

NATIONAL BLACK CHURCH INITIATIVE REACH & MEDIA KIT



"The strength of the Black Church"

WHO WE ARE

The National Black Church Initiative (NBCI) is a coalition of 150,000 African-American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. The National Black Church Initiative's methodology is utilizing faith and sound health science.



**NUMBER
OF
CHURCHES**

150,000

**NUMBER OF
CONGREGANTS/
CHURCH
MEMBERS**

27.7 million

**NUMBER OF
CHURCH
LEADERS**

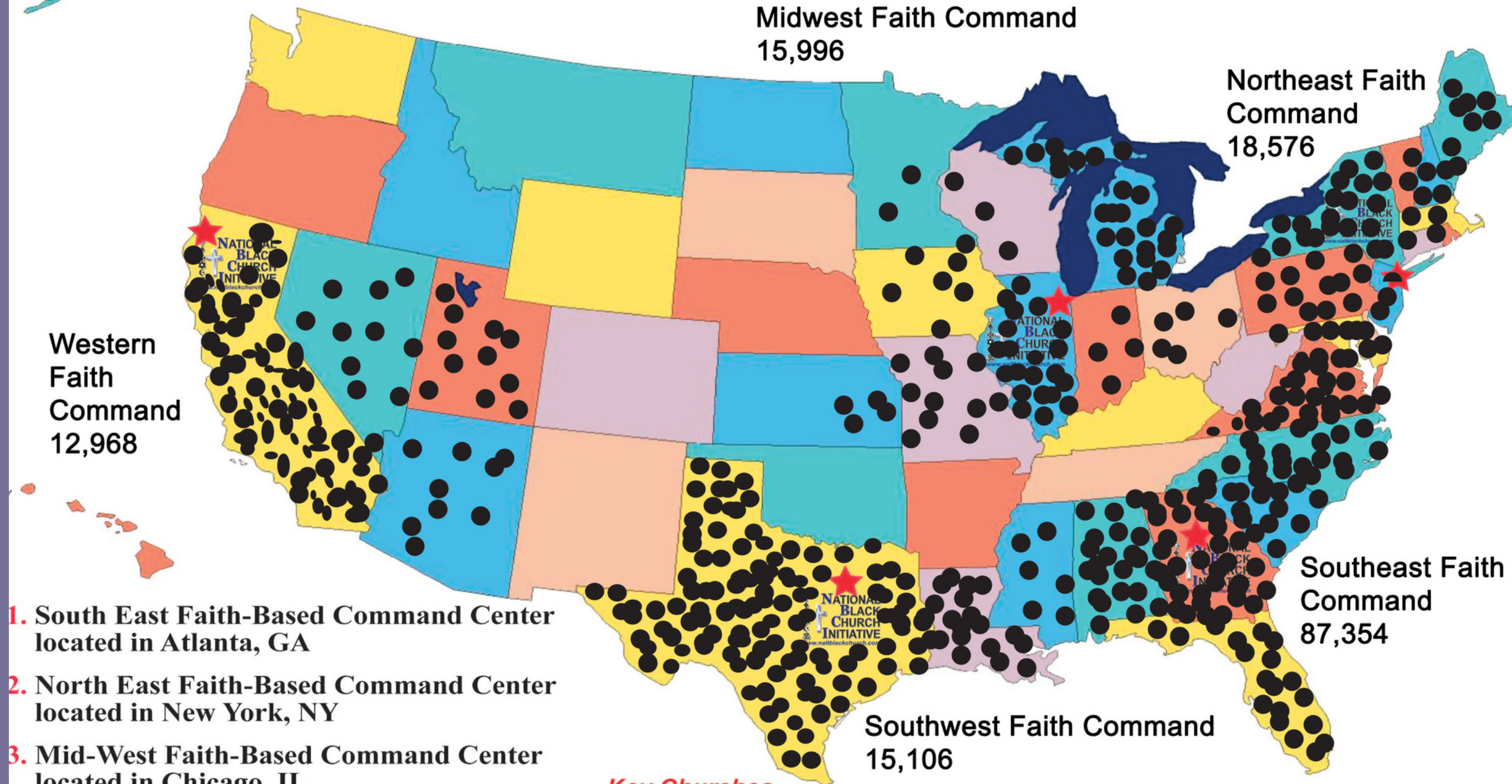
170,000

THE BLACK CHURCH REACH



How NBCI Is Organized?

