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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Speechwriting

Series/Staff Member: Terry Edmonds

Subseries:

OA/ID Number: 10989

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Folder Title:

UCSD [University of California at San Diego] - Diversity in Business

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Position:

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NEXT STEPTM

Norm Bond
Publisher & General Manager

P.O. Box 38584
Philadelphia, PA 19104
215/387-2387
Fax 215/387-2367

e-mail: normbond@nextstepmag.com
http://www.majamall.com/magazine/89869/Next_Step.htm

NEXT STEP™

June 6, 1997

Mr. Terry Edmonds
Speechwriting
Old Executive Office Building
The White House
Washington, DC 20502

Dear Mr. Edmonds:

Enclosed please find a copy of the latest edition of *Next Step* magazine, a nationally distributed quarterly. I've also included a reprint of the *Business Week* special section, Diversity: Making the Business Case that we helped to develop and some other information for your review. Many of our readers say that we are the nations' number one diversity and multicultural magazine.

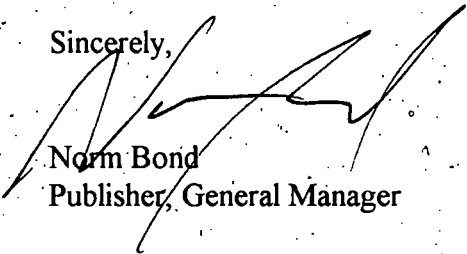
We would like to assist you in improving race-relations. There is a great deal of synergy between our goals and I'd like to arrange a meeting with you to share ideas about how we can work together. After reviewing the enclosed material you can contact me directly with questions at 215-387-2387.

From our platform we are boldly educating the country and providing a unique forum for the diversity discussion. We look not only at diversity in terms of race and gender, but also discuss class differences, work/family issues, gay and lesbian developments, and more. Our coverage includes the workplace but also goes beyond corporate America into politics, sports, social issues and entertainment.

Our goal is to change the attitudes, dialogues, and increase the discussion about diversity matters. We view diversity as the united blend or collective mixture marked by both similarities and differences. White males, gays and lesbians, African-Americans, white women, Hispanics, corporate executives, Asians and people with disabilities are all represented in a societal blend. As the composition of our nation becomes increasingly diverse, understanding the individual ingredients, the overall blend, and the container that holds it become critically important.

Thank you for your attention. I look forward to developing a mutually rewarding partnership.

Sincerely,



Norm Bond
Publisher, General Manager

Business Week Diversity Section

Advertisers Get Bonus

Circulation in NEXT STEP.

Business Week taps resources of new diversity publication.

Business Week has teamed up with NEXT STEP, The International Diversity Guide, to provide bonus circulation for advertisers of Business Week's upcoming Diversity special advertising section, "Diversity: Making the Business Case." The special section will run in the December 9, North American Edition of Business Week, reaching over 6 million executive readers across the country. In addition, all Diversity section advertisers will receive a free ad page in the January 1997 issue of NEXT STEP, worth over \$5,000.*

Since its launch in January 1996, NEXT STEP has built a circulation of 20,000 and has been gaining national attention among corporate professionals, managers and executives, political leaders, public administrators, and college and university officials and students.

Serving as a tool for its readers, NEXT STEP addresses many of the challenges that individuals, corporations, and other institutions face as we move into the 21st century. Among them are valuing and managing diversity, international expansion, career opportunities, education, and personal development. The publication is headed by Chief Editor Keith Ellison, and General Manager Norman Bond.

*Advertisement must be incremental to any ad schedule to earn NEXT STEP bonus page.

For more information on the Diversity special section, please contact your local Business Week representative or:

