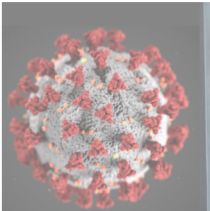


'The Black Truth

August 20, 2020 Edward Sargent

Coronavirus / Politics
Not Even a Polarizing
Can Stop Racism and



Go Go \$3 Million Stimulus Package Announced

August 24, 2020 Malcolm Lewis Barnes



On what would have been Chuck Brown's 84th birthday, Councilmember... announced details for a plan for \$3 million stimulus package investments in the Go-Go industry.

Frederick Douglass Memorial Bridge Tops Off Final Arch

August 18, 2020 Malcolm Lewis Barnes



A major milestone was reached this week as the final ceremony marking the completion of the signature arch... \$500 million dollar structure that will connect Eastern...

Commitment March 57 Years of Protest

August 29, 2020 Malcolm Lewis Barnes — Leave a Comment



Today's Commitment March capped off a summer of social justice protest and marked the 57th anniversary of Martin Luther King, Jr.'s "I Have a Dream" speech on the steps of the Lincoln Memorial.

THE NEW NORTH STAR

WRITE OR DIE

Media Kit 2020

is neither male nor female. Neither gay nor straight...
is a monster, a giant wrestler as large Earth itself. Ro...
own on its big, fat head. It's in a wrestling match ag...
our throats. It's won round after round and keeps s...

na the Terrible has killed hundreds of thousands. I...
everyone in a headlock of uncertainty.

However, here in America, if there is one thing that's...
wonderful too brave, and (hopefully) too smart to be t...
ore Uber Eat deliveries than ever before. There will...
eak free from Rona's headlock, regain our balance...

There will be a new norm in effect after we finally win...
at all.

Nevertheless, within that new norm, a sense of stabl...
face masks, plastic barriers between cashiers and...
cial distancing, reservation-only visits to places lik...
ore Uber Eat deliveries than ever before. There will...
na shall return with a vengeance before the end of...

Unfortunately, within this new norm, deadly probl...
ndreds of years will also continue. For Black peop...
blems never get solved.

Such as racist and abusive law enforcement. It too n...
clude police brutality unabated. This disease goes...
tacks innocent and defenseless Black people for s...
ack and, for all intents and purposes, breathing wh...

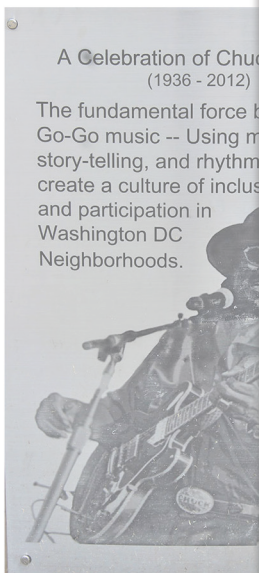
The good news is that the Black Lives Matter movem...
ack people can take action now to keep the movem...
r applying the lessons Rona the Terrible has taught...
vel coronavirus and racist law enforcement are re...
mistakable similarities between racist law enforcem...
r Rona the Terrible.

Five Ways COVID-19 and Racist Law Enforcement...

1. Like COVID-19, racist law enforcement can strike...
2. Both COVID-19 and racist law enforcement can...
3. The threat of COVID-19 is real, but countless peo...
4. They both have asymptomatic traits. You see, s...
5. Both COVID-19 and racist law enforcement can...
6. Both illnesses cause confusion and suffering in victi...
7. COVID-19 is a thief and so is racist law enforcem...
8. COVID-19, just like racist Law Enforcement, jus...



Using his platform as the Chair of the Council of the District...
Business and Economic Development, and author of Go-Go...
Columbia Designation Act, also known as the #DontMuteDC...
Million will go to Events DC, the Public Libraries to house the...
collectors such as Don Campbell, who launched the #DON...
store was threatened with closure; and the Office of Cable Te...
Entertainment.



Go-Go music has been the soundtrack of the city for over 40...
the District's \$3 Million investment in an industry that has im...
which is now in its sixth month, but the people are still playi...

It is a construction industry tradition to include an even...
milestone ceremony as the operating engineers from...
The project also has significant participation of Disadv...
that are targeted to be awarded nearly 22% of constructi...
of the Design phase or \$11.6 Million in business.

The 70 year old South Capitol Street bridge carrying o...
rusting hulk will soon be a vestige of the past as the co...
will include four pedestrian walkways, two piers which...
River, and multiuse pathway that will accommodate fo...

But commuters will have to put up with another year a...
Sulland Parkway and 295 Exchanges from the recentl...
connected Anacostia to Capitol Hill.



BeBe Winans provided an unexpected musical tribute inspired by his son, but the parents and...
surviving family members of George Floyd. Jacob Blake, and Trayon Martin delivered the most...
emotional impact on the heels of "Hands Up" police plea from Mark Morial of the National...
Urban League, and Randy Weingarten of the American Federation of Teachers.



But every sector of the community seemed to be represented from healthcare First...
Responders to the common brother with an ankle bracelet making his presence felt on a Mall...
filled with a diversity of humanity.





ADVERTISING & SPONSORSHIPS

The New North Star welcomes sponsorships and advertisers seeking a strategic engagement and lasting commitment to supporting Ethnic Media professionals and the information needs of Black, Indigenous & People Of Color (BIPOC) communities.

As a Multi-Media publishing house, our Mission is to link the Liberation Generation of Frederick Douglas to the contemporary generation of highly credentialed Thought Leaders that constitute the ‘Creative’ class.