NBCI is organized by dividing the country into five geographic areas.



1. South East Faith-Based Command Center located in Atlanta, GA
2. North East Faith-Based Command Center located in New York, NY
3. Mid-West Faith-Based Command Center located in Chicago, IL
4. Western Faith-Based Command Center located in Oakland, CA
5. South West Faith-Based Command Center located in Dallas, TX

Key Churches

- We divide every metropolitan city and rural area into key churches. These churches are placed strategically to cover all geographic areas.
- The number of key churches that we designate for any given area depends upon the size of the population of the state or the city.

NBCI SICKLE CELL NEWS

For our inaugural edition, we are asking for \$250,000 to assist us with releasing the publication at a national level. We plan to publish in September 2022.

\$150,000 **Printing Costs**

\$100,000 **Education, Outreach, & Overhead**

\$250,000 **Total**

In 2023, we plan to publish Sickle Cell News 4 times throughout the year. We are asking for \$600,000 (\$150,000 per/publication) .

\$100,000 **Printing**

\$50,000 **Education & Outreach**

\$150,000 **Total (per publication)**

Publication Dates 2022

Sept 2022

Publication Dates 2023

Jan 1, 2023

April 1, 2023

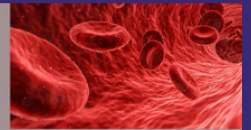
July 1, 2023

Dec 1, 2023



SICKLE CELL NEWS

"Giving Voice to Sickle Cell Survivors and Supporters"



NBCI and its 150,000 Churches Join the Sickle Cell Fight to Support Sickle Cell Warriors Worldwide



Tabatha McGee
Executive Director of Sickle Cell Foundation of Georgia, Inc.



Rev. William Flippin Sr.
Senior Pastor, The Greater Piney Grove Baptist Church, Atlanta.



Reverend Anthony Evans
President of the National Black Church Initiative, 2022 Stellar Award Winner



Dr. Lakiea Bailey Ph.D.
Executive Director at Sickle Cell Consortium



Regina Hartfield
President and CEO of the Sickle Cell Disease Association of America

The National Black Church Initiative and its 150,000 African American and Latino churches are leveraging their collective power and community influence to highlight the prevailing needs of those who directly and indirectly suffer from Sickle Cell Disease (SCD) and its subsequent crippling and debilitating effects.

NBCI continues to contribute financial resources to address rising costs associated with SCD. Such costs adversely impact the lives and livelihoods of those affected by SCD. NBCI continues to secure multitudes of volunteers to ensure that everyone who is living and their families are protected. In fact, NBCI is vowing to commit some 25,000 volunteers here in the state of Georgia and tens of thousands throughout the country.

To that end, this is why NBCI will endorse and work vigorously for the passage of potential legislation sponsored by Congresswoman Barbara Lee and Senator Chris Van Hollen. The Sickle Cell Disease Treatment Centers Act of 2022, as supported by the Georgia Black Congressional State Legislative Caucus, will establish and fund a nationwide system for sickle cell disease treatment centers as well as provider and patient training and education resources.

Tabatha McGee is the Executive Director of Sickle Cell Foundation of Georgia, Inc. She is a results-oriented leader with a strong record of performance in turnaround and high-paced organizations. She develops partnerships with company stakeholders, shareholders, industry regulators and other relevant parties. Tabatha collaborates with the Board of Directors to identify, create and implement strategic plans to actualize business objectives. She also develops the organizational culture and promotes transparency and collaboration throughout the organization.

When introduced, this bill authorizes \$535 million for fiscal year 2023 and each fiscal year thereafter to achieve the goals of the particular legislation.

