

Virtual NNPA 2021  
**Mid-Winter Training Conference**  
[www.virtualnnpa2021.com](http://www.virtualnnpa2021.com)

# **The Black Press of America:**

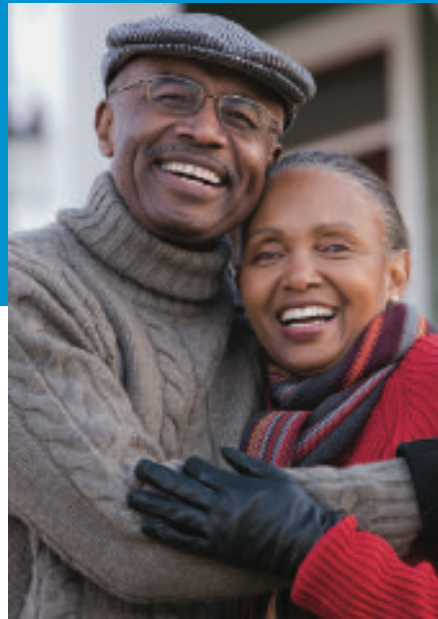
Challenges, Responsibilities and Opportunities Amidst COVID-19 Pandemic

**January 27-29, 2021**

#BlackPressOfAmerica

#NNPA

@BlackPressUSA



# Pfizer is proud to support

## THE NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION (NNPA)

Pfizer is proud to support patients living with rare diseases such as transthyretin amyloid cardiomyopathy, or ATTR-CM – a life-threatening, underdiagnosed disease associated with heart failure. In the U.S., the most common mutation (V122I) associated with the hereditary form of ATTR-CM is found almost exclusively in African Americans. We are dedicated to raising awareness for rare diseases, like ATTR-CM, and making an impact on the lives of patients and caregivers.



Visit [YourHeartsMessage.com](https://YourHeartsMessage.com) to learn more about ATTR-CM.

This information is intended only for residents of the United States. The health information and other information contained herein is provided for educational purposes only and is not intended to replace discussions with a healthcare provider and other professional advisors. All decisions regarding patient care must be made with a healthcare provider, considering the unique characteristics of the patient.

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- Vice President Kamala Harris

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**WELLS  
FARGO**

## We See You.

You are many things. You are a leader, a mentor, a change maker. You are not limited by your past nor defined by your present. Your legacy inspires generations as a force for change and progress.

Wells Fargo proudly works with 100 Black Men of America, Inc. to provide mentorship and opportunities to young men nationwide.

Learn more at:  
[wellsfargo.com/empowerful](https://wellsfargo.com/empowerful)

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**you are**  
empowerful



# WELCOME TO OUR NEW SITE



## CommunityEnergyCenter.org will Educate the Public about Energy Empowerment among Diverse Communities

Diverse communities not only will be shaped by an evolving energy sector, they will shape it. Our new website – CommunityEnergyCenter.org – welcomes perspectives from commentators and journalists from publications in diverse communities to promote a deeper understanding of how energy and economic matters play a role in daily life. This new content hub will educate diverse communities to explore job opportunities and participate in the energy sector’s growth and vitality.

Visit [www.communityenergycenter.org](http://www.communityenergycenter.org) to learn more.



The Community Energy Center, a cooperative with the National Newspaper Publishers Association and National Association of Hispanic Publications Media, will provide information and perspectives on the integral role of the energy sector in daily life for American families in a wide range of communities.



**T**o our esteemed publishers, staff, guests, and viewers, I would like to welcome each and every one of you to the National Newspaper Publishers Association (NNPA) Virtual 2021 Mid-Winter Training Conference. On behalf of our NNPA Executive Committee and our entire Board of Directors, we are grateful that you have taken the time to join us and support this conference.

During the past 12 months, we all have experienced and witnessed very trying times due to the persistence of the deadly COVID-19 pandemic that continues to spread across the nation. Yet, we are here to reaffirm our mission and our purpose as the trusted voice of Black communities throughout the United States.

The NNPA conference planning team has worked tirelessly to provide you with an awesome conference focusing on our theme:

The Black Press of America: Challenges, Responsibilities and Opportunities Amidst the COVID-19 Pandemic. As you can imagine, this theme is timely as the pandemic has presented Black-owned businesses with new challenges that presented us with different responsibilities, yet great opportunities to expand and pivot in areas that have proven favorable to our mission.

NNPA looks forward to staying connected with each of you! Stay safe and well. God Bless you and God Bless the NNPA!

Onward and Upward,

**Karen Carter Richards**

**NNPA Board Chair**

*Karen Carter Richards*



# NNPA Board Members



The Black Press of America

## NNPA Executive Officers



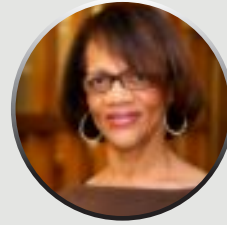
**Karen Carter Richards**  
NNPA Chair  
Publisher, Houston Forward Times



**Janis L. Ware**  
First Vice Chair  
Publisher, The Atlanta Voice



**Fran Farrer**  
Second Vice Chair  
Publisher, The County News



**Jackie Hampton**  
Secretary  
Publisher, The Mississippi Link

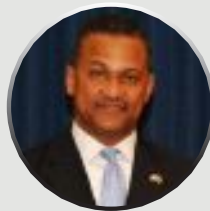


**Brenda H. Andrews**  
Treasurer  
Publisher, New Journal and Guide

## NNPA Board of Directors



**Calvin Anderson**  
Publisher, New Tri-State Defender



**Cloves C. Campbell**  
Publisher, Arizona Informant



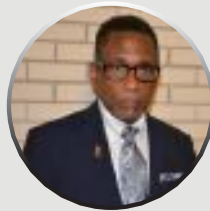
**Frances Draper**  
Publisher, The Afro American Newspaper  
(Baltimore and DC)



**Shirley Gray**  
Publisher, Dallas Post Tribune



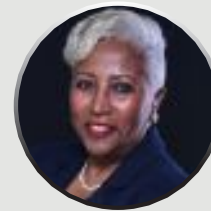
**Hiram E. Jackson**  
CEO, Real Times Media



**Terry Jones**  
Publisher, New Orleans Data Weekly



**Naba'a Muhammad**  
Publisher, Final Call



**Sonny Messiah-Jiles**  
Director At-Large  
Publisher, Houston Defender



**Rosetta Miller Perry**  
Publisher, Tennessee Tribune



**John Warren**  
Parliamentarian  
Publisher, San Diego Voice & Viewpoint



**James A. Washington**  
Director At-Large  
Publisher, Dallas Weekly



**Kerri Watkins**  
Publisher, Afro Times

## Ex-Officio Member

**Dr. Benjamin F. Chavis, Jr.**  
NNPA President and CEO



*I* am pleased to welcome you to the Virtual NNPA 2021 Mid-Winter Training Conference. As our nation is now undergoing another period of transition and change, it is important that the Black Press of America continues to be the “trusted” voice of equality, empowerment, and equity. Thus, we are convening virtually to reaffirm our mission and to ensure the future sustainability of the Black Press.

