

AGENDA

ANC 6A Community Outreach Committee
Monday, November 18, 2013, 7 PM
Maury Elementary multi-purpose room
1250 Constitution Ave NE (enter from 13th St.)

1. (7:00) Call to Order and Approval of Agenda
2. (7:05) Status report on COC/ANC activities. Future of relationship with Gallaudet University for web hosting.
3. (7:10) Consideration of possibility of advertising in Washington Informer.
4. (8:00) Confirmation of next meeting date, December 16, 2013

The meeting is open to the public. Call Committee Chair, Elizabeth Nelson, with questions at 543-3512.

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Making A Difference

There is definite value in speaking directly to the African American Community, and I would like to help you get your message out by offering space in The Washington Informer. Take a look at our media kit on our website (www.washingtoninformer.com) and read the testimonials that express how others have benefited by advertising in The Washington Informer's print and online editions. Then, let's meet to discuss your needs and how I can deliver VALUE to you.

Too often so-called mainstream media ignores the positive news about the African American community. They choose, instead to focus on the negative news. It's what most media organizations do...focus on the negative. **The Washington Informer was established to make a difference by publishing positive news about African Americans and it is still our mission today. Having your ads surrounded by positive news will only increase the value of your message.**

ABOUT THE WASHINGTON INFORMER

Now published by Denise Rolark Barnes, The Washington Informer Newspaper Co. Inc. was founded on October 16, 1964 by Dr Calvin Rolark. His mission was to highlight positive images of African Americans. We continue to embrace that mission, as we strive to **EDUCATE, EMPOWER, and INFORM**. The Washington Informer serves metropolitan Washington D.C. We reach over 50,000 readers each week through our award-winning newspaper print edition; a weekly average of 30,000 unique visitors through our award-winning website; 7,500 weekly subscribers through our weekly email newsletter, and potentially 300,000 viewers through our Washington Informer TV Show.

Jennifer Armor, audit manager for Verified Audit Circulation couldn't have said it better when she expressed the value and power of the African American market. In a company newsletter, she wrote...

"As the U.S. becomes increasingly diverse, ethnic markets present new and valuable opportunities for advertisers. With a population of 39 million, now more than ever African Americans are crucial to our consumer economy."

A 2007 Selig Center for Economic Growth's report titled: *The Multicultural Economy – Minority Buying Power in the New Century*, researchers wrote: "The buying power data...and the differences in spending by race and/or ethnicity suggest that as the U.S. consumer market becomes more diverse, advertising, products and media must be tailored to each market segment."

Less than 1 percent of U.S. advertising dollars are spent using African-American media. Many advertisers think they can reach African Americans via mainstream media and may think advertising in African-American media is ineffective. Advertisers tend to rely on images of African Americans in the mainstream media to reach them instead.

Cynthia Perkins-Roberts, vice president at Cable Advertising Bureau, said that African-American print media is a major source of information for the community. Credibility is given to African-American print media because it is from "our perspective." According to Perkins-Roberts, African-American newspapers are trusted more than mainstream media—80 percent trust newspapers and 87 percent trust magazines.

Vernon Whitmore, Publisher of *The Globe*, a free weekly newspaper in Oakland, California, said, "The black press offers insights into African-American society, culture, and history. It acts as a voice of the community and offers key signs of the buying trends." In addition, Whitmore said, "African Americans trust news from black media more than general media. They are very brand loyal. That loyalty extends to advertising as well."

Many advertisers need to be educated about the value of ethnic media. Perkins-Roberts believes, "One of the most frustrating marketing practices is underestimating the relevance of Black media. Since it's a given that more Black Americans are using general market media today, it's no wonder that the primary strategy for many marketers is to reach these consumers through general market media vehicles. Like the general market, Black Americans use a wide variety of media, but unlike the general market, they embrace Black media." ▲

"Many a small thing has been made large by the right kind of advertising."

— Mark Twain



Ron Burke
Director, Advertising
and Marketing
The Washington
Informer



The Washington Informer is African American woman owned. We reach about 42,000 print readers each week, 7500 eblast subscribers, over 5000 facebook followers, and over 25,000 weekly unique visitors to our website... The value of the outreach to the local community and the value of showing a relationship with The Washington Informer is something that cannot be measured... It may not be quantifiable. You can put all the measures you want on it, but how do you measure the partnership with an organizations whose primary mission is to serve the African American Community? How do you measure specialness?"

We publish every Thursday and our deadline is always the Friday prior. We print 17,000 papers each week, however our audited readership is 41,225 (2.425 readers per paper printed according to CVC audit)

More and more marketers are committed to the idea of having a strong positive presence in the African American Community and they are realizing the value of speaking directly to the community. The Washington Informer can build and implement a comprehensive paid, and earned media strategy which will help you become top of mind.