Over the past year, Reverend Anthony Evans, President of the National Black Church Initiative, has launched an aggressive statewide sickle cell program. The aim of the sickle cell program is to foster overall understanding of SCD and to demonstrate recommitment by the Black church to address critical issues impacting SCD.

In January 2022, NBCI hosted a reception for all major SCD organizations and warriors at the Whitney Hotel in Atlanta, Georgia. Highlights from the reception can be found at the following website: youtu.be/zKDw6XGvr3k. Our keynote speaker was the honorable Dr. Lakiea Bailey, Executive Director of the Sickle Cell Consortium. Dr. Bailey gave what was considered not only a comprehensive explanation of what Sickle Cell is, but all the medical ramifications of coping with this disease.

She was able to give an inspiring presentation to a general audience of her peers and those who knew less about the disease. She also covered two major issues of the disease that deal with stigma and mental health.

Rev. Dr. William E. Flippin, Sr., is the visionary pastor of The Greater Piney Grove Baptist Church in Atlanta, Georgia. The Nashville, Tennessee native received the Master of Divinity (M.Div.) degree, cum laude, from Candler School of Theology at Emory U, where he was a Benjamin E. Mays Fellow and a scholar for the Fund for Theological Education. He also earned the Doctor of Ministry (D.Min.) degree from McCormick Theological Seminary in Chicago, Illinois. Understanding that ministry is holistic in nature, Dr. Flippin received certification as a Life Transformational Coach and a Leadership Coach Trainer.

We were all amazed at the breadth, length, and depth of her scientific intellectual knowledge of the disease. Due to her astounding knowledge of SCD, she was able to give us an idea of what scenarios may come next.

The session was videotaped and has been watched extensively since the airing of the lecture. Therefore, we were excited to provide you with the link so that you may watch and be informed on SCD: youtu.be/zKDw6XGvr3k. She also covered two major issues of the disease that deal with stigma and mental health.

Subsequently, in March 2022, NBCI engaged in a collaborative partnership with Global Blood Therapeutics (GBT) by hosting a State of the State of Sickle Cell Disease. The keynote speaker, Dr. Ted W. Love, M.D., President and CEO of GBT, offered insightful perspectives for the attendees. Highlights from this event can be found at the following website: youtu.be/YiOr0ZyrA6s

The success of these two groundbreaking events have generated a need for NBCI to host more topic-focused dialogue. One of the upcoming events include a practically-focused dialogue about critical issues and implications concerning

emergency room visits of SCD patients and the crises they encounter. A second event involves a more scientifically-focused dialogue focusing on issues unique to the Sickle Cell Trait and the effects upon patients.

Additionally, having the expertise of Regina Hartfield is President and CEO of the Sickle Cell Disease Association of America (SCDAA) of this collaborative effort is important toward its success. The mission of the SCDAA organization is to advocate for people affected by sickle cell conditions and empower community-based organizations to maximize quality of life and raise public consciousness while advancing the search for a universal cure.

The SCDAA has one of the most effective websites and a mobile app for Sickle Cell Warriors and their family members who are thinking of participating in clinical trials.

This is an award-winning clinical trial finder and mobile app, and we encourage our Sickle Cell warriors throughout the country and the world to utilize this app when you are contemplating joining a clinical trial protocol. sicklecelldisease.org/clinical-trial-finder/

PRINTED MATERIALS

Because of our defined geographical communities and the fact that the Church has such a commanding presence in the life and culture of African Americans the Church continues to play a vital role in bringing every segment of the African American population together around key social issues. There are no demographics that the church is not able to organize, influence and create communities around specific issues, products and educational movements. This is why NBCI has moved with undue speed to technologically connect these segments of the population together with their churches, using the modern technology of websites, emails and social networking systems over the last five years.

Please Get Vaccinated! **BLACK LIVES MATTER**

VACCNEWS

Black Doctors say COVID-19 Vaccines are Good and Safe for Black People

150,000 Black Churches Support What Black Doctors are saying about the COVID-19 Vaccines

What is COVID-19 and how did it start?

