



September 2019

THE NATIONAL BLACK UNITY NEWS

Media Packet

*Jacinta Walker
Marketing Department*

VISION 2020 KICKOFF

What is the goal of VISION 2020?

Our goal with Vision 2020 Kickoff is to reignite a passion within our loyal readers and introduce TNBUN to millions of others. We look to connect all our communities of men and women from our passionate and insightful Millennials to our wise and experienced Baby Boomers and everyone and everything in between that unites us all. TNBUN will continue to be the leading resource guide and directory of local and National black businesses for our consumer base.

What is the TNBUN Strategy?

Our key strategy is the aggressive pursuit of providing the business community with the most effective and diverse means of connecting to their target customer. The National Black Unity News present's information from a variety of sources in a unified way. We focus our attention on the national, state, counties, city, and local communities. In addition to our national and state search engines, we offer newsletters, business/members directories, online radio, live networking events, social and business networking sites, local news, and other vital features. Our ultimate goal is to furnish businesses with a convenient way to market and advertise their products and services with an affordable yet effective results. We also will provide a multitude of services that will educate and inform our consumer base so that they can enhance their quality of life!

What are some industry and company challenges?

Most publications have gone 100% online. We live in an On-Demand society where we are accustomed to retrieving information right now and at our finger tips. We will meet this challenge by upgrading all our platforms, rebranding all digital assets and hiring the best in the business to ensure the most efficient outcome. Our subscription option still allows persons to get a physical paper. Remember, it is 4 issues per year.

Another objection is our quarterly output. Some may see this as a missed opportunity to reach the public. However, this is done by design. It keeps the cost for our advertisers extremely low. This alleviates one of the top reasons Black Businesses are unable to mass market their products and services: lack of marketing funds. Even still, TNBUN will provide a biweekly newsletter and social media platforms to capture the latest news, resources and current events.

VISION 2020 KICKOFF

How will we accomplish this? / How do we plan to get the Black America on board with our vision?

The reality is, there is a huge movement going on right now. Many of us have been “on board” for a very long time. We’ve all seen social campaigns like #SupportBlackBusiness or #BlackOwnedBusiness

Often we see this as a reactive position. Our vision at TNBUN is to have #SupportBlackBusiness as your 1st option and not a reactive one.

What main methods will VISION 2020 implement now?

- TNBUN Ambassadors - We are embarking on a MASSIVE National expansion plan. The only way we will accomplish this is through people like you reading this now. We need those passionate, in entrepreneurship, small business, community outreach, and connecting and strengthening our black community, to join our growing teams. Every State will consist of a State Director, State Manager and many State Ambassadors. As Ambassadors, you are enthusiastic and always share and promote the various TNBUN platforms. You are able to locate and reach our target audience. You are a great motivator and align with our mission. Commissions range from 20%-30% on Advertisements, Directory Enrollments & Sponsorship. Join Today! Support Black Unity and Earn by emailing your resume and cover letter. Let us know what state you prefer.
- TNBUN Directory Locate, Connect, Support is the solution to one of the biggest complaints we hear: Inability to locate your local black-owned business for product and service needs. Black business owners, community organization and corporations will have the opportunity to enroll. This online platform will make it super easy and fun to find and support these businesses at home or while traveling. Introductory rates will end soon. Portal enrollment opens December 2019! Reserve your spot now by _____

How are we reaching the community?

We have three main platforms

In-Person

- Special Events
- Corporate Sponsorships
- Community Rewards Program

Print Assets

- Quarterly Newspaper
- Editorials

Online Assets

- Website
- Online Business Directory
- Social Media Platforms
- Newsletter

VISION 2020 KICKOFF

These platforms allow individuals, businesses and communities around the country to promote, educate, inform, and connect with one another. TNBUN offers a wide array of methods to reach your target audience such as articles, sponsored social media posts, website display ads, preferred vendor list, corporate sponsorships, newsletter inserts and more.

Why will our campaign be successful?

VISION 2020 will lead with our Ambassador Program, Business Directory, and the Total Re-Branding of TNBUN

We are totally relying on the excited voices and overcoming the frustrations our communities face every day. “The community is in your hands” is our 2020 Theme. This means that we are the ones that will bring about success in our own communities and across the country. Just like we have seen in our rich past, when we support one another, there is nothing we cannot do. When we back that support with our dollars, we insure this success.

