

The original documents are located in Box 1, folder “Advertising Expenditures by the Armed Services with Black News Media, 1973-1974” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

December 11, 1973

MEMORANDUM FOR: THE HONORABLE JAMES SCHLESINGER
SECRETARY OF DEFENSE

FROM: STANLEY SCOTT *SS* *8/15/81*
SPECIAL ASSISTANT
TO THE PRESIDENT *B.S.*

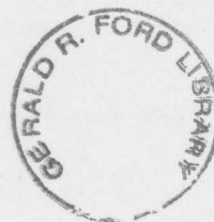
SUBJECT: Advertising Expenditures

Request that our office be provided a list indicating the amount of advertising dollars spent by the various branches of service with the Black news media during the last three years. We would also like to know the amount spent with the majority sector media during this same period.

Prior to our response to the attached correspondence from The National Newspaper Publishers Association and The Amalgamated Publishers, Inc., we would like for you to include the total annual advertising expenditures with the media for the past three years.

Thank you.

Attachments



WH 17050



NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

Black Press of America

Lighting The Road To Freedom

OFFICERS

President

CARLTON B. GOODLETT, M.D.
San Francisco Sun Reporter

Vice President

HOWARD B. WOODS
St. Louis Sentinel

Secretary

MRS. LENORA CARTER
Houston Forward Times

Treasurer

HOWARD H. MURPHY
Afro-American Newspapers

DIRECTORS

EARL DAVIS, JR.
San Diego Voice
and Viewpoint News

JESSE HILL
Atlanta Inquirer

D. L. INMAN
Inman Publications

EMORY O. JACKSON
Birmingham World

JERREL JONES
Milwaukee Courier

LONGWORTH M. QUINN
Michigan Chronicle

GARTH C. REEVES, SR.
Miami Times

JOHN H. SENGSTACKE
Sengstacke Newspapers

FRANK L. STANLEY
Louisville Defender

N. A. SWEETS
St. Louis American

ROBERT J. THOMAS
Milwaukee Star-Times

Executive Director
SHERMAN BRISCOE

CREDO OF THE NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

November 28, 1973

Mr. Stan Scott, Assistant to the President
The White House
Washington, D.C.

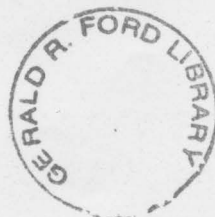
Dear Stan:

I recently talked with Norm Powell, General Sales Manager of Amalgamated Publishers, Inc., and we discussed the lack of advertising dollars being allocated to the Black Press by the U.S. Army, U.S. Navy, U.S. Air Force and the U.S. Post Office. Powell has written you the expenditures during the last three years by the Army. The 1973 budgets for both services were very small.

Moreover, the arbitrary decision on the part of the U.S. Post Office to advertise only in daily newspapers has penalized the other 125 members of National Newspaper Publishers Association. I have received letters in response to my initiative from the Secretary of Defense's office on this matter of allocation of advertising funds. Enclosed is a copy of my reply to the Defense Department. A very discouraging letter was received from General Cushman concerning the Marine Corps advertising policies. Enclosed is also a copy of my reply to his letter.

It is distressing to learn that N.W. Ayer & Son, the Army's agency, advises API that black newspaper costs are too high. Of course the costs of weekly newspapers are usually higher than daily newspapers. Because of the inability of the Black Press to share equitably in a \$20 billion advertising industry's annual expenditures, we live on the margin of economic security. We have learned to expect institutional racism from private enterprise, i.e. such institutions as N. W. Ayer & Son. If the Black Press cannot expect more equitable distribution from the Defense establishment of its advertising budget, how can we survive as a viable instrument of communication for 25 million Black Americans who are the 26th largest nation in the world, or, better still, who are more numerous than 154 other nations in the world?

During the past four or five years, NNPA has been very cooperative with all branches of the Defense establishment.



WH 17050

Mr. Stan Scott
Assistant to the President

2.

We have provided opportunities for Admiral Zumwalt and other outstanding military personalities to address our conventions. If the Defense Department's allocation of advertising expenditures is an indication of the amount of concern which they have for the survival of our newspapers, then we in turn shall be forced to reexamine the manner in which we have been receptive to the needs of the armed services when formulating our future convention programs.

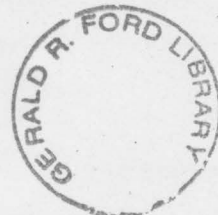
This matter should be brought to the attention of the President, because it brings into question the sincerity of the present Administration's efforts to increase the participatory role of racial minorities, especially blacks, in sharing equitably in the expenditure of Federal funds.

Sincerely yours,



CARLTON B. GOODLETT, Ph.D., M.D.
President, National Newspaper
Publishers Association
The Black Press of America

CBG:eo
Encl.





NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

Black Press of America

Lighting The Road To Freedom

OFFICERS

President
CARLTON B. GOODLETT, M.D.
San Francisco Sun Reporter

Vice President
HOWARD B. WOODS
St. Louis Sentinel

Secretary
MRS. LENORA CARTER
Houston Forward Times

Treasurer
HOWARD H. MURPHY
Afro-American Newspapers

Office of the President
1366 TURK STREET
SAN FRANCISCO, CALIFORNIA 94111
TELEPHONE (415) 931-4080
TELEPHONE (415) 931-5778

Robert C. Taber, Assistant Secretary of Defense
Lietenant General, U.S. Army
Principal Deputy
Washington, D. C. 20301

Dear General Taber:

This letter comes in response to your letter of September 7, 1973. I am grateful for your rather detailed reply to my letter addressed to the Secretary of Defense. It was rather distressing to find in your communication all of the cliches and the reasons presented by representatives of the typical Madison Avenue advertising agency when confronted with the demands of black newspapers serving 25 million Americans, who are more numerous than the population of 152 nations in the world.

