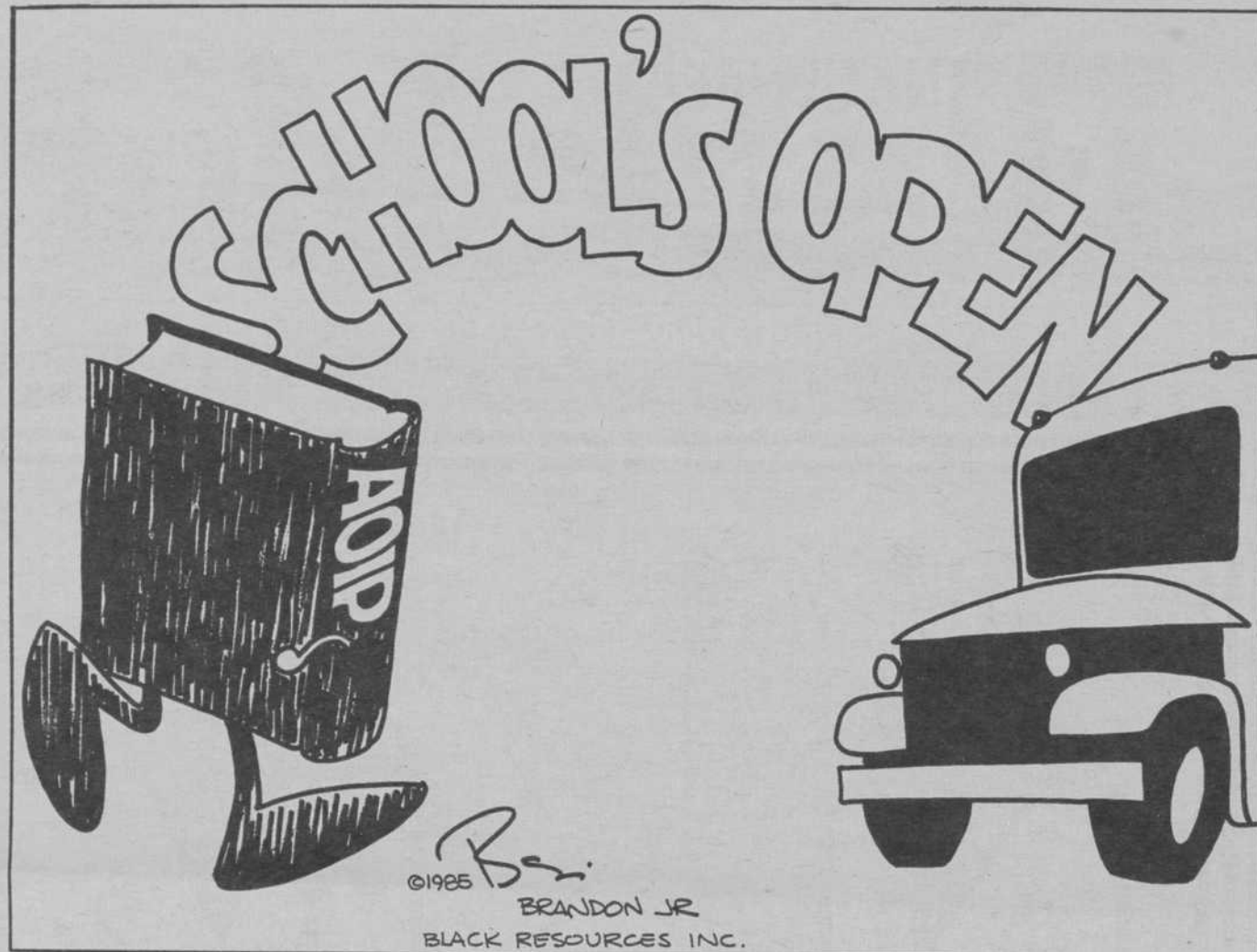


**BMI Cooperative Newspapers
And Carriers of
The National BLACK MONITOR**

September 1985—National BLACK MONITOR

- Akron Reporter Group (OH)
- Albany Times (GA)
- Atlanta People's Crusader (GA)
- Augusta Black Focus (GA)
- Austin Capital City Argus (TX)
- Bakersfield Metro Star (CA)
- Bennetsville Fine Print News (SC)
- Birmingham Times (AL)
- Bloomington Voice (IL)
- Boston Greater News (MA)
- Buffalo Criterion (NY)
- Buffalo Fine Print (NY)
- Charleston Black Times (SC)
- Charleston Coastal Times (SC)
- Charleston Chronicle (SC)
- Chicago Independent Bulletin (IL)
- Chicago Observer (IL)
- Chicago Tri-City Journal (IL)
- Chicago World News Examiner (IL)
- Cleveland Metro (Bedford Hghts., OH)
- Columbia Black News Group (SC)
- Columbus Times (GA)
- Cordelle Southeastern News (GA)
- Dallas Weekly (TX)
- Daytona Times (FL)
- Decatur Speaking Out (AL)
- Decatur Voice (IL)
- Denver Weekly News (CO)
- Detroit/Ecorse Telegram (MI)
- East St. Louis Monitor (IL)
- Florence Black Sun (SC)
- Florence Shoals News Leader (AL)
- Fort Pierce Chronicle (FL)
- Fort Wayne Frost Illustrated (IN)
- Fresno California Advocate (CA)
- Gary Info (IN)
- Goldsboro Metro Times (NC)
- Grand Rapids Times (MI)
- Greensboro Carolina Peacemaker (NC)
- Greenville Black Star
- Greenville Palmetto Leader (SC)
- Hartford Northend Agents Newspaper (CT)
- High Point Journal (NC)
- Houston Sun (TX)
- Indianapolis Indiana Herald (IN)
- Jackson Blazer (MI)
- Jacksonville Advocate (FL)
- Kansas City Globe (MO)
- Las Vegas Sentinel (NV)
- L.A. Metro Gazette (CA)
- L.A. TV Journal & News Magazine (CA)
- L.A. Watts Times (CA)
- Lubbock S.W. Digest (TX)
- Macon Times (GA)
- Marion Pee Dee Observer (SC)
- Memphis Mid-South Express (TN)
- Midland Progressive Times (TX)
- Mobile Inner City News (AL)
- Montgomery/Tuskegee Times (AL)
- Muskogee Oklahoma Eagle (OK)
- Newark/Essex Suburban Greater News (NJ)
- New Orleans Black Data Weekly (AL)
- New York Daily Challenge (NY)
- (New York) L.I. Courier
- New York People's Tribune (NY)
- New York Recorder (NY)
- Orangeburg Black Voice (SC)
- Orangeburg View South News (SC)
- Orlando Times (FL)
- Pasadena Gazette (CA)
- Peoria Voice of the Valley (IL)
- Philadelphia New Observer (PA)
- Philadelphia Spirit (PA)
- Pittsburgh Homewood-Brushton News (PA)
