

White House ignores black papers in ad blitz

Dr. John E. Warren
Special to Sentinel-Voice

The White House Office of National Drug Control Policy has awarded a number of contracts as part of its National Youth Anti-Drug Media Campaign, a campaign which virtually eliminates 2/3 of the 172-year-old African-American newspapers.

In Phase II of this program, which ran from May 26, 1998 to December 31, 1998, \$119.1 million dollars was spent on all media as a part of an initial media-buying plan. Only 91 of the 300 plus Black newspapers were used for this campaign. The majority of those papers, if not all, are weekly publications. Less than 4 million dollars was spent with all Black owned radio, television and newspapers.

The contract, given to

Bates Advertising USA Inc. and issued by the Department of Health and Human Services Program Support Center for the White House ONDCP, expired Dec. 31, 1998.

The White House ONDCP issued on Dec. 31 a new five-year contract, this time with Ogilvy & Mathers advertising of New York City. The contract runs from Jan. 4, through Jan. 3, 2000 for the first year with four additional years.

The amounts proposed for each year are: first year \$125,846,194.00 or \$128.8 million dollars; second year \$132.6 million dollars; third year \$136.6 million dollars; fourth year \$140.7 million and fifth year \$684 million dollars.

The fixed fee portion of the contract "the portion paid

to the agencies as profit for performing the contract" is no less than \$1.6 million for the first four years and jumps to \$8.5 million for the last year of the contract.

The Hispanic media is specifically mentioned in the new contracts while there are no references to the Black newspapers of America.

Members of the Black Press have raised this issue with the Congressional Black Caucus and Vice President Al Gore during a White House meeting with him in March of this year.

African-American newspapers still have not received ads from the White House ONDCP under the new contract with Ogilvy & Mathers during the first five months of this year.

Meanwhile anti-drug media campaign ads have run

in daily newspapers like the San Diego Union-Tribune during the last two weeks of April 1999. These almost full-page ads of course featured an African-American child, but ran in no Black newspapers. Several African-American publishers reported placing telephone calls of inquiry to Ogilvy & Mathers as this writer did. Calls were not returned.

As of this story no ads have been placed or announced for African-American newspapers for what now appears to be an almost 5-year plus campaign.

Of particular interest is the fact that mainstream media has for years given the impression that African-American youth and adults use more drugs than anyone else on the planet. The number of Blacks in jails in

this country on drug charges exceeds any other population.

In early March 1999, 34 members of the Congressional Black Caucus signed a letter to Barry McCaffrey, director of the White House Office of National Drug Control Policy. They questioned why projected spending for fiscal year 1999 only included \$3.2 million dollars for African-Americans out of an estimated \$85 million.

Under a sub-heading on conditions that shape ONDCP's National Youth Anti-Drug Media Campaign, McCaffrey told the CBC that their contractors will only buy media from outlets that comply with the public service requirements of the campaign.

The statement is important in lieu of the fact that the

Phase III contract for the advertising component of the Youth Anti-Drug Media Campaign talks specifically about the Partnership for a Drug Free America and how the 14-year-old organization has been responsible for the largest public service advertising campaign in history.

The contracts detailed how the advertising for the PDFA was created free out of the generosity of the Advertising Industry. What they don't know is that the corporations and businesses in America spend more than \$166 billion a year in advertising.

All the advertising dollars spent with the Black Press alone represent less than \$200 million.

Dr. John E. Warren is publisher of San Diego Voice & Viewpoint.

Malcolm X

(Continued from Page 3)

Joseph Fleming, who represents the estate of the late Betty Shabazz, Malcolm's widow, told the newspaper that the family, including Malcolm's daughter Ilyasah Shabazz, is "shocked that something that represents so intimate a part of their father's last moments would find its way to an auction house on the West Coast."

Phone calls to Butterfield & Butterfield

were not immediately answered Saturday, nor was a message left at Fleming's New York office.

The auction house released a one-line statement late Saturday, saying it "does not believe (and have not said we believe) the address book of Malcolm X was sold by the New York Police Department." Officials did not, however, say how the previous owner obtained the book.

Police

(Continued from Page 3)

"Any commission with political appointees may not have the requisite objectivity needed to examine the issues," said Sgt. Marty Pfeifer, a national board member of the Fraternal Order of Police.

The NAACP also opposes the bill, and suggested that

the House panel increase funding for several Justice Department programs and require police departments to collect statistics on the race of drivers pulled over for alleged traffic violations.

Diallo's mother, Kadiadou, who testified in support of the proposal, told of the agony of learning about

how her eldest son had died.

"I'm here today as a grieving mother. I'm not a politician. I don't understand much about the bill but what I can say is I'm not the only victim," she said. Federal officials should "provide whatever they can to prevent this kind of situation in the future."

HOUSE OF BLUES

LAS VEGAS • AT MANDALAY BAY

Etta James
MAY 29



SILK
with Case and Trina & Tamara
JUNE 4



AL GREEN
JUNE 12



The Dramatics



The Chi-Lites



The Stylistics



The Delfonics
WITH MAJOR HARRIS

JUNE 13



JAMES BROWN
THE GODFATHER OF SOUL
JUNE 18

PRODUCED BY: **HOUSE OF BLUES**

GOLDEN VOICE

3950 Las Vegas Blvd South
Las Vegas, NV 89119
FOR INFO 702 632 7600

TOWER RECORDS/ROBINSONS+MAY
SMITH'S/THE WHEREHOUSE/ODYSSEY
CALL-FOR-TIX (702) 474-4000
ONLINE WWW.TICKETMASTER.COM