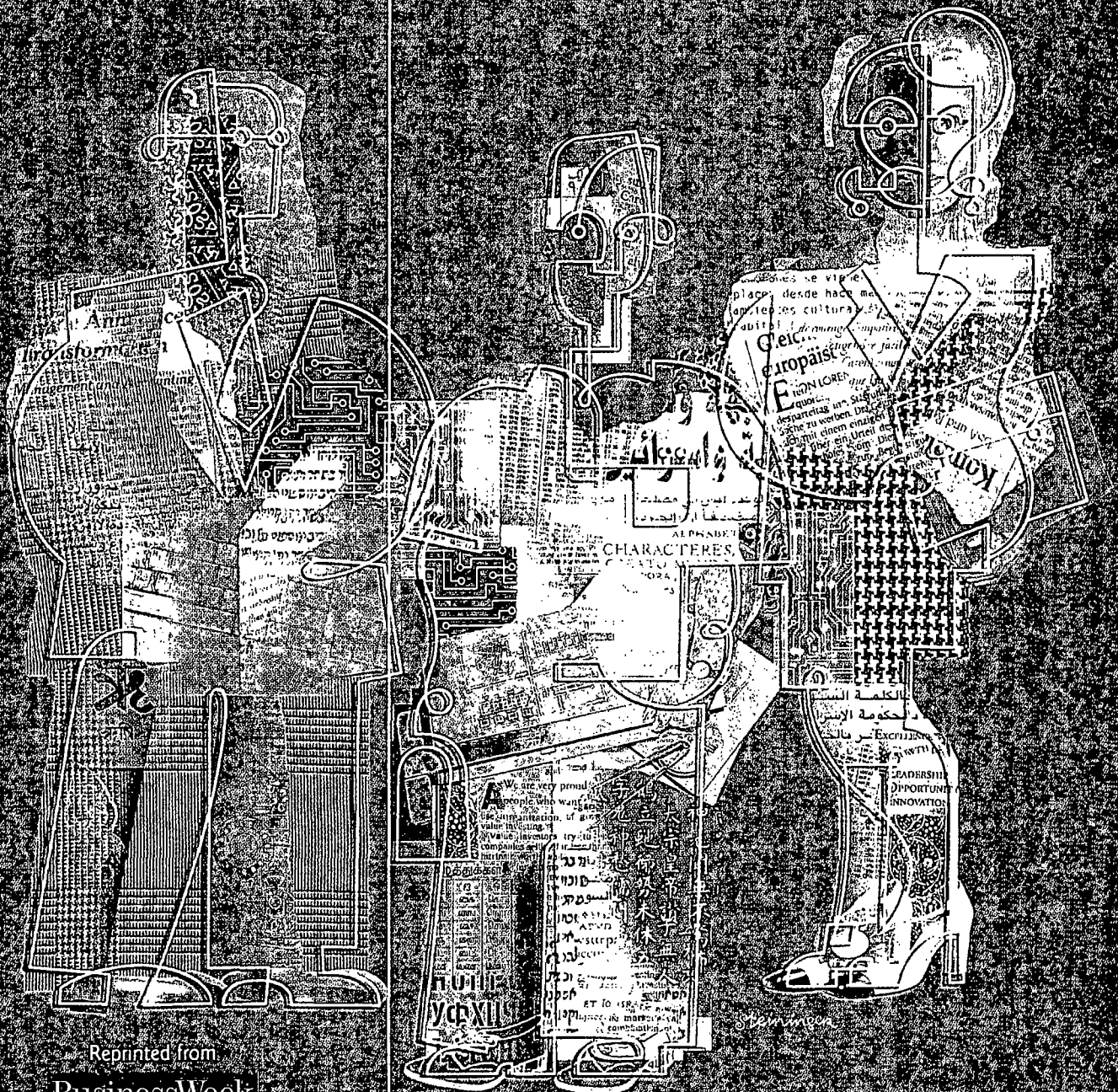
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BusinessWeek

Beyond news. Intelligence.

Making the Business Case

BUILDING UPON WORK FORCE
CAPABILITIES AND
TALENTS FOR INNOVATION
AND GLOBAL COMPETITION



Reprinted from
BusinessWeek

December 9, 1996 Issue

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NEXT STEP™

Statement of Readership Information (Fall 1996) *

Number of copies printed per issue: 20,000
Estimated readers per issue: 60,000

Average Household Income \$84,000

Education of some college or higher 90%

Occupation in Professional/Managerial 86%

Percentage African-American: 40%

Percentage Caucasian: 40%

Percentage Latino/Hispanic: 15%

Percentage Asian: 4%

Percentage Native-American: 1%

Age Distribution:

19 - 29 20%

30 - 39 30%

40 - 49 20%

50 - 59 20%

60+ 10%

Closing date for May/June 1997 issue: April 23, 1997 (space reservation and materials)

We hope that this information is sufficient for your purposes. If not please contact us at (215) 387-2387.

* This data is drawn from several sources including:

Frantz Lithographic Service, Inc. (printer)
1505 Ford Road
Bensalem, PA 19020
(215)245-5848

Roadway Package Systems
(412)269-1000

Next Step Enterprises

- reader response form and survey
- management information

Jobs

SUNDAY, MARCH 30, 1997

INSIDE SECTION 6

Advertiser index: see page 2
 Nursing/allied health jobs
 Engineering opportunities
 Computer/Info. System listings
 Sales positions

Carol Kleiman
 JOBS


View diversity as opportunity in the workplace

Letters, I get letters—and faxes and phone calls and e-mail—from readers who want to know how to get and keep the jobs they want and want explanations of the latest trends in the labor market.