- Portland/Vancouver Skanner (OR)
- Riverside Black Voice News (CA)
- Rochester Communicade (NY)
- Rock Hill Black News (SC)
- St. Louis Crusader (MO)
- San Francisco New Bayview News (CA)
- San Francisco/Sacramento Observer Newspapers Group (CA)
- Sarasota Weekly Bulletin (FL)
- Savannah Tribune (GA)
- Seattle Facts (WA)
- Sumpter Black Post (SC)
- Tacoma Facts (WA)
- Tacoma N.W. Dispatch (WA)
- Tallahassee Capital Outlook (FL)
- Tampa Dollar Stretcher (FL)
- Texarkana Insight (TX)
- Tulsa Oklahoma Eagle (OK)
- Washington Informer (DC)
- (Washington) New Observer (DC)
- W. Palm Beach Florida Photo News (FL)

All of the newspapers in The BMI Cooperative are considered publishers of the MONITOR. Because of cost limitations in printing, we cannot provide MONITORS for all of our publishers. Those marked with a bullet are our present carriers.



EDITORIAL NOTES

This month's Cover Story focuses on the National Association of Market Developers (NAMD) and pays long-overdue tribute to our Black business pioneers who blazed the trails for Blacks into White Corporate America. The story emphasizes the need to have such an organization which serves as a communications bridge between the Black community and the White Establishment.

NAMDeRs—the first Blacks to enter the Corporate World—have grown, moved up the ladder and some have gone into business for themselves. These

men and women play a much-needed role by ensuring that all programs of their companies equitably include the Black community.

For our readers who may not be familiar with some of the terms used in the Cover Story, we offer the following explanations:

MARKETING is a complex set of communications and interrelationships between producers and consumers. It is the process by which manufacturers go about getting the final product(s) to the consumer. This process includes re-

searching the demand for a product, testing and packaging a product in specific locales, advertising, promotion, etc.

SEGMENTED MARKETING recognizes that there are certain social gaps or differences between producers and groups of consumers. Special communications and interrelationships are required to address the needs, requirements and demands of specific target populations, e.g., women, Blacks, Hispanics, joggers, etc.

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