Your letter indicates that the Department of Defense has placed black newspapers into the general category of all newspaper advertising programs. While you indicate that the Secretary of Defense is interested in receiving the maximum value for each advertising dollar, sometimes maximum value cannot be quantified in terms of percentage of awareness or the number of toll-free information calls. In the expenditure of public funds for advertising, the common denominator of a fair share and a fair opportunity to serve the youth of the nation via recruitment should not be quantified entirely as you have done in your third paragraph on page 2.

The Black Press will continue to call for equal opportunity and harmonious race relations in the armed services. I doubt, however, that publishers would be satisfied or find it profitable to discuss even such problems as racism in the armed services, both overt and covert institutional manifestations, with the Deputy Assistant Secretary of Defense for Equal Opportunity, Mr. H. Minton Francis, or Lieutenant General Daniel James, Jr., USAF, Principal Deputy Assistant Secretary of Defense, Public Affairs.

We have asked the Secretary of Defense for an opportunity to discuss in broad terms matters which concern Black

DIRECTORS

EARL DAVIS, JR.
San Diego Voice
and Viewpoint News

JESSE HILL
Atlanta Inquirer

D. L. INMAN
Inman Publications

EMORY O. JACKSON
Birmingham World

JERREL JONES
Milwaukee Courier

LONGWORTH M. QUINN
Michigan Chronicle

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Miami Times

JOHN H. SENGSTACKE
Sengstacke Newspapers

FRANK L. STANLEY
Louisville Defender

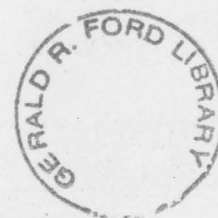
N. A. SWEETS
St. Louis American

ROBERT J. THOMAS
Milwaukee Star-Times

Executive Director
SHERMAN BRISCOE

CREDO OF THE NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.



Americans. The Secretary of Defense and you are rather presumptuous to assume that black publishers are only interested and competent to discuss racial problems; our agenda is much broader. Certainly we would want persons involved with equal opportunity and public affairs to participate in such a conference; but we recognize the limitations of Francis's and James' office. If the Society of American Newspaper Publishers had requested an appointment with the Secretary of Defense, would they have been treated in such a cavalier manner?

The services of Francis and James might be more adequately utilized from time to time when they have problems or information which they might want to share with the Black Press by conferences with Mr. Sherman Briscoe, Executive Director, NNPA, or with several Editors of our newspapers, rather than the Publishers themselves.

Sincerely yours,

CARLTON E. GOODLETT, Ph.D., M.D., President
National Newspaper Publishers Association
The Black Press of America

CBG:eo





NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

Black Press of America

Lighting The Road To Freedom

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FRANK L. STANLEY
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St. Louis American

ROBERT J. THOMAS
Milwaukee Star-Times

Executive Director

SHERMAN BRISCOE

6 November 1973

R. E. Cushman, Jr;
General, U. S. Marine Corps
Commandant of the Marine Corps
Department of the Navy
Headquarters United States Marine Corps
Washington, D.C. 20380

Office of the President
1366 TURK STREET
SAN FRANCISCO, CALIFORNIA 941
TELEPHONE (415) 931-4080
TELEPHONE (415) 931-5778

DPO-2-kam

Dear General Cushman:

Many thanks for your reply to my August 16, 1973, letter concerning the equitable distribution of advertising funds in the nation's black newspapers. I understand thoroughly the past policy of the Marine Corps on inserting paid advertising in printed media; however, there are new dimensions of the black experience in the nation which might require a re-examination of old policies in the light of new developments.

I suggest that an inquiry be made as to what extent within the present guidelines (especially No. C in your letter) high school and college newspapers serving predominantly racial minority audiences are included in the commercial publications and magazines being utilized by the Marine Corps.

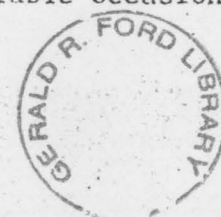
Despite our inability to be included in the Marine Corps' advertising budget, I cannot let this opportunity pass without bringing to your attention how the National Newspaper Publishers Association feels about the invaluable contribution which has been made on behalf of the Marine Corps by Major Solomon Hill, U.S. Marine Corps, while serving as head of the Marine Corps Minority Officer procurement Program.

As a result of Major Hill's endeavors, I have noticed a change in attitude of the members of the National Newspaper Publishers Association toward the U.S. Marine Corps. The old image of the Marine Corps held by the Black Press was a rather negative one, but it has become obvious through our increased communications that the Marine Corps, in light of a national commitment of the Defense Department, is open to all-Americans.

Major Hill's tactful relationship with our organization culminated in the members inviting you to address us in Houston. Your appearance was a memorable occasion for

CREDO OF THE NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.



R. E. Cushman, Jr., General
U. S. Marine Corps

2.

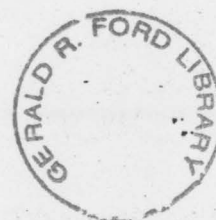
our Association. These bridges of contact and communication must be strengthened in the future. When the National Bar Association held its recent convention in San Francisco in August, again Major Hill and his associates were accorded a warm reception. On my brief appearance at the PUSH Expo-'73 held recently in Chicago, again I had an opportunity to appreciate the effectiveness of the Marine Corps outreach program developed by Major Hill and his staff in the past few years.

Major Hill and his associates have ably represented the U.S. Marine Corps, and they have set a fine example as a success story to be emulated by our racial minority youth. I hope that Major Hill and NNPA will continue our collaboration in order to strengthen the bonds between Black America and the U.S. Marine Corps, thereby ensuring a firmer commitment on the part of all Americans to the national defense of our country.

Sincetely yours,

CARLTON B. GOODLETT, Ph.D., M.D.
President, National Newspaper Publishers
Association--The Black Press of America

CBG:eo





• NEW YORK • CHICAGO
• CLEVELAND • DETROIT •

AMALGAMATED PUBLISHERS, INC.

NATIONAL ADVERTISING REPRESENTATIVES

45 WEST 45th STREET, NEW YORK, N. Y. 10036 • (212) 489-1220

November 28, 1973

Mr. Stanley S. Scott,
Special Assistant to the President
WHITE HOUSE
Washington, D.C.