What Black Doctors are saying about the COVID-19 Vaccines

Why do we wear masks?

Why do we have to wash our hands so often?

Why do we have to stand six feet apart?

SICKLE CELL NEWS
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NBCI PRESCRIPTION DRUG PROPOSAL

Remarks from NBCI President

The NBCI Prescription Drug Assistance Program stands ready to build on the trust we have established during the past 28 years with NBCI's 150,000 churches and 27.7 million members to move forward with our goal to increase prescription drug adherence in Black and Latino communities.

We are soliciting support from your organization based upon your commitment to collaborating with the scientific and patient communities to develop and deliver innovative solutions to improve health outcomes and help close the health disparities gap. We believe our culturally responsive health education approach and longstanding relationship with 150,000 Black and Latino churches across the United States makes us well-positioned to deliver a Prescription Drug Assistance Program that will remove the barriers to drug adherence for African Americans and Latinos. We plan to learn more about these populations' behaviors and experiences related to prescription drug use as we engage in this initiative.

Please feel free to email your comments on how we can work together.

Sincerely,
Rev. Anthony Evans
President

CONTACT THE NATIONAL BLACK CHURCH INITIATIVE

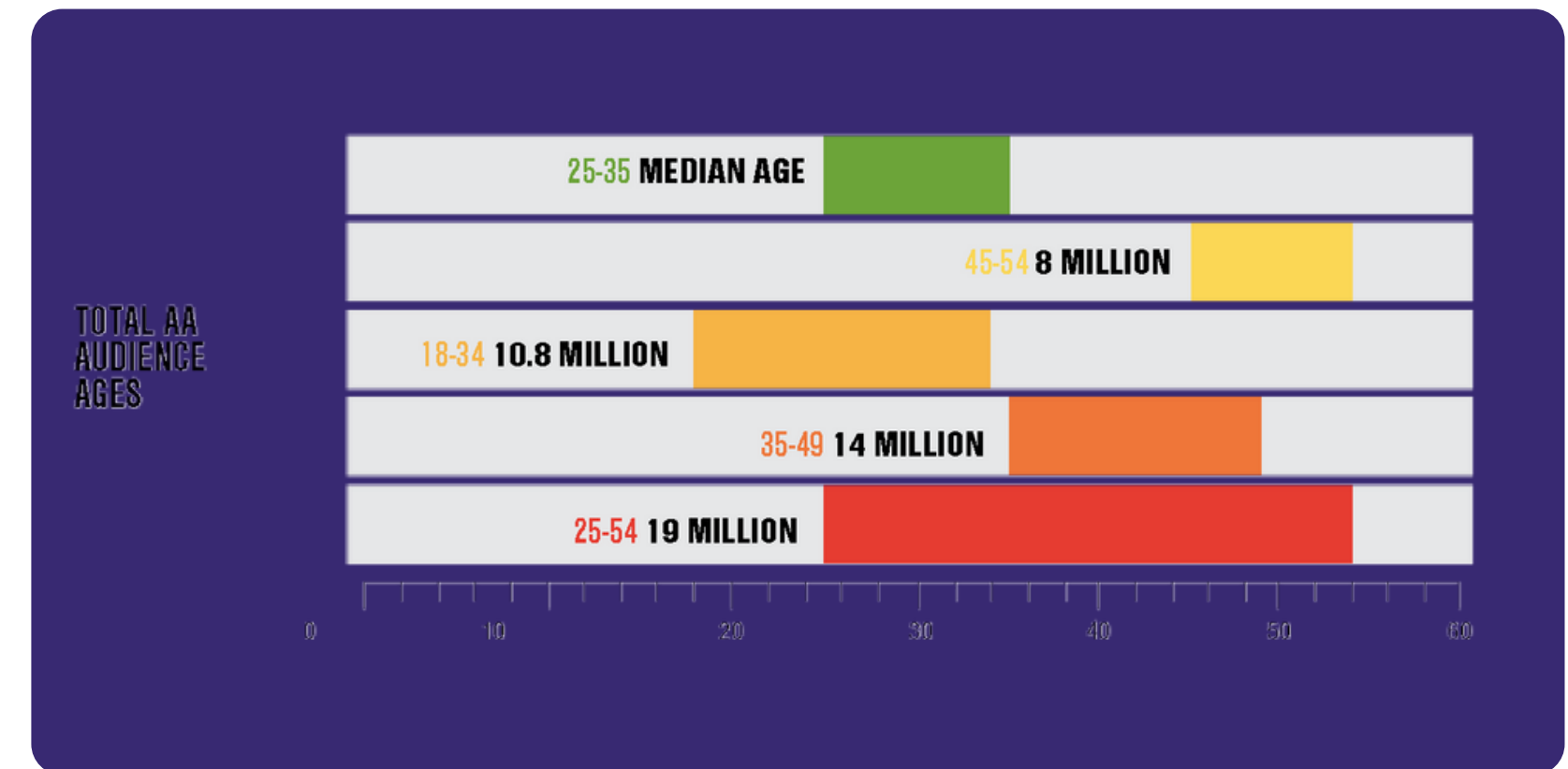
Email: dbcbl2002@gmail.com
Address: P.O. Box 65177
Washington, D.C. 20035