We thank all the NNPA partners and sponsors of the conference. The NNPA Fund appreciates this special opportunity to engage.

We look forward to having you with us over the next two days.

Thank you for your support.

**Pluria Marshall, Jr.**

**NNPA Fund Chair**





## NNPA Executive Officers

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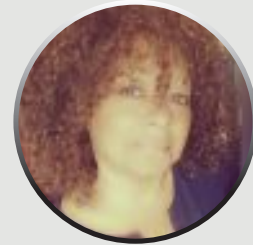
**Pluria Marshall, Jr.**  
NNPAF, Chairman  
Publisher, Wave Community Newspaper Group



**Sonny Messiah Jiles**  
NNPAF, Vice Chair  
Publisher, Houston Defender



**Denise Rolark Barnes**  
NNPAF Secretary  
Publisher, Washington Informer



**Jayme Cain Casimere**  
NNPAF Treasurer  
Publisher, The Times Weekly

## NNPA Fund Board of Directors

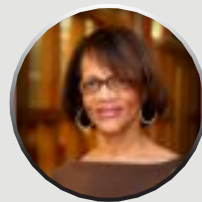
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**Brenda H. Andrews**  
NNPA Executive Committee  
Publisher, New Journal and Guide



**Fran Farrer**  
NNPA Executive Committee  
Publisher, The County News



**Jackie Hampton**  
NNPA Executive Committee  
Publisher, The Mississippi Link



**Dirck Hargraves**  
President & CEO  
Ascendant Strategies



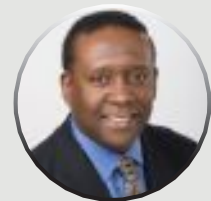
**Karen Carter Richards**  
NNPA Executive Committee  
Publisher, Houston Forward Times



**Sonya Ross**  
Founder & Editor in Chief, Black Women Unmuted



**Janis L. Ware**  
NNPA Executive Committee  
Publisher, The Atlanta Voice



**Trennie L. Williams**  
Publisher, Memphis Silver Star

## Ex-Officio Member

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**Dr. Benjamin F. Chavis, Jr.**  
NNPA President and CEO



About the National Newspapers Publishers Association

## “THE **BLACK PRESS** IN AMERICA IS MORE RELEVANT THAN EVER”

The NNPA is a trade association representing over 215 African American Black-owned newspapers and media companies in 40 states and the District of Columbia. The Black Press of America published its first newspaper, Freedom’s Journal, in 1827 and today has emerged as the most trusted source for news, entertainment, sports, education and public policy matters in all the U.S. major media markets, according to a recent Nielsen study.

**#BlackPressMatters**

# Greetings from the NNPA President and CEO



The Black Press of America



**O**n behalf of the National Newspaper Publishers Association (NNPA), I am pleased to welcome you to the Virtual NNPA 2021 Mid-Winter Training Conference. Using the benefit of today's technology platforms affords the opportunity for us to gather together virtually to address the issues, policies and interests of all of those who support freedom, justice and equality for all in America and throughout the world.

This is the 194th year of the Black Press of America. We, therefore, take this moment to reaffirm our mission and purpose as the national trade association of the Black Press. The NNPA is committed to representing the interests of the Black Press as well as the interests, concerns, and news relevant to Black America. We are grateful the NNPA continues to make progress in a number of areas that help to sustain the Black Press.

As we all are witnessing the continued devastating impact of the COVID-19 pandemic, the NNPA remains on the frontlines of being the "trusted" voice of our communities across the nation. Black Americans and other people of color are disproportionately affected by the pandemic. Our conference theme over the next several days, therefore, is "The Black Press of America: Challenges, Responsibilities and Opportunities Amidst COVID-19 Pandemic."

We recall that last year, the NNPA established and still maintains the NNPA Coronavirus Task Force of leading African American physicians, healthcare scientists, academic scholars, and other experts on COVID-19. The NNPA will continue, via our Task Force, to aggregate and to disseminate the actual scientific-based facts and truth about this deadly pandemic and the corresponding actions of the federal government and others to respond to challenges concerning COVID-19.

Thank you for joining with us and especially we thank all of our partners: General Motors, Pfizer, Reynolds American, and the Bill & Melinda Gates Foundation for providing their support for this conference. We also thank all of our corporate sponsors who continue to support the NNPA today and in the future. May God bless the Black Press of America.

Sincerely,

**Benjamin F. Chavis, Jr.**  
**NNPA President and CEO**



## Region 1

**Thomas Watkins**

*Publisher of the Challenge Group*

## Region 2

**Calvin Anderson**

*Publisher, New Tri-State Defender*

## Region 3

**Jan Michele Lemon-Kearney**

*Publisher, Cincinnati Herald and Dayton Defender*

## Region 4

**Cheryl Smith**

*Publisher, Garland Journal, Texas Metro News, I-Messenger*

## Region 5

**Reverend Dr. John Warren**

*Publisher, San Diego Voice & Viewpoint*

# NNPA Headquarters Office Staff and Consultants



The Black Press of America

**Dr. Benjamin F. Chavis, Jr.**  
*NNPA President and CEO*

**Claudette Perry**  
*NNPA Executive Administrator*

**A. Scott Bolden, Esq.**  
*Managing Partner, ReedSmith, NNPA Attorney*

**Ron Burke**  
*NNPA Senior Sales and Advertising Director*

**Norman Rich**  
*NNPA National Digital Network and Website Administrator*

**Tracie Powell**  
*National Accountant, Consultant*

**Dr. Elizabeth Primas**  
*NNPA Education Program Manager*

**Okena Lindsay-Jenkins**  
*NNPA Membership and Back Office Executive Assistant*

**Julie Partee**  
*NNPA Receptionist and Back Office Assistant*

**Margaret Lindsay**  
*NNPA Back Office Assistant*

**Steven Larkin**  
*NNPA Sales Team*

**Derrick Wood**  
*NNPA AV Consultant*

**Carrington York**  
*NewsWire Staff Assistant*

**Enchanta Jackson**  
*Producer, NNPA Morning News Show*



By Stacy M. Brown

NNPA Newswire Senior National Correspondent



**VICE PRESIDENT KAMALA HARRIS** will be the most influential vice president of the 49 that we have had, declared a proud Howard University President Wayne A.I. Frederick.

With 50 Democrats and 50 Republicans seated in the Senate, Vice President Harris holds the tiebreaking vote, which adds to the power she now wields.

“The power in politics is from influence,” Frederick remarked.

“I think, for that reason, she could potentially be the most influential vice president in our history.”

Following President Joe Biden and

Vice President Harris’s inauguration, The Andrew Rankin Memorial Chapel on Howard’s campus rang its bell 49 times to honor Harris.

More than 3,000 miles away, in San Francisco, many remember when the nation’s first Black vice president cut her teeth as a valiant prosecutor.

The daughter of a Jamaican immigrant father who taught at Stanford University, Vice President Harris’ mother, a cancer researcher, was the daughter of an Indian diplomat.

