

## Protect Your Income

By Jeffrey A. Williams



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As an income earner, your contribution to your family's financial security is significant. Your loved ones depend on your ability to earn income to meet the demands of day-to-day expenses, as well as long term financial commitments. With money tight, and what seems like never-changing "uncertainty," your income earning power is becoming more important to your financial security every day.

Now, take a moment to consider what your family would do if death suddenly took you out of the picture. Surely, your family will struggle with the emotional void left behind. They would also face an economic hardship left by the absence of your income-earning potential. How would they pay for day-to-day living cost, such as food, clothing and other bills? Would additional daycare or household help be needed? How would the family save for retirement, pay for a mortgage or other outstanding debt? This is where an income replacement strategy can help.

**What is income replacement?**  
An income replacement strategy is a basic financial concept that protects your income-earning potential in a cost-effective manner. Consider protecting your income-earning potential until your family is no longer solely reliant on your earned income. So, a 45-year-old income earner might consider protecting income-earning potential for 20 years until age 65, when she/he retires and begins drawing on retirement savings, Social Security or a pension. A 55-year-old might consider protecting her/ his income-earning potential for 10 years, until 65.

**How much do I need?**  
The answer to the question depends on a number of factors, such as how much income you need to replace and for how long, among other things. A simple example illustrates the need to replace your income. Your circumstance will differ from this scenario, but this method of calculating income replacement need, provides a starting point. Leaving taxes out of the picture, to replace income of \$50,000 / year in today's dollars for 10 years ( the number years to replace income could be longer dependent on your situation ), increased by an inflation factor, you would need a lump sum of \$460,000 to replace your income. If you have assets totaling \$460,000 set aside today, then you may be able to replace \$50,000 / year. If not, consider looking at a cost-effective solution

to replace your income until your family is not reliant on it any more. and then turn around and excluded those who do not agree with them politically.

Jeffrey A. Williams is an Independent Representative for AmeriLife. He may be reached at 336 854 1000 or 800 854 6161, email address: amlh152@amerilife.com

## Black Media Need Ownership—And Control

By Raynard Jackson



Raynard Jackson

With the continued consolidation going on within the media (radio, TV, newspapers), there is never-ending debate over the issue of ownership and diversity. But how do you define ownership? Is ownership the issue or editorial control or both?

As members of the National Newspaper Publishers Association (NNPA) like to remind me, Black media is by definition Black-owned and operated. The NNPA is composed of approximately 200 Black newspapers in the United States and the Virgin Islands. They have a combined readership of nearly 20 million and the organization also has a digital presence in BlackPressUSA.com, which enables newspapers to provide real time news and information to its national constituency.

There is no question that these newspapers are wholly owned and operated by Blacks, unlike media outlets such as The Grio, The Root, Essence magazine or Black Entertainment Television (BET). These outlets are merely White media masquerading as Black-owned media. The Grio is owned by NBC, The Root is owned by the Washington Post, Essence is owned by Time, Inc., and BET is owned by Viacom.

Each of these outlets is run by Black people who serve as the public face of their White-owned companies. Each of these outlet's owners are all liberal and that seems to carry over into the work they produce.

So, with these corporate owners and their designated staffers from these Black outlets all being politically liberal, there seems to be no thought or interest in diversity of views. For the most part, Blacks crave to inclusion

The Black operators have effectively created a false narrative that they represent the views of the Black community. Nothing could be further from the truth. They represent the views of some of the Black community.

If you the Republican National Committee (RNC), it makes more sense to cultivate strong relationships and spend money with Black newspapers instead of those sickened by an identity crisis. The reason is quite simple.

Black newspapers are not beholden to white, corporate masters. Black newspaper owners are a better reflection of the true thinking within the Black community and their newspapers better reflect the full range of thinking within the Black community. Do you really think it is a coincidence that these Black outlets that are owned by white corporations are aggressively pushing a homosexual agenda or amnesty for illegals? This is in keeping with the agendas of these corporations.

You do not see these issues pushed within Black newspapers. Some individual owners may support these issues on a personal level, but it is rarely reflected in their newspapers. These corporations have invested in Black media outlets not to promote issues of relevance to the Black community, but to push an ideology and promote a cause, i.e., liberalism, homosexuality, amnesty.

**Why is diversity of thoughts beneficial? Is diversity of ownership within media necessary?**

What can we extrapolate from the Federal Communications Commission's (FCC) report that stated, "As of 2011, whites owned 69.4% of the nation's 1,348 television stations? That's up from 63.4% in 2009, when there were 1,187 stations." The report continued, "While white ownership increased, most minority ownership decreased. Blacks went from owning 1% of all commercial TV stations in 2009 to just 0.7% in 2011. Asian ownership slipped from 0.8% in 2009 to 0.5% last year. Latino ownership increased slightly from 2.5% to 2.9." "Females owned 6.8% of all commercial TV stations in 2011, compared to 5.6% in 2009.

The same report indicated that Whites own almost 80 percent of all AM and FM radio stations, with more than 70 percent owned by men.

So, I think ownership and diversity are Siamese twins; you can't separate one from the other. Only when Blacks own their own media outlets can they control the message that comes out of their outlets. When Whites are masquerading as Black media, their goal is to push an agenda; and in the vast majority of cases, it is antithetical to the thinking in the real Black community.

Black newspapers provide a variety of issues within the Black community, liberal and conservative. The philosophical diver-

sity of their ownership is more diverse with Black newspapers than in all the other media combined (radio, TV).

So, if the RNC is trying to establish a dialogue and a relationship with the Black community and they are trying to maximize the effort; there is no question that Black newspapers, including their websites, provide the most bang – and authenticity – for the buck.

Raynard Jackson is president & CEO of Raynard Jackson & Associates, LLC., a Washington, D.C.-based public relations/government affairs firm. He can be reached through his Web site, www.raynardjackson.com. You can also follow him on Twitter @raynard1223.

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"When business was bad, he said he couldn't afford to advertise!"  
"For the life of me, I can't remember his name!"

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