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NATIONAL NEWSPAPERS PUBLISHERS ASSOCIATION

LUNCHEON GREETINGS

HOUSTON, TEXAS

STANLEY S. SCOTT
SPECIAL ASSISTANT
TO THE PRESIDENT
THE WHITE HOUSE
WASHINGTON, D. C.

JUNE 22, 1973

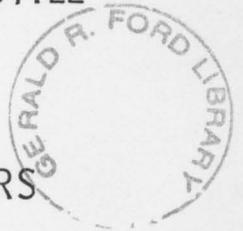


IT IS ALWAYS A PLEASANT EXPERIENCE TO BE WITH OLD FRIENDS AND ASSOCIATES OF THE NNPA. WHEN MY FRIEND SHERMAN BRISCOE ASKED ME TO BRING GREETINGS, I BEGAN LOOKING FORWARD TO THIS REUNION AND THE CHANCE TO MINGLE AND TALK ABOUT OLD TIMES.

EVEN THOUGH THIS MONTH MARKS MY SECOND YEAR IN THE NIXON ADMINISTRATION, DEEP DOWN INSIDE I STILL FEEL THAT I AM A PART OF THE WORKING PRESS.

A STORY IS TOLD OF TWO YOUNG MALE PUBLISHERS WHO WERE AMAZED AT THE NEWLY-DISCOVERED FACT THAT THE HUMAN BODY IS 92 PER CENT WATER. AS THEY TALKED, A LOVELY COED WALKED BY AND THE CONVERSATION CAME TO A STOP. RECOVERING AFTER A MOMENT, ONE OF THE PUBLISHERS REMARKED, "MAN, SHE SURE DID A LOT WITH HER 8 PER CENT!"

SO THE POINT SHOULD BE MADE THAT SMALL THOUGH IT MAY BE, THE MINORITY PRESS HAS MADE IMPRESSIVE INROADS. MANY TIMES THE BLACK PRESS HAS BEEN THE ONLY VOICE HEARD



OUTSIDE THE BLACK COMMUNITY. YOU MIGHT SAY THE BLACK PRESS HAS BEEN HISTORICALLY A CATALYST FOR CHANGE.

I SAT IN ON A BRIEFING JUST BEFORE THE RECENT HISTORIC PRESIDENTIAL TRIP TO CHINA AND I HEARD SOMEONE ASK THE QUESTION WHY WESTERN NATIONS ARE AFRAID TO TRUST CHINA. I THOUGHT YOU MIGHT LIKE TO HEAR THE EXPLANATION GIVEN: ANY COUNTRY THAT HAS OVER 750 MILLION PEOPLE AND MAINTAINS THAT PING PONG IS ITS FAVORITE SPORT MIGHT VERY WELL LIE ABOUT OTHER THINGS, TOO.

I WANT YOU TO KNOW THAT EACH DAY I READ BLACK NEWSPAPERS AND MAGAZINES AROUND THE COUNTRY, JUST AS I DID A NUMBER OF YEARS AGO WHEN I WAS WORKING AS A REPORTER IN ATLANTA.

THE JUNE ISSUE OF BLACK ENTERPRISE MAGAZINE CONTAINED A NUMBER OF FEATURE ARTICLES ON THE RISE OF



BLACK CAPITALISM. THE JUNE 25 ISSUE OF TIME MAGAZINE ALSO TOOK NOTE OF THIS GROWTH OF PUBLISHERS INCLUDED AMONG THE 100 LARGEST BLACK-OWNED OR OPERATED COMPANIES . . . ALL WITH SALES OF MORE THAN ONE MILLION DOLLARS. I AM ALSO PROUD TO POINT OUT THAT 54 PER CENT OF THESE 100 FIRMS WERE STARTED DURING THE PAST FIVE YEARS.

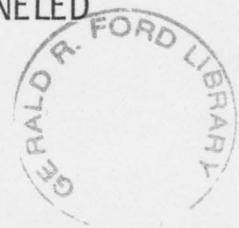
WE AS BLACKS CAN LOOK WITH PRIDE TO JOHNSON PUBLISHING COMPANY WITH SALES OF MORE THAN 23 MILLION DOLLARS IN 1972, AND THE SIX OTHER BLACK PUBLISHERS -- W. LEONARD EVANS, JR., AND TUESDAY PUBLICATIONS; FRANCES L. MURPHY, II, AND THE AFRO-AMERICAN NEWSPAPERS; CLARENCE JONES AND THE NEW YORK AMSTERDAM NEWS; CHESTER L. WASHINGTON AND THE CENTRAL NEWS-WAVE PUBLICATION; JOHN L. SENGSTACKE AND THE CHICAGO DAILY DEFENDER; EDWARD LEWIS AND ESSENCE MAGAZINE; AND EARL GRAVES AND BLACK ENTERPRISE MAGAZINE.



IT SHOULD BE NOTED THAT A RECENT STUDY COMPLETED AT HARVARD UNIVERSITY PREDICTS A ROSY FUTURE FOR THE BLACK PRESS BECAUSE OF CONTINUED GROWTH OF SPECIAL INTEREST AMONG SPECIAL GROUPS IN CITIES.

YOU DON'T HAVE TO BE REMINDED THAT IT WAS NOT VERY LONG AGO WHEN MANY WERE PREDICTING THE FAILURE OF THE BLACK PRESS. BANKERS WERE AMONG THE FIRST TO TELL YOU THIS WHEN A LOAN WAS SOUGHT. WE ARE WITNESS TO A DRAMATIC AND HIGHLY COMMENDABLE ACHIEVEMENT IN THE GROWTH OF BLACK CAPITALISM.

I KNOW THAT YOU WILL CONTINUE TO DO YOUR PART AT MAKING CAPITALISM MORE THAN A SPECTATOR'S SPORT FOR OUR PEOPLE DURING THE 70's. IF A LARGER AMOUNT OF THE MORE THAN 51 BILLION DOLLARS EARNED BY BLACKS IN THIS COUNTRY EACH YEAR CAN SOMEHOW BE CHanneled



INTO OUR COMMUNITIES AND INTO BLACK BUSINESSES,
WE WILL CONTINUE TO WITNESS DRAMATIC GROWTH AND
DRAMATIC CHANGE.

I WANT YOU TO KNOW THAT I CONTINUE TO BE
SUPPORTIVE OF YOUR EFFORTS, JUST AS ALL CONCERNED
BLACK AMERICANS WILL LEND THEIR SUPPORT.

I AM CONFIDENT THAT WHEN THE TOP BLACK BUSINESSES
ARE COMPILED FOR 1973, MORE BLACK PUBLISHERS WILL JOIN
THE RANK OF THOSE WHOSE SUSTAINED EFFORTS HAVE BROUGHT
A DEGREE OF SUCCESS.

