

Entry Form Label

Please fill out the following information and attach to the front of the entry package.

Date: February 2, 2007 **In Publication Since:** 1964

Name of Publication: The Washington Informer

Name of Publisher: Denise Rolark Barnes

Address: 3117 Martin Luther King Jr Ave., S.E.

City/State: Washington, D.C. **ZIP:** 20032

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Entry Form

I. Please complete the following sections. Attach any supporting documentation if necessary. (Entry packages, including supporting documentation, should not exceed 15 (fifteen) pages in total.

A. Newspaper History

In 1,000 words or less describe the history of your newspaper, its mission and its vision. (Please provide a copy of your media kit with your entry).

THE WASHINGTON INFORMER adopts the African proverb that states: "It takes an entire village to raise a child." We believe this to be true, not only for the nurturing and development of youth, but for all members of the community. This is why for more than 42 years, The Washington Informer has been committed to only publishing and distributing news, which is positive and beneficial for citizens of the greater Washington metropolitan area. We firmly believe that by publishing uplifting news and useful information, we can support the community as it finds positive and constructive ways to help itself. Our long-standing commitment towards this mission has allowed the Washington Informer to gain the reputation as a newspaper with integrity, vision and genuine concern for the community and its readers. The Washington Informer not only reports local community news, but it contributes to the community in many meaningful ways, as well.

THE WASHINGTON INFORMER is an African American, woman-owned newspaper founded on October 16, 1964 by the late Dr. Calvin W. Rolark. Over the past 43 years, The Washington Informer has grown from an 8 to 12-page weekly tabloid to an average of 40 pages or more covering a broad range of topics including politics, education, business, health, finance, religion, sports, national and international affairs, concerns of the elderly, and so much more.

THE WASHINGTON INFORMER is published on Thursday, and has a current readership of more than 50,000 residents in the District of Columbia, suburban Maryland and Virginia. The newspaper is distributed by mail to more than 500 households, and to more than 200 vendors, news boxes and other outlets in D.C., Maryland and Virginia. In addition, The Washington Informer is delivered to more than 50 churches, local schools and senior citizens homes. The Washington Informer's current circulation of 19,000 is audited by the Certification Verification Council (CVC).

THE WASHINGTON INFORMER does not cover any crime news. When covering issues related to crime, the focus is usually on ways in which the community has managed to create solutions that help to improve the quality of life for all Washington area residents.

THE WASHINGTON INFORMER is a member of the National Newspaper Publishers Association (NNPA), the oldest trade association of African American-owned newspapers across the country with more than 200 members. It is also a member of the

Maryland-Delaware/D.C. Press Association (MDDC), the Independent Free Paper Association (IFPA), the Association of Free Community Papers (AFCP) and the Mid-Atlantic Community Papers Association (MACPA). It is also a member of the D.C. Chamber of Commerce and the Prince George's County Chamber of Commerce. The Washington Informer is active in many local public and charter schools, helping to support school-based newspapers where expertise and resources are desperately needed and internships are made available to students attending 13 of the local colleges and universities.

THE WASHINGTON INFORMER is the official sponsor of the D.C. City-Wide Spelling Bee, in which nearly 3,000 students participate each year. The Washington Informer is the first weekly and the first African American-owned publication in the nation to receive sponsorship privileges 25 years ago when the bee was first brought back to the District of Columbia.

THE WASHINGTON INFORMER is the recipient of numerous Merit Awards presented by the NNPA for categories including Best Layout and Design, Use of Photographs and Best Church Page. The Washington Informer and members of its staff have been recognized for outstanding contributions to the community and for excellence in Journalism. Most recently, the National Black Chamber of Commerce named The Washington Informer the Most Outstanding Newspaper in America.

B. Campaign Goal(s)

Describe the goals your newspaper was trying to achieve that led to the need to create an innovative campaign.

- (1) To create a resource guide for African Americans that will educate them on ways to avoid financial traps that lead to debt and dependency; and to promote strategies that will increase personal and professional wealth and independence.

- (2) To promote African American professionals who provide a broad range of resources including financial awareness programs, financial products and literature, and debt-reduction and wealth-building advice to African American consumers and professionals.

- (3) To link the African American community to general market financial intuitions that have initiated programs and services that specifically target the African American community.

- (4) To broaden our relationship with area financial institutions and professionals to turn them into future advertisers.

- (5) To increase revenue for The Washington Informer from advertising and subscriptions.

