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Chattanooga • News Chronicle

A Progressive Voice in the African American Community

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Complimentary

Chronicle to Transition to Bi-weekly Print Schedule

By Camm Ashford

The Chattanooga News Chronicle, the city's only African American-owned weekly newspaper, has announced it is pivoting to a bi-weekly print and circulation schedule with a renewed focus on digital content. The transition is effective June 1.

Advertisers and readers will still be able to view the Chronicle anytime online, at no cost, at chattnewschronicle.com. News content and advertisements will be continuously updated on the website.

The Chronicle underwent a complete digital makeover in 2022, with a new website and other digital channels to come, to provide immediacy and the convenience of online news.

"However, the print edition is still core to the company's mission, since many longtime readers prefer the printed page", said John L. Edwards III, Chronicle founder and president.

"As much as we would love to continue bringing our readers a weekly print paper, we know that this is the best path forward for the future," Edwards said. "Our print publication schedule is changing, but our commitment to making sure that we are here to continue serving the commu-

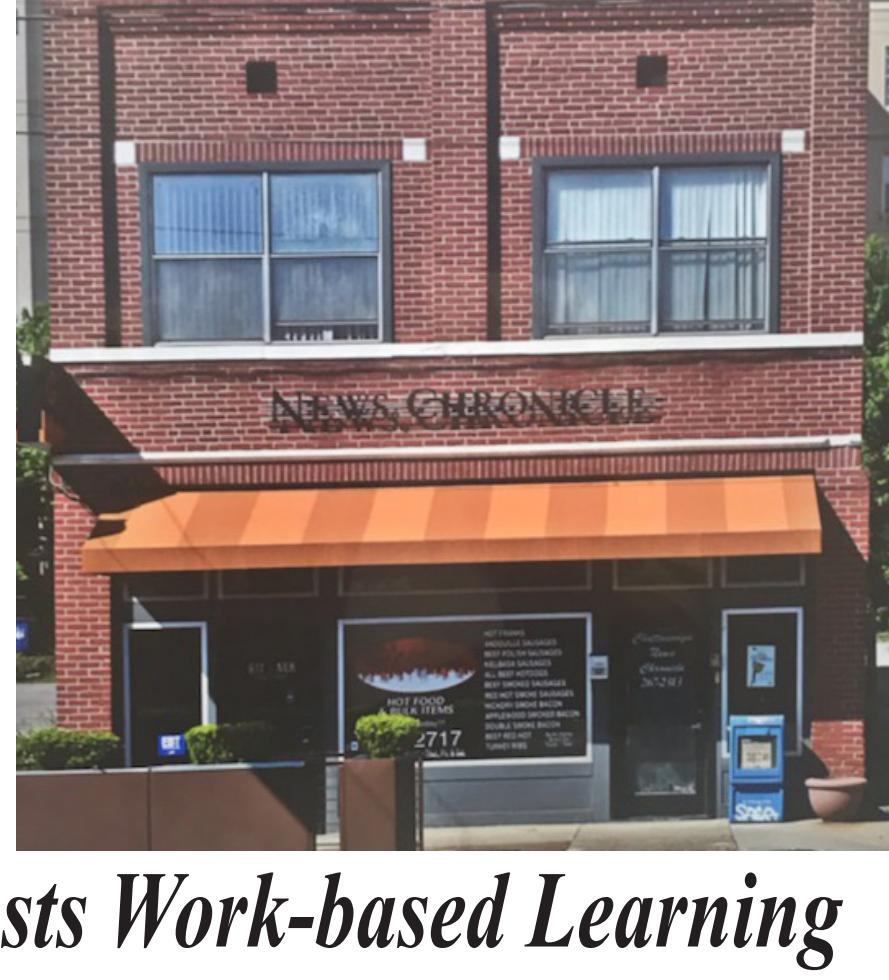
nity has not."

Edwards noted that significant print and production increases, inflation and supply-chain issues have been driving costs through the roof not only for the Chronicle, but for publications across the country.

Next month's print and circulation schedule for the Chronicle will be June 2, 16 and 30.

The Chattanooga News Chronicle, formally the Chattanooga Courier, was founded in 1990 by John L. Edwards III, who was later joined by his wife Faith, and son Adrian. Together they have made personal sacrifices for the past 32 years to insure that news in the African American community be reported on in a positive and encouraging manner.

