the whites, they should remember, that they are equally interested in the cause in which we are engaged, and that we are well acquainted with the peculiarities of our situation, and our earnest engagedness in their well-being.

talked about in African-American places of worship, dining and establishments and on social rooms. They are a source of about fashion, news, music, e lawmaking, human rights, cu and animating spectacle to see this free and intelligent African Americans events shaping America and pervasive and influential. The

heart, soul and spirit of the bl

confirming the above account, and at the time of laying before our readers an authentic memoir of Captain Paul Cuffee, the master and owner of the vessel above alluded to, who sailed from this port on the 20th ult. with a license from the British Government, to prosecute his intended voyage to Sierra Leone. The father of Paul Cuffee was a native of Africa whence he was brought as a slave into Massachusetts. He was there purchased by a person named Slocum, and remained in slavery a very considerable portion of his life.

his countrymen he possessed a mind far superior to his condition; although he was diligent in the business of his master, and faithful to his interest, yet by great industry and economy he was enabled to purchase his personal liberty. At the time the remains of several Indian tribes, who originally possessed the right of soil, resided in Massachusetts. Cuffee became acquainted with a woman descended from one of those tribes, named Rut Moses, and married her. He continued in habits of industry and frugality, and soon afterwards purchased a farm of 100 acres at the point of Massachusetts.

more than 20 years from all seeking news perspective turn

PA newspapers. Paul was born on the Island of Cutcherbunk Bedford, in the year 1759- when he was about fourteen years of age, his father died, leaving him a considerable property in land, but which being at that time unproductive, afforded him no income. He was obliged to go to the colonies for his numerous family.

ck Press is more
ever.

of sixteen, as a common hand on board of a vessel destined to the bay of Mexico, on a whaling voyage. His second voyage was to the West Indies, but on his third he was captured by a British ship during the American war, about the year 1776. After three months detention as a prisoner, at New York, he was permitted to return home to Westport, where owing to the unfortunate continuance of hostilities he spent about two years in his agricultural pursuits. During this interval Paul and his brother John Cuffee, were called on by the collector of the district, in which they resided, for the payment of a personal tax. It appeared to them, that by the laws and constitution of Massachusetts, taxation and the whole rights of citizenship were united. If ss? demanded of them the payment of the personal taxes, the same laws must necessarily and constitutionally invest them with the right of representing and being represented in the legislature. But they had never been considered as entitled to the privilege of voting at elections, nor of being elected to places of trust and honor. Under the

an homes, as they refused payment of the demands. The collector resorted to the force of the laws, and after many delays and de-lays, his brother deemed it most prudent to silence them by paying the demands, which he believed, if it were possible, would have been which they believed to be connected with taxation. They presented a petition to the state legislature, from some individuals it met with a warm, and almost indignant opposition. A considerable number, however, favorable to their object. They perceived the propriety of the law, and with an honest and honorable defiance of the prejudice of the times, they passed a law rendering all the privileges, according to the established ratio, for white persons, and all the privileges, according to the established ratio, for white persons. This was a day equally honorable to the petitioners and the community, which ought to be gratefully remembered by every person of color, the names of John and Paul Coffee, should always be united with its recollection.

COMMON SCHOOLS IN NEW YORK—It appears from the report of the Superintendent of Common Schools in the state of New York presented last week to the House of Assembly, that of the 723 towns and wards in the state, 721 have made returns according to the law: That in these towns there are 8114

47 Million Americans. One Voice

Since its founding 77 years ago, the magazine has provided information and commentary on the world of business. Each week more than 20

ago, the National Newspaper Publishers Association was consistently been the voice of the black community and to being the largest and most influential Black-owned media resource in America to reach local markets with million Americans from all backgrounds seeking news from the Black perspective turn to the 205 NNPA newspapers.

an incubator for the news that African American consumers. In America, now among the
makes history and impacts the From helping to shape ideas most diverse countries in the
country today and tomorrow. and opinion to shaping world, the Black Press is mo

From delivering news, thinking. From thought relevant than ever.

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least trifle, which tends to the
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nor stupid as they have been
rent; and it is our earnest wish that the re-
leadership to leading change.

Why the NNPA and the Black Press?