C. Strategic Planning

Describe the overall marketing and/or business approach used to achieve the goal(s) of the campaign.

While we recognized the fact that the nation generally observes April as Financial Literacy Month, we selected October to publish our financial literacy supplement because it coincides with the end of the summer break and back to school when individuals begin to assess their financial resources. This period allows us to lay the ground work that we believe will provoke our readers to begin to make wise choices about their spending before the holiday rush and to consider wealth-building options that may come into play as they make their New Year's resolutions and prepare for tax season. We engaged Mike Shinn as our expert to write pieces for the supplement. Mr. Shinn is a certified financial planner and an accomplished writer on all areas of financial literacy. We compiled a list of contacts from our current advertisers. We also included prospective advertisers who we believe may agree with us that this supplement provides a unique and affordable opportunity to reach a segment of the community that is ordinarily underserved. We forwarded a media kit specifically for the Financial Literacy Supplement which, we delivered via email and postal mail, along with an invitation to participate in the special supplement. Included is a proposal that outlines the range of sponsorship opportunities. Promotional ads are published in the newspaper beginning six weeks prior to the publication date. Meetings and presentations are made with selected financial institutions to invite them to become a supplement sponsor. In addition to their ads, we also provided editorial space for sponsors to promote specific programs and products targeted to our consumer market, and we request that *all* articles submitted be educational and informational. One strategic partner, for the past two years, is the Association of African American Financial Advisors (AAFA), who advertised and provided editorial content. AAFA has also named The Washington Informer as a co-sponsor of their financial literacy seminars held several times a year in communities located D.C., Maryland and Northern Virginia

D. Measures of Success

Describe how your publication measured the success of its campaign.

Success was primarily measured by the feedback we received from our readers and advertisers. One advertiser, Operation HOPE, Inc. (DC), a non-profit organization which seeks to eradicate poverty by serving as an effective facilitator, lender, advocate and educator of economic tools and service, requested a republication of the supplement to distribute to throughout their network. Several advertisers also requested permission to publish the Financial Literacy supplement as PDF on their website. It can also be found on home page of The Washington Informer website at www.washingtoninformer.com where it continues to be accessible to visitors.

Comments from our readers and advertisers are listed below:

I really like the Financial Literacy supplement. Good financial information and great advertisements. I am sure that it is a financial success. I am ccing it to the Call & Post and Reach Media. Can you send me 6 of the supplements. I also want to share it with some people here in Cleveland. Good job.

Mike Shinn, CFP

I'm a long time reader and enjoy all your issues so I was saddened that the box at the Waterside Metro stop near the elevator where I always got my copy was recently removed. Fortunately, I can still get it in the SW Library. Unfortunately, though, when I went there to get 6 to 12 copies of the issue with the Financial Supplement, the new issue had been distributed and there were none of the issue with the Financial Supplements. So, how can I get a bunch of those? I want to send them to all 7 people in attendance at a meeting of the Southwest Group Ministry earlier this month where we talked about the need for financial literacy in our community. I have thought of copying my copy but that is really prohibitably expensive for me right now. Thank you so much for that supplement. It is so targeted to the heart of the matter in the growth and development of so many humans in our city and is such a treasure trove of information! So rich, in fact, putting it in a few more issues would be good.

*Thanks so much,
Sarah Livingston*

Hi Ron,

Would it be okay for me to post your .pdf to MHCDO's Web site, inviting people to check out WT's Financial Literacy Supplement, including MHCDO's article and ad?

*Amy Cody
Marshall Heights Community Development Organization*

Hi - This is a very nice piece. Lydia's House will be pleased with their ad and editorial placement. I would love to see a supplement on women-owned businesses/organizations in the District - women helping other women. I look forward to seeing you on October 21!

*Cara L. Knox, Director,
Burson-Marsteller*

Success was also measured by the revenue we generated which totaled nearly \$31,000 in addition to the regularly published edition of the Informer. Additionally, current and new advertisers have locked in their commitments to this year's Financial Literacy supplement, as well as our annual Homeownership supplement scheduled for June.

E. Overcoming Challenges

Describe the most critical challenges to the campaign and what you did to overcome them.

