

THE CRISIS

107
YEARS
1910 - 2017



www.thecrisismagazine.com

FOUNDED 1910

Journalist, historian and civil rights leader William Edward Burghardt Du Bois conceived and nurtured **THE CRISIS**. He insisted a vigorous, outspoken publication was essential to the success of the National Association for the Advancement of Colored People (NAACP). A group of NAACPers, which included Du Bois, Mary White Ovington and William English Walling, decided to take the name "The Crisis," from James Russell Lowell's poem, "The Present Crisis," written at the height of the Civil War. In November 1910 premier issue of the NAACP's official journal, Du Bois defined **THE CRISIS** as dedicated to "set for those facts and arguments which show the danger of race prejudice, particularly as manifested today toward colored people... it will assume honesty of purpose on the part of all men, North and South, white and black."

Among the outstanding contributors during the early period: James Weldon Johnson; Claude McKay; H.L. Mencken; Jean Toomer; Jessie Fauset; Oswald Garrison Villard; Clarence Darrow; Mary White Ovington; and Horace Mann Bond. Langston Hughes was first published in **THE CRISIS** in 1921, "The Negro Speaks of Rivers", which became Hughes' signature poem.

TODAY

THE CRISIS continues as the official publication of the NAACP. It is a quarterly journal of civil rights, history, politics, and culture and seeks to educate and challenge its readers about issues that continue to plague African Americans and other communities of color. In addition to the cover story and feature articles, each issue of **THE CRISIS** includes: "Up Front"- news briefs; "Crisis Forum"- highlights of the arts and culture; and "NAACP Today"- news about the oldest and largest civil rights organization in the world.

ON THE RADIO

In 2013, we launched the magazine's first ever radio program, "**The Crisis Today**," hosted by Judge Laura D. Blackburne, Chairman & Publisher, The Crisis Publishing Company, Inc. "**The Crisis Today**" is a talk radio program that speaks to the issues that affect communities of color and focuses on the NAACP Strategic Plan/Game Changers for the 21st Century: Economic Sustainability; Education; Health; Public Safety/Criminal Justice; and Voting Rights/Political Representation. "**The Crisis Today**" airs on New York's WTHE-AM and Fayetteville, North Carolina's WCCG-FM.

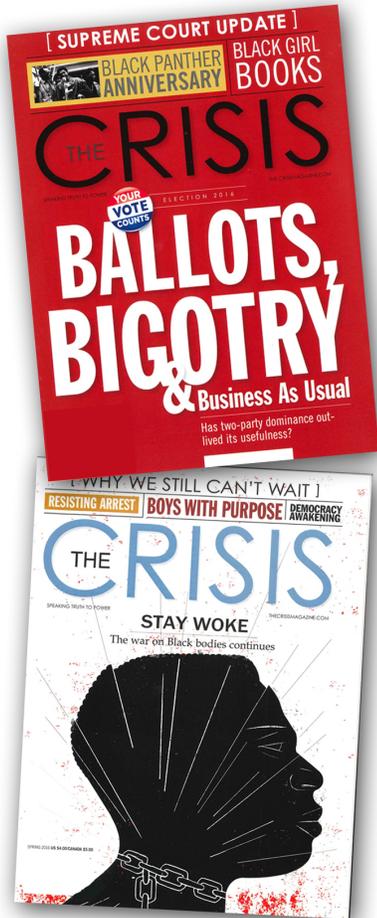
THE CRISIS...

- Partnership with the world's largest, most effective and respected civil rights organization - NAACP
- Delivers and educated, affluent and loyal audience
- Delivers an audience of influential opinion leaders
- Delivers an audience that is active and involved
- Has chronicled Black America for over 100 years
- Is a sought after resource for researchers, scholars, and others seeking information and data on the Black experience



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DEMOGRAPHICS

Circulation	140,000
Medium HH Income	\$67,000
Education:	
Attended College	91%
Graduated College/Better	68%
Post Graduate w/Degree	36%
Employment:	
Employed	46%
Professional/Managerial	67%
Retired	49%
Self-employed	17%
Marital Status - Married/Partnered	45%
Sex:	
Female	52.5%
Male	47.5%
Median HH	2
Median Age	63
Ownership:	
Own Home	78%
Own Vehicle	91%
Own/Use Credit Card	89%
Own/Use Computer, cell phone, smart phone	95%