*The vision of **The New North Star** is to embrace the challenge of linking the competing worlds of the ‘Creative’ and ‘Service’ class by building out a robust Journalism & Media Arts work force of Citizen Journalists by leveraging the intellectual capacity of the highly credentialed ‘Creative’ class to serve the needs of the general public and the endangered “Arrested Development” generation who have a digital blind spot to the creative opportunities that all around them.*

To achieve that goal, *The New North Star* has a strategic commitment to partner with corporate, business community and educational institutions with a similar vision and mission of empowering the next generation of media professionals and build the capacity of the ethnic media community to sustain and thrive.

Frederick Douglass Premier Sponsorship

This Premier level sponsorship is dedicated to the courage, vision, and voice of Frederick Douglass, who sent a clear message about the struggle for freedom – “Power concedes nothing without a demand”. The benefits of this highest sponsorship level include:

- The sponsor’s logo in a prominent **Leaderboard** position at the top of TheNewNorthStar.net home page.
- Logo branding and companion message content in all email distributions and blasts delivered by Parity Press’ family of digital publications.
- Prominent Video companion content for special events and awards presentations.
- Prominent recognition as a Premier sponsor in all press releases; announcements; promotional efforts targeting national and regional broadcast, online and general arts, business, entertainment, and industry segment.

Total Investment: \$30,000

Ida B. Wells Media Entrepreneurship Sponsor

We believe in the Wisdom of iconic ancestors such as Ida B. Wells, who fully embraced her prophetic personal mission. “We die. But we do language. The way to right the wrongs is to turn the light of truth upon them”. As a journalist, teacher, and publisher, we dedicate this level to a visionary sponsor who supports media and journalism education and activism by the next generation of writers, content creators and media entrepreneurs.

As a “Sweat Equity” and cooperatively owned media company, we are invested in the success of our Citizen Journalism program objectives, which this sponsorship category is dedicated to support with the following benefits:

- The sponsor’s logo in a prominent Tower position at the top of TheNewNorthStar.net home page.
- Logo branding and companion message content in all email distributions and blasts delivered by Parity Press’ family of digital publications.
- Prominent Video companion content for special events and awards presentations.

Total Investment: \$20,000



W. E. B. DuBois Media Education Sponsor

“The New North Star serves as a Multi Media publishing house.” and career Bridge that recognizes the leadership obligation of W. E. B. DuBois’ “Talented Tenth” to reach back and empower the ‘Bootstraps’ generation of Booker T. Washington’s artisans and craftsmen class that now make up the service economy.

As a cooperatively owned media company founded by educators and work force development professionals, we are dedicated to the success of our Citizen Journalism program and have established a Distance Learning Academy to advance these objectives.

PARITY PRESS seeks an educational institution partner who is also dedicated to building out a robust Journalism & Media Arts work force of Citizen Journalists by leveraging the intellectual capacity of the highly credentialed ‘Creative’ class to serve the needs of the general public and the endangered “Arrested Development” generation who have been negatively impacted by COVID-19 disruptions in their education that demand greater engagement in distance learning skills.

Therefore, this sponsorship category is dedicated to support with the following benefits:

- The sponsor’s logo in a prominent **Rectangular Tile** position at the dedicated distance learning educational portal of *TheNewNorthStar.net* home page.
- The sponsor’s logo in a prominent position at the top of *TheNewNorthStar.net* home page.
- Logo branding and companion message content in all email distributions and blasts delivered by Parity Press’ family of digital publications.
- Prominent Video companion content for special events and awards presentations.

Total Investment: \$10,000

ONLINE DIGITAL ADVERTISING

Parity Press, Inc., offers display, banner, advocacy, and sponsored content programs to fit your unique corporate outreach and communication needs, targeted advertising, promotion & merchandising goals and budget.

Blast your message!

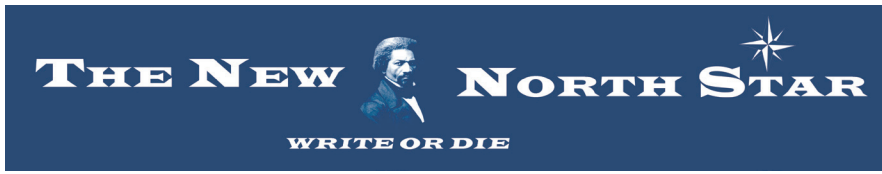
Advertise or sponsor an e-Blast and you are just one-click away from an active audience constantly seeking information. The e-Blast is a weekly online newsletter sent directly to subscribers consisting of vignettes of the top news stories. Post your logo or graphic on an e-Blast and get your message directly to the screen of our subscribers, and when you advertise in The New North Star, a link to your company’s website is also embedded.

Make a huge visual impact!

As a Video series sponsor, there is a multitude of media opportunities tied to one package-online and print logo presence and a commercial prior to each segment of the series. Each series is usually related to a special event or hot news item with links which are sent by the e-Blast to registered users as a debut.

Get noticed!

By posting your message, logo, or graphics you are not only branding your image but, providing your audience with one-click direct access to your business.



MEDIA KIT

Leaderboard	728 x 90 Pixels	\$2,500
Tower	300 x 600 Pixels	\$1,500
Rectangular Tile	300 x 250 Pixels	\$1,750
E-blast Sponsorship		\$500
Customer Dedicated eBlast		\$1500

Contact advertising@TheNewNorthStar.net to discuss how Parity Press can help you disseminate your message while your advertising supports the most diverse BIPOC voices in multi-cultural minority media today.