And, the new Vice President has never forgotten her roots, nor has she forgot-

ten those who helped her achieve the American dream.

During a 2018 National Newspaper Publishers Association (NNPA) award ceremony honoring Harris as “Newsmaker of the Year,” Vice President Harris talked about her years as a San Francisco’s district attorney.

As San Francisco’s top prosecutor, Vice President Harris worked to reduce recidivism by offering nonviolent, low-level drug trafficking defendants’ job training and other life skills education as an alternative to jail.

Her office reported that during the first



**“The American dream belongs to the student in Sacramento who doesn’t have much money but who goes to bed each night dreaming big dreams. It belongs to the men and women across this country who know it shouldn’t be against the law to marry the person you love,” the then-aspiring Senator Harris proclaimed.**

two years of the program, “less than 10 percent of those who graduated from the program were re-offenders — compared to 53 percent of drug offenders statewide who returned to prison or jail within two years of release.”

In 2010, she defeated Steve Cooley to become the first woman, the first African American, and the first Indian American in California history to win the attorney general’s seat.

She later joined other state attorneys general in brokering a \$25-billion nationwide settlement deal with the nation’s five largest mortgage institutions for improper foreclosure practices during a housing market crash.

Born October 20, 1964, in Oakland, the overachiever attended Howard University, where she earned a degree in political science and economics.

Three years later, she earned a law degree from Hastings College in Nebraska.

The tenacious California native entered the national spotlight in 2012 when she delivered a remarkable address at the Democratic National Convention in North Carolina.

During the address, she touted President Barack Obama’s desire to hold Wall Street accountable and argued how everyone deserves a chance to live the American dream.

“The American dream belongs to the student in Sacramento who doesn’t have much money but who goes to bed each night dreaming big dreams. It belongs to the men and women across this country who know it shouldn’t be against the law to marry the person you love,” the then-aspiring Senator Harris proclaimed.

“It belongs to the immigrants, young and old, who come to this country in search of a better life. And it belongs to little girls who have the joy of watch-

ing their mother, like I did, buy her first home. The American dream belongs to all of us.”

In 2017, Harris easily won election to the U.S. Senate from California, taking the seat that once belonged to the popular Democratic Sen. Barbara Boxer.

Just ahead of Vice President Harris’ inauguration, Frederick said her ascension to the second-highest office in America is also a testament of Howard University and HBCUs’ exact role in holding politicians and others accountable.

“HBCUs have always been at the forefront of holding America to account and insisting on better. Vice President-elect Kamala Harris has always embodied our ideals of truth and service. We can find no better role model for all leaders and institutions to emulate,” Frederick remarked.

When Harris accepted her 2018 Newsmaker Award from the NNPA, she urged everyone never to forget the community and always lend a hand.

She also spoke about the importance of unifying a nation divided by racism and classism.

“We all come from somewhere, and it’s important that we remember from whence we came,” Harris concluded.

“The Black Press best represents the vehicle in which real and important stories can and have been told. All of the Black newspapers know that the best way our voices can be heard is when we use our voices to tell our stories instead of leaving others to tell it.

“The Black Press always played a role in making sure that our community has something it can trust. I cannot think of a moment in time when it’s been more important than ever to support the Black Press. Especially in the face of powerful voices trying to sow hate and dissension in this country.”

# General Lloyd Austin Is First Black U.S. Secretary of Defense



The Black Press of America

By Stacy M. Brown

NNPA Newswire Senior National Correspondent



**RETIRED AFRICAN AMERICAN GENERAL LLOYD AUSTIN** is now in charge of the U.S. Department of Defense.

On Friday, Jan. 22, the Senate confirmed President Joe Biden's Secretary of Defense pick, making Gen. Austin the first African American to serve in that key strategic federal government leadership role.

"I pledge to fight hard to rid our ranks of racists and extremists," Gen. Austin pronounced during his confirmation hearings.

He also pledged to overturn several discriminatory bans on military service put in place by the previous administration.

The confirmation vote cleared by a 93-2 margin – Sen. Mike Lee (R-Utah) and Sen. Josh Hawley (R-Missouri) were the lone no-votes.



One day prior, the U.S. House approved a waiver to allow for Gen. Austin's confirmation.

The decorated veteran required a congressional waiver to confirm the civilian post because he retired from active-duty service only four years ago.

Federal law requires seven years of retirement from active duty before taking on the role.

President Biden and others had previously pointed to the Congressional waiver received in 2017 by Retired Marine Gen. James Mattis, who served as defense secretary in the previous administration.

"The law that we keep waiving actually exists for a good reason," remarked Sen. Minority Leader McConnell (R-Kentucky).

"Civilian control of the military is a fundamental principle of our republic.





We emphatically do not want high-ranking military service to become a tacit prerequisite for civilian leadership posts over the Department of Defense.”

Gen. Austin’s confirmation cements him as one of the most prominent members of President Biden and Vice President Kamala Harris’ Cabinet.

The Secretary of Defense controls the country’s largest government agency, commanding troops worldwide and the Pentagon’s internal workings.

The confirmation also keeps with Biden’s promise to have a staff and cabinet that reflects America’s diversity.

“I know firsthand from our time together on the [United Technologies] board that General Austin will be a wonderful choice for Secretary of Defense,” former New Jersey Gov. Christine Todd Whitman tweeted.

The decorated 67-year-old has accumulated many awards and decorations, including five Defense Distinguished Service Medals, the country’s highest noncombat-related military honor, and three Distinguished Service Medals; the Silver Star, the nation’s third-highest award for valor in combat; and two Legions of Merit.

According to his biography, Gen. Austin began his career in the U.S. Army in 1975 as second lieutenant in the infantry and rose through the ranks to command troops in combat at the 1-, 2-, 3-, and 4-star levels.

Gen. Austin served in numerous command and staff positions in the U.S. and around the world.

These include Operation Safe Haven in Panama with the 82nd Airborne Division; Operation Iraqi Freedom, spearheading Iraq’s 2003 invasion as the assistant division commander for the 3rd Infantry Division; and Operation Enduring Freedom in Afghanistan as the commander of the 10th Mountain

Division (Light).

In 2008 Gen. Austin returned to Iraq as the commanding general of the Multi-National Corps-Iraq during the period when the surge forces were drawing down under Operation Iraqi Freedom.

In 2009 Gen. Austin was named director of the Joint Staff at the Pentagon.

Following that assignment, Gen. Austin served another tour in Iraq as the commanding general of United States Forces-Iraq, responsible for the transition of all U.S. and Coalition military forces and equipment out of the country by the December 2011 deadline.

In 2012 General Austin served as the 33rd vice chief of staff of the Army, culminating his military career as the 12th commander of U.S. Central Command (CENTCOM) from 2013 to 2016.

As CENTCOM commander, he was responsible for military strategy and joint operations throughout the Middle East and Central and South Asia. He was also the architect and oversaw the military campaign’s execution to defeat the Islamic State in Iraq and Syria.