Q—I hear the word “multiculturalism” a lot. What does it mean and how does it apply to the workplace?

A—According to the Random House Dictionary (second edition, 1983), multiculturalism is “the preservation of different cultures or cultural identities within a unified society, as a state or nation.”

Or workplace.

Norm Bond of Philadelphia, publisher and general manager of Next Step, a quarterly international magazine devoted to multiculturalism and diversity, has a proactive approach to the word:

“My definition means including or reflecting the values, contributions and sensitivities of more than one culture,” said Bond. He and Keith Ellison founded Next Step in 1996.

Bond, who has a bachelor of arts degree in business and economics and a master's in information science from the University of Pittsburgh, says multiculturalism is important for workers to understand because “the work pool decreasingly is white male. More women and minorities, African-Americans, Hispanics, gays and lesbians, disabled people, Generation Xers and Baby Boomers—all are in the labor force.

“With the emphasis on team building and fewer employees, you have to know how to interact with people from various backgrounds in order to be productive.”

Employees, says Bond, should “get all the education [they] can, keep an open mind and have respect for other cultures. The key is to



Photo for the Tribune by Chris Gardner/A

Norm Bond (left) and Keith Ellison hold copies of their magazine, Next Step, a quarterly devoted to multiculturalism and diversity, in front of the Philadelphia Art Museum.

see diversity as an opportunity, not a threat.”

Q—I have created a Web page that is devoted to finding a new position. However, I don't seem to be getting many responses. Do you think there are too many of them out there and that they're becoming ineffective?

A—No, I don't think there are too many out there. And, instead of becoming less effective, they're becoming even more popular and more important. A Web page can't hurt. But, at the same time, continue your job search in the more traditional, non-electronic venues.

Q—When are employers going to be loyal to their employees and offer job security instead of constant “downsizing,” “restructuring” and “re-engineering?” Thanks for letting me get my frustrations off my chest. Please answer my question so I can go back to my job search.

A—Forget employer loyalty. It's gone to Wall Street and the company bottom line. Your only defense is to be loyal to yourself and to get all the education, skills and training possible to make yourself valuable. Happy job search!

Q—I'm interested in a career in journal-

ism, but I have no experience. But I do have a bachelor of arts degree in English literature. Where do I begin?

A—Take some journalism courses and write, write, write. With the trend toward a contingency work force rather than full-time workers also occurring in the media, opportunities for freelance writers abound. Start building up your scrapbook.

Q—I'm disturbed by the many help-wanted ads that ask for salary history. What business is it of employers to know what salary I'm currently making? Why don't they give a salary range in the ad? It's totally unfair and unjust for employers to ask. How do you skirt this salary history issue and still get a job interview

A—I agree: It's a lose-lose situation for the job-seeker. That's why I urge an applicant not to answer the question but to state that you will be happy (even if you won't be) to discuss salary in person and are extremely flexible (even if you're not) on the subject.

If you feel you must answer something to get the interview, give a wide range, such as “my present salary is in the \$30,000s.”