The NNPA newspapers have informed communities where changes and events have taken place around the nation for 75 years. The Black Press fills a void with its in-depth reporting and unique perspectives that inform, enlighten and address issues important to communities across America.

Black newspapers are ubiquitous as the news and information they provide are

talked about in African-American homes, places of worship, dining and entertainment establishments and on social media and chat rooms. They are a source of conversation about fashion, news, music, entertainment, lawmaking, human rights, current events, and animation spectacle to see this free and unalienable African heritage as an integral part of the American identity. The Black Press is that part, which was so lately the midwife of the heart, soul and spirit of the black community.

LETTERS

from the Chairman

190 years ago Samuel Cornish and John Russwurm filled a void of communication by publishing Freedom's Journal in New York City. In the first issue of Freedom's Journal on March 16, 1827 these publishers stated with clarity and conviction, "we wish to plead our own cause. Far too long others have spoken for us ... "

Similarly, John H.H. Sengstacke and twenty-one other publishers came together in 1940 in Chicago, Illinois to form the Negro Newspaper Publishers Association {later changed to the National Newspaper Publishers Association}, to promote the interests of the Black Press by securing unity and action in the profession of journalism and the business of publishing. Other ideals were to advance the highest and best interest of all people of African descent and to foster the business of its members, to serve as a repository of historical data of Black America, as well as to generate new advertising revenue for its membership.

The Black Press was a leading force in the eradication of slavery, Jim Crow laws, integrating armed forces and schools, as well as navigating the Great Migration of Blacks from the south to the north in the United States for a better life. The Black Press' role in the civil rights movement in the 1960s and the systematic revolution of voting rights through the election of our first Black President, we've been on the front line.

Today, through the officers and board of directors of NNPA we continue those traditions of our founding fathers through meetings twice yearly to conduct the business of the association and discuss through workshops and meetings the business of publishing, and presenting new trends and technologies of the day.

The Black Press continues to work to eradicate the ills of our society, and provide knowledge, inspiration and hope for a better life. We also provide the most effective and efficient avenue to reach high -indexed consumers (our readers) for products and services.

On June 23, 2017, I was elected as Chairman of NNPA for the next two years and I pledge to work diligently to seek solutions for an industry in transition. Transforming to a fast-paced technological environment, challenged with new digital trends, presents us a new opportunity for the resilient Black Press to continue its original mission of 1827 and to evolve to fit the times.

We thank our many friends and sponsors, many of which are long-standing. We are excited about the prospect of their continued support and we invite others who have yet to join us to provide your corporation, company, association, social organization, or governmental agency the opportunity to reach 47 million readers we speak to each week.

DOROTHY R. LEAVELL
Chairman



...and the President & CEO

There is an old African proverb that says, "The past nurtures the present as the future is surely determined."

The indefatigable past of the Black Press in America and throughout the world does in fact nurture the present generation of Black-owned newspapers and multimedia companies. As we celebrate the historic 190th year anniversary of the Black Press in America, we are called to reassert its transformative and unique value and mission to millions of African Americans and others who are committed to freedom, truth, justice, equality, and empowerment for all.

We are not living in the past but we are extracting lessons from the past. Our strategic planning and implementation ensures the present and future sustainability and viability of the Black Press across all print, digital and social media platforms and channels.

We are intergenerational. We are relevant, vocal, courageous, active, responsive, transparent, audited, and accountable to the communities that we serve across the nation. We are content producers. We publish and distribute the truth. The NNPA continues to be the "trusted voice" of Black America.

The NNPA Newswire has expanded from weekly to daily distribution and NNPA's original NNPA content is quoted and redistributed by CNN, NBC, ABC, CBS and the Associated Press.

The support of the NNPA's partners, sponsors and advertisers is a critically important matter that we acknowledge with sincere appreciation and gratitude.

I am more than proud of the progress that the NNPA has made during the past two years. The NNPA is stronger today and ready to continue to move forward.

May God continue to bless the NNPA.

DR. BENJAMIN F. CHAVIS, JR.
President & CEO



OUR HISTORY

A Living Archive

OUR ROOTS: *Having a Voice*

THE YEAR: 1827.

THE VOID: The usual channels of public media, particularly newspapers, were denied to black U.S. citizens.

