

# Black papers undaunted by key report

## Publishers assail misinformation, lack of insight

Special To The Chronicle

"Beginning with his opening remarks, Doug Allgood got off on the wrong foot, and went downhill from there."

That's largely the opinion of black newspaper publishers across the country, in response to the critical report recently released by Mr. Allgood for the New York advertising agency Batten, Barten, Durstine & Osborn.

"And because of his insensitivity, everything we (black newspaper publishers) seek to accomplish becomes twice as hard," says Ernest Pitt, publisher of the award-winning *Winston-Salem Chronicle*. "It's unfair. But, believe me, black newspapers will persevere."

"Black Readers of Consumer Publications" is the title of the report written by Mr. Allgood, vice president of special markets at BBDO, and reported on in the June issue of *Marketing & Media Decisions Magazine*. The findings of that report assert that, "The best way to reach the black consumer is not through black-appeal publications only, but through a combination that includes general interest publications as well."

The report actually breaks little "new" territory. However, it raised the ire of many professionals in black media who have seen these kinds of reports published and used in the past by agency media people, solely to rationalize their clients' absence from black publications or to justify reductions in their black media purchases, rather than for the good news that so often is uncovered about the strengths of black publications.

The concerns of these black professionals seemed to be substantiated rather than appeased by BBDO's John Belliore, senior vice president and director of media planning, who stated that, "We will look at the report to find out ... if we need to add black media."

### Misunderstanding or oversight?

But black newspaper publishers, who were omitted from the analysis, were incensed right from the beginning of the report by its lack of insight and understanding relative to the role and history of the black press. In his introductory remarks, Mr. Allgood notes:

"Black Americans have read newspapers and magazines, listened

to radio and watched television programs that, until recently, virtually ignored the concerns, the opinions and sometimes even the very existence of the entire black population segment." And thus, "Black-appeal media was created to fill a void."

"That assessment is flawed from the very start!" says Patricia Thomas, president of the National Newspaper Publishers Association and publisher of the *Milwaukee Community Journal*. "Many of the black papers you see today were first published nearly 100 years ago, long before television, radio or magazines. They weren't created to fill a media void. They were created to fill an information void. That's why they were then, and are today, the most credible and believable sources of information for the black consumer." On that point, the black publishers and Mr. Allgood would seem to concur. His report acknowledges the role of black media in providing "tailored communications that reflected the lifestyle, concerns and aspirations of black audiences with messages of conviction and believability."

However, this credibility among its audience has been ignored by media planners. In fact, some agencies maintain an objection to the very editorial policies that make black newspapers so valuable to their readers. This places publishers in the unenviable position of deciding which is more important: revenues or credibility among their audience.

Thus far, credibility has won, because black publishers know that their current levels of ad support would quickly vanish if they lost the trust and following of their readers.

"That trust sells newspapers," says Garth Reeves, president of Amalgamated Publishers Inc., the marketing organization for more than 80 black newspapers. Reeves says, "It also represents the perfect platform and environment in which marketers can signal their commitment to the black community. The concern about editorial policy is, unfortunately, just another excuse general market agencies use to exclude black papers from their considerations."

**The root of the misunderstanding**  
The reluctance of general market media planners to consider black newspapers appears to be rooted in cultural differences and insensitivity. Without clear and accurate insight into what motivates blacks, their media decisions are based too often

upon information indicative of white audiences.

"We are not dark white people," says Mr. Reeves, who also is chairman of the award-winning *Miami Times*. "One simply cannot reduce every decision to 'the numbers' when speaking of the black consumer market, and black newspaper is a prime example of that. These papers have an importance far beyond their numbers. Unfortunately, Doug Allgood thinks black people are a media event."

His reference is to the first sentence in Mr. Allgood's report which states: "Media in America have contributed much to the emergence of a distinct and unique black consumer market."

"That's an insult, and to put that into perspective," notes Mr. Reeves, "you have to understand that when Columbus landed in this country, it was a 'discovery' in his own head, but not in the minds of the 8 million or so Indians who already lived here."

"In the same framework, blacks were a distinct and unique consumer audience long before we were 'discovered' by the media. When the big agencies stop treating the black community like a media event, their clients will begin to reap the rewards of selling to this audience."

Black publishers contend that to understand the high importance of black newspapers within the communities they serve, is to recognize the tremendous image-building potential for advertisers, allowing them to position their companies and create an aura of acceptance for their products and services among black consumers. That's the advantage of having such high credibility.