Historically, white-owned media often ignored the positive news about Black people and opted, instead to focus on the negative news, a tradition that remains true today. It's what media does, focus on the negative. **The Washington Informer was established to make a difference by publishing positive news about Black people and it is still our mission today. Having your ads surrounded by positive news will only increase the value of your of your message.**

In addition to our well respected and popular print edition, The Washington Informer is a digitally active newspaper and we meet the following criteria:

- **Strong website design** – www.washingtoninformer.com – we are a member of the newly formed Lionheart Digital Network
- **Clear editorial point of view for the multicultural customer** – The Washington Informer was established to make a difference by publishing positive news about Black people and it is still our mission today. Having your ads surrounded by positive news will only increase the value of your of your message.
- **Our special sections and supplements represent tremendous opportunities** - they are highly anticipated and have increased distribution
- **We are a certified MBE and District of Columbia CBE**
- **We are a respected leader in the community**—editorially, as well as with our events including our African American Heritage Tour and The Washington Informer Spelling Bee
- **We have a strong and loyal eblast subscriber base** – weekly eblast goes out on Thursday to approximately 7500 subscribers
- **We have a growing social media presence**
- **We have a TV Show that is closely tied to our website and social media** – see promo at: <http://www.youtube.com/watch?v=ej13zxB17bE>

**THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER
CELEBRATING OUR 49TH YEAR OF SERVICE**



ANC 6A PARTNERSHIP AGREEMENT

The Washington Informer Newspaper proposes a partnership agreement with ANC 6A to help promote and publicize your meetings, programs and initiatives. The Washington Informer can help with effective outreach by increasing the positive awareness of your initiatives at the local level and beyond. We expect this to translate into new and growing participation from the community.

Reasons to use The Washington Informer:

- We have been a paper of tremendous influence for 49 years
- We are a weekly publication and can publish your meeting announcements closer to the date of the meeting
- It makes sense to incorporate new outreach methods if you want to reach a wider audience
- We currently distribute approximately 865 papers in zipcode 20002 and we can distribute extra papers in your area upon request
- We can promote your messages in print, on the web, through eblast, and through social media
- Many agencies, churches, civic groups and organizations use us to deliver their messages

Washington Informer will offer:

1. bi-weekly 1/8 page (3.65' x 4'') color print ads in The Washington Informer - beginning with the first week in October and running weekly through the end of December - messaging in the ads could be changed as necessary (**\$250 per ad**)
 - **each ad in the paper is automatically in our digital edition**
2. Weekly ad in the Washington Informer eblast – text ad of up to 100 words with hyperlinks – (**\$50 per eblast**)
3. We will work with your staff to develop and implement a social media campaign to drive traffic to your various events or meetings
4. Coverage of new programs and/or events when appropriate –

Submitted By:

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/ Photo by Khalid Naji-Allah

HistoryMakers: 'Dream Big, Be Committed'

By Dorothy Rowley
WI Staff Writer

Ken Olden grew up dirt poor in rural Tennessee, where as a young boy he walked six miles to and from school.

He'd always wanted to be a farmer, but after thinking about all he could accomplish from his love of science, Olden set his sights higher, eventually becoming a scientist in cancer research.

"Most successful people have humble beginnings," Olden told students at Anacostia Senior High School on Sept. 27, where he, as one of several members of the 2013 class of The HistoryMakers, shared an impressive career path and encouraged his young charges to stay in school.

"They work hard and sometimes, go into business for themselves," said Olden, 76, whose career put him in contact with at least three U.S. presidents and involved revamping the spread of cancer.

"But [overall] they got there by planning, thinking, working hard, and setting goals," said Olden, a cell biologist, biochemist and former director of the



Dr. Janette Houston Harris talks with students during the Back to School with the HistoryMakers program at the Dorothy I. Height Community Academy Public Charter School in Northwest, Friday, September 27.
/ Photo by Khalid Naji-Allah

Howard University Cancer Center.

Each year since its founding in 2009, the HistoryMakers program, which was launched with an \$800,000 grant from the Institute for Museum and Library Services, places hundreds of African-American leaders from various walks of life and careers in direct contact with more than 25,000 students across the country to inspire them to strive for excellence.

In many instances the program — which focuses on improving public education — al-

lows students to get one-on-one, personal encouragement from African Americans who have made significant contributions to the world.

This year's theme was "COMMIT" and more than 50 featured guests spoke at 30 schools in the District, addressing the necessary commitment young people needed to excel. As a result of their participation, each of the schools received a free one-year membership for the organiza-

See HISTORY on Page 14

AROUND THE REGION

What Do You Think? We'd Like To Know.

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news@washingtoninformer.com

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The D.C. Office of the People's Counsel Presents

A Free Hands-on Citywide Workshop:

Making Energy Efficiency & Renewable Energy Real for the People

Come participate in demonstrations and learn how to:

- Apply for a home energy audit
- Make your home more energy efficient
- Install solar PV or solar thermal systems
- Get information on how to apply for D.C. Government grants and rebates

Saturday, October 12

10:00 a.m. – 4:00 p.m.

Washington Convention Center

Rooms 152 A&B



www.opc-dc.gov | (202)727-3071 | ccceo@opc-dc.gov

2013 METROPOLITAN POLICE DEPARTMENT SEVENTH DISTRICT CITIZENS' ADVISORY COUNCIL AWARDS BANQUET

FRIDAY, OCTOBER 4, 2013

RECEPTION 6:30PM
DINNER 7:00PM • ATTIRE: AFTER FIVE
DONATION: \$60.00

THE WASHINGTON NAVY YARD CATERING AND CONFERENCE CENTER
1454 PARSONS AVENUE, SE, BLDG. 211 (8TH & M STS., SE)
WASHINGTON, DC 20374

NEWSPAPER READING IS A HABIT

DON'T BREAK THE HABIT!



READ THE WASHINGTON INFORMER YOUR WAY:

- **In Print** - feel the ink between your fingers of our Award Winning Print Edition
- **On the Web** - www.washingtoninformer.com updated throughout the day, every day
- **On your tablet**
- **On your smartphone**
- **Facebook**
- **Twitter**
- **Weekly Email Blast** - sign up at www.washingtoninformer.com



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THE WASHINGTON
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...Informing you everyday in every way