THE PROBLEM: The lack of public media channels to communicate their perspectives on social, political and economic issues that commonly confronted Black citizens meant that they did not have a voice in a public forum and were routinely denigrated in print, questioning the integrity and morality of the race.

A MEANS TO BE HEARD:

The Freedman's Journal, the first Black newspaper published by Black Americans, premiered in 1827. This was only the beginning.

THE OUTCOME, THE LEGACY:

For 190 years, The Black Press has chronicled history, struggles, triumphs, news and events — telling the stories that need to be told — through words and pictures as they impact African Americans. The Black Press is a living archive and the Voice of the Black Community.





More than 77 Years Advocating for the Black Press

In 1940, 22 leading Black publishers founded the National Negro Publishers Association, renamed in 1956 to the National Newspaper Publishers Association.

Today, the NNPA is comprised of 205 black newspapers. The Black Press gives voice to the unique perspective of African Americans on news, issues and opinions as they occur and as they impact the black community.

"Pleading the cause" through excellence in reporting, accountability, photography and content. Crossing generations, races, ethnicities and backgrounds, the NNPA offers what only its newspapers can deliver to 20

million readers every day: news from the Black perspective.

Recognizing that today's leaders need to access news and information in real time, NNPA has forged into the digital age with the creation of an electronic news service and BlackPressUSA.com; though printed newspapers remain the heart of the Black Press.

The NNPA is at once - historic and contemporary. Insightful and influential. A change agent and thought leader. The Black Press is the Voice of the Black Community. Its legacy continues.



OUR AUDIENCE

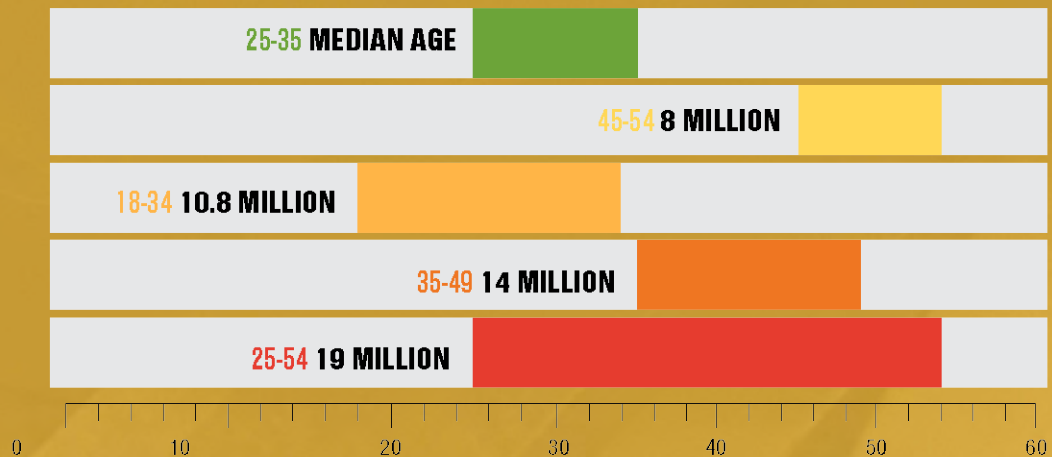
Profile & Demographics

Nielsen Executive Summary

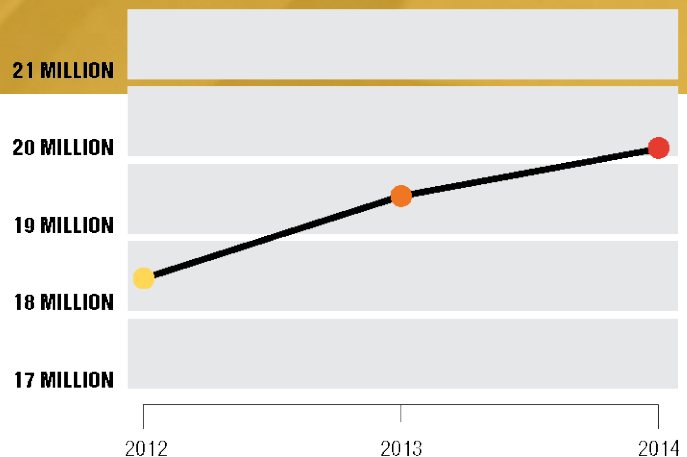
With incomes steadily rising at a rate that outpaces that of the general population, African-Americans' buying power is expected to grow 21.6% between now and 2020, by which time it will reach just over \$1.4 trillion, according to the Selig Center for Economic Growth.