Dear Stan:

It was indeed a pleasure to meet with you in your office on my recent visit to Washington, D. C.

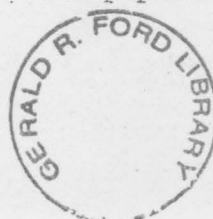
As you may recall, my purpose for meeting with you was to register the black newspaper complaint regarding the lack of U.S.A. advertising dollars allotted to black newspapers by the Nixon administration. The Black Press felt it should bring this matter to your attention due to your knowledge of, and relationship with the Black Press and the significant role it plays in addressing itself to the basic needs of the Black Experience.

The Black Press makes this appeal in behalf of the advertising monies spent by our government to recruit personnel for the Army, Navy and Marine Corp, in view of Mr. Nixon's campaign pledge and mandate to blacks to see that this nation's blacks would get their rightful "piece of the action". While there is much to be done yet to justify the "piece of the action" mandate, the least that can be done is the issuance of an executive order stating that the Black Press be allocated advertising dollars in accordance with those amounts allocated for white newspapers.

We have been advised by the respective advertising agencies responsible for the handling of these advertising dollars, in the case of the Army, that it costs too much to use black newspapers; Navy, no black newspapers will be used; Marines, who are in dire need for legal and skilled black personnel, states that no black newspapers will be used; the U. S. Post Office excludes black newspapers by using daily newspapers only.

These means of diverting dollars away from the Black Press is in direct contrast with the Nixon administration's mandate to see that blacks get a "piece of the action".

The black community's closest ties are with its own black newspaper and the empathy and credibility felt by blacks towards their newspapers far out-distances their feelings for all other media.



Mr. Stanley S. Scott

- 2 -

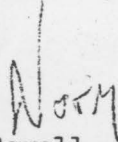
November 28, 1973

Stan, this statement is indicative of the importance and power of the Black Press and the major role it plays in the election of local and national public officials. This was evident in mayoral elections in Detroit, Atlanta, Gary, Los Angeles, Raleigh, Newark and Cleveland.

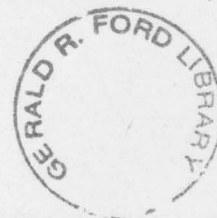
Today, with more than two hundred publications across the nation, the Black Press continues to strengthen its role as freedom's voice - reporting, informing and interpreting the events of the day, fighting to assure blacks that America's ideals of justice and equality will become realities for all men. The Black Press remains the voice and ears of the readers it services.

We will greatly appreciate your interest in behalf of the Black Press and your efforts to press the Nixon administration to live up to its mandate to see that black newspapers get a "piece" of the U.S.A.'s advertising "action". We look forward to hearing from you in this regard, and again, many thanks for your kind consideration.

Best regards,


Norm Powell
General Sales Manager

NP:mf



Blacks trust black media over white, 'Ebony' study finds

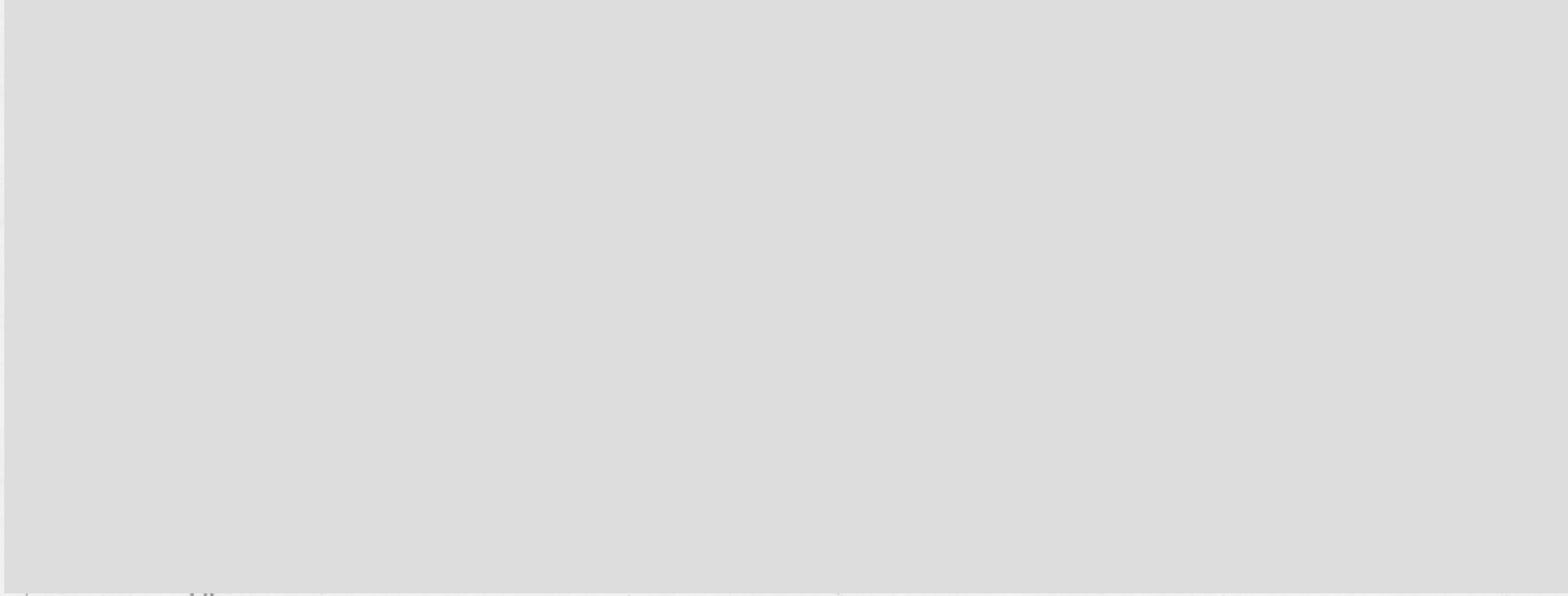
NEW YORK, June 5—A new study of the nation's blacks, prepared for *Ebony* by Daniel Yankelovich Inc., has found striking similari-

The Yankelovich study involved more than 1,000 personal interviews and was structured to describe the literate black popu-

credibility of television."