The Edwards family has been a driving force for shining a spotlight on justice and equality through the Chattanooga News Chronicle. Over the years, the paper has earned a high level of respect and numerous awards for writing and publishing the stories that challenge and confront racism and injustice. Going forward the Chronicle will look to offer opinions in both a liberal and conservative perspective to include the wider community.



Mary Walker Foundation hosts Work-based Learning Literacy Camp

Chattanooga Foundation fights poverty through literacy at Camp REACH

CHATTANOOGA, Tenn. (May 25, 2022) – Maximizing the time of summer, Chattanooga's Mary Walker Foundation begins its unique literacy camp serving 50 students Monday, June 6 through July 15 employing a phonics-based work-based learning environment. Students completing assignments will receive financial compensation, be schooled in literacy of both language and finances in a faith-based camp requiring parental participation.

"Kids will keep learning if the right structure is in place – family, effective content and fun," noted Lurone Jennings, the Executive Director of the Mary Walker Foundation and longtime fixture in service to at-risk youth in Chattanooga. "The Mary Walker Foundation's mission to provide the best economic opportunities for all through literacy and education is in full force in this summer camp."

Camp REACH applications were taken through the middle of May with 50 ninth through twelfth graders selected from over 100

applicants based on their commitment to complete daily assignments, have engaged parents and family and remain part of the literacy program through the Mary Walker Foundation. The camp – founded on Respect, Earn, Achieve, Citizenship and Hard Work – is a Monday through Thursday event featuring instruction in leadership skills, basic life and work skills, vocational skills (house painting), music and art, journalism, and transportation logistics through a partnership with Network Transport in East Brainerd. Students

who complete weekly assignments and work-based curriculum will be paid a \$150 per week stipend. Each participant will complete financial literacy training with their own account for savings and spending by the camp's completion.

"Addressing reading and language skills through a work-for-



Coach Jennings (far right with mike) addresses a few graduates and instructors of the 2021 summer 'learn and earn' career camp. The 2022 program, Camp REACH, begins June 6. (Archived photo)

rewards-based process does more than a tutoring session and assists in preventing a gap between the school years," observed Camp REACH assistant Elizabeth Tallman. "Students are given individualized instruction and rewards for their successes to support the efforts of our parents and teachers to accelerate our students' academic

attainment."

Camp REACH is made possible from the generous supporters of the Mary Walker Foundation. The Foundation was established in 1970 in honor of its namesake, Mary Walker, by Rev. John Lloyd

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Congressional Black Caucus Members Push Biden Administration on Advertising with Black Media



Political fund raising for Congress - running for reelection - Washington politics

By Stacy M. Brown, NNPA News-wire Senior National Correspondent
@StacyBrownMedia

Four years after D.C. Democratic Congresswoman Eleanor Holmes Norton publicly condemned federal agencies after a Government Ac-

countability Office report revealed they spend very little of their advertising dollars with Black-owned media, another member of the Congressional Black Caucus has openly aired the concerns.

"The federal government spends billions of dollars a year in paid advertising. However, the federal government's process for allocating advertising dollars fails to recognize

and value the unique relationship that Black-owned media have with their audiences," Georgia Democratic Rep. Hank Johnson wrote in a letter to President Joe Biden.

Co-signed by Norton, Barbara Lee (D-Calif.), Val Demings (D-Fla.), and 34 other members of Congress, the letter pointed out that the standard process for spending federal advertising dollars consists of giving a prime contract to a large White-owned advertising agency with the stipulation that the agency includes a multicultural agency as a subcontractor.

"However, the prime contractor controls how much money goes to the subcontractor and how that subcontractor spends that money," Johnson wrote.

"This routinely results in a smaller fraction of federal dollars going to the subcontractors. And, when the subcontractor does get to spend money, it is usually directed to spend that money with Black-targeted media and not with Black-owned media."

He asserted that "successful

Black businesses hire and promote Black Americans at a much higher rate than other businesses. They are, consequently, the key to building successful Black communities." In 2018, Norton commissioned a GAO report that revealed that the federal government spent more than \$5 billion on advertising over five years. Still, Black-owned businesses received only \$51 million, or 1.02 percent of those funds.

"I will work with minority publishers to press [my colleagues] in Congress to demand greater spending on minority-owned outlets to reach minority audiences that most traditional outlets do not," Norton stated during a 2018 news conference with members of the National Newspaper Publishers Association on Capitol

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