Source, Nielsen: YOUNG, CONNECTED AND BLACK: AFRICAN-AMERICAN MILLENNIALS ARE DRIVING SOCIAL CHANGE AND LEADING DIGITAL ADVANCEMENT 2016 REPORT

TOTAL AA
AUDIENCE
AGES



Year Over Year Audience Growth



5-6
READERS
PER COPY
(Print)

Print & Digital Coverage

ALL STATES AND REGIONS (including the U.S. Virgin Islands)

REGION 1

799,556
28 Member
Publishers

REGION 2

1,106,218
60 Member
Publishers

REGION 3

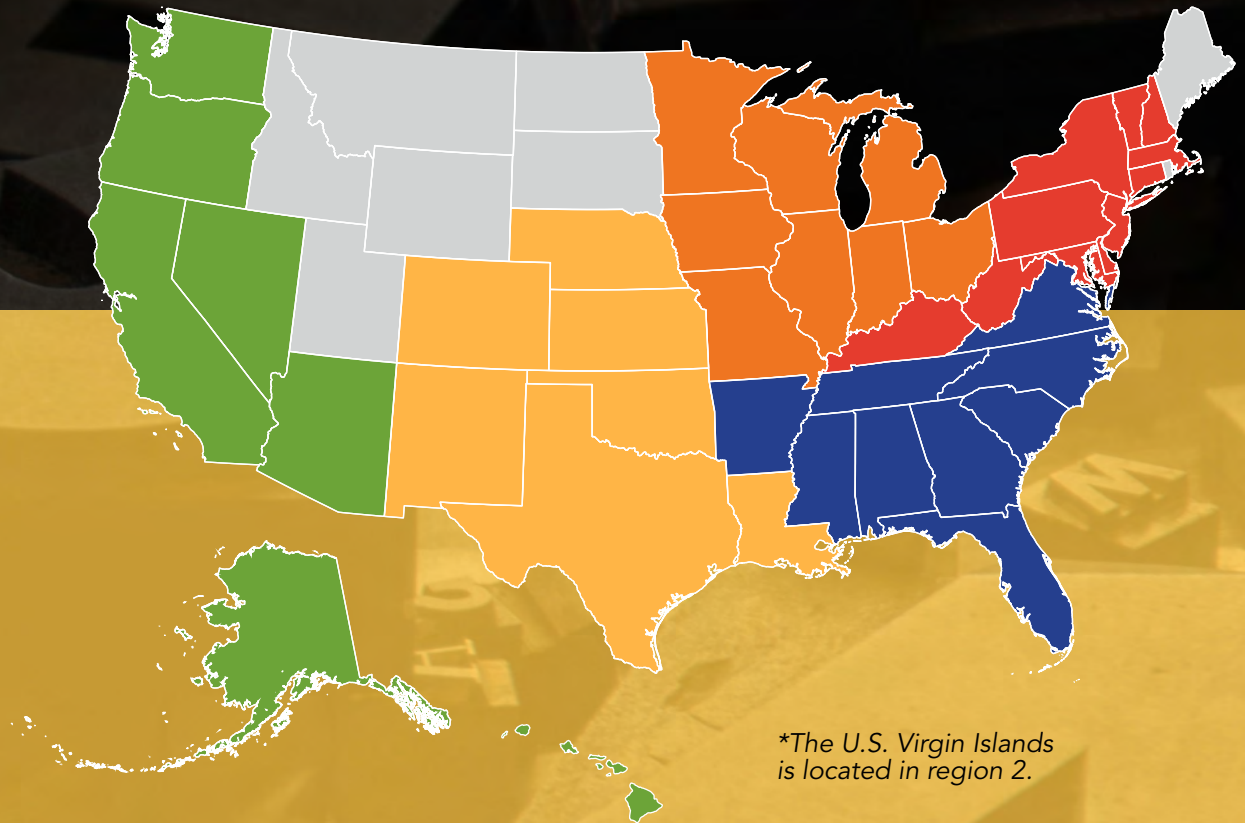
1,504,734
54 Member
Publishers

REGION 4

725,870
33 Member
Publishers

REGION 5

1,023,502
30 Member
Publishers



40% **MARRIED**



55% **FEMALE**
45% **MALE**



99% **AFRICAN
AMERICAN**

2 MILLION *(Digital)*
Unique visitors per month

35 MILLION *(Digital)*
Page Views per month

Followers by Social Platform

FACEBOOK: 12 million

TWITTER: 15 million

INSTAGRAM: 10 million

African-Americans have a diverse approach to receiving content and information—they fully engage and connect through various mainstream and niche media outlets and platforms and consume more content than other groups on all fronts, reporting above-average consumption across each platform. (Source: *nielson.com*) During a time when digital is dominating news media consumption, African-American consumers still trust print: 52% of surveyed black consumers were more likely to be voracious readers of magazines and newspapers, which is 30% higher than the general population.

For advertisers seeking to connect with African-Americans, a healthy mix of platforms can help amplify content and ensure that this group is receiving messages in a way it can engage with and share with peers—further extending brand reach.

NNPA Media Services is the gateway to nearly 200 regional and local newspapers with more than 20.1 readers each week.

The buying power of the African American community

is projected to grow to \$1.3 trillion by 2017, according to Nielsen Media Research and NNPA research services.

Americans from all backgrounds seek news from the Black perspective.

As the largest and most influential Black-owned media resource in America, NNPA delivers news, information, and commentary to over 20 million people each week.

NNPA's unique ability to deliver integrated advertising,

marketing, public relations, digital, social and earned/unearned media solutions to African American consumers across national, regional and local markets is unparalleled.

With a heritage of more than 77 years in publishing and community relationship building, our ability to connect with our readers means that our members delivery more than your message: We deliver results!