The study said: "Television comes into its own in the black community when it comes to the

Earlier this year, Daniel Starch & Staff published a study, "Profile of the Black Community," that showed blacks to be less skeptical



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RECEIVED

13 DEC 73 15 29
OFF SECY OF DEFENSE



Blacks trust black media over white, Epouy, study finds

(AP Wire) - A report, appearing from Africa, says that in the past several years of the black community, the black community has been... (text continues)

...the black community has been... (text continues)

...the black community has been... (text continues)

...the black community has been... (text continues)

...the black community has been... (text continues)

...the black community has been... (text continues)



OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

21 January 1974

MEMORANDUM FOR Mr. Stanley Scott
Special Assistant to the President
THROUGH: Brigadier General Richard Lawson
SUBJECT: Advertising Expenditures

Reference is made to your memorandum of December 11, 1973 requesting information on advertising expenditures.

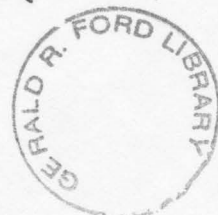
The requested information is shown on the attached display. Approximately 98 percent of the expenditures in the "Minority Media" column are for black media.

The following points raised in Dr. Goodlett's letter are worthy of note:

- The purpose of recruiting advertising is to obtain the required number of qualified enlistments with equal opportunities for all minorities.
- Recruiting advertising is designed to reach and inform all sectors of the population not just the white majority.
- The Services are not experiencing difficulty in recruiting a representative number of blacks and other minorities for enlisted positions.

Peter T. Kempf
Peter T. Kempf
Lt Col, USAF
Military Assistant

Attachment



RECRUITING ADVERTISING EXPENDITURES IN MEDIA
(In Thousands of Dollars)

ARMY

	<u>Majority Media</u>	<u>Minority Media</u>	<u>Total</u>
FY 1971	\$ 3,474.3	\$ 47.2	\$3,521.5
FY 1972	11,648.1	686.1	12,334.2
FY 1973	9,704.8	687.6	10,392.4

NAVY

FY 1973	\$7,821.3	\$458.7	\$8,280.0
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AIR FORCE

FY 1971	\$ 500.0	\$ 0	\$ 500.0
FY 1972	2,538.4	41.0	2,579.4
FY 1973	3,443.0	257.0	3,700.0

NOTE: 1. The Navy did not use paid media advertising prior to May 1972.
The amounts shown for FY 1973 include May and June 1972.

2. The Marine Corps does not use paid media advertising.





OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

18 JAN 1974

MEMORANDUM FOR Stanley G. Scott
Special Assistant to the President

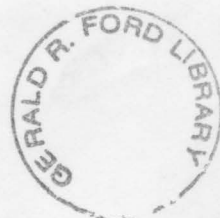
THROUGH: Brigadier General Richard L. Lawson
Military Assistant to the President

SUBJECT: National Newspaper Publishers Association (NNPA)

The Assistant Secretary of Defense for Manpower and Reserve Affairs departed the United States on Monday, January 14, 1974 to visit Headquarters in the Far East. He will return at the end of January.

In light of the urgency of your request, the Principal Deputy Assistant Secretary of Defense for Manpower and Reserve Affairs, Lieutenant General Robert C. Taber, and staff representatives of the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs) will be available to meet the representative group from the National Newspaper Publishers Association (NNPA) at 9 o'clock, January 22, 1974 in Room 3E 966, the Pentagon.

Peter J. Kempf
For Martin R. Hoffmann
The Special Assistant





OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

18 JAN 1974

MEMORANDUM FOR Stanley C. Scott
Special Assistant to the President

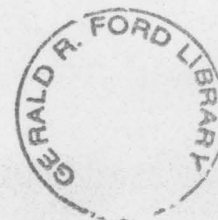
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Peter T. Kemp
For Martin R. Hoffmann
The Special Assistant



January 16, 1974

MEMORANDUM FOR

THE HONORABLE JAMES R. SCHLESINGER
SECRETARY OF DEFENSE

THROUGH: BRIGADIER GENERAL RICHARD LAWSON
MILITARY ASSISTANT TO THE PRESIDENT

In keeping with the President's interest in promoting minority economic independence, request a meeting between the Assistant Secretaries of Defense for Manpower and Reserve Affairs and a representative group from the National Newspaper Publishers Association (NNPA) on January 21 or 22.

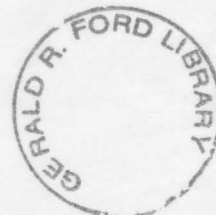
NNPA is the official organization of the Black media in this country, representing more than 5 million circulation.

The requested dates will permit this group to meet prior to their annual convention to be held in Miami January 23-25.

Stanley S. Scott
Special Assistant
to the President

Attachments

cc: Vice President Ford
Alexander Haig
Ken Cole
Mel Laird





OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

20 DEC 1973

Memorandum for Mr. Stanley Scott, Special Assistant to the President

Through: Brigadier General Richard Lawson
Military Assistant to the President
The White House

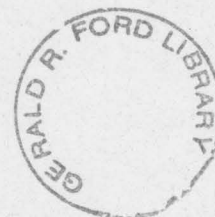
Subject: Advertising Expenditures

Reference is made to your memorandum of December 11, 1973 requesting information on advertising expenditures.

In order to answer your question fully, we have asked the Services to provide the information requested.

We anticipate being able to provide a full reply by January 7, 1974.

Peter T. Kempf
FOR Martin R. Hoffmann



THE WHITE HOUSE

WASHINGTON

December 11, 1973

MEMORANDUM FOR: THE HONORABLE JAMES SCHLESINGER
SECRETARY OF DEFENSE

FROM: STANLEY SCOTT *LL* *o/K.S.*
SPECIAL ASSISTANT
TO THE PRESIDENT *B.S.*

SUBJECT: Advertising Expenditures

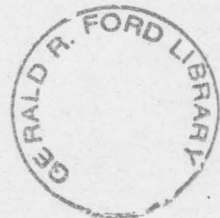
Request that our office be provided a list indicating the amount of advertising dollars spent by the various branches of service with the Black news media during the last three years. We would also like to know the amount spent with the majority sector media during this same period.