Send e-mail to ckleiman@tribune.com

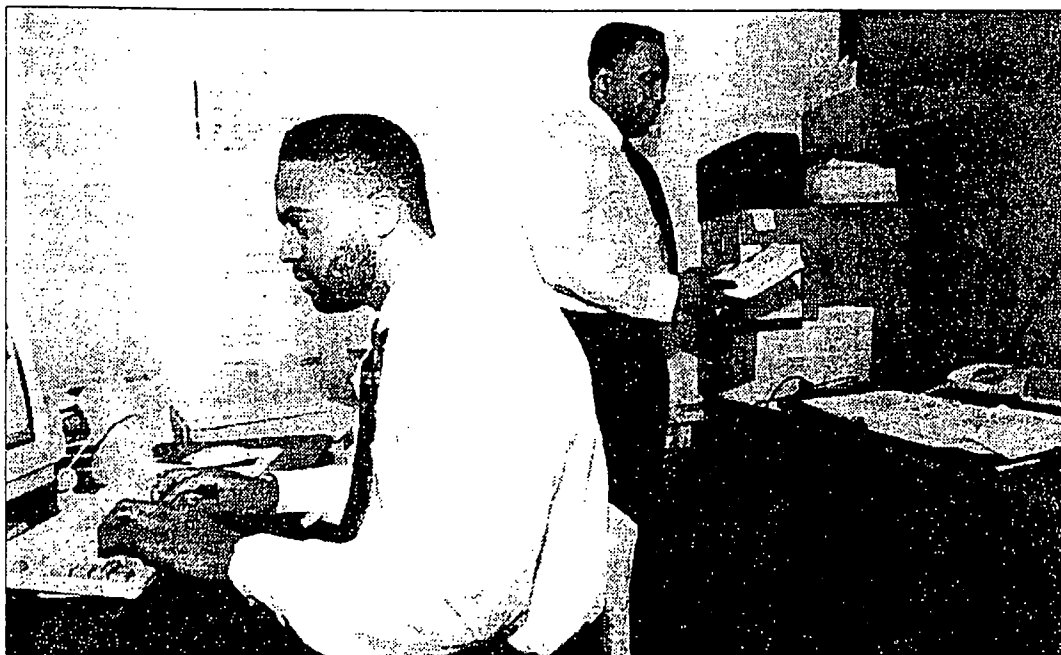
Business

Amex.	C7	NYSE.	C
Dividends	C7	OTC Philadelphia.	C
Fax Services	C4	PhilEx listings	C
Mutual Funds	C2	Regional Earnings	C
Nasdaq	C6	Sales and Earnings	C
Nasdaq Small Cap.	C6	Stock-Quote Hotline	C

Friday, November 22, 1996

Philadelphia Online: <http://www.phillynews.com>

PUBLISHING



The Philadelphia Inquirer / REBECCA BARGER

Partners Keith Ellison (left) and Norm Bond work in their crowded office in West Philadelphia. They'll be producing a special diversity section in Business Week next month.

Diversity magazine says it's needed more than ever

Next Step talks about the workplace and other areas.

By Rosland Briggs
INQUIRER STAFF WRITER

The Texaco tapes, sexual harassment within the military, corporate diversity-training programs: They're generating discussions of race, gender and understanding. They're separating the surprised from the long-suspicious. And they're giving legitimacy to Next Step. The International Diversity Guide, a magazine that was started this year by two Philadelphians.

"The Texaco thing is a blessing to our publication. We're new, and people will have more of an open ear to the publication," said Keith Ellison, publisher and chief editor. "Before Texaco, people thought diversity was dying."

But not Ellison.

He transformed a graduate-studies project at the Wharton School from a recruitment magazine to a 20,000-circulation diversity publication with the unabashed advocate's aim "to help kick-start new diversity programs and supplement existing ones." He also brought in a partner, Norm Bond, publisher and general manager of Philadelphia magazine.

According to the American Institute for Managing Diversity, the quarterly is one of a very few magazines covering the topic. WD-Workforce Diversity, published by Equal Opportunity Publishers in Huntington, N.Y., produces a free 16,000-circulation publication that is distributed to college campuses and through professional societies. And several newsletters target human-resources executives and diversity-training specialists.

See **NEXT STEP** on C8

There's a real need for us,

NEXT STEP from C1

"There is a lot of stuff to get your hands on, but there is not anything available to the masses," Bond said. "We differentiate ourselves based on quality, completeness and national distribution."

Ellison, 31, and Bond, 33, say they want to reach professionals and managers 25 to 44 years of age. According to Next Step's statement of readership information, 46 percent of the magazine's readers are African American, 40 percent white, 12 percent Hispanic, and 2 percent Asian and Native American. College students constitute 51 percent of its

readers, professionals 39 percent.

"When people pick up the publication, they can't tell who it's for. We're trying to put out a magazine that's nondivisive," Bond said. "Our challenge is to reach white males that may not feel diversity is for them."

Next Step's editorial content will eventually focus on multicultural aspects of sports, politics, entertainment and workplace issues, Bond said. For now, the two-man publishing team still has a corporate focus.

The Features section covers workforce diversity; Corner Office talks with executives; Corporate Focus

outlines specific corporate programs and career opportunities; Global Exposure covers cultural aspects of international management; and Education looks at graduate programs and education professionals.

The two men are working with Ingram Periodicals, of La Vergne, Tenn., to distribute the magazine in more than 500 bookstores, 205 colleges and universities, and 150 corporations across the country.

Ellison and Bond are former IBM marketing representatives and fraternity brothers — "we relate, and have a lot of differences as well. We round each other out," Bond said — and neither has journalism experience. But they say their use of diversity experts as writers has helped.

"We don't have to be diversity specialists because all we have to do is find them, bring them together, and give them a vehicle to put it out," Bond said.

Bond and Ellison spend much of their time at conferences — 10 to 15 a year, they estimate — networking and recruiting experts, such as Roosevelt Thomas Jr., founder and president of the American Institute for Managing Diversity.

