

# CUNY Study Underscores the Enduring Vitality of the Black Press

By Stacy M. Brown,  
NNPA Newswire

The racial awakening after the death of George Floyd didn't prove as much of an arousal for mainstream media, after all. By contrast, Floyd's murder and the global protests that ensued further espoused the importance of the Black Press, and again revealed the dire straits of people of color face if there is no

Black Press of America. A new study released by the City University of New York's Craig Newmark Graduate School of Journalism found that Black media publishes as much as six times more coverage than mainstream outlets on issues of importance to Black communities, including racism, health disparities, and voting access. Released on Wednesday, October 6, the study, Why Black Media Mat-

ters Now, found that nearly one in four articles in Black media mentioned racism or related issues, as compared with less than one in 10 in mainstream media. "Within coronavirus coverage, Black media wrote five times more on the disproportionate racial impact of the pandemic and nearly twice as much on front-line and essential workers," CUNY researchers found.

The study concluded that Black media "stood out in its focus on a variety of other health issues of particular relevance to Black communities, including maternal health, hypertension, diabetes, HIV/AIDS, and sickle cell disease." "It also led the way in coverage of voting access, racism, and stories that humanize the individuals and groups in the news," the authors wrote.

They said Black media connects news events across subjects to cover wider issues of injustice, and it provides historical context to present day challenges and breaking news.

The authors paid homage to the Black Press of America, whom the National Newspaper Publishers Association (NNPA) has represented for more than 81 years.

"On March 16, 1827, in New York City, a group of free Black



Black media center the humanity of people who are often dehumanized by society and not given that by mainstream media.

men founded Freedom's Journal, the first newspaper owned by, led by and for Black Americans in the United States," the authors wrote.

They noted that, in that inaugural four-page broadsheet, Samuel Cornish and John Russwurm, the editors and proprietors noted, "The peculiarities of this Jour-

nal, render it important that we should advertise to the world the motives by which we are actuated, and the objects which we contemplate. We wish to plead our own cause. Too long have others spoken for us. Too long has the publick been deceived by misrepresentations, in things which

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# Lydia Pope Explains the Five Pillars of NAREB and the Importance of Black Homeownership

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Lydia Pope counts among the fortunate, and she knows that. Pope also doesn't pull any punches when advocating for African Americans - particularly as it pertains to generational wealth.

Her father worked throughout Cleveland, Ohio, to help turn around the lives of gang members. Pope's mother worked a lunch program that fed those individuals after her father tutored them about the importance of homeownership and generational wealth.

"My father passed away in 1991, and my mom told me that we were the second Black family to move onto our block when I was younger," Pope, the president of the National Association of Real Estate Brokers (NAREB), said during an interview inside the television studio of the National Newspaper Publishers Association (NNPA) in Washington, D.C.

"My mother told me about the real estate card she possessed that prompted her to own a home," Pope reminisced during a conversation with NNPA President and CEO Dr. Benjamin F. Chavis, Jr.

The entire conversation will air this season on PBS-TV and PBS-World during a telecast of The Chavis Chronicles.

Today, Pope's brother owns the family's Cleveland home, which she said will eventually pass to his son.

"It's all about a succession plan," Pope stated. "This is how you build generational wealth."

NAREB offers five pillars to building Black wealth, Pope added.

- The five pillars include:
- Multi-generational wealth.
  - Government relations and advocacy.
  - Diversity and inclusion for small businesses.
  - Women's initiatives.
  - Faith-based and civic engagement.

"Even today, the rate of Black homeownership is still at 46 percent. We have not moved the needle, so it's important that as Black people, we have to fight for what we want," Pope exclaimed.

"When you talk about democracy and housing, it's important that we understand that we have to continue to fight for what we want. If that means going to our legislatures, that's what we do. Our goal is to talk and advocate for the community, for those in need, for those who can't speak for themselves. We can be the voice for them."

Pope counts as the third woman president in NAREB's 74-year history.

She has worked in real estate since 1995 and serves as the owner and president of E&D Realty & Investment Company, Inc., and E&D Realty Property Management Division and E&D Construction Company.

According to Pope's biography, some of her past and current accomplishments including Past President of the Women's Council of NAREB, Mt. Pleasant Advisory Board, Ohio Housing Finance Agency Committee, Cleveland Realist Association Past President & Chair, and the Cleveland/Akron Legislative Committee.

Pope also holds a long-time membership with the NAACP.

Significantly, Pope declared that NAREB seeks



Lydia Pope, President of the National Association of Real Estate Brokers (NAREB)

ways to assist African Americans in wealth building and sustainability. Founded in Tampa, Florida, in 1947 as an equal opportunity and civil rights advocacy organization for African American real estate professionals, consumers, and communities in America. According to its website, the purpose of NAREB is to enhance the economic improvement of its members, the community at large, and the minority community which it serves.

To unite those engaged in the recognized branches of the real estate industry including brokerage, management, mortgage financing, appraising, land development, home building, and allied fields for the purpose of exerting influence on real estate interests. Although composed principally of African Americans, the REALTIST organization embraces all qualified real estate practitioners who are committed to achieving our vision, which is Democracy in Housing. "Our mission is to provide solutions to the various challenges Black people face," Pope stated. "It's not just increasing awareness of the barriers to homeownership, but we want to provide solutions to all of the challenges, and educating our community is one of the biggest ways we at NAREB can have a positive impact."



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