



***Statement
Of
Danny J. Bakewell Sr.
Chairman
National Newspaper Publishers Association
2010 U.S. CENSUS OUTREACH TO BLACKS AND BLACK
NEWSPAPERS***

***Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee***

***2154 Rayburn House Office Building
Wednesday, February 24, 2010
2:00 p.m.***

***“The 2010 Census Communication Contract: The Media
Plan in Hard to Count Areas.”***

Chairman Clay and other distinguished Members of the Information Policy, Census, and National Archives Subcommittee, of the Oversight and Government Reform Committee, thank you for the opportunity to testify today on this very important subject.

In my allotted time, I will provide a brief summary of my written testimony, which has been submitted.

As Chairman of the National Newspaper Publishers Association [NNPA] (Black Press of America), I represent nearly 200 Black newspapers and their publishers. Our NNPA member newspapers reach more than 19 million African-Americans, Africans, and people of Caribbean descent weekly.

This year, the NNPA celebrates its 70th anniversary.

During 2010, we will also celebrate 183-years of tradition and service to Black communities throughout America. Over many years, the Black Press has established a legacy of trust, built by honestly and accurately telling the stories of Black America from the Black perspective.

The Black Press is the fiber that connects Black communities, small and large, rural and urban, throughout America. Our member newspapers publish in New York, Los Angeles, Chicago, Greenville, Durham and Shreveport to mention only a few cities.

The Black Press is the Black communities “drumbeat” ... felt, heard and read in Black households 52 weeks of the year in more than 30 U.S. States around the nation.

The Black Press has been and continues to be the gatekeeper and the collector of our historical archives, recording every political issue, civil rights struggles and social justice movements.

The Black Press’ ability to inform, advise, influence and lead in Black communities is unmatched, unchallenged, and unquestioned.

The Black community’s trust and confidence in the Black Press was forged over many years. No medium represents the Black community better.

Today, I am here to testify on the importance of the 2010 Census to Black American’s throughout America.

As you are aware, a second decade of undercounting Blacks will have a tremendous impact on Blacks living in the U.S. for many years to come. We were undercounted by two (2) percent during the 2000 Census and we, the Black Press, feel we are headed for the largest undercounting of Blacks ever, with the 2010 Census.

If, we allow this to happen, Black Americans will receive reduced funding for education, reduced funding for healthcare, reduced resources from the government and Black elected officials will be severely compromised and threatened.

Today, I am here to tell you that even though, Black newspapers have the trust and respect of the Black communities, and despite having the ability to deliver the advertising messages to the masses of Black consumers, the way we are going to market is ineffective and must be altered now.

Simply, stated we need more funding!

If, we are to deliver a consistent 2010 Census advertising message into every Black household throughout America, we must use the national footprint of the Black Press to achieve our goal. We must use the Black press to deliver the 2010 Census message to our smallest and largest communities.

We can not travel back down the road of having Black Americans, once again, undercounted and underrepresented in the 2010 U.S. Census count.

We cannot let this happen.

The message that “we all count and need to be counted” cannot be fully realized with an advertising campaign that reaches some African-Americans.

Black people live in small and large cities all over America. We must deliver the message where they live, where they reside, where they are educated and where they are informed.

If we are serious about securing an accurate count we must implement a comprehensive outreach plan that requires placement of advertising in every Black newspaper throughout America. If not, 2010 Census information is not going to be captured and once again Blacks are going to be undercounted and underrepresented losing out on millions in valuable and life-saving resources.

Let's do it right.

Today, I am here to say that the Black Press of America's only goal is to secure the best results through fairness and equality, while securing a full and effective count of the Black Diaspora for the 2010 Census.

The Black Press is recommending that the U.S. Census enhance its advertising investment for the 2010 Census, which must include all Black newspapers in an effort to reach all Black Americans.

Please note, this can't be achieved by stretching an already thin budget, but must be done by finding additional funds or reallocating advertising dollars.

It is imperative that the 2010 Census print advertising message to Black America not only reach them but it must reach them more than once to ensure the message is received.

Chairman Clay and Members of the Committee I ask you to give us the additional funding we require.

Thank You Chairman Clay and Members of the Committee for your attention to the serious issue.