He retired from the military on May 1, 2016, and is now the founder and president of The Austin Strategy Group.

Gen. Austin also worked with the President-Elect as vice chief of the Army staff when President Biden served as Vice President under President Barack Obama.

Gen. Austin would require a congressional waiver for confirmation to the civilian post because he retired from active-duty service only four years ago.

“Very good news for national security,” Retired Four-Star Gen. Barry McCaffrey stated. “Ret Gen. Lloyd Austin is a towering figure in Armed Forces. Enormous global experience. Joint Staff and Army staff Pentagon. Very easy to deal with. Loved by the military. Silver Star Valor. West Point. M.A. Auburn. MBA.”

**The decorated 67-year-old has accumulated many awards and decorations, including five Defense Distinguished Service Medals, the country’s highest noncombat-related military honor, and three Distinguished Service Medals; the Silver Star, the nation’s third-highest award for valor in combat; and two Legions of Merit.**



## THURSDAY, JANUARY 28, 2021

### 11:00 AM

Mid-Winter Training Conference Opening Greetings

- *Karen Carter Richards, NNPA Chair*
- *Terry Jones, NNPA Convention Planning Committee Chair*
- *Pluria Marshall, Jr., NNPA Fund Chair*
- *Dr. Benjamin F. Chavis, Jr., NNPA President and CEO*

### 11:10 AM

Special Message to the NNPA from Vice President Kamala Harris

### 11:13 AM

Visual Exhibition of NNPA Member Newspapers

### 11:18 AM

Acknowledgement of Conference Partners and Sponsors

### 11:20 AM – 11:35 AM

Wells Fargo Presentation: How to Adapt and Rebuild Your Small Business During COVID-19

*Presenters: Andre Jones, Small Business Strategy and Development Officer and Camille N. Simpkins, Business Development Officer, Greater Philadelphia, National Small Business Development*

### 11:35 AM – 11:41 AM

Special Address to Black Press of America from U.S. Center for Disease Control: COVID-19 Pandemic and Black America

*Presenter: Dr. Leandris Liburd, Associate Director, Office of Minority Health and Health Equity, Center for Disease Control (CDC)*

### 11:41 AM - 11:43 AM

General Motors Message to NNPA

### 11:43 AM - 11:44 AM

AARP Message to NNPA

### 11:45 AM – 12:45 PM

Training Workshop A

Overview of 2021 National Advertising Market Demands in the United States: The Trends Toward Digital Advertising

*Presenter: Michael R. Grant, Founder of Get Current Studio, an African American owned digital design and strategic technology development business based in Menlo Park, California. Grant is a current teacher and training "Fellow" for the Google News Lab.*

### 12:45 PM - 1:45 PM

Virtual Lunch Break

### 1:45 PM – 1:47 PM

Nissan Message to NNPA

### 1:48 PM – 1:55 PM

Zillow Message and Presentation to NNPA

*Presenter: Jennifer Butler, Director, Government Relations and Community Engagement*

### 1:56 PM – 1:57 PM

Facebook Message to NNPA

### 2:00 PM – 3:00 PM

Training Workshop B

Benefits of Participating in the NNPA Digital Network and the Fundamentals of Digital Advertising

*Presenter: Norman Rich, NNPA Digital Network Director and Developer*

### 3:01 PM - 3:05 PM

- Re-acknowledgement of Partners and Sponsors, and announcement of conference evening entertainment

### 7:00 PM – 8:00 PM

- Mid-Winter Conference Entertainment Performances by: Doug E Fresh; Cupid; Stephanie Mills



## FRIDAY, JANUARY 29, 2021

### 11:00 AM – 11:05 AM

Opening Remarks

Karen Richards, NNPA Chair and Dr. Benjamin F. Chavis, Jr., NNPA President and CEO

### 11:05 AM – 11:09 PM

American Petroleum Institute (API) Message to NNPA

### 11:10 AM – 12:10 PM

Training Workshop C

Digital Transformation Revenue Generation:  
Facebook Business Training Accelerator Program

*Presenters: Doug Grant, Facebook*

*James Washington, The Atlanta Voice*

*Candice Mays, Black Voices News*

*Sara Lomax-Reese, WURD and Accelerator Program Lead*

### 12:11 PM – 12:16 PM - Pfizer Rare Disease Message and Presentation

Heart Disease and Black America

*Presenter: Don Chaney, Former Coach, Houston Rockets*

### 12:16 PM – 1:15 PM – Virtual Lunch Break

**1:15 PM – 1:35 PM** - Public Education Video on Distance Learning Presentation: NNPA Education Public Awareness Program with Bill & Melinda Gates Foundation

### 1:36 PM – 2:36 PM

Training Workshop D

Sales Team Training for Local NNPA Digital Ad Buy Sales

*Presenters: Brandon Brooks, The Los Angeles Sentinel and The LA Watts Times*

*Randy Fling, Rolling Out*

*Deidra Malone, New Tri-State Defender*

*Tanisha Leonard, Real Times Media (Chicago Crusader,*

*Michigan Chronicle, New Pittsburgh Courier, Atlanta Tribune,*

*and Atlanta Daily World)*

*Ron Burke, NNPA and The Washington Informer*

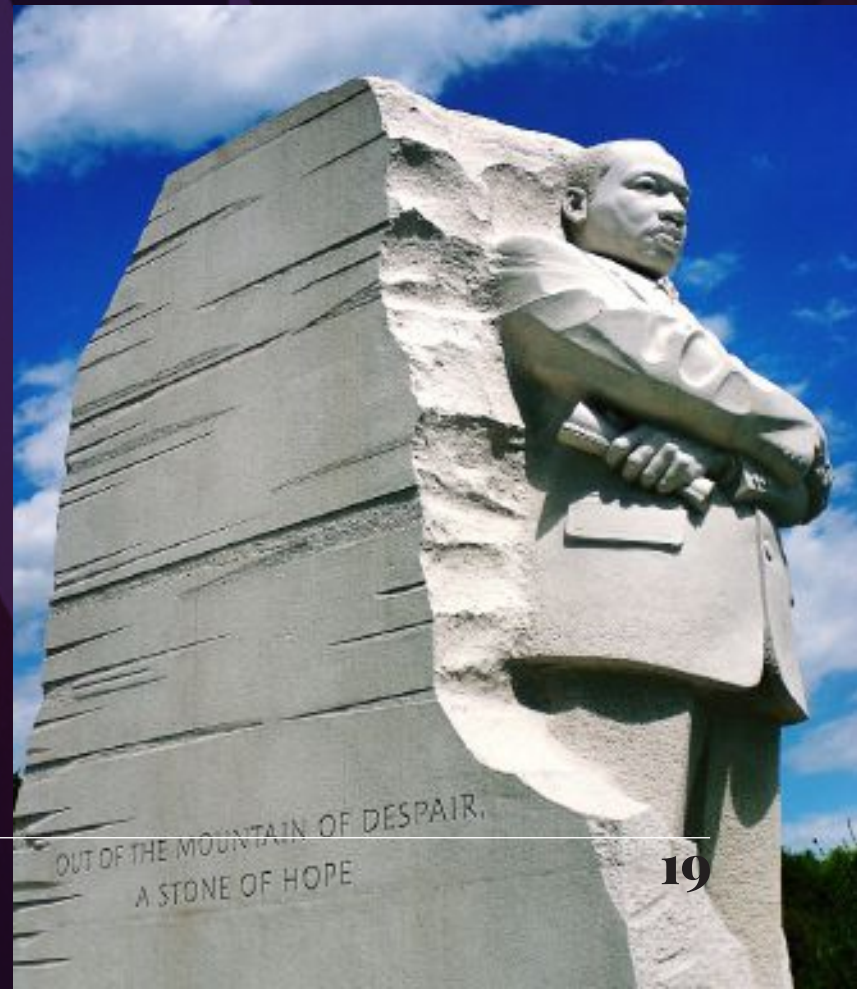
### 2:36 PM - 2:37 PM - Wells Fargo Message to NNPA