Potential Reach

- 50 States
 - 16,000+ Cities
 - 3,000+ Counties
 - 2,000,000 Black Owned Businesses
- (source United States Census Bureau)

Black Buying Power

The Black Community has major POWER! Nielsen places the Black Buying Power at 1.2 trillion dollars! We have seen an incredible movement for supporting one-another with more than words, but by putting our money behind it. TNBUN provides the platforms for us to make this happen even easier.

About

THE NATIONAL BLACK UNITY NEWS

In Baltimore, MD, February 1, 2017, The National Black Unity News (TNBUN), became a leading resource guide, and directories of local and national black businesses, and resources for our consumer base. We will cover local and national sectors of the United States.

We were extremely pleased to introduce The National Black Unity News to the United States in March 2017.

We have continued to provide local black businesses and organizations with powerful solutions to connect with their customers and grow their business through Articles, advertising, sales/marketing and solution-oriented information.

Our key strategy is the aggressive pursuit of providing the business community with the most effective and diverse means of connecting to their target customer. The National Black Unity News present's information from a variety of sources in a unified way. We focus our attention on the national, state, counties, city, and local communities. In addition to our national and state search engines, we offer newsletters, business/members directories, online radio, live networking events, social and business networking sites, local news, and other vital features. Our ultimate goal is to furnish businesses with a convenient way to market and advertise their products and services with an affordable yet effective results. We also will provide a multitude of services that will educate and inform our consumer base so that they can enhance their quality of life!



OUR FOUNDATION

The Values We Stand On

VISION

The National Black Unity News, strives to become a leading resource guide, and directories of local and national black businesses, and resources for our consumer base. We will cover local and national sectors of the United States.

MISSION

Our mission is to highlight professionals from every field that will cover topics of great interest to African Americans from the latest trends in business and black lifestyles. You can rely The National Black Unity News for insightful and useful information.

COMPETITIVE DIFFERENCE

1. The National Black Unity News paper distribution (for those that still want a physical paper)
2. Advertiser can give value by offering an written editorial
3. Serve the Community and connect us around the country
4. Affordable Pricing
5. Three month exposure with quarterly distribution



LEADERSHIP

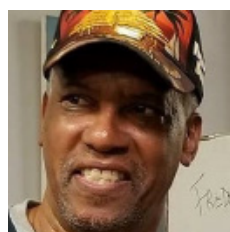
Team

David L. Murphy Sr. — National Publisher



Publisher by trade, David Murphy has more than 30 years publishing experience, more than 20 years of strategic sales experience and 15 years in the printing industry. Most recently, he owned and published The Maryland Informer News Paper, The Edmondson Villager, and has published a variety of community and special interest publications.

Bill Goodin — National Editor & Chief



Chief Editor, William “Bill” Goodin is an activist, author and organizer just to name a few of his accomplishments. He has been on the front lines on countless of political and social issues. He has been active for more than 30 years and is well respected amongst his peers.

Dr. Barbara Watties — National Technical Editor



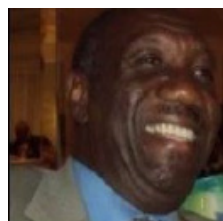
Technical Editor, Dr. Barbara J. Watties is a dedicated, ambitious and goal-driven retired educator with over 30 years of progressive experience, in multiple settings.

Jacinta “Jaye” Walker — Director of Marketing



Jaye Marie Walker has a degree in Marketing from Towson University and a Masters in Business from The University of Maryland University College. Jaye Marie has vast corporate work experience in Finance, Event Management, Marketing and Branding.

Aaron Gray — National Sales Director



National Sales Director, Aaron Gray, has been in sales for over 30 years with a score of successes. He believes that the most successful sales person is one that is truly an expert of the product or service and the benefits being offered.

Walter E. Murphy — National Manager



Managing Editor, Walter Eugene (Dempsey) Murphy is one of the senior members of our management team. He is the coordinator of all our editorial departments, and reports directly to the Editor in Chief. He retired from the United States Army and is very active in many civic organizations.

Vernon Streater — National Events Coordinator



Vernon Streater Has been an event planning for over 15 years. Now after entertaining the public he is now focusing his skills on building and growing his community. From his experiences he has gain great insight and creativity when it comes to event planning. Thinking outside of the box added with logistics has always been his secret ingredient to his success



THE COMMUNITY IS IN YOUR HANDS

Learn more about the
2020 TNBUN Initiative

THENATIONALBLACKUNITYNEWS.COM

STRATEGIC TIMELINE

Digital Media Revamp

Development of a fresh new website, Social Media, Micro sites for Information Pages, BiWeekly Email Newsletter

Online Business Directory

We want to support Black-Owned Businesses, but how and where do we find them. We will fill that void with a platform for those businesses across the Country at an affordable price

Opening Directory

Directory will be open for Businesses who signed up to reserve their spot to go into their very own backoffice to add information on their business.