Prior to our response to the attached correspondence from The National Newspaper Publishers Association and The Amalgamated Publishers, Inc., we would like for you to include the total annual advertising expenditures with the media for the past three years.

Thank you.

Attachments

WH 17050



OFFICE OF THE SECRETARY OF DEFENSE

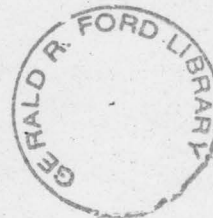
10 April 1973

Memo For Brigadier General Scowcroft

The attached memorandum for
Stanley S. Scott has been approved by this
office.


Joseph R. Ulatoski
Colonel, USA
Military Assistant

Attachment





ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

29 March 1973

MANPOWER AND
RESERVE AFFAIRS

MEMORANDUM FOR Stanley S. Scott
Special Assistant to the President

THROUGH: Brigadier General Brent Scowcroft
Military Assistant to the President

SUBJECT: Placement of Recruiting Advertising in Black Business Digest

We have reconsidered placing recruiting advertising in Black Business Digest. For the reasons described below, we do not believe it would be prudent to overrule judgments already made by the advertising agencies handling recruiting advertising programs for the Military Services.

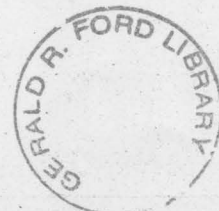
It is a fact that recruiting advertising is limited to a relatively few magazines. These have been carefully selected on the basis of circulation and validated readership as most effective and efficient in reaching the target audiences of recruiting advertising -- young people 17-21 years old who are potential volunteers and the older people who influence youth in making decisions regarding military service.

Black Business Digest has been considered by the advertising agencies, in competition with other magazines directed primarily toward blacks, but has not been selected. Some data may be pertinent to describe why the selection process so far has not been favorable to Black Business Digest, although there is no reason to believe that the situation will always be the same.

The principal publications directed toward black youth most frequently used to carry recruiting advertising, together with their validated readership of black youth 18-24 years old, are:

<u>Magazine</u>	<u>Validated Readership by Blacks 18-24^{1/}</u>
Ebony	436,000
Jet	307,000
Black Sports	150,000

^{1/} From standard advertising rate and data book.



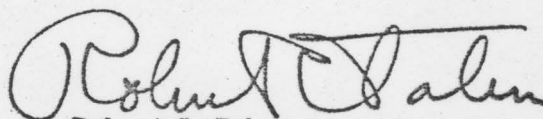
Black Business Digest, with a circulation of 60,000, does not appear in the standard rate and data book since the publication, according to the publisher, Mr. Hendricks, has not been able to afford to have its readership validated. This puts Black Business Digest at a distinct disadvantage when it must compete for the limited advertising funds directed toward the portion of the target audience which is black.

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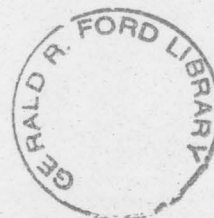
At present, to reach people who may influence black youth, the advertising agencies supporting the military recruiting commands, for reasons of economy, depend largely on publications aimed at the general population. They make limited use of large circulation newspaper supplements aimed at blacks such as Tuesday (circulation 2,300,000) and the National Black Monitor (circulation 1,100,000). Again, with a circulation of 60,000, Black Business Digest loses out in competition for limited recruiting advertising resources.

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In conclusion, we do not believe that we should require the Military Services to use their limited recruiting advertising funds to purchase advertising in Black Business Digest to reach a limited number of influencers of black youth.



Robert C. Taber
Lieutenant General, U. S. Army
Principal Deputy



Black Press of America

Lighting The Road To Freedom

OFFICERS

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CARLTON B. GOODLETT, M.D.
San Francisco Sun Reporter

Vice President
HOWARD B. WOODS
St. Louis Sentinel

Secretary
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SHERMAN BRISCOE

CREDO OF
THE
NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

6 November 1973

R. E. Cushman, Jr;
General, U. S. Marine Corps
Commandant of the Marine Corps
Department of the Navy
Headquarters United States Marine Corps
Washington, D.C. 20380

Office of the President
1366 TURK STREET
SAN FRANCISCO, CALIFORNIA 94
TELEPHONE (415) 931-4080
TELEPHONE (415) 931-5778

DPO-2-kam

Dear General Cushman:

Many thanks for your reply to my August 16, 1973, letter concerning the equitable distribution of advertising funds in the nation's black newspapers. I understand thoroughly the past policy of the Marine Corps on inserting paid advertising in printed media; however, there are new dimensions of the black experience in the nation which might require a re-examination of old policies in the light of new developments.

I suggest that an inquiry be made as to what extent within the present guidelines (especially No. C in your letter) high school and college newspapers serving predominantly racial minority audiences are included in the commercial publications and magazines being utilized by the Marine Corps.

Despite our inability to be included in the Marine Corps' advertising budget, I cannot let this opportunity pass without bringing to your attention how the National Newspaper Publishers Association feels about the invaluable contribution which has been made on behalf of the Marine Corps by Major Solomon Hill, U.S. Marine Corps, while serving as head of the Marine Corps Minority Officer procurement Program.

As a result of Major Hill's endeavors, I have noticed a change in attitude of the members of the National Newspaper Publishers Association toward the U.S. Marine Corps. The old image of the Marine Corps held by the Black Press was a rather negative one, but it has become obvious through our increased communications that the Marine Corps, in light of a national commitment of the Defense Department, is open to all Americans.

Major Hill's tactful relationship with our organization culminated in the members inviting you to address us in Houston. Your appearance was a memorable occasion for



our Association. These bridges of contact and communication must be strengthened in the future. When the National Bar Association held its recent convention in San Francisco in August, again Major Hill and his associates were accorded a warm reception. On my brief appearance at the PUSH Expo-'73 held recently in Chicago, again I had an opportunity to appreciate the effectiveness of the Marine Corps outreach program developed by Major Hill and his staff in the past few years.

