

REBUILDING THE FUND

Building Sold

The NNPA Fund successfully completed the sale of our building at 3200 13th Street, NW for \$965k. We plan on placing 750k in an investment vehicle until the board decides on next steps.

Website Launched

A new NNPA Fund stand-alone website was launched in March 2021 creating a home for the Business Insight recorded programs, Facebook recaps, scholarship applications, and Messenger Awards landing page. The website showcases the programs and projects the NNPA Fund has undertaken giving members and the public a clearer understanding of our direction and goals while sharing appreciation for our corporate and community partners. Plans are underway to establish a home for the Enshrinements and implement a Support the Black Press campaign. Please let us know your ideas of how to improve the website.

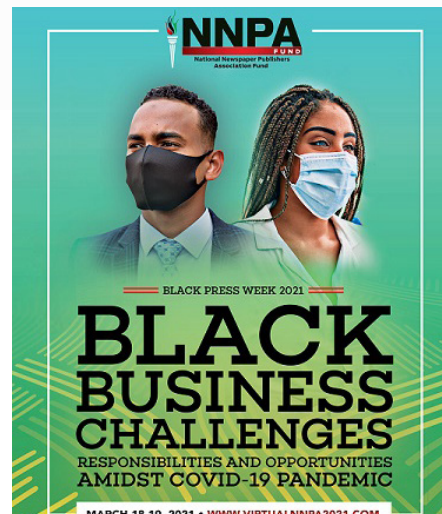
Bylaws Updated

NNPAF Bylaws revisions were presented to the board for approval. Among them are: the NNPAF Board elections must be held within 30 days after the NNPA Convention, the executive director's contract authority is reduced to \$5,000, and NNPAF board seats that become vacant must be filled within 30 days.

Scholarships Announced

The NNPAF will announce at the June virtual convention the names of 20 recipients that will receive a \$1000 cash NNPAF scholarship for the fall enrollment to a four year HBCU Institution.

Students who demonstrate a desire to pursue a career in the field of journalism, with a major in English, journalism, communications or multi-media are being considered with the assistance of the school's department head.



Black Press Week Recap

Armed with the theme "Black Business Challenges: Responsibilities and Opportunities amidst COVID-19 Pandemic," the NNPF Fund hosted a two-day Virtual event which featured Congressman and House Majority Whip James E. Clyburn (D-SC) and U.S. Congressman Dwight Evans (D-PA) talking about congressional plans to help Black owned businesses and a session on alternative funding for Black newspapers. The two cornerstones of Black Press Week were the Enshrinement of Carter Waler Wesley (1892-1969) and the announcement of the Newsmakers Award recipients: the George Floyd family and U.S. Congressman and House Majority Whip James E. Clyburn (D-SC)



Pluria Marshall
NNPA Fund Chair
Los Angeles Wave



Sonny Messiah Jiles
NNPA Fund Vice Chair
Houston Defender Network



Denise Rolark Barnes
NNPA Fund Secretary
Washington Informer



Jayme Cain Casimere
NNPA Fund Treasurer
Joliet Times Weekly



Trennie Williams
Memphis Silver Star News



Sonya Ross
Community At-Large
Black Women Unmuted



Dirck Hargraves
Community At-Large
Ascendant Strategies



Karen Carter Richards
NNPA Chair
Houston Forward Times



Janis Ware
NNPA 1st Vice Chair
Atlanta Voice



Fran Farrar
NNPA 2nd Vice Chair
Statesville County News



Jackie Hampton
NNPA Secretary
Mississippi Link



Brenda Andrews
NNPA Treasurer
*Norfolk New Journal
& Guide*



James Farmer
Corporate Advisor



Dr. Desiree Heyliger
NNPA Fund
Administrator



Business Insight webinars returns in July

Launched in June 2020 with the goal of giving NNPA publishers insight into digital publishing technology and opportunities, Business Insight was created to strengthen the Black Press. Held during the last six months of the year, the monthly program conducted on a Thursdays @ 2 pm EST | 1 pm CST and 11 am PST., has the following goals: sharing knowledge, skills, and resources with NNPA members to improve the Black Press of America; establishing connections with industry leaders seeking their expertise while building a stronger relationship with NNPA members; gaining a clear assessment of the state of the NNPA while promoting the Black Press as the trusted source of Black America and positioning NNPA members as credible spokespersons on important local and national public policy issues.

Last Year Topics

- **Understanding the World of Grants** with Tracie Powell, Program Officer for the Racial Equity in Journalism (REJ) Fund at Borealis Philanthropy;
- **Branded Content** with Julia Campbell, LMA-LMC Branded Content Expert and Peter Lamb, Lamb Consulting Sales Strategist;
- **Promotions** with Matt Coen and Tenille Hunter from Second Street;
- **Social Media** with Emilie Lutostanski, Director of Local New Resources Center of the Local Media Association;
- **Instagram** with Rebecca Rosenblat, Liat Kornowski from Facebook; and
- **Planning** for 2021 with Michael Grant, founder of Get Current Studio, AFRO American News Publisher Frances "Toni" Draper, Atlanta Voice General Manager James Washington, Dallas Weekly Publisher Patrick Washington and Seattle Medium Publisher Chris B. Bennett.

NNPA Fund receives \$140K Facebook grant

Funding from the Facebook grant is concentrated on growing audience engagement, increasing revenue and developing new journalists at HBCUs. The Facebook Success series webinars have focused on new audiences using Instagram and Crowdtangle, new revenues through merchandising and new strategies built on brand marketing. The remaining funds will sponsor the NNPA Messenger Awards 2021 and underwrite the HBCU digital Newsletter Initiative, an effort to engage black college journalism departments and campus media in creating audience focused digital newsletters.

facebook
SUCCESS
series

NNPA Monthly Webinar

NNPA Fund Messenger Awards go digital

Formerly the Merit Awards, the Messenger Awards have moved to a digital platform with a new attitude blending the old and the new. The awards were aligned in six divisions: Equity, Perspective, Culture, Creative, Digital and Audience. New 2021 categories added this year are: Health, Education, Social & Criminal Justice, Environment, Facebook Campaign, Instagram Campaign, Video Campaign, Community Engagement, and Newsletter Excellence. The virtual pre-recorded 2021 Messenger Awards will air on Thursday, June 24 @ 7:30 pm EST | 6:30 pm CST | 4:40 pm PST at www.virtualnnpa2021.com