RATES



NNPA National Print Ad Buy

Total Turnkey Integrated Media Rates

FULL PAGE Color

1 INSERTION\$876,147.66

12 INSERTIONS ..\$10,513,771.92



FULL PAGE Black & White

1 INSERTION\$770,819.56

12 INSERTIONS\$9,249,834.72



ONE HALF PAGE Color

1 INSERTION\$490,871.99

12 INSERTIONS\$5,890,463.88



ONE HALF PAGE Black & White

1 INSERTION\$386,413.90

12 INSERTIONS\$4,636,966.80



NNPA DIGITAL & SOCIAL

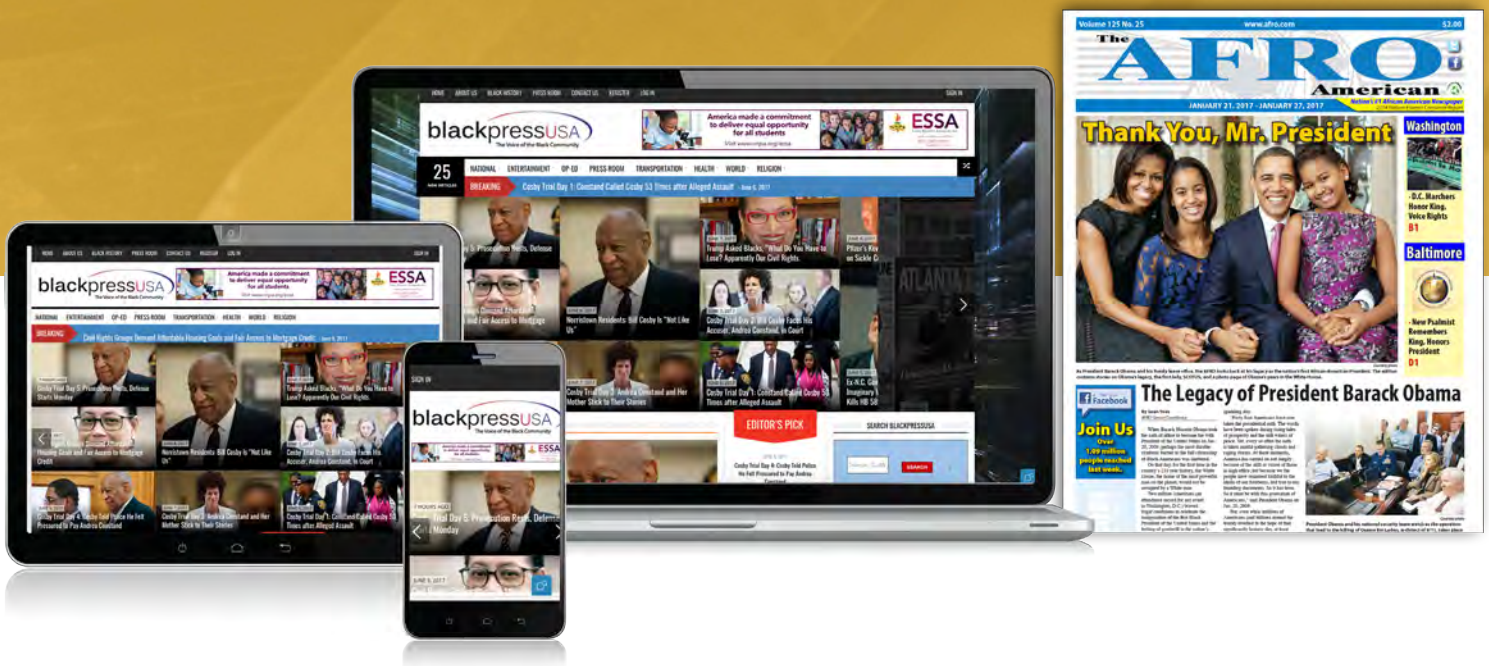
Several options to get your message seen

Creating the largest digital ad network of African American-owned and operated sites

Network Features, Benefits and Services

The Network is a programmatic ad-buying platform that allows publishers, marketers and agencies to manage mobile, desktop, video and social campaigns from planning through reporting and optimization—all in one place.

- *One Simple User Interface enables planning, executing, reporting, and optimization*
- *Real-Time Reporting and Transparent Visibility will provide reporting, down to the placement level, without delays.*
- *Flexible Service Levels from “full-touch” (publishers login to a custom interface to establish and manage direct sales) to “no-touch” (you place Network-supplied code in specific areas of your website and ads are served dynamically to those locations) —and everything in between.*



The NNPA Digital Network encompasses an inventory of online advertising space in many different forms, including space on desktop and websites, in RSS feeds, on blogs, in instant messaging applications, mobile apps, adware, e-mails, and on other media. The dominant forms of inventory will include NNPA organization sites (nnpa.org and blackpressusa.com), member websites and social media feeds and third-party content websites (that will participate for either a share of the ad revenues or a fee), as well as NNPA-controlled/managed search engine, mobile, and streaming resources.

