

Patricia O'Flynn-Thomas First Woman Elected President of the National Newspaper Publishers Association in its 47-Year History

Philip Morris Vice President, Stanley S. Scott, Given NNPA's Prestigious Distinguished Service Award

DETROIT—Patricia O'Flynn-Thomas, Publisher of the weekly Milwaukee Community Journal, was recently elected President of the National Newspaper Publishers Association (NNPA).

Chosen from a field of four candidates in a spirited election at the NNPA's 47th Annual Convention at the Westin Hotel, she becomes the first woman to head the trade association for more than 160 black newspapers throughout the U.S. and in the Caribbean.

"Pat Thomas brings intelligence and commitment as well as proven marketing and leadership skills to this most important position," said Stanley S. Scott, Vice President, Director of Corporate Relations and Assistant to the Chairman, Philip Morris Companies Inc.

On hand to accept the NNPA's Distinguished Service Award, Scott added: "Pat will need the full support and cooperation of the NNPA officers and members in order to help move the Association to that position of strength it should have as an important, national trade association."

Addressing the convention delegates following the election, Ms. Thomas said: "The black press has a proud legacy of 160 years of service to its readers and as an important communications and political force in this country — we hope to help strengthen that legacy."

She said: "We have begun a series of discussions with publishers and other black media supporters to map new di-

rections aimed at enhancing our image, the quality of our publications, our advertising revenues and also our overall effectiveness both within the black and in the total American community."

In other convention events, Prof. Velma Brown, an instructor in English and Journalism at Albany State College, Georgia, was introduced as this year's T. Thomas Fortune Fellowship winner by Obrie Smith, Director, Corporate Affairs, Miller Brewing Company. Brown will intern this summer with the Michigan Chronicle in a program underwritten by Philip Morris and the Miller Brewing Company.

And David Shook, Assistant Director, Creative Services, General Foods Corporation, announced a grant of \$19,000 to the NNPA to develop and staff its own desktop publishing center at the Association's Washington headquarters to improve services to black newspapers nationwide.

Former NNPA President, Christopher H. Bennett, Publisher of the Seattle Medium, earlier introduced Scott, the Philip Morris executive, as "a product of the black media. He has been a friend and supporter of black newspapers in his career as an editor, government official and corporate executive."

Scott told the publishers they were a very powerful group, but, that in some instances, individual members did not appear to realize this.

He urged them to become more active in seeking advertising contracts from



CONGRATULATIONS! Stanley S. Scott, left, Vice President, Director of Corporate Relations and Assistant to the Chairman, Philip Morris Companies Inc., congratulates Patricia O'Flynn-Thomas, Publisher of the Milwaukee Community Journal, who became the first woman President of the National Newspaper Publishers Association (NNPA). Christopher H. Bennett, Publisher of the Seattle Medium and past NNPA President is at right. Scott was congratulated, in turn, as the recipient of the NNPA's Distinguished Service Award during the Association's 47th Annual Convention held recently in Detroit.

major business firms that sell extensively to blacks. He reminded the group that one reason for Philip Morris' decision a year ago to increase by \$1-million its advertising in black newspapers was to help the group get more advertising from other major corporations.

"Those of us in major corporations do not hear as much as we should from you," Scott told the publishers. "We need to hear from you."

Scott, who served as special assistant to both Presidents Nixon and Ford, told the convention delegates: "All my life I

have been a part of the black newspaper family -- I still have the scars from printing machines to prove it. I know the importance of the black press as a hardworking community institution, a vital contributor to a free society and as a powerful advertising medium."

He said: "I once asked my father, one of the founders of the Atlanta Daily World, what he was most proud of having accomplished during his lifetime. He told me, I am proud that we have helped people -- through our newspapers, we have helped some people."



PUBLISHERS ATTENDING the NNPA's 47th Annual Convention in Detroit included: (A) Dr. Carlton Goodlett, The Sun Reporter Chain, San Francisco; (B) Dorothy Leavell, Gary (Ind.) Crusader; (C) John H. Holoman, Herald Dispatch, Los Angeles; (D) Wilbert A. Tatum, Amsterdam News, New York; (E) Charles O'Neal, The Dallas Examiner; (F) Kenneth Drew, The New York Voice; (G) Bernie Foster, The Skanner, Portland, Ore., and (H) William Garth, The Chicago Citizen.

DETROIT MAYOR COLEMAN YOUNG, right, chats with Obrie Smith, Director, Corporate Affairs, Miller Brewing Company, following the mayor's welcoming address to delegates at the NNPA's convention at the Westin Hotel.