### 2:38 PM - 2:45 PM – Closing Acknowledgments of Conference Partners and Sponsors

### 2:45 PM – 2:55 PM - Summary Comments by NNPA Chair, NNPA Convention Planning Committee Chair, and NNPA President and CEO

### 7:00 PM – 8:00 PM – Mid-Winter Conference Closing Entertainment and NNPA 2021 Lifetime Achievement Award presented to The Reverend Dr. John Warren, publisher of the San Diego Voice & Viewpoint

*Performance by: Miki Howard*





## CAMILLE SIMPKINS

WELLS FARGO

Camille N. Simpkins is a Business Development Officer with Wells Fargo Bank. In her role as Business Development Officer, Camille supports businesses with \$2 million to \$10 million in annual gross revenue. Wells Fargo offers its Small Business, Corporate, Not-For-Profit and Institutional clients a broad range of banking solutions inclusive of treasury management services, foreign exchange, specialty financing, credit card processing and payroll services. Clients are afforded a single point of contact, ongoing managed support and business planning resources.

Camille has served as a thought partner in the financial services industry for the last 17 years managing operations in Philadelphia, PA; New York, NY and Boston, MA. Her previous roles include Banking Analyst, Branch Manager, Customer Experience Manager and Small Business Relationship Manager. Camille prides herself as a valuable resource and trusted advisor for business owners providing managed support to grow their business, increase efficiencies and sustain positive cash flow.



## ANDRE JONES

WELLS FARGO

Andre Jones is the Small Business Strategy and Development Officer for Wells Fargo N.A. covering the entire Philadelphia, PA market. In his current role, he helps small businesses throughout Philadelphia, maximize opportunities and succeed financially. Using his ten plus years of banking experience, Andre and his team, look to understand the uniqueness of every business they get in front of and how to best use both the tools and the resources of Wells Fargo, to assist with everything from equipment financing to providing working capital, thus adding value to both a business's short and long term goals.

Prior to his banking career, Andre worked as the VP of Acquisitions at Coastal Holdings Group Inc. in NYC, where he was responsible for both identifying and creating opportunities in commercial real estate developments, with values in excess of \$200M. Andre is certified in Lean Six Sigma and has a B.S in Business Management.





## JENNIFER BUTLER

ZILLOW

Jennifer joined Zillow in 2016 to build the company's state and local government relations function and community engagement program, leveraging the organization's platform to address social issues related to housing and technology. In 2018, Jen relocated from the headquarters in Seattle to New York City in order to expand Zillow's footprint beyond the Pacific Northwest and build a team of regional managers across the country. Previously, she managed Russell Investments' government and community relations efforts in Seattle and worked at McBee Strategic Consulting in Washington, D.C., advocating for clients in the Pacific Northwest on transportation, energy and public sector issues. Jennifer has a BA in Political Science and Sociocultural Anthropology from The George Washington University and is a fellow of the National Committee on U.S.-China Relations' Young Leaders Forum and Harvard Business School's Young American Leaders Program.



## DR. LEANDRIS LIBURD

CDC

Leandris Liburd, PhD, MPH, MA is the Associate Director for the Office of Minority Health and Health Equity at the Centers for Disease Control and Prevention (CDC). In this role she leads a wide range of critical functions in the agency's work in minority health and health equity, women's health, and diversity and inclusion management. She plays a critical leadership role in determining the agency's vision for health equity, ensuring a rigorous, evidence-based approach to the practice of health equity, and promoting the ethical practice of public health in vulnerable communities. The Office of Minority Health and Health Equity ensures a pipeline of diverse undergraduate and graduate students pursuing careers in public health and medicine through its administration of the CDC Undergraduate Public Health Scholars Program and the James A. Ferguson Graduate Fellowship.

Dr. Liburd has been instrumental in building capacity across CDC and in public health agencies to address the social determinants of health, and in identifying and widely disseminating intervention strategies that reduce racial and ethnic health disparities. She has skillfully executed innovative models of collaboration that have greatly expanded the reach, influence, and impact of the Office of Minority Health and Health Equity (OMHHE), and raised the visibility of health equity through peer-reviewed scientific publications, engagement with academic institutions, presentations at national and international conferences, partnerships with national and global organizations, and other communications and educational venues.

Dr. Liburd has received honors for her leadership and management accomplishments. Among them, Jackson State University presented her with the

John Ruffin Award of Excellence in Minority Health and Health Disparities by Jackson State University (2016). The Johns Hopkins Center for Health Disparities Solutions and BlackDoctor.org named her one of the Top Blacks in Healthcare in 2014 for her outstanding and noteworthy achievements in the healthcare field. In 2010, the National REACH Coalition honored her with the Distinguished Service and Leadership Award. In 2002, CDC's Division of Diabetes Translation presented her with the Excellence in Collaboration Award for her seminal role in developing local, national, and international partnerships.

She is highly regarded inside and outside of CDC for her tireless commitment, effectiveness, leadership, and passion in working to improve minority health and achieve health equity for all people.

Dr. Liburd holds a bachelor of arts degree from the University of Michigan at Ann Arbor, a master of public health in health education/health behavior from the University of North Carolina at Chapel Hill, a master of arts in cultural anthropology and a doctor of philosophy degree in medical anthropology from Emory University.





## MICHAEL GRANT JOURNALIST

Michael Grant is a veteran journalist who specializes in editorial experience design. He recently joined the News Lab as Teaching Fellow training newsrooms in the use of Google Products. Before joining the News Lab, Grant was UX design editor at Reveal, from The Center for Investigative Reporting. Grant is an alum of the John S. Knight Journalism Fellow at Stanford University. As a JSK Fellow, he explored how to equip more journalists of color with skills in online storytelling. Grant also leads The HBCU Digital Media Fellowship at ONA; a program in its sixth year, created for students of historically black colleges designed to strengthen their ability to produce online journalism.



