

Urban News Service

Urgent Need:

Black newspapers, founded in the days of segregation, are starving for content. Digital competition and the decline in print advertising, have hurt revenue among Black papers – robbing them of the means to hire writers. Thus, their readership is missing important information about entrepreneurs, regulation, school reform, and other vital public policy issues.

The Solution:

American Media Institute, a nonprofit 501(c)(3) investigative news service, provides free, high-quality content to Black newspapers that serve African American readers.

Types of Stories:

We will supply five types of news stories to elevate and educate the black community:

1. **“The Hero No One Knows”** the stories of decorated Black war heroes, black policemen and Black civic leaders helping their community succeed without government help.
2. **“Entrepreneurs Among Us”** Black entrepreneurs who are battling government red tape or out-of-control lawsuits while bravely creating jobs and opportunities in Black neighborhoods.
3. **“Abuse of Trust”** Abuses of the public trust by police, prison guards and other government officials against members of the black community.
4. **“Your Money at Work”** Outrageous or humorous examples of government waste.
5. **“School Reformers vs. Establishment”** Stories of heroic teachers and principals fighting to improve inner city schools in the face of unions and bureaucrats.

Management Team



Niger Innis

Innis is the National Spokesperson for the Congress of Racial equality, and MSNBC commentator. He is a frequent guest on CNN, Fox News Channel, BBC, CBS ABC News, and CBS News. He is a Co-Chairman of the Affordable Power Alliance, and a consultant to Empowerment and Excellence cable channel.



Joe Louis Ruffin Jr.

Ruffin served as a strategic management consultant to Public Campaign, the DCCC, NATO, President's Council on Y2K/Field Strategies and more. He served as Washington Museum's Political Director for the Arts, Director of a MLB-RBI training program; DC Votes as Director of Outreach, and National Political Director for Al Sharpton for President.



Andre M. Johnson

Johnson is the founder of Prolmage Communications, LLC. He has represented former Mayor of Washington, D.C. Marion Barry, professional Boxers Tony Thompson, Anthony and Lamont Peterson and former NBA star Steve Francis. Johnson orchestrated the earned media campaign that took the Rev. Al Sharpton from the pulpit to the leadership of the Democratic Party.

The Strategy:

AMI has a clear, three step strategy:

1. Offer quality content free-of-charge to black newspapers.
2. Deliver quality content on a weekly basis that rewards their readers' attention.
3. Leverage this increased distribution on additional media platforms such as radio, television, Internet, and social media, to enrich the conversation within the black community.

Our News Process



The Next Step



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