In the words of Garth Reeves, "When will advertising professionals enjoin this kind of thinking as it regards the black press? When will they recognize that black publishers are members of the same advertising fraternity, and start looking for ways to protect our interests as being common to their own?"

Before marketers dash off to the now more fashionable Hispanic marketing, leaving the issue of black consumer marketing broadly "unfinished," black publishers offer this quotation by Justice Brandeis:

"The greatest dangers to liberty lurk in insidious encroachments by men of zeal, well-meaning, but without understanding."

# Parents workshop

From Page A3

welcome mat for all parents and that is still a perception," said Ms. Smith, who also questioned the "exclusionary" practice of requiring PTA members to pay dues.

At the workshop's end, the participants completed an evaluation. Those forms and notes taken during each of the workshops will be evaluated and reviewed by Donna E. Oldham, committee member and communications specialist for the city-county schools. Ms. Oldham will report her findings to Superintendent Larry

D. Coble and the CHR/CDC who will later convene and decide what the next step will be, she said.

Seventy concerned parents, grandparents and child advocates attended one of the five workshops, Ms. Oldham said.

"We were very pleased with the number that turned out," she added. "It was more than we expected considering this was the first time we've done something like this. Parents, child advocates and grandparents were mainly seeking clarification of

certain policies about the way things are done in the schools."

The concerns participants voiced were uniform throughout the workshop series Ms. Oldham said. Among the major items discussed in the five workshops were:

- lack of communication between schools and parents,
- transportation problems -- students missing the bus, etc.,
- curriculum and instruction policies, procedures,
- increasing the levels of Afro-Americans' achievement.

# WSSU trustees

From Page A2

"That number certainly speaks well for Winston-Salem State," said Chancellor Cleon F. Thompson, "considering the fact that the national average of college and university faculty with Ph.D.'s is 70 percent."

heard a report on the nursing program. Sadie Webster, director of the Division of Nursing and Allied Health, and Dr. Sylvia Flack, coordinator of the nursing program, reported that WSSU's first-time writers of the nursing licensure exam is up 14 points, from 50 percent last year to 64 percent. They outlined steps to improve the success rate including recruiting and developing faculty, computer-assisted instruction, test-taking workshops and increased clinical time.

During a gathering later that evening, the trustees heard from former University of North Carolina President William Friday, who spoke on the general state of education in the Tar Heel state.

The trustees and the revived Board of Visitors had a joint retreat on Sept. 15. The Board of Visitors is an advisory group that offers assistance to the major academic units of the university in the areas of program development, curriculum, student internships and support services. There are 23 people on the board.

WSSU's Founder's Day Convocation and Homecoming activities are slated for the weekend of Oct. 27-28. The annual homecoming parade through downtown Winston-Salem

will take place Oct. 28 and will be followed by a football game pitting WSSU's Rams against Morris Brown College of Atlanta, Ga.

**HIGHWAY TO HEAVEN**

Weeknights 6 PM

**48**

**WGGT-TV**

The Great Entertainer

CABLE CHANNEL 6

**These are the Corrected Names that should have appeared in the Martha Wood Ad Sept 7, 1989**

Lutisher Adams Gwen Ashley Dr. J. David Branch Linda Coaxum Thomas Coaxum C.E. Bighouse Gaines H.D. Haith Louise Hamilton Thelma M. Hines Geneva C. Hill Duane P. Jackson	Pauline Jackson Annie Brown Kennedy Harold L. Kennedy Glenda Little Joette Little Larry Little Nettie Lowery Dr. H. Rembert Malloy Mrs. Willie McArthur Beverly Mitchell George Newell	Virginia Newell Earline Parmon Marie Roseboro James (Butch) Sims Lizzie G. Sims Odessa Sims Norma Smith Beth Stafford Jackie Teal Evelyn Terry Ella M. Whitworth
---	--	--



Rep. Annie Brown Kennedy, Alderman Virginia K. Newell, and former Alderman Larry Little with Martha Wood.