## NORMAN RICH LIGHTHOUSE STRATEGIC GROUP

Recognized by clients and associates as a first-and last-mile visionary, Norman Rich spent more than 40 years working in every facet of marketing and communications. Norman draws upon his deep experience in design, marketing, communications, customer relationship management, advertising, direct response, interactive marketing and business management to provide multidisciplinary engagement leadership.

For eight years, Norman was President and CEO of New York-based Black Ink Communications, growing the company from one to five offices (NY, NJ, Los Angeles, Tulsa, OK, and Miami) before joining the Washington, DC office of Arnold Worldwide, one of the world's leading advertising firms, as Senior Vice President, Director of Interactive and Direct Response.

In April of 2001, Norman formed Lighthouse Strategic Group. Hands-on experience in evaluating organization strategy has enabled Norman to lead smart people with diverse talents and to educate clients on content strategy throughout his career. The impact of these solutions changed the way the world works for many companies, including: GE Sealants, AOL, NAACP, G4S Solutions, Avanade (a joint venture of Microsoft and Accenture), Sallie Mae and many others. Norman's commitment to exceeding customer expectations enabled him to bolster clients' value propositions as those businesses continue to grow and evolve.





## RON BURKE

NNPA

As a pioneer in Hampton, Virginia City Schools, he integrated a segregated junior high school after his parents petitioned the Virginia Board of Education and persevered through a protracted struggle for this historical accomplishment. He is a product of the esteemed Hampton University's business management programs (although it was Hampton Institute when he attended).

He joined The Washington Informer in 2002 as the Advertising/Marketing Director, after contributing to sales, contract negotiations and integrated network solutions for several telecommunications companies including Digex, Intermedia Communications, Allegiance Telecom, Protocall Communications and WorldCom. Ron sits on the Board of Directors of MACPA, which is the Mid Atlantic Community Papers Association as well as serving as Vice President of Washington Informer Charities. He has been profiled by Prevention Magazine and is a motivational speaker, as well as a coach of youth football and baseball.

He credits life experiences and a strong faith as the guiding forces in his life, which includes his wife, Jennell, daughter, Cheyenne and son, Ronald Wayne. The four are members of Trinity Episcopal Church in Washington DC.



## DEIDRE MALONE

THE CARTER MALONE GROUP, LLC

Deidre Malone is the President/CEO of The Carter Malone Group, LLC (CMG), a public relations, marketing, advertising and government relations firm headquartered in Memphis, Tennessee and an office in Jackson, Ms. Before opening the agency in May 2003, Malone served as Vice President of Marketing Development for ALSAC/St. Jude Children's Research Hospital. She also held the position of Director of Public Relations for St. Jude Children's Research Hospital. Malone is a former broadcast journalist. She served as a news producer for WMC-TV Action News 5.

Malone served as a member of the Economic Development Growth Engine (EDGE) Board and the Memphis and Shelby County Port Authority Board. She is a member of the Memphis Regional Chamber, Black Business Association, Mid-South Minority Business Continuum, and Public Relations Society of America. Malone is a founding member of the Tennessee Public Relations Alliance with McNeely Pigott and Fox in Nashville, Moxley Carmichael Public Relations in Knoxville, Q Strategies in Chattanooga and Hispanic Marketing in Nashville.

Malone made history becoming the first African American woman to chair the Shelby County Commission and the first female to chair the budget committee. Malone ran for Mayor of Shelby County and is the first woman to win a major party nomination for that position.


She is a 1999 graduate of Leadership Memphis and in 2001 served as Leadership Memphis Alumni Association President and a member of Beta Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Inc. She serves as Vice President of the Best Media Properties, Inc. Board of Directors, the ownership group for the New Tri-State Defender and is also a partner in M1TV Network.

A graduate of Jackson State University, she received a Bachelor of Science Degree in Mass Communications and a minor in Marketing. Deidre and her husband, Dr. Patrick Malone, have two sons, Patrick II and Brian. She is the proud grandmother of Patrick III "Trey" and Bailee Christian.





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# NNPA 2021 Publisher Lifetime Achievement Awardee



The Black Press of America



## Reverend Dr. John Warren

**REVEREND DR. WARREN** is President of Warren Communications, Inc., an African American owned media group with community newspapers on the East and West Coast. He serves as Publisher of the 61 year old San Diego Voice & Viewpoint Community Newspaper covering zip codes in San Diego County as a legal paid weekly publication, and past Co-Publisher of the Florida Tribune Community Newspaper which served three counties in South Central Florida for over 15 years. He is a noted journalist in the San Diego community where he was a weekly commentator on the local NPR PBS station for almost a decade; he is a member and past Director of the National Newspaper Publishers Association and a member of the California Newspaper Publisher Association; a past member of the National Bar Association, past member of the American Society for Public Administration and the original Conference of Minority Public Administrators. He is a past Vice President of the National Institute of Public Management, a non-profit think group which provided public policy assistance to the National League of Cities and the U.S. Conference of Mayors in the

late 1970's. Dr. Warren is an ordained minister, co-founder and senior pastor of the Eagles Nest Christian Worship Center in San Diego, California.

Dr. Warren has an extensive career in public service. He spent 12 years with three noted African American members of Congress in the U.S. House of Representatives. First as an Assistant to the late Congressman Adam Clayton Powell, Jr. of New York during his Chairmanship of the House Education and Labor Committee. Later he worked as an Assistant to the late Congresswoman Shirley Chisholm of New York, and as a Legislative Assistant to the House Committee on Education and Labor where he was assigned to work with the Late Congressman Augustus F. Hawkins of California. Dr. John Warren is the past Vice President of the National Institute of Public Management where he served as a consultant to the U.S. Conference of Mayors and the National League of Cities Policy Committees in the areas of Social Insurance and Income Security during the Carter Administration.

Dr. Warren served eight years as an elected Member of the Washington, D.C. Board of Education and four years

as an elected Director of the National School Boards Association with 90,000 plus members nationwide at the time. He served as an elected Delegate to the Democratic Mid Term Convention from Washington, D.C. during the Carter Presidency.

Born in Henderson, N.C., he grew up in Washington, D.C. where he attended public schools during the implementation of the Brown vs. Board of Education Supreme Court Decision desegregating public schools; he is a two-time graduate of Howard University where he received his undergraduate degree followed by his Graduate Studies at the University of Southern California with an emphasis in Public Policy and Public Administration. He later returned to Howard University, where he graduated from the School of Law with an emphasis in Labor Law. He holds a lifetime teaching Credential with the California Community College District; is both a Past Adjunct Professor at National University in California having taught at several campuses, and he is a Past Member of the National University Board of Trustees.

Dr. Warren is a past member of the National Bar Association and in his early years in California served as a Law Clerk to both the San Diego County Counsel's Office and the City of San Diego's City Attorney's Office before becoming an Adjunct professor at National University. There he created and taught their Government Contracts curriculum. He also taught in the areas of Public Policy and School Law and Finance. He is also a past member of the National University Board of Trustees.

Dr. Warren served his country in the U.S. Army and is a graduate of the Officers' Candidate School of Ft. Benning Georgia where he was commissioned as an Officer and holds an honorable discharge. He holds a Black Belt in the Martial Arts, and a vast number of awards from groups and organizations from all walks of life.