Major Hill and his associates have ably represented the U.S. Marine Corps, and they have set a fine example as a success story to be emulated by our racial minority youth. I hope that Major Hill and NNPA will continue our collaboration in order to strengthen the bonds between Black America and the U.S. Marine Corps, thereby ensuring a firmer commitment on the part of all Americans to the national defense of our country.

Sincerely yours,

CARLTON B. GOODLETT, Ph.D., M.D.
President, National Newspaper Publishers
Association--The Black Press of America

CBG:eo





• NEW YORK • CHICAGO
• CLEVELAND • DETROIT •

AMALGAMATED PUBLISHERS, INC.

NATIONAL ADVERTISING REPRESENTATIVES

45 WEST 45th STREET, NEW YORK, N. Y. 10036 • (212) 489-1220

November 28, 1973

Mr. Stanley S. Scott,
Special Assistant to the President
WHITE HOUSE
Washington, D.C.

Dear Stan:

It was indeed a pleasure to meet with you in your office on my recent visit to Washington, D. C.

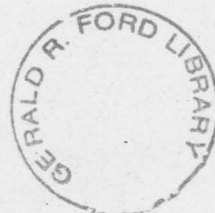
As you may recall, my purpose for meeting with you was to register the black newspaper complaint regarding the lack of U.S.A. advertising dollars allotted to black newspapers by the Nixon administration. The Black Press felt it should bring this matter to your attention due to your knowledge of, and relationship with the Black Press and the significant role it plays in addressing itself to the basic needs of the Black Experience.

The Black Press makes this appeal in behalf of the advertising monies spent by our government to recruit personnel for the Army, Navy and Marine Corp, in view of Mr. Nixon's campaign pledge and mandate to blacks to see that this nation's blacks would get their rightful "piece of the action". While there is much to be done yet to justify the "piece of the action" mandate, the least that can be done is the issuance of an executive order stating that the Black Press be allocated advertising dollars in accordance with those amounts allocated for white newspapers.

We have been advised by the respective advertising agencies responsible for the handling of these advertising dollars, in the case of the Army, that it costs too much to use black newspapers; Navy, no black newspapers will be used; Marines, who are in dire need for legal and skilled black personnel, states that no black newspapers will be used; the U. S. Post Office excludes black newspapers by using daily newspapers only.

These means of diverting dollars away from the Black Press is in direct contrast with the Nixon administration's mandate to see that blacks get a "piece of the action".

The black community's closest ties are with its own black newspaper and the empathy and credibility felt by blacks towards their newspapers far outdistances their feelings for all other media.



Mr. Stanley S. Scott

- 2 -

November 28, 1973

Stan, this statement is indicative of the importance and power of the Black Press and the major role it plays in the election of local and national public officials. This was evident in mayoral elections in Detroit, Atlanta, Gary, Los Angeles, Raleigh, Newark and Cleveland.

Today, with more than two hundred publications across the nation, the Black Press continues to strengthen its role as freedom's voice - reporting, informing and interpreting the events of the day, fighting to assure blacks that America's ideals of justice and equality will become realities for all men. The Black Press remains the voice and ears of the readers it services.

We will greatly appreciate your interest in behalf of the Black Press and your efforts to press the Nixon administration to live up to its mandate to see that black newspapers get a "piece" of the U.S.A.'s advertising "action". We look forward to hearing from you in this regard, and again, many thanks for your kind consideration.

Best regards,

Norm

Norm Powell
General Sales Manager

NP:mf



Blacks trust black media over white, 'Ebony' study finds

NEW YORK, June 5—A new study of the nation's blacks, prepared for *Ebony* by Daniel Yankelovich Inc., has found striking similarities between the *Ebony* reader

The Yankelovich study involved more than 1,000 personal interviews and was structured to describe the literate black population aged 18 or older and re-

credibility of television."

The study said: "Television comes into its own in the black community when it comes to the certainty of good entertainment

Earlier this year, Daniel Starch & Staff published a study, "Profile of the Black Community," that showed blacks to be less skeptical about advertising than whites



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ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

29 March 1973

MANPOWER AND
RESERVE AFFAIRS

MEMORANDUM FOR Stanley S. Scott
Special Assistant to the President

THROUGH: Brigadier General Brent Scowcroft
Military Assistant to the President

SUBJECT: Placement of Recruiting Advertising in Black Business Digest

We have reconsidered placing recruiting advertising in Black Business Digest. For the reasons described below, we do not believe it would be prudent to overrule judgments already made by the advertising agencies handling recruiting advertising programs for the Military Services.

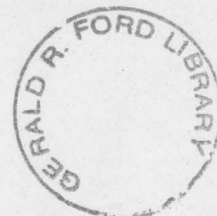
It is a fact that recruiting advertising is limited to a relatively few magazines. These have been carefully selected on the basis of circulation and validated readership as most effective and efficient in reaching the target audiences of recruiting advertising -- young people 17-21 years old who are potential volunteers and the older people who influence youth in making decisions regarding military service.

Black Business Digest has been considered by the advertising agencies, in competition with other magazines directed primarily toward blacks, but has not been selected. Some data may be pertinent to describe why the selection process so far has not been favorable to Black Business Digest, although there is no reason to believe that the situation will always be the same.

The principal publications directed toward black youth most frequently used to carry recruiting advertising, together with their validated readership of black youth 18-24 years old, are:

<u>Magazine</u>	<u>Validated Readership by Blacks 18-24^{1/}</u>
Ebony	436,000
Jet	307,000
Black Sports	150,000

^{1/} From standard advertising rate and data book.



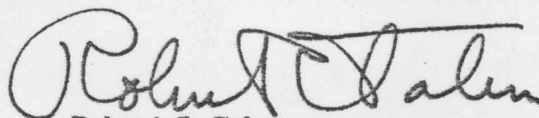
Black Business Digest, with a circulation of 60,000, does not appear in the standard rate and data book since the publication, according to the publisher, Mr. Hendricks, has not been able to afford to have its readership validated. This puts Black Business Digest at a distinct disadvantage when it must compete for the limited advertising funds directed toward the portion of the target audience which is black.

