

## **MEMORANDUM OF UNDERSTANDING**

**Between**

**NNPA and the NAACP**

NNPA is a trade association of the more than 200 African American-owned community newspapers from around the United States. Since its founding 75 years ago, NNPA has consistently been the voice of the black community and an incubator for news that makes history and impacts our country. As the largest and most influential Black-owned media resource in America, NNPA delivers news, information, and commentary to over 20 million people each week. Americans from all backgrounds seek news from the Black perspective from the NNPA member newspapers around the country. In America, now among the most diverse countries in the world, the Black Press of America is more relevant than ever.

The NAACP is the nation's oldest, largest and most widely recognized Civil Rights organization and has championed the causes of the disenfranchised since its founding in 1909. The NAACP's mission is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate hatred and racial discrimination.

### **PURPOSE OF MEMORANDUM OF UNDERSTANDING**

The National Association for the Advancement of Colored People (NAACP), and the National Newspaper Publishers Association (NNPA) have come together to collaborate, and to form a mutually beneficial working partnership. These two respected, legacy African American national organizations each stand as the oldest and largest membership-driven groups of their kind, dedicated to defending and serving the same communities and populations across the country.

Given the change at the helms of leadership of both at mid-year of 2017, and their similar mandates to reinforce their missions, transform their cultures and cement their relevance to constituents.

The NAACP and the NNPA will officially enter into a two-year partnership, beginning in September of 2017 through September 30, 2019, commensurate with the term of new Chairman Dorothy Leavell. This partnership agreement is amendable at any time, and may be revisited for renewal upon expiration.

**The Roles and Responsibilities of these legacy organizations are as follows:**

- The NAACP will develop and pen a monthly, approx. 600-word column under the byline of Interim President Derrick Johnson, possibly with a branded title. NNPA will encourage its member publishers to feature the column on their editorial pages, as a key agreement of the partnership.
- The NAACP will develop and pen a monthly, approx. 600-word column under the byline of key program staff (Washington Bureau, Environmental Justice, Criminal Justice, Health, etc), possibly with a branded title. NNPA will encourage its member publishers to feature the column on their editorial pages, as a key agreement of the partnership.
- NAACP will investigate the development and production of a weekly or monthly podcast, to be featured on the pages of member newspaper websites which have streaming capability. NNPA will furnish a list of these outlets.
- NAACP and NNPA will provide speaking/sessions/workshop opportunities at NAACP Convention and NNPA Conference.
- NAACP and NNPA will each commit to identifying and sending representatives to co-participate in the partner organization's regional meetings, where the key regions of focus match.
- The NAACP will pursue establishing a paid, ongoing advertorial schedule with the NNPA, likely membership and/or development focused (TBD). Further, the NAACP will investigate resuming the practice of placing the official NAACP Image Awards ballot in the NNPA member newspapers, and will additionally look into the possibility of establishing a Black Press Award for Excellence as part of the program.
- The NAACP will utilize the NNPA's *NNPA News Service*, *NNPA Newswire*, the *NNPA Digital Network* and *Black Press USA* for the distribution and placement of official statements, press releases and news items as of the November 2017 conclusion of its agreement with its current vendor. Use of these services is understood to be non-exclusive.
- NAACP will consider the development of a four-page quarterly or semi-annual status report, i.e. *NAACPNow* (working title), in a magazine or page format which NNPA publications could publish as an insert.
- Burrell Communications Group will lead the establishment of a co-branded NNPA/NAACP summer journalism internship or mentorship program, benefiting students at historically black colleges and universities—some of which already have working relationships with the NAACP. All parties, along with the NNPA Foundation, will work together to potentially secure a sponsor(s) for the program.
- The NNPA will actively engage in dialogue with its supporters, staff and networks about ways to increase NAACP advocacy campaigns.
- The NAACP will actively engage in dialogue with its supporters, staff and networks about ways to increase exposure to, and consistent use of the

nation's black press (more than 200 NNPA publications and/or their websites and e-newsletters),

- The NAACP and NNPA will convene bi-monthly face-to-face meetings to assess the status of the partnership, and to ensure that all commitments and success metrics are being achieved.

*Commitment To Partnership*

- The collaboration service area includes the multi-jurisdictional area of the United States of America; wherever the NAACP and NNPA have offices, officers and/or otherwise operate.
- We, the undersigned, have read and agree with this MOU. Further, we have thoroughly reviewed the proposed, and approve it.

By: Claudia Withers <sup>FS</sup>  
Claudia Withers, COO

Date 11/1/17

By: Samuel Gaillard  
Samuel Gaillard, CFO

Date 11-17-17

By: Dorothy Leavell  
Dorothy Leavell, NNPA

Date 12-8-17

By: Benjamin F. Chavis, Jr.  
Dr. Ben Chavis, NNPA

Date 12-08-17