He and his wife Dolores are actively engaged in writing their books and memoirs when not traveling.



**January 27-29, 2021**  
[www.virtualnnpa2021.com](http://www.virtualnnpa2021.com)

## **NNPA Virtual Mid-Winter Training Conference**

**March 16-18, 2021**  
[www.virtualnnpa2021.com](http://www.virtualnnpa2021.com)

## **NNPA Virtual Black Press Week**

**June 22-26, 2021**  
[www.virtualnnpa2021.com](http://www.virtualnnpa2021.com)

## **NNPA Annual Convention**

**September 29-30, 2021**  
Marriott Marquis  
901 Marriott Massachusetts Avenue, NW  
Washington, DC 20001

*Alternative:*  
[www.virtualnnpa2021.com](http://www.virtualnnpa2021.com)

## **NNPA National Leadership Awards Reception**



**African Methodist Episcopal Church (AME)**

**American Association of Blacks in Energy (AABE)**

**Bill & Melinda Gates Foundation**

**Black News Channel**

**The Impact Network**

**Minority Media and Telecommunications Council (MMTC)**

**National Action Network (NAN)**

**National Association for the Advancement of Colored People (NAACP)**

**National Association of Black Journalists (NABJ)**

**National Association of Hispanic Publications (NAHP)**

**National Association for Equal Opportunity in Higher Education (NAFEO)**

**National Association of Real Estate Brokers (NAREB)**

**National Bar Association**

**National Pan-Hellenic Council**

**Rainbow PUSH Coalition**

**United Negro College Fund (UNCF)**

**Zenger News Agency**



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# Affiliated African American-Owned Newspapers



The Black Press of America

## **ALABAMA**

*Birmingham Times*  
*Greene County Democrat*  
*Mobile Beacon*  
*Speakin' Out News*

## **ARIZONA**

*Arizona Informant*

## **CALIFORNIA**

*Bakersfield News Observer*  
*California Voice*  
*Compton Bulletin*  
*Inglewood Today*  
*LA Focus on The Word, Inc.*  
*LA Watts Times*  
*Los Angeles Sentinel Newspaper*  
*Oakland Post*  
*Our Weekly LA*  
*Our Weekly - Antelope Valley*  
*Precinct Reporter Group*  
*San Francisco Bay View*  
*San Francisco Sun Reporter*  
*The California Advocate Newspaper*  
*The Pasadena/San Gabriel Valley and Latino Journal*  
*The Sacramento Observer*  
*The San Bernardino American News*  
*The San Diego Voice & Viewpoint*  
*Tri-County Sentry*  
*Black Voice*  
*Los Angeles Wave - Culver City Star*  
*Los Angeles Wave- East Edition)*  
*Los Angeles Wave - Herald American)*  
*Los Angeles Wave - Los Angeles Independent)*  
*Los Angeles Wave- Lynwood Press)*  
*Los Angeles Wave - Northeast Edition)*  
*Los Angeles Wave - The Press)*  
*Los Angeles Wave - West Edition)*

## **COLORADO**

*Denver Weekly News*

## **CONNECTICUT**

*The Inner-City News*  
*Inquiring News*

## **DISTRICT OF COLUMBIA**

*The Afro-American Newspaper (Wash DC)*  
*The Washington Informer*  
*Walls & Associates*

## **FLORIDA**

*Capital Outlook*  
*Daytona Times*  
*Florida Courier*  
*Florida Sentinel Bulletin*  
*Florida Star Newspaper*  
*Jacksonville Free Press*  
*Orlando Advocate*  
*The Pensacola Voice*  
*South Florida Times*  
*The Florida Star Newspaper*  
*The Florida Sun*  
*The Miami Times*  
*The Orlando Times, Inc.*  
*Westside Gazette*

## **GEORGIA**

*Atlanta Daily World*  
*Atlanta Inquirer*  
*Atlanta Tribune*  
*The Courier Eco Latino*  
*CrossRoads News*  
*Macon Telegraph*  
*Metro Courier*  
*Savannah Herald*  
*The Albany Southwest Georgian*  
*The Atlanta Voice*  
*The Columbus Times Newspaper*  
*The Savannah Tribune*

## **ILLINOIS**

*Chicago Citizen Newspaper (Chatham-Southeast)*  
*Chicago Citizen Newspaper (Weekend Citizen)*

# Affiliated African American-Owned Newspapers



The Black Press of America

*Chicago Citizen Newspaper (Hyde Park)*  
*Chicago Citizen Newspaper Group (South Suburban)*  
*Chicago Citizen Newspaper Group (South End Citizen)*  
*Chicago Defender*  
*East St. Louis Monitor*  
*Ebony.com*  
*Muslim Journal*  
*The Chicago Crusader*  
*The Final Call Newspaper*  
*The Windy City Word*  
*The Times Weekly*

## **INDIANA**

*Frost Illustrated*  
*Indiana Herald Newspaper*  
*Indianapolis Recorder*  
*The Gary Crusader*  
*Kentucky*  
*Louisville Defender*

## **LOUISIANA**

*New Orleans Data News Weekly*  
*New Orleans Tribune*  
*The Shreveport Sun*  
*The Louisiana Weekly*

## **MARYLAND**

*The Annapolis Times*  
*Montgomery County Sentinel*  
*Prince George's Sentinel*  
*The AFRO American Newspaper (Baltimore)*  
*The Baltimore Times*

## **MICHIGAN**

*Grand Rapids Time*  
*The Telegram Ecrose*  
*The Michigan Chronicle*

## **MINNESOTA**

*Insight News*  
*Minnesota Spokesman-Recorder*

## **MISSOURI**

*Kansas City Call*  
*St. Louis Argus*  
*The Kansas City Globe*  
*The St. Louis American*

## **MISSISSIPPI**

*Jackson Advocate*  
*The Mississippi Link*

## **NORTH CAROLINA**

*Carolina Call*  
*Fayetteville Press*  
*Greater Diversity News*  
*The Carolina Peacemaker*  
*The Carolina Times*  
*The Carolinian*  
*The Charlotte Post*  
*The County News*  
*The Drum*  
*The Triangle Tribune*  
*The Wilmington Journal*  
*Urban News*  
*Winston-Salem Chronicle*

## **NEBRASKA**

*The Omaha Star*

## **NEW JERSEY**

*South Jersey Journal*  
*Jersey City Daily Challenge Newark*  
*Daily Challenge Patterson Passaic*  
*Daily Challenge*

## **NEW YORK**

*Afro Times*  
*Buffalo Criterion*  
*Harlem Community News- Bronx*  
*Harlem Community News- Brooklyn*  
*Harlem Community News*  
*Harlem Community News - Queens*

# Affiliated African American-Owned Newspapers



The Black Press of America

*Hudson Valley Press*  
*New York Amsterdam News*  
*New York Beacon*  
*New York Daily Challenge*  
*New American*  
*The New York Carib News*  
*The Westchester County Press*

