

WINSTON-SALEM

COMMENTARY

# The NNPA: A strong voice for the black community

By MARSHALL B. BASS  
Special To The Chronicle

THE NNPA has become a powerful force in this nation, representing more than 130 black newspapers across the country.

These publications bring minorities information about the economic and social issues affecting them. NNPA newspapers have a strong voice in shaping opinion in communities throughout the nation.

Not only are these publications influential, but also the publishers who steer these newspapers are nationally respected leaders.

Our corporation (RJR Nabisco Inc.) often turns to these publishers for invaluable advice and counsel on a wide range of issues.

The NNPA newspapers are also an important avenue for reaching black consumers — who have more than \$130 billion in combined annual "buying power." As a consumer-products business, we rely on NNPA publications to target messages about our

brands to black audiences. Black newspapers also offer their



Marshall B. Bass, senior vice president of RJR Nabisco Inc.

readers comprehensive coverage of local events that interest black com-

munities, including detailed information about churches, schools, civic clubs and family activities that are not covered in detail in other publications.

For all these reasons, we are trying to help further strengthen the already influential black news media in this country.

In 1972, you brought to our company's attention the gap between your need for a strong cadre of black journalists and the number of trained graduates available. Together, we created a scholarship program in journalism.

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## Congratulations Winston-Salem Chronicle and NNPA



# FAIR WATNALS

**Winston-Salem is about to steal your heart**

Since we are in the communications industry, too, it is with special pride that we welcome you to our city. But, be warned. Because this is a town that will steal your heart away.

Instead of resisting, enjoy. Let Winston-Salem wine you and dine you. Delight you in the most unexpected ways. And places. Bask in its friendliness. Charming history. And dazzling cultural events.

Many years ago, Winston-Salem captivated us. And now it is our home. The location of our corporate offices, as well as

our radio stations WSJS-AM, WTQR-FM, and Summit Cable Services. Even though our communications company extends into Tennessee, Oklahoma, Florida, Georgia, and Kansas, it all began here. In the city whose name means peace, whose spirit is boundless, whose diversity is refreshing. Winston-Salem. It has a well-deserved reputation for stealing hearts away.

## Summit Communications, Inc.

RADIO DIVISION: WSJS/WTQR, Winston-Salem, Greensboro, High Point • WCOA/WJLQ, Pensacola and Mobile • WREC/WZKR, Memphis • KKKY-AM/KKKY-FM, Oklahoma City • KCMO-AM/KBKC-FM and Oklahoma City • Summit Sports Network  
CABLE TELEVISION: Winston-Salem, NC • Thomasville/Lexington, NC • Statesville, NC • Rural Hall, NC • Kernersville, NC • Cobb County, GA • Cherokee County, GA