The most critical challenge we faced was to secure enough advertising support to make the supplement profitable. Advertisers we currently have relationships with were easily convinced to participate. However, the purpose of the supplement is to also attract new advertisers. We found an effective strategy to attract potential advertisers was point out how the logos of those advertisers who sponsored the supplement were prominently placed throughout, that they were recognized as sponsors in the promotional advertising as well as editorial copy, and by sharing the number of copies each some advertisers requested to distribute among the customers and employees.

Another challenge was to secure enough quality content. In order to be successful, we sought the support of several African American financial planners and consultants and invited each sponsor to submit content they viewed as valuable. Getting each contributor to adhere to word counts and deadlines created an extra burden on our editorial staff who worked through the process like champions. We realized that regardless of content, the publication had to look good, as well. Our graphic artists presented several cover ideas that would support the supplement's content. Lastly, we underestimated the vast interest we had hoped the supplement would receive by not sufficiently increasing our press run to fulfill every request. Most of the sponsors placed early requests for 500 to 2000 extra copies of the supplement to distribute among their employees and customers. Several community organizations and churches also requested to additional copies. The experience confirmed our decision to include the supplement in every printed edition of The Informer and to print additional "stand alone" copies for current and future requests.

F. Campaign Results

Describe the actual results of the campaign and whether it reached its goal(s).


- (1) The financial goals were reached and exceeded.
- (2) The information was well-received by our readers.
- (3) Advertisers and sponsors received positive responses such that many have returned each year.
- (4) We received several inquiries from readers requesting permission to duplicate the issue for their constituencies.
- (5) Our initial sponsors of the 2004 supplement were **GMAC** and **Bank of America**. In 2005, we added **Countrywide**, **PNC Bank**, **Andrews Financial Credit Union**, **The Greater Washington Urban League** and **Operation Hope**. In 2006 **Andrews Federal Credit Union** was the primary sponsor and we had support from many local organizations committed to providing financial services to our community. As a result of our efforts, we have preliminary sponsorship support for the 2007 supplement from **Treasury Credit Union** and **Citicorp**, while **Andrews Federal Credit Union** remains on board.

G. Social Responsibility

The DaimlerChrysler Financial Services/NNPA Foundation Entrepreneurial Award rewards NNPA-member for their savvy in promoting and building their newspapers' businesses, while demonstrating an entrepreneurial and community-minded spirit. Describe how your campaign relates to DaimlerChrysler Financial Services' core value of "social responsibility."

Since its inception in 1964, The Washington Informer has consistently fulfilled its mission to empower our readers by publishing news and information that educates, entertains, inspires and, most importantly, informs. Dr. Calvin W. Rolark, the late publisher, had among his goals to not only focus on the need for the African American community to read positive stories about the contributions made by African Americans, but to establish a record for others outside of the African American community to know of our contributions, as well. Over the years, publishing a weekly newspaper has only been a part of the history and tradition that describes The Washington Informer's role in the publishing industry in Washington, D.C. We have also been described as "the involved weekly" due to our active participation in programs and events that truly make a difference in the market we serve. Our participation as a media sponsor in health and literacy expos, as well as our 25 years of sponsorship of the D.C. City-Wide Spelling Bee, represents the recognition we give to our duty and responsibility to serve the community that supports us through subscriptions and advertising. Yet, we realize that African Americans still lack a level playing field on which we seek to achieve equality and equity. The pervasive inequity is not only a consequence of past racial discrimination, but it is also a direct result of our deficiency of knowledge, skill and lack of access to financial resources and capital needed to secure our communities and our families. Additionally, our circulation reach includes Prince George's County, the most highly educated and economically successful counties for African Americans in the United States. Yet, many report that among the residents there continues to be inordinate amount of excessive debt, a growing home foreclosure rate and continued barriers to financial services. In order to address the myriad of problems that negatively impact our community, it is imperative that we commit ongoing time, resources and space to financial literacy and to an annual special section that digs deeper to address the financial divide in the African American community. Education is the key. Strengthening and

growing the African American economically will create a broader and more diverse community for The Washington Informer to serve and our annual Financial Literacy supplement aims to make a difference because we view it as our “social responsibility” to serve our readers’ needs.

Publisher’s signature: 
(Publisher’s signature confirms that he/she understands and agrees to all the rules and regulations of the “DaimlerChrysler Financial Services/NNPA Foundation Entrepreneurial Award” Competition. **All entries must be signed**)

ATTACHMENT A

Proposal sent to prospective advertisers...

THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER
CELEBRATING OUR 41ST YEAR OF SERVICE



FINANCIAL LITERACY SUPPLEMENT
PARTNERSHIP PROPOSAL

“The main reason people struggle financially is because they have spent years in school but learned nothing about money...”

Robert Kiyosaki, author of Rich Dad Poor Dad

OCTOBER IS FINANCIAL LITERACY MONTH

The Washington Informer is proposing a partnership that should help further any and all initiatives your organization may have in the African American community, while helping to educate and empower the community concerning financial literacy.

The Washington Informer Newspaper is planning a pull-out supplement, devoted to financial literacy. We will examine factors, past influences, and underlying beliefs, that may impact how African Americans think about financial matters. We will look at information, ideas, and plans, as it relates to saving and investing, credit and debt management, and funding for insurance, education, and retirement.

Since this will be a pull-out issue that will be saved, we anticipate this will be an excellent opportunity for any business related to money, finances or financing, credit, tax issues, etc., to advertise to a target market, as well as do some image building in the community.

We believe that a portion of your advertising and marketing budget should be dedicated to our readers since we have a mutual dedication to improving the quality of life, and because so many of our readers and their families fit the demographics you are targeting. The Washington Informer can be one of your links to the African American community, and by sponsoring this issue you can **ADVERTISE, EDUCATE, AND INFORM...** all with the same dollar.

I **Potential Topic Ideas** – As a partner, you would be encouraged to submit content

Credit and Debt management

Retirement planning

Financial planning

Education planning (college funding)

Estate planning

Life, Disability, Long Term care insurance

Homeownership/Innovative Mortgage products

Banking Practices

Elder care Funding

Healthcare Funding

Real estate investing

Tax Planning

Charitable Giving

Entrepreneurship and Small Business Ownership

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THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER CELEBRATING OUR 41ST YEAR OF SERVICE

II Partnership Levels

- Platinum Sponsor (2) – \$7500 - This would give you a banner ad on the front page, two full page ads and a ½ page ad in the supplement, mention in our ad, with your logo, thanking contributors, and space to submit editorial content. Your section of the supplement would be a minimum of four pages. It will also give you 1000 extra copies to distribute as you wish.
- Gold Sponsor (4) - \$5000 – This would give you a full page and a 1/2 page ad, banner ad in your section, mention in our ad, with your logo, thanking contributors, and space to submit editorial content, and 500 copies to distribute as you see fit. Your section of the supplement would be a minimum of three pages.
- Silver Sponsor – (unlimited) - \$2500- This would give you a full page, a ¼ page ad, a banner ad in your section, mention in our ad, with your logo, thanking contributors, and space to submit editorial content, and 250 copies to distribute as you see fit. Your section would be two pages.
- Regular advertiser – Rates would be consistent with our rate card for ad rates and sizes.

III Publication Date

- October 19, 2006...space reservations are desired ASAP

IV Added value

- Your presence in this issue will **help you reach our targeted market in order for you to win the loyalty of new customers, clients, or participants in your events or organizations, while having editorial support.**
- We would have the ability to do reprints of the supplement if necessary, and could be instrumental in shopping it to other NNPA publications.
- This supplement will be submitted by The Washington Informer to the NNPA and other newspaper associations for awards, meaning your sponsorship will get additional recognition.

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**THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER
CELEBRATING OUR 41ST YEAR OF SERVICE**



Ten Reasons to Advertise in a Washington Informer Special Section

1. Special sections allow you to focus your ads on a specific target market.
2. Special sections create market places within the newspaper to draw targeted audiences. In some cases, special sections create a marketplace where no one has been before. In some cases they tie to a specific event or time of year making it more relevant for the reader.
3. Special sections add content support for your advertising.
4. The Washington Informer typically promotes special sections getting incremental traffic for your ads. Often special sections are distributed at major events or in other ways to enhance your audience as well.
5. Special sections are typically stand alone sections within the newspaper making them and your ad easily located.
6. Special sections are typically saved giving your ad longer shelf life.
7. Special sections often tie your brand more closely to the community you serve.
8. Special sections are great opportunities for co-op and vendor funding.
9. Special sections are great ways to top test the viability of the newspaper.
10. Special sections allow you to finitely target merchandise and services that would appeal to the special section reader.

You are invited to let The Washington Informer be your link from anywhere to the African American community. Advertising in The Washington Informer will yield the positive results you desire. Our Special sections will help you build awareness, awareness will build familiarity, and familiarity will build trust.

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