## **OHIO**

*Buckeye Review*  
*Call & Post*  
*Ohio City News*  
*Columbus Post*  
*Communicator News*  
*Dayton Defender*  
*The Cincinnati Herald*  
*The Reporter*  
*The Sojourner Truth*  
*The Toledo Journal*

## **OKLAHOMA**

*Oklahoma Eagle*  
*The Black Chronicle*

## **OREGON**

*The Portland Observer*  
*The Portland Skanner*

## **PENNSYLVANIA**

*New Pittsburgh Courier Philadelphia Observer*  
*Philadelphia Tribune*  
*The Spirit Media Group*

## **SOUTH CAROLINA**

*The Charleston Chronicle*  
*The Community Times Newspaper*

## **TENNESSEE**

*The Christian Recorder/AME Church*  
*Memphis Silver Star News*  
*The Nashville Pride*  
*The New Tri-State Defender*  
*The Tennessee Tribune*

## **TEXAS**

*African American News & Issues*  
*A King Size View*  
*African News Digest*  
*The Dallas Examiner*  
*Dallas Weekly*  
*D-Mars.com*  
*East Texas Review*  
*Garland Journal*  
*Houston Defender*  
*Houston Forward Times Houston*  
*Style Magazine*  
*La Vida News*  
*The Black Voice*  
*NOKOA, The Observer*  
*North Dallas Gazette*  
*San Antonio Observer*  
*Southwest Digest*  
*Texas Informer*  
*Texas Metro News*  
*The Dallas Post Tribune*  
*The Villager Newspaper*

## **VIRGINIA**

*Legacy Newspaper*  
*New Journal & Guide*  
*Richmond Free Press*

## **WASHINGTON**

*The Metro Homemaker*  
*Seattle Medium*  
*The Tacoma True Citizen*  
*The Seattle Skanner*

## **WISCONSIN**

*Milwaukee Community Journal*  
*Milwaukee Courier*  
*The Madison Times Weekly*  
*The Milwaukee Times Weekly*





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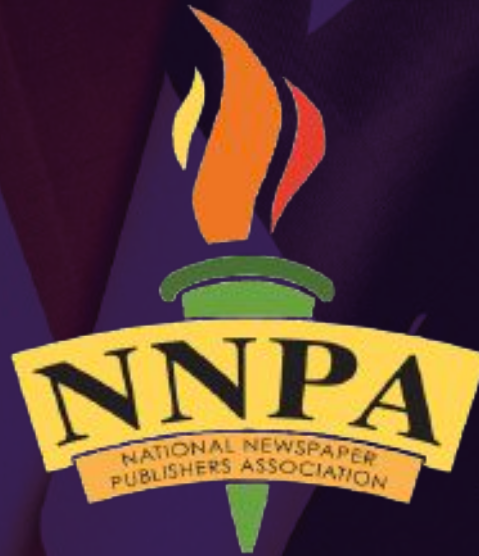
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# NNPA Annual Report



**THE BLACK PRESS OF AMERICA IS ALIVE AND WELL** as we collectively recognize and celebrate the 194th year of publishing news, facts and truth as the “trusted voice” of Black America. The National Newspaper Publishers Association (NNPA) is the national trade nonprofit 501 c. 6 organization that represents today 230 African American owned newspapers and multimedia companies throughout the United States of America.

The NNPA remained in a stable financial status over the past 12 months even in the midst of the devastation of the continued spread and deadly impact of the Coronavirus. In fact, we were able to contribute significantly to the financial sustainability of our NNPA member publishers in 2020 due to the unprecedented 2020 U.S. Census ad buys and the increase in 2020 political ad buys.

For the first time ever, the NNPA generated combined revenues in 2020 from national advertising, programmatic partnerships, and corporate sponsorships that totaled over \$20 million.

The NNPA's national sales team and our NNPA back office are to be saluted for the increase in advertising sales in 2020.

But the U.S. Census only happens every ten years and the next national elections in 2022 and in 2024 will be full of challenges similar to 2020. The point here is that NNPA will continue to be fiscally prudent as we have established a “Rainy Day” reserved account to prepare for whatever uncertainties that might occur in the future.

COVID-19 has had and continues to have a serious and too often a fatal impact on Black America. Yet, this is another reminder that the Black Press is strategically deeply rooted in the communities that we serve throughout the country and we are playing a vital role in helping to keep our communities and businesses informed and up to date on all aspects of the pandemic.

As we begin 2021, we are very much aware that profound and much needed social, political, economic, cultural, and spiritual change is now accelerating across the nation in the aftermath of the November 2020 national elections. The issues of racial justice, social justice, economic justice, and environmental justice are the very issues that the Black Press has been championing for nearly 200 years in America.

I am also pleased to report that the NNPA's Newswire Service and the NNPA's [www.BlackPressUSA.com](http://www.BlackPressUSA.com) together with the NNPA's social media channels continue to impact millions of people daily, weekly and monthly across Amer-

ica and throughout the world. The NNPA Digital Director Norman Rich has led the NNPA Digital Network to acquire a steady increase in digital advertising for our NNPA member publishers.

Monday thru Friday at 7:30 AM to 8:00 AM Eastern Time we now have NNPA “BREAKING NEWS” with the NNPA's Senior National News Correspondent Stacy Brown “Let It Be Known” morning news series.

Yet, in the wake of the new Biden-Harris Administration and the on-the-record commitments of this new Administration concerning the goals of equality, equity, and empowerment for all people, and in particular for people of color, the role and renewed impact of the Black Press cannot be understated. Thus, the NNPA intends to work with all of the Federal Government departments and agencies to ensure equitable advertising spends with the Black Press as a top priority for 2021 thru 2024.

We salute President Joseph Biden and Vice President Kamala Harris as they both have articulated the importance of the Black Press in the emerging and rapidly changing multiracial demographics of American society. The issues of diversity and inclusion are so very important today as corporate America is now becoming more open to the truth that diversity and inclusion is good for business as it is also good for the morality and progress of society.

Working with NNPA Chair Karen Carter Richards, the NNPA Executive Committee and with the NNPA Board of Directors continues to be professionally rewarding and intellectually stimulating. The national staff of the NNPA has expanded and we all have learned the benefits of multitasking in the new “virtual” world space.

I am proud of the NNPA Team as we move forward together in 2021 to ensure the advancement of our NNPA member publishers and to contribute to the ongoing sustainability of the Black Press of America.

Lastly, we thank with great respect and acknowledgement all of our corporate partners and sponsors. Without your support we would not have made the progress that this report references and represents.

May God continue to bless the Black Press of America.

Sincerely,  
Benjamin F. Chavis, Jr.  
NNPA President and CEO



**When you're ready for a change,  
we're ready to help.**





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are deeply rooted in our history and our companies' long success of engaging with communities where our employees live and work. This trailblazing spirit reflects who we are – **passionate, principled people** who go the extra mile to make a difference.

We applaud those who have committed to serve others, and we value the perspectives and experiences of all those who reflect a diverse nation.





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