Ambassadors

Find the best Ambassadors in the Country who believe in this movement to come in and be

Editing for 1st Publication

At this point, we will be bringing on board our Editors, Writers, Advertisers, Graphics and more to begin to develop our 1st issue in 2020

Launch 2020!

We plan to have a huge launch party! Our 1st Quarter issue will be a big accomplishment! Intro Rates will end and we will usher in a new movement!



We are embarking on a **MASSIVE** National expansion plan. The only way we will accomplish this is through people like you reading this now. We need those passionate, in entrepreneurship, small business, community outreach, and connecting and strengthening our black community, to join our growing teams.

Every State will consist of a State Director, State Manager and many State Ambassadors. As Ambassadors, you are enthusiastic and always share and promote the various TNBUN platforms. You are able to locate and reach our target audience. You are a great motivator and align with our mission.

Commissions range from 20%-30% on Advertisements, Directory Enrollments & Sponsorship. Join Today! Support Black Unity and Earn by emailing your resume and cover letter. Let us know what state you prefer.

THE NATIONAL BLACK UNITY NEWS	Subscription Levels	Commission	Payout for
	Bronze	30%	\$17.99
		25%	\$14.99
		20%	\$11.99
	Silver	30%	\$23.99
		25%	\$19.99
		20%	\$15.99
	Gold	30%	\$29.99
		25%	\$24.99
		20%	\$19.99
	Platinum	30%	\$35.99
		25%	\$29.99
		20%	\$23.99

BIZ DIRECTORY

Locate, Connect, Support is the solution to one of the biggest complaints we hear: Inability to locate your local black-owned business for product and service needs. Black business owners, community organization and corporations will have the opportunity to enroll. This online platform will make it super easy and fun to find and support these businesses at home or while traveling. Introductory rates will end soon.

Portal enrollment opens December 2019!

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All pricing
is for a full year
subscription
to the business
directory

Subscription Levels	Pricing
Bronze	\$59.99
Silver	\$79.99
Gold	\$99.99
Platinum	\$119.99



ADVERTISEMENTS

We are seeking companies, organizations and individuals that are seeking to reach Black/African Americans nationwide and beyond. If you want a national audience so that you can inspire, teach, inform or you may have a service or products that can enhance Black African Americans' quality of life then we are seeking you!

Advertise with the National Black Unity News!

**THE
NATIONAL
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NEWS**

Ad Placement	Ad Measurements	Pricing
Back Cover	20 x 13	\$1000
Inside Covers	20 x 13	\$900
Full Page	20 x 13	\$800
Half Page	10 x 6.5	\$450
Quarter Page	5 x 6.5	\$275
Eighth Page	5 x 3.75	\$165
Business Card	Available Upon Request	\$125
Classifieds	6 Lines of Text / 1 Column	\$65



Support TNBUN by subscribing to the peridical with one of our annual packages.

If you want access to a national audience so that you can be inspired, taught, informed and more, subscribe!

RATE SHEET	Subscription Levels	Pricing
	Bronze	\$25
	Silver	\$50
	Gold	\$75
	Platinum	\$100

EDITORS WANTED

*Collaborate & contribute your unique & professional
View to these topics & more*

Book Club



Media



Healthy Living



Tech



Spirituality



Beauty



Travel



Fashion



Science



Family



Entertainment



Education



EDITORS WANTED

*Seeking **National & Local** Editors*

Are you an expert or work in Advertisement, Arts & Entertainment, Automotive, Business, Computer/Technology, Consumer Services, Education, Employment, Events, Food/Dining, Health/Beauty, Home/Family, Networking, News/Media, Real Estate/Construction, Seminars, Shopping, Fitness, Finance, Youth Services, Fashion, Relationships Men/Women, Travel/Tourism, Organizations?

We are seeking high-flying self starting individuals' who can build and lead a team of sales and marketing eagles. Must be enthusiastic, organized, who enjoys flexible work hours and can meet strict deadlines. Work closely with production, sales and marketing staffs to create exceptional programs that get results for our clients!

Editors Benefits

- Promote & Brand Your Products, Goods or Services
- Become one of the leading authorities in your field
- Educate our readers and subscribers about industry
- Participate and network with others in your industry
- Receive over rides(funding) from similar businesses

Editor Qualities

- Provide information on deadlines and guidelines any other training & materials, etc.



CONTACT ME

Name

TNBUN Ambassador

State

Phone Number

Email