Advertisers are able to buy a run of network package, or a run of category package within the network. The NNPA Digital Network serves advertisements from a central ad server, which responds to a site once a page is called. The NNPA Digital Network (The Network) operates as a "Vertical Network": Vertical Networks represent the publications in their portfolio, with full transparency for the advertiser about where their ads will run. We promote

high quality traffic at market prices heavily used by brand marketers. The revenue model is revenue share, though individual members are also be able to utilize the network to sell and support ads for themselves or other member publications.

The Network also works with participating publishers to enable and offer Run-Of-Site (ROS) advertising across specific "channels" (example: Auto or Travel) and/or site-wide advertising options.

In certain situations, The Network will offer discounted pricing to marketers willing to relinquish control over where their ads will run, and we will include a "site opt out" method to ensure that their message isn't wasted on markets they have no interest in reaching. The Network is a "first-tier advertising network." NNPA has a large number of existing advertisers and publishers and high quality traffic.



NNPA DIGITAL NETWORK

Features, Benefits & Services

The NNPA Digital Network

is a programmatic ad-buying platform that allows publishers, marketers and agencies to manage mobile, desktop, video and social campaigns from planning through reporting and optimization—all in one place.

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Seamless Integration

If you are already using a digital network to help support ad

placements and sales, The NNPA Digital Network will easily integrate with Doubleclick, Google, Atlas, OpenX and many others.