PROFILE & DEMOGRAPHICS

With incomes steadily rising at a rate that outpaces that of the general population, African-Americans' buying power is grew 21.6% between 2018 and 2020, by which time it reached just over \$1.4 trillion, according to the Selig Center for Economic Growth.

Source, Nielsen: YOUNG, CONNECTED AND BLACK: AFRICAN AMERICAN MILLENNIALS ARE DRIVING SOCIAL CHANGE AND LEADING DIGITAL ADVANCEMENT
2016 REPORT

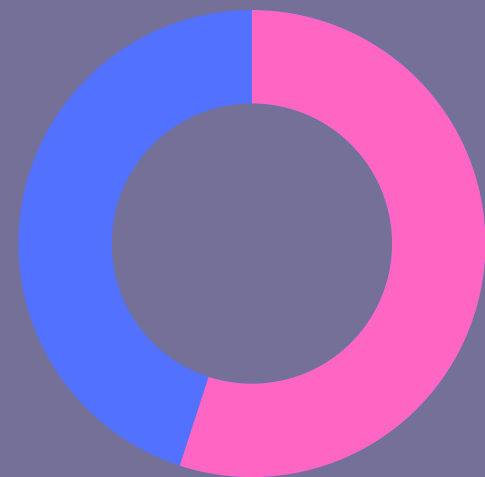
Total African American Audience Ages



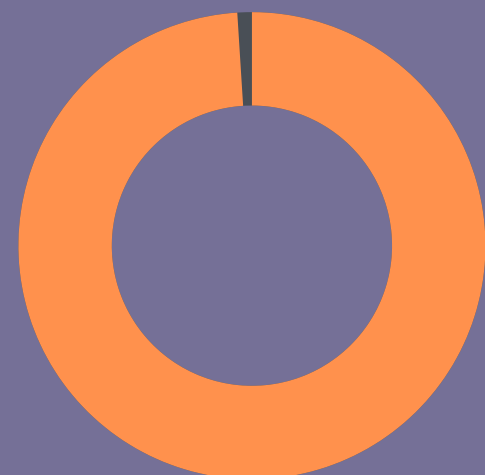
PRINT COVERAGE



40% MARRIED



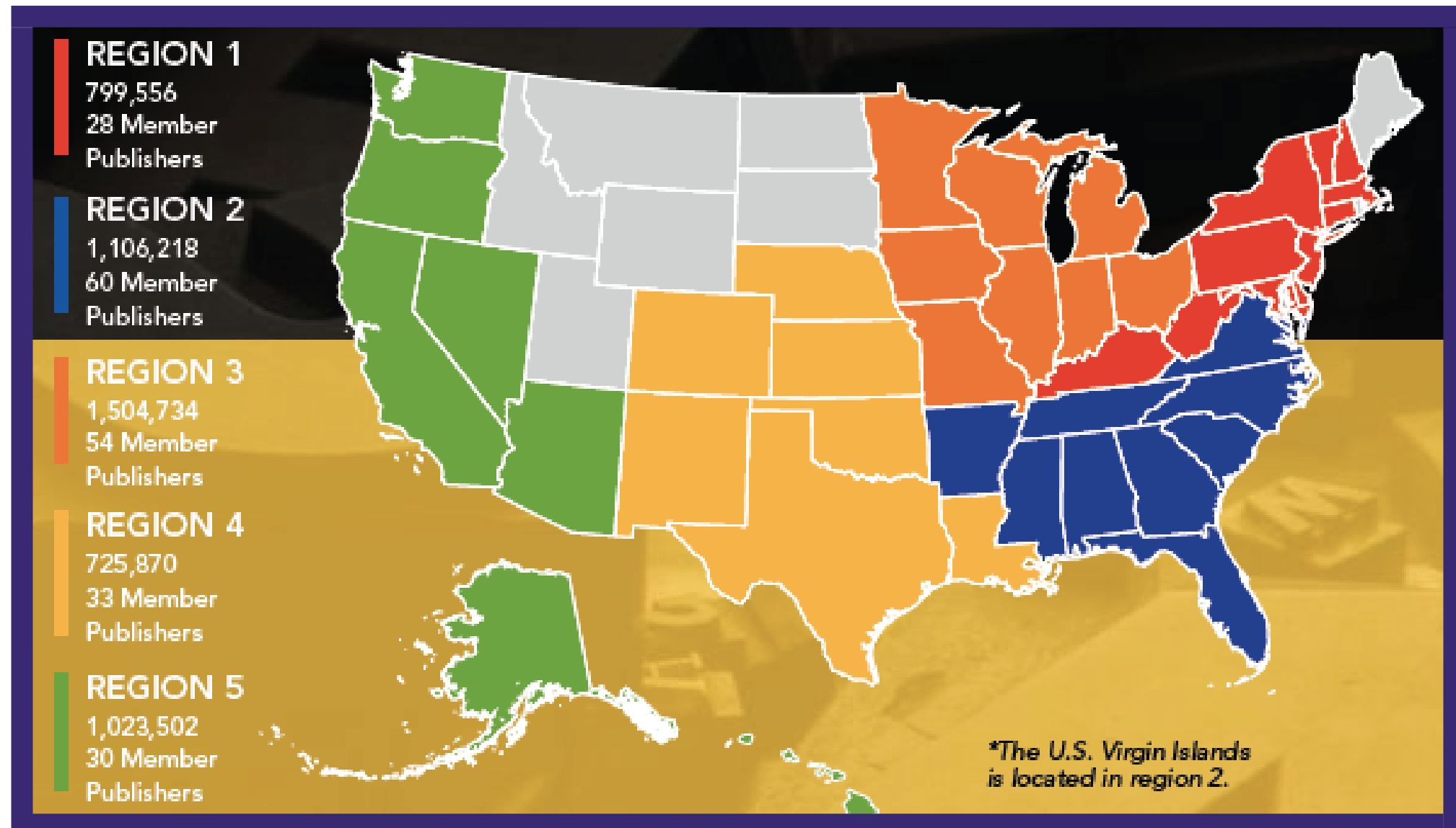
55% FEMALE
45% MALE



99% AFRICAN AMERICAN



As the largest and most influential Black-owned media resource in America, NNPA in partnership National Black Church Initiative delivers news, information, and commentary to over 20 million people each week.



THE POSITIVE COMMUNITY



An NBCI partnership with The Positive Community (TPC) targets the African American general market in New Jersey (statewide) and NYC (all boroughs). The NY/NJ metro area has the largest concentration of Black Americans in North America. TPC is the only media that targets and connects with this large demographic footprint!