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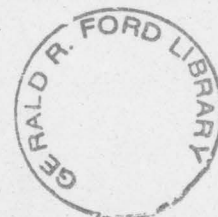
At present, to reach people who may influence black youth, the advertising agencies supporting the military recruiting commands, for reasons of economy, depend largely on publications aimed at the general population. They make limited use of large circulation newspaper supplements aimed at blacks such as Tuesday (circulation 2,300,000) and the National Black Monitor (circulation 1,100,000). Again, with a circulation of 60,000, Black Business Digest loses out in competition for limited recruiting advertising resources.

We are aware of the sincere attempts made by Black Business Digest to obtain much needed advertising revenue. At the same time we note that the magazine staff has not been completely accurate in its interpretation of reasons why agencies involved in recruiting advertising have not chosen to place advertisements in the publication. For example, N. W. Ayer's expenditure on placement of magazine advertisements is only a small fraction of the \$27 million expenditure cited. The main reason for the agencies not selecting Black Business Digest -- little contact with the target audience -- is not stated.

In conclusion, we do not believe that we should require the Military Services to use their limited recruiting advertising funds to purchase advertising in Black Business Digest to reach a limited number of influencers of black youth.



Robert C. Taber
Lieutenant General, U. S. Army
Principal Deputy



Black Press of America

Lighting The Road To Freedom

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TELEPHONE (415) 931-4080
TELEPHONE (415) 931-5778

Robert C. Taber, Assistant Secretary of Defense
Lietenant General, U.S. Army
Principal Deputy
Washington, D. C. 20301

Dear General Taber:

This letter comes in response to your letter of September 7, 1973. I am grateful for your rather detailed reply to my letter addressed to the Secretary of Defense. It was rather distressing to find in your communication all of the cliches and the reasons presented by representatives of the typical Madison Avenue advertising agency when confronted with the demands of black newspapers serving 25 million Americans, who are more numerous than the population of 152 nations in the world.

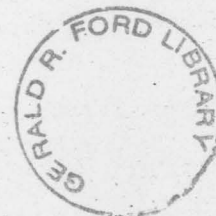
Your letter indicates that the Department of Defense has placed black newspapers into the general category of all newspaper advertising programs. While you indicate that the Secretary of Defense is interested in receiving the maximum value for each advertising dollar, sometimes maximum value cannot be quantified in terms of percentage of awareness or the number of toll-free information calls. In the expenditure of public funds for advertising, the common denominator of a fair share and a fair opportunity to serve the youth of the nation via recruitment should not be quantified entirely as you have done in your third paragraph on page 2.

The Black Press will continue to call for equal opportunity and harmonious race relations in the armed services. I doubt, however, that publishers would be satisfied or find it profitable to discuss even such problems as racism in the armed services, both overt and covert institutional manifestations, with the Deputy Assistant Secretary of Defense for Equal Opportunity, Mr. H. Minton Francis, or Lieutenant General Daniel James, Jr., USAF, Principal Deputy Assistant Secretary of Defense, Public Affairs.

We have asked the Secretary of Defense for an opportunity to discuss in broad terms matters which concern Black

CREDO OF
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and Viewpoint News

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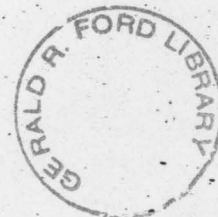
Americans. The Secretary of Defense and you are rather presumptuous to assume that black publishers are only interested and competent to discuss racial problems; our agenda is much broader. Certainly we would want persons involved with equal opportunity and public affairs to participate in such a conference; but we recognize the limitations of Francis's and James' office. If the Society of American Newspaper Publishers had requested an appointment with the Secretary of Defense, would they have been treated in such a cavalier manner?

The services of Francis and James might be more adequately utilized from time to time when they have problems or information which they might want to share with the Black Press by conferences with Mr. Sherman Briscoe, Executive Director, NNPA, or with several Editors of our newspapers, rather than the Publishers themselves.

Sincerely yours,

CARLTON B. GOODLETT, Ph.D., M.D., President
National Newspaper Publishers Association
The Black Press of America

CBG:eo



Black Press of America

Lighting The Road To Freedom

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November 28, 1973

Mr. Stan Scott, Assistant to the President
The White House
Washington, D.C.

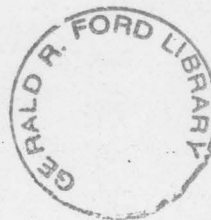
Dear Stan:

I recently talked with Norm Powell, General Sales Manager of Amalgamated Publishers, Inc., and we discussed the lack of advertising dollars being allocated to the Black Press by the U.S. Army, U.S. Navy, U.S. Air Force and the U.S. Post Office. Powell has written you the expenditures during the last three years by the Army. The 1973 budgets for both services were very small.

Moreover, the arbitrary decision on the part of the U.S. Post Office to advertise only in daily newspapers has penalized the other 125 members of National Newspaper Publishers Association. I have received letters in response to my initiative from the Secretary of Defense's office on this matter of allocation of advertising funds. Enclosed is a copy of my reply to the Defense Department. A very discouraging letter was received from General Cushman concerning the Marine Corps advertising policies. Enclosed is also a copy of my reply to his letter.

It is distressing to learn that N.W. Ayer & Son, the Army's agency, advises API that black newspaper costs are too high. Of course the costs of weekly newspapers are usually higher than daily newspapers. Because of the inability of the Black Press to share equitably in a \$20 billion advertising industry's annual expenditures, we live on the margin of economic security. We have learned to expect institutional racism from private enterprise, i.e. such institutions as N. W. Ayer & Son. If the Black Press cannot expect more equitable distribution from the Defense establishment of its advertising budget, how can we survive as a viable instrument of communication for 25 million Black Americans who are the 26th largest nation in the world, or, better still, who are more numerous than 154 other nations in the world?