"I applaud the magazine. They

THE PHILADELPHIA INQUIRER

diversity magazine's editor says

have the potential to play a great role," Thomas said. "To base a magazine on something some consider a fad is pretty courageous."

The duo also spend time seeking advertising, a majority of which is recruitment ads. Getting product ads is one of their goals as the magazine develops.

They say their competition is magazines such as Business Week, Black Enterprise and Working Woman.

Next month, however, they're teaming with the competition to produce a diversity section in Business Week called Diversity: Making the Business Case. Advertisers in that issue will receive free ads in Next Step, and Next Step will receive advertising revenue from Business Week.

"We felt the editorial integrity of Next Step was the best out there," said Jeff Maiera, regional manager and project manager for Business Week. "They were knowledgeable about the business, and they helped sell the section as well."

That project completed, Ellison and Bond are working on the primary concern of most small-business owners: capital.

Now that their business plan is

complete, they'll move out of Bond's home office into the West Philadelphia Business Development Center next month. They'll begin their search for investors to put \$2 million into the magazine. In five years, they would like to publish every two months and increase the circulation to 300,000 — 200,000 subscribers; 100,000 in bookstores.

Selling the idea to readers at a bookstore could be a challenge. Thomas said it would take five years to move copies off magazine shelves. Bond and Ellison will not know how their first bookstore issue has sold until their January issue hits the shelves. But a manager at Gene's Books in King of Prussia said no copies of the fall issue had been sold.

Another challenge is communicating the issues fairly. "They have to have balanced coverage," Thomas said. "Not just champions of diversity and success stories, but also honest dialogue about what it is and ought to be. . . . You need to generate heat first in order to give off the light."

The next problem will be image. Some people equate diversity with affirmative action or corporate

America, Bond said.

"We want to move beyond the workplace and not limit ourselves to a trade publication that can only talk about a Texaco issue," he said. "Diversity is a corporate American term. Our long-term plan is to be a multicultural publication . . . looking at the demographics of the United States and how they change."

Next Step

P.O. Box 38584

Philadelphia, PA 19104

Next Step, Diversity Publication Launched

International Publication has been eagerly anticipated!

For Immediate Release

Friday, January 19, 1996

Contact: *Norm Bond***
 Next Step Magazine
 215-387-2387**

Philadelphia, PA—Keith D. Ellison, Founder and Norm Bond, General Manager today announced the release of Next Step, the International Diversity Guide. The publication primarily serves as a professional tool for diversity management, international expansion, and career and educational advancement. It provides valuable information on effectively managing diversity in the workplace. In today's global environment, diversity management is a key element in obtaining and sustaining a competitive advantage. People are the most important resource to any organization and many organizations are losing valuable talent due to a lack of understanding in the area of diversity management.

Many of corporate America's leading corporations are featured in the inaugural edition of the publication. Including AT & T, Citicorp/Citibank, IBM, and Procter & Gamble. In addition Clifton R. Wharton, Jr. former Chancellor, State University of New York System; former Chairman and CEO, TIAA-CREF; and former Deputy Secretary of State, Bill Gray, CEO, United Negro College Fund, and Mrs. Loida Lewis, CEO of TLC Beatrice International Foods provide anecdotal interviews and articles in the publications first issue. Feedback received from a pre-release during the 22nd Annual Whitney M. Young Conference, organized by the African-American MBA Association of the Wharton School at the University of Pennsylvania was overwhelmingly positive.

Founder Keith D. Ellison, a 1995 MBA graduate of the Wharton School said, "our goal is to give our readers the most useful information for working in a diverse environment. I am extremely excited about the response." General Manager Norm Bond was also pleased. "I think the publication has a tremendous upside potential. Professionals and students are already gaining valuable understanding about diversity from the magazine. It's a timely, quality publication and the readers I've spoken to are giving it very high marks."

The two partners were also heavily promoting the guide at the National Black MBA Association Conference held in Boston, MA in September of 1995. Their focus has been maintained and today their vision became a reality. As the two principals of Next Step Enterprises, Inc., a newly formed corporation they look forward to sharing their knowledge about diversity as well as entrepreneurship with other individuals, groups, or organizations through their publication or directly.

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Featuring Entrepreneurs Stedman Graham, SGA & Christy Haubegger, Latina

NEXT STEP

\$4.95 U.S. \$6.95 Canada

Winter 1997

Coping with Change

Working Through the Stress

**Pushing the
Envelope at GM**

**Diversity at
Philip Morris**

**The NBA in
Latin America**



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