TPC Magazine	TPC Website	TPC Radio	TPC Newsletter	TPC Community Partner Events
1.5 Million readers per year	180k per year	106k listeners per year	96k per year	2.2 Million per year

RADIO PARTNERSHIPS

These are a list of radio stations that are connected to NBCI and National Black Religious Broadcasters (NBRB).



Rejoice! Musical Soul Food Affiliate List 2022

Contact Information:
Phone: (888) 474-9990 Ext. 5
Email: Affiliates@musicalsoulfood.com

Call Letters with Band	Frequency	Market
KAGY-AM	1510	New Orleans, LA
KAGY-FM (K260DI)	99.9	New Orleans, LA
KDYA-AM	1190	San Francisco, CA
KGTO-AM	1050	Tulsa, OK
KGTO-FM (K256CR)	99.1	Camen, NJ
KJTX-FM	104.5	Longview, TX
KKND-FM	106.7	New Orleans, LA
KKST-FM	98.7 (HD3)	Alexandria, LA
KPPM-LPFM	93.5	Lake Charles, LA
KPZK-FM	102.5	Little Rock, AR
KRIZ-AM (KYIZ-FM) Twins Radio	1490	Seattle Washington
KRMP-AM	1140	Oklahoma City, OK
KRMP-FM (K221FQ)	92.1	Oklahoma City, OK
KRUS-AM	1490	Monroe-El Dorado, LA-AR
KRUS-FM (K242DA)	96.3	Monroe-El Dorado, LA-AR
KSTL-AM	690	St. Louis, MO
KTJZ-FM	97.5	Monroe-El Dorado, LA-AR
KVDW-AM	1530	Little Rock, AR
KVDW-FM (K237GW)	95.3	Little Rock, AR
KVDW-FM (K265EO)	100.9	Little Rock, AR
KWWJ-AM	1360	Houston, TX
KWWJ-FM (K245CQ)	96.9	Houston, TX
KYOK-AM	1140	Conroe, TX
KYOK - FM (K240FC)	95.9	Conroe, TX
KYOK - FM (K222CX)	92.3	Conroe, TX

WABQ-AM	1460	Cleveland-Akron (Canton), OH
WABQ-AM (W234DO)	94.7	Cleveland-Akron (Canton), OH
WAGR-AM	1340	Lumberton, NC
WAGR-FM (W246DR)	97.1	Lumberton, NC
WASG-AM	540	Mobile, AL
WASG-FM (W291CY)	106.1	Mobile, AL
WBBK-FM	93.1	Blakely, GA
WBBP-AM	1480	Memphis, TN
WBIS-LP	106.9	Winterville, NC
WBZF-FM	98.5	Myrtle Beach-Florence, SC
WCCG-FM	104.5	Hope Mills, NC
WCHB-AM	1340	Detroit, MI
WCHB-FM (W244DL)	96.7	Detroit, MI
WCLD-AM	1490	Greenwood-Greenville, MS
WCVG-AM	1320	Covington, KY
WDEK-AM	1170	Columbia, SC
WDEK-FM (W250CG)	97.9	Columbia, SC
WDPW-FM	91.9	Grand Rapids, MI
WELB-AM	1350	Elba, AL
WENO-AM	760	Nashville, TN
WEWO-AM	1460	Fayetteville, NC
WEWO-FM (W223DH)	92.5	Fayetteville, NC
WFMI-FM	100.9	Norfolk-Portsmouth-Newport News, VA
WFMO-AM	860	Myrtle Beach-Florence, SC
WFMO-FM (W248DC)	97.5	Myrtle Beach-Florence, SC
WPRR-AM	1400	New Orleans, LA
WPRR-FM (W279DB)	103.7	New Orleans, LA
WGBN-AM	1360	Pittsburg, PA
WGBN-FM (W255DM)	98.9	Pittsburg, PA
WGLB-AM	1560	Eln Grove, WI
WGLB-FM (W241CI)	96.1	Eln Grove, WI
WGPL-AM	1350	Norfolk-Portsmouth-Newport News, VA
WGRI-AM	1050	Cincinnati, OH
WGRI-FM (W276DD)	103.1	Cincinnati, OH