Ipsos Mendelsohn 2010

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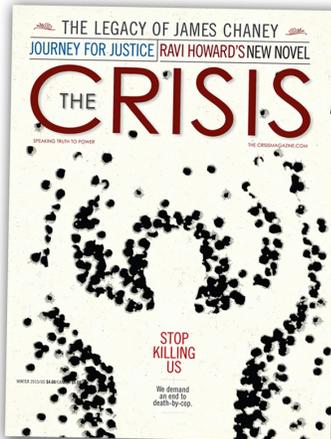
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ADVERTISING RATES - 4C

Unit	Size	1X	4X
Full Page	7 3/8 x 10	\$12,000	\$10,800
2/3 Vertical	4 5/8 x 10	\$10,000	\$9,000
1/2 Horizontal	7 3/8 x 4 3/8	\$7,000	\$6,300
1/3 Vertical	2 1/4 x 10	\$5,000	\$4,500
1/3 Square	4 5/8 x 4 7/8	\$5,000	\$4,500
1/6 Vertical	2 1/4 x 5	\$2,900	\$2,610

SPECIFICATIONS

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Bleed: 8.125 x 10.75

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THE CRISIS 2017 EDITORIAL CALENDAR

WINTER 2017: Art and The World

The Consequences of Trump by Darryl Lorenzo Wellington. Features include an article on Afro-Colombian women coping with the consequences of fifty years of civil war in their country, reported firsthand by Lori Robinson, and a photo essay on Kerry James Marshall, a MacArthur "genius" fellow widely regarded as America's greatest living artist.

SPRING 2017: Women's Issue

Will include an Essay assessing Michelle Obama's legacy and a post-mortem on the Women's March on Washington.

SUMMER 2017: Remembering The Long, Hot Summers

In the summer of 1967, there were riots in more than 100 cities. We'll revisit that tumultuous time while also looking at how far we've come.

FALL 2017: Back to School/Education Issue

Sixty years ago this fall, nine black teenagers integrated Little Rock Central High School. Why haven't schools been successfully integrated? Are there overlooked success stories in particular communities? Also: The NAACP's opposition to vouchers.

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MEDIA

Freedom on the Airwaves

The Crisis Today radio show highlights the major issues facing African Americans

On a recent afternoon, Crisis Publisher and Chair Laura D. Blackburne took to the airwaves to highlight the NAACP's criminal justice programs, decry the privatization of American prisons and speak to a man exonerated after spending 18 years in prison, 12 of them on death row. For Blackburne, it was just another Tuesday. As host of the new weekly radio show, *The Crisis Today*, she's drawing attention to issues within communities of color that mainstream media outlets often neglect and, in the process, striking a chord with listeners. "Many people have been lulled into a sense of apathy because no one keeps reminding folks that we've come a long way but still have a long way to go," Blackburne said. She hopes that *The Crisis Today* radio show, like *The Crisis* magazine, will be that reminder. Begun in February, *The Crisis Today* was envisioned as an extension of the magazine that's been covering civil rights, politics, history and culture for more than a century. In recent years, *The Crisis* has become more visible on the Internet and through social media. Now it has taken hold of another mode of communication: radio.

Blackburne said it's important for *The Crisis Today* to be accessible to listeners anywhere because communities everywhere need access to the tools to right wrongs.

Since the show began, guests have included NAACP President and CEO

Benjamin Todd Jealous, Trayvon Martin attorney Benjamin Crump, artistic director of the Dance Theatre of Harlem Virginia Johnson and president of the University of Maryland, Baltimore County, Freeman Hrabowski. They and other guests have discussed everything from wrongful convictions to the Trayvon Martin case, health concerns facing African Americans, discrimination in the arts, education and stop-and-frisk tactics.



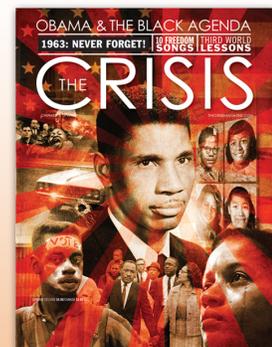
Crisis magazine publisher Laura Blackburne is host of new radio show.

"We want to make [our listeners] activists," said Blackburne, who is a former New York judge. "We want to make them comfortable and knowledgeable enough to address issues we talk about and that arise in their own communities, so that they take some initiative and action in whatever way they can."

The Crisis Today airs on the New York gospel station WTHE 1520 AM Tuesdays from 1 to 2 p.m. A live broadcast can be heard online at www.wthe1520am.com and through apps such as Tuneln, available for free on smartphones, tablets and the web.

Listeners are invited to call *The Crisis Today* at (516) 877-9843 or to submit questions at judgeblackburneraudio@gmail.com.

— Sufiya Abdur-Rahman



From page 9 of
the Summer 2013
CRISIS Magazine.