During the past four or five years, NNPA has been very cooperative with all branches of the Defense establishment.



WH 17050

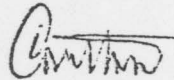
Mr. Stan Scott
Assistant to the President

2.

We have provided opportunities for Admiral Zumwalt and other outstanding military personalities to address our conventions. If the Defense Department's allocation of advertising expenditures is an indication of the amount of concern which they have for the survival of our newspapers, then we in turn shall be forced to reexamine the manner in which we have been receptive to the needs of the armed services when formulating our future convention programs.

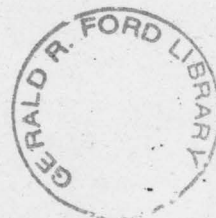
This matter should be brought to the attention of the President, because it brings into question the sincerity of the present Administration's efforts to increase the participatory role of racial minorities, especially blacks, in sharing equitably in the expenditure of Federal funds.

Sincerely yours,



CARLTON B. GOODLETT, Ph.D., M.D.
President, National Newspaper
Publishers Association
The Black Press of America

CBG:eo
Encl.



THE WHITE HOUSE
WASHINGTON

Date

6/5

TO:

Star Scott

FYI

ACTION

✓

OTHER



WANDA PHELAN

MGMWSHT HSB
2-002360E155 06/04/74
ICS IPMRNCZ CSP
4157759445 MGM TDRN SAN FRANCISCO CA 168 06-04 0317A EDT
ZIP 20500

 **Mailgram**
western union



27

R2

PRESIDENT RICHARD M NIXON
WHITE HOUSE
WASHINGTON DC 20500

MR PRESIDENT: THE 7 COLUMN 17 INCH ARMY OPPORTUNITIES ADS APPEARING CURRENTLY IN THE WHITE METROPOLITAN DAILY PRESS ARE THE MOST BLATANT EXAMPLE OF ECONOMIC RACISM PERPETRATED BY AN INSENSITIVE NATIONAL ADMINISTRATION AGAINST THE BLACK PRESS OF AMERICA. HOW CAN THE EXECUTIVE BRANCH OF OUR GOVERNMENT ENFORCE EQUAL OPPORTUNITY STATUTES WHEN THE FEDERAL GOVERNMENT PERMITS ITS DEFENSE DEPARTMENT TO OPENLY DISCRIMINATE AGAINST THE SOLE BLACK-OWNED COMMUNICATIONS MEDIA OF 25 MILLION BLACK AMERICANS, A PEOPLE MORE NUMEROUS THAN THE POPULATION OF 157 OTHER NATIONS? THE EXPENDITURE OF FEDERAL ADVERTISING DOLLARS WITHOUT OBSERVING AN EQUITABLE ADVERTISING POLICY IS THE GRAVEST FORM OF INSTITUTIONAL RACISM AND ECONOMIC CRIMINOLOGY. WE DEMAND THAT THE DEFENSE DEPARTMENT BE FORCED TO OBEY THE EQUAL ECONOMIC OPPORTUNITIES STATUTES AND ITS FAIR MINORITY PROCUREMENT POLICIES. COPY OF THIS MESSAGE SENT TO HONORABLE ARTHUR SCHLESINGER SECRETARY OF DEFENSE AND TO ARMY OPPORTUNITIES

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION - THE BLACK PRESS OF AMERICA CARLTON B GOODLETT MD PRESIDENT SAN FRANCISCO CA

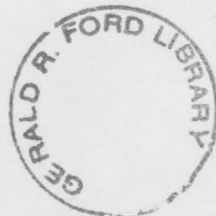
03:17 EDT

MGMWSHT HSB

Executive Approval

*#1.2 Million
set aside for Minority*

*\$75-T Lark II - Davis
Pittsburgh*



MAIL ROOM
WHITE HOUSE
JUN 4 1974
WESTERN UNION
SAN FRANCISCO CA 94104
TELETYPE
105 190000Z
105 190000Z
105 190000Z

1974 JUN 4 PM 2 17

PRESIDENT RICHARD M NIXON
WHITE HOUSE
WASHINGTON DC 20500

MR. PRESIDENT: THE 7 COLUMN 17 INCH ARMY OPPORTUNITIES ARE APPEARING CURRENTLY IN THE WHITE METROPOLITAN DAILY PRESS ARE THE MOST BLATANT EXAMPLE OF ECONOMIC RACISM PERPETRATED BY AN INSENSITIVE NATIONAL ADMINISTRATION AGAINST THE BLACK PRESS OF AMERICA. HOW CAN THE EXECUTIVE BRANCH OF OUR GOVERNMENT ENFORCE EQUAL OPPORTUNITY STATUTES WHEN THE FEDERAL GOVERNMENT PERMITS ITS DEFENSE DEPARTMENT TO OPENLY DISCRIMINATE AGAINST THE SOLE BLACK-OWNED COMMUNICATIONS MEDIA OF 25 MILLION BLACK AMERICANS, A PEOPLE MORE NUMEROUS THAN THE POPULATION OF 127 OTHER NATIONS? THE EXPENDITURE OF FEDERAL ADVERTISING DOLLARS WITHOUT OBSERVING AN EQUITABLE ADVERTISING POLICY IS THE GRAVEST FORM OF INSTITUTIONAL RACISM AND ECONOMIC CRIMINOLOGY. WE DEMAND THAT THE DEFENSE DEPARTMENT BE FORCED TO OBEY THE EQUAL ECONOMIC OPPORTUNITIES STATUTES AND ITS FAIR MINORITY PROCUREMENT POLICIES. COPY OF THIS MESSAGE SENT TO HONORABLE ARTHUR SCHLESINGER, SECRETARY OF DEFENSE AND TO ARMY OPPORTUNITIES NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION - THE BLACK PRESS OF AMERICA CARLTON B GOODLETT MD PRESIDENT SAN FRANCISCO CA

03:17 EDT

MEMPHIS 105

Test. App. 1
#12 M. 1111
Set out for M. 1111
#12-T. 1111
F. 1111