Rich Media Ad Support

- The Network serves and supports all creative platforms, including HTML5, video, flash, images, email, mobile and asynchronous ad calls. Advanced Targeting
- Easy to use targeting lets you control how ads are served. Target users by city, state, country, keyword and more.

Instant Reports and Other Features

The Network provides publishers and advertisers instant access to beautiful dynamic reporting that can be accessed in real-time. Report access will be based upon the customer relationship.

- Video Ad Serving
- Geographic Targeting Target ads by country, province or

state, or even as specific as city.

- Site/Zone Targeting Target and serve ads to specific websites or zones.
- Frequency Capping Limit the number of times an ad will show to a specific user.
- Keyword Targeting Target ad campaigns by keywords including wildcard matches.
- Start & End Times Schedule your ads to start and stop in the future.
- Smart Dashboard An intelligent account overview, see upcoming events and activities at a glance.
- Fast & Accurate Reports Easy report generation, and built-in accu-pixel technology to ensure accurate stats.
- All Standard IAB Formats and Images Sizes Flash, CSS, Interstitials, pop ups, complicated scripts, text ads, videos, etc.



2017 Websites Advertising Rates & Specs

Online Space	Contract	Rate	Creative Size	File Size	Format & Email
Rotating Full Banner	Any period of months; one month minimum	\$3,500/month	468 pixels(w) X 60 pixels(h)	Maximum 30K	Details Static .gif: No animation accepted. Send to: advertising@nnpa-digital.com
Medium	Any period of months; one month minimum	\$2,500/month	250 pixels(w) X 250 pixels(h)	Maximum 30K	

NNPA Digital Network

Online	Rate Per Month	Rate Per Quarter	Annual Rate	Email Details	Creative Size	Animation
Welcome Page (where available)	\$1,000 Per Week			Send to: advertising@nnpa-digital.com	640(w) X 480(h) pixels	Can be animated. Links to advertiser's website.
Leaderboard Banner	\$2,200	\$5,700	\$20,000	See above	728(w) X 90(h) pixels	Can be animated. Links to advertiser's website.
Medium Rectangle	\$2,500	\$6,450	\$22,800	See above	300(w) X 250(h) pixels	Can be animated. Links to advertiser's website.
Interstitial Banner	\$1,800	\$4,650	\$16,500	See above	728(w) X 90(h) pixels	Can be animated. Links to advertiser's website.

Digital ads will be billed in full if materials are not received by the pub date. CPM rates may be negotiated at the time of the media buy. There will be no charge for digital ads that are cancelled at least one week prior to the pub date.



Introducing The NNPA Digital Network Sponsorship Opportunities

The new NNPA Digital Network includes delivery of your messaging across member websites and social media properties and includes cross-channel coordination of your integrated campaign. A focus on mobile-based marketing ensures that your message will be received by our readers virtually anywhere, anytime.

Mobile-friendly Banner size: 320 (x) pixels X 41 (h) pixels

Specs: Static .gif or .jpg

Rate: \$1500 gross per month

Format details for online creatives:

Static .gif or .jpg. Proper flash .swf files are accepted. An additional static back-up image is highly recommended. If using flash, please confirm that the flash file is using (SSL) format with nomenclature, "clickTAG" and the correct

EDITORIAL CALENDAR



JAN MARTIN L. KING JR. HOLIDAY

FEB BLACK HISTORY MONTH

MAR BLACK PRESS MONTH

APR JACKIE ROBINSON DAY

MAY SALUTE TO BLACK VETS

JUN JUNETEENTH / BLACK MUSIC MONTH AND NNPA 75TH ANNUAL CONVENTION

JUL INDEPENDENCE DAY / NELSON MANDELA DAY

AUG 50TH ANNIVERSARY OF VOTING RIGHTS ACT

SEP SALUTE TO THE CONGRESSIONAL BLACK CAUCUS

OCT SALUTE TO HBCU'S / AFRICAN AMERICAN HEALTH

NOV BLACK CONSUMER MONTH - CONSCIOUS CONSUMERS EDITION

DEC SALUTE TO KWANZAA



CONTACT

DR. BENJAMIN F. CHAVIS, JR,
President & CEO
dr.bchavis@nnpa.org

“America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as any is held back.”