WHLH-FM	95.5	Jackson, MS
WHLJ-AM	1400	Moultrie, GA
WHLJ-FM (W277DN)	103.3	Moultrie, GA
WHTX-AM	1570	Youngstown, OH
WHTX-FM (W249EE)	97.7	Youngstown, OH
WHUR-FM	96.3	Washington, DC
WIDU-AM	1600	Fayetteville, NC
WIDU-FM (W259CY)	99.7	Fayetteville, NC
WIGO-AM	1570	Morrow, GA
WKBY-AM	1080	Chattam, VA
WKCG-LPFM	99.1	Tulsa, OK
WKDJ-FM	96.5	Clarksdale, MS
WKDX-AM	1250	Hamlet, NC
WKEW-AM	1400	Greensboro-High Point-Winston Salem, NC
WKEW-FM (W242CD)	96.3	Greensboro-High Point-Winston Salem, NC
WKZK - AM	1600	Augusta, GA
WKZK-FM (W279BY)	103.7	Augusta, GA
WKZK-FM (W255AS)	98.9	Augusta, GA
WKZK-FM (W284DJ)	104.7	Augusta, GA
WLLV-AM	1240	Louisville, KY
WLLV-FM (W270CR)	101.9	Louisville, KY
WLTC-HD2 (W221DP)	103.7/92.1	Columbus, GA
WMEJ-AM	1190	New Orleans, LA
WMEJ-FM (W282CE)	104.3	New Orleans, LA
WMIR-AM	1200	Myrtle Beach, SC
WMIR-FM (W238CJ) (W278CB)	95.5/103.5	Myrtle Beach, SC
WNEV-FM	98.7	Memphis, TN
WNRR-AM	1380	North Augusta, SC
WOAD-AM	800	Jackson, Mississippi
WOAD-FM (W278BW)	103.5	Jackson, Mississippi
WPCE-AM	1400	Norfolk-Portsmouth-Newport News, VA
WPCE-FM (W237FM)	95.3	Norfolk-Portsmouth-Newport News, VA
WPJM-AM	800	Greenville-Spartanburg-Asheville-Anderson, SC-NC
WPMR-LPFM	95.7	Russellville, AL

WPOL-AM	1340	Greensboro-High Point-Winston Salem, NC
WQAT-FM LP	99.5	Belton, SC
WQSW-LPFM	100.5	Ft. Wayne, IN
WRCG-AM	1420	Columbus, GA
WRCS-AM	970	Ahoskie, NC
WREJ-AM	990	Richmond, VA
WREJ-FM (W267CB)	101.3	Richmond, VA
WSEL-FM	96.7	Pouotoc, MS
WSTK-FM	104.5	Aurora, NC
WTHB-AM	1550	Augusta, GA
WTHB-FM	96.9	Wrens, GA
WTMR-AM	800	Camden, NJ
WTRP-AM	620	Atlanta, GA
WTSK-AM	790	Birmingham (Anniston-Tuscaloosa), AL
WTSK-FM (W227DD)	93.3	Birmingham (Anniston-Tuscaloosa), AL
WTWG AM	1050	Columbus, MS
WTWG-FM (W245DM)	96.9	Columbus, MS
WUBU-FM	106.3	Southbend, IN
WVEL-AM	1140	Peoria, IL
WVFG-FM	107.5	Uniontown, AL
WVTJ-AM	610	Pensacola, FL
WVTJ-FM (W287DA)	105.3	Pensacola, FL
WWSJ-AM	1580	Lansing, MI
WWSJ-FM (W262BD)	100.3	Lansing, MI
WYDU-AM	1160	Fayetteville, NC
WYDU-FM (W253DC)	98.5	Fayetteville, NC
WYNC-AM	1540	Greensboro-High Point-Winston Salem, NC
WYNN-AM	540	Myrtle Beach-Florence, SC