*"For eight years,  
Martha Wood  
has been standing  
with us-now we  
must stand with her  
on Election Day!"*

## MARTHA WOOD - OUR CHOICE FOR MAYOR

Lutisher Adams Ola Ashford Gwen Ashley Virginia Barr Katherine Boger Dr. J. David Branch Gail Burnette Ruth Carter Thomas Coaxum Linda Coaxum Luellen Curry John Ducan Norma Duncan Anita J. Dunston Rev. Carlton A.G. Eversley Warren H. Fulp C.E. "Bighouse" Gaines Dr. Kelly O.P. Goodwin Helen L. Gwyn H.D. Haith Louise Hamilton Lois Hanes Oressa Hauser Geneva C. Hill	Thelma M. Hines Duane P. Jackson Pauline Jackson Manuel "Brick" Johnson Harold L. Kennedy Annie Brown Kennedy AL - Wadoud Jabbar Glenda Little Joette Little Larry Little Lillie Lomax Nettie Lowery Tonya Lyde Dr. H. Rembert Malloy Mrs. Willie McArthur Willie B. McDowell Albert Morgan George Newell Virginia Newell Gladys Oldham Dr. J. Raymond Oliver Earline Parmon Dr. Barbara K. Phillips Clifton C. Reynolds	Anna J. Rogers Isaac C. Rogers Marie Roseboro Azeeal Saunders Odessa Sims William C. Sims Lizzie G. Sims James "Butch" Sims Evelyn Sloan Theldora Small Norma Smith Beth Stafford David Tate Jackie Teal Evelyn Terry Tom Trollinger Kay Trollinger Lee Alma Vaughn Howard L. Ward Ella M. Whitworth Andrew Wilkes Mahala Wilkins Ida Williams Henry A. Wilson
--	---	---

**PUNCH #63**

**VOTE TUESDAY**

**SEPTEMBER 26th**

**6:30am - 7:30pm**

**MARTHA WOOD**  
THE PEOPLE'S CHOICE  
**MAYOR**

LABOR BY CITIZENS FOR MARTHA WOOD

**Come to Modern Nissan's**

# Huge Grand Opening Sale

**THAT'S RIGHT! FORSYTH NISSAN IS NOW MODERN NISSAN AND THE CELEBRATION IS GOING ON NOW!**

<p><b>1989 MAXIMA GXE</b> SEVERAL TO CHOOSE FROM!</p> <p style="font-size: large; text-align: center;"><b>\$16,666</b></p> <p style="font-size: x-small;">LOADED WITH V-6, AIR CONDITIONING, POWER WINDOWS, POWER DOOR LOCKS, STEREO, CASSETTE, REAR DEFROGGER, CRUISE CONTROL, MUCH MORE!</p>	<p><b>1989 4-DOOR SENTRA</b> WITH AUTOMATIC TRANSMISSION AND AIR CONDITIONING!</p> <p style="font-size: large; text-align: center;"><b>\$8990</b></p> <p style="text-align: center; font-size: x-small;">SEVERAL TO CHOOSE FROM!</p>
<p><b>1989 SENTRA</b> SEVERAL TO CHOOSE FROM!</p> <p style="font-size: large; text-align: center;"><b>\$6990</b></p>	<p><b>'89 4X4 HARDBODY</b> WITH POWER STEERING GOOD SELECTION</p> <p style="font-size: large; text-align: center;"><b>\$9990</b></p>
<p><b>COME SEE THESE SALESMEN FOR GREAT DEALS ON HOT WHEELS</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <b>Ken Bigelow</b> </div> <div style="text-align: center;">  <b>Tim Watson</b> </div> </div>	
<p><b>1989 240 SX</b> 5-SPEED WITH AIR COND. AND STEREO!</p> <p style="font-size: large; text-align: center;"><b>\$13,880</b></p> <p style="font-size: x-small;">INCLUDES TILT WHEEL, POWER STEERING, POWER 4 WHEEL DRIVE, BRAKES, REAR DEFROGGER, MUCH MORE. STOCK #0141</p>	

**GREAT SELECTION OF USED CARS AND TRUCKS TO CHOOSE FROM!**

'89 BUICK SKYLARK \$7495	'87 BMW 325IS \$18,995
'88 NISSAN SENTRA 2-DR. \$6995	'87 TOYOTA MR-2 \$10,995
'86 NISSAN MAXIMA GXE \$9495	'84 BMW 325E \$12,995
'89 HONDA ACCORD LX \$12,995	'88 MAZDA 626 4-DR. \$8995
'82 BMW 7331 \$10,995	'87 NISSAN MAXIMA SE \$10,995
'87 HONDA PRELUDE \$11,995	'88 NISSAN MAXIMA GXE \$12,995
'86 HONDA PRELUDE \$9995	'85 NISSAN 300ZX \$9995
'84 FORD MUSTANG \$4995	'87 NISSAN 300ZX \$12,995
'88 MAZDA MX-6 \$9495	'86 NISSAN 300ZX TURBO \$12,495

UNIVERSITY PARKWAY AT HIGHWAY 52  
PHONE: 767-8260