

PHOTO BY ROY LEWIS/TRICE EDNEY NEWS WIRE Civil rights leader Benjamin Chavis is the president of the National Newspaper Publishers Association, representing black-owned newspapers across the country, including the Portland Observer.

## Envisioning the Black Press as Mainstream

## **Civil rights** leader cites demographics BY HAZEL TRICE EDNEY

Chavis, now president of the National Newspaper Publishers Association, envisions black "new mainstream" rather than the period." an alternative press as they are often called.

"The Black Press, I believe has an opportunity where it can make even more traction than it pates its 75th anniversary in 2015 has in the past," Chavis said in a -but only if certain strategies are recent interview. "I want the put in place. Black Press to become the new mainstream because the demographics are changing."

newspapers are often called speand corporate America.

But, according to an analysis of U.S. Census Bureau population stats, people of color, including African-Americans, will gradually increase to become a clear majority of America's population over the next four decades.

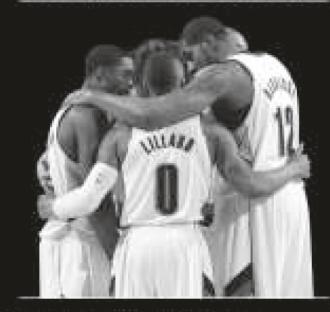
All in all, minorities, now 37 percent of the U.S. population, Civil rights leader Benjamin are projected to comprise 57 percent of the population in 2060. The total minority population would more than double, from newspapers as becoming the 116 million to 241 million over

> Chavis sees this increase as a prospective boon for the NNPA's more than 200 blackowned newspapers as it antici-

First, he said, black newspapers must focus on a stronger economic foundation by gener-African American-owned ating more revenue. African-Americans spend \$1.2 trillion cialty, alternative or minority dollars a year, he said, noting press by government agencies that these publications must partner with the black churches, banks, colleges and organiza-

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## TEAMING UP FOR PEACE

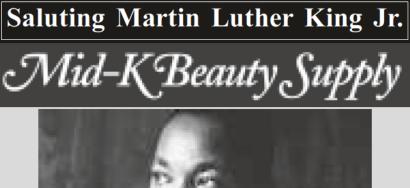


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