

# TELEGRAM NEWSPAPER

Informing \* Educating \* Empowering \* Uplifting

## Distributing in Wayne County

(Delray, Dearborn Heights, Detroit, Ecorse, Inkster, Lincoln Park, Melvindale, River Rouge, Romulus, Taylor, Wayne, Westland and Wyandotte)

Serving Detroit and the Downriver Community Since 1944

## 2011 LOCAL MEDIA KIT

**50¢** 2010 Sports Year in Review Page 1B

**50¢** Giving Circle Marathon's Adopt-A-Family Page 4B

**TELEGRAM**

Week of December 30 - January 8, 2011

DISTRIBUTING IN: DELRAY, DETROIT, ECORSE, INKSTER, LINCOLN PARK, MELVINDALE, RIVER ROUGE, ROMULUS, TAYLOR, WAYNE, WESTLAND AND WYANDOTTE

**Older Persons at Risk of HIV/AIDS**

By Tina S. Wilson

**Family gets new home on Christmas Eve**

By Tina S. Wilson

**Best Way To Keep New Year's Resolutions? Keep Them Vague!**

By Tina S. Wilson

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**50¢** HAPPY 66th ANNIVERSARY TO THE TELEGRAM NEWSPAPER **50¢**

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Week of December 30 - January 8, 2011

**President Obama Signs Bill Reducing Cocaine Sentencing Disparity**

Crack vs Powder

By Gina C. Wilson

**Nearly 23 percent of voters cast ballots in election on Tuesday**

By Gina C. Wilson

**WSU H.E.L.P. Clinic provides health screenings for the community**

By Tina S. Wilson

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Informing \* Educating \* Empowering \* Uplifting

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Gina C. Wilson  
Dorothy Wall

*Publisher*  
*Publisher Emeritus*

**A Community Newspaper for the Community**

# TELEGRAM NEWSPAPER

*Empowering and Educating Detroit and the Downriver Communities Through Information*

## About Us

The Telegram Newspaper is a multicultural community newspaper that is distributed weekly in Detroit and the Downriver communities. The goal of the Telegram is to connect citizens within the region by publishing information that educate, enlighten, uplift and empower its readers and deliver consumers to our advertisers' projects and services. The Telegram continues to be unique in its approach to be a newspaper that the entire community turns to for local, state and national information.

The Telegram Newspaper has been African American owned since 1944 when it was established.

## The Telegram

- \* Gives its readers an opportunity to have a voice. It allows voices, large and small to be heard on issues important to the community

- \* Assists local businesses in expanding and succeeding in the communities in which they serve. Its multi-media advertising platform includes print, online, email blasts and free standing inserts

- \* Provides information on Health & Beauty, Finances, Sports, Entertainment, Current Events, Automotive, Education and Religion that will empower the readers to action

The **staff** at the **Telegram** is committed to providing excellent customer service for reporting the news and determining personalized advertising campaigns for the businesses in the area to help them reach their goals.

The leadership of the **Telegram Newspaper** develops partnerships with local schools, businesses, non-profit organizations and city governments to provide revenue, participate in volunteer opportunities and provide media sponsorships for community events.

The Telegram is helping to prepare the next generation of media personnel by establishing internship programs with local colleges and high schools. Schools include Wayne State University, Baker College, Bethune Cookeman University, Westwood and River Rouge School District and Dr. Charles Drew Academy.

**The Telegram Newspaper** is distributed throughout Southeastern Michigan in thirteen cities in Wayne County at over 200 locations. The readership of the Telegram comes from the city of Detroit and the residents in the Downriver Communities.

Subscriptions to home or businesses are available at the following prices:  
US Mail: 1 year - \$65.00 , 26 weeks – \$40.00 Home Delivery \* 1-year-\$26.00 26 weeks \$15.00  
\*Home delivery is available for the cities with distribution locations

*The Telegram is the official newspaper for the cities of Ecorse and River Rouge and adjudicated for the city of Inkster.*

Page 5B THE TELEGRAM NEWSPAPER WEEK OF AUGUST 9 - AUGUST 11, 2019

### TELE-TAINMENT

#### ABC's 'Detroit 1-8-77' Title Stays; Creator Wants Eminem Documentary shooting style scrapped after Aiyanna Stanley-Jones death

Documentary shooting style scrapped after Aiyanna Stanley-Jones death



Richmond also stated he wants Detroit-born rap star Eminem to appear on the show.

"I would love it [if he appeared]," Richmond said. "Eminem is a great actor, and he's a good representative for the city. I'd love for him to be involved in any way possible."

The producer explained that he had already "heated out" to Eminem in the hope of using his music on the show.

"Detroit 1-8-77" which stars former "Supernurse" actor Michael Imperioli - will premiere Sept. 21 on ABC - but with a few changes since we last reported on the series. Producers have ditched the documentary style. Shooting the series initially used to mean the main voices of Detroit, it's a more visual, and we're sticking to the

change despite requests made by local community leaders.

"1-8-7 is another way to say homicide - will not

producer Jason Richman said Sunday. "We think it's cool and represents the visual identity of the show. It's just kind of a pop culture reference. It wasn't meant to mean the main voices of Detroit, it's a more visual, and we're sticking to the

The decision to do so was made in part because of the accidental shooting death of Aiyanna Stanley-Jones, the 7-year-old girl who died during a Detroit Police raid in May.

A camera crew from ABC's "The First 48" was shooting officers at the time. Since then, camera crews have been banned from following officers, and producers said they wanted to be sensitive to the city's reality.

"That was pretty real and pretty scary stuff and the city was very concerned about that," Richman said. "We were sensitive to their concerns. It was a huge, huge story that traumatized the city."

Courtesy of ETWME.com

#### Injured Aretha Franklin to Reschedule Brooklyn Concerts



"Aretha Franklin says she's on the mend from broken ribs and abdominal pain suffered during a fall on Sunday. The fall will cause her to miss her first concerts in Brooklyn, New York that were scheduled for Monday and Aug. 12. She was also due to perform at an Aug. 11 birthday party for U.S. Rep. Charles Rangel, D-N.Y.

"I will really miss that nice slice of cake from Congressman Charles Rangel's birthday party and singing happy birthday to him," Franklin said in a statement released Tuesday.

The dates of final stops on the mend from broken ribs and abdominal pain suffered during a fall on Sunday. The fall will cause her to miss her first concerts in Brooklyn, New York that were scheduled for Monday and Aug. 12. She was also due to perform at an Aug. 11 birthday party for U.S. Rep. Charles Rangel, D-N.Y.

"I was very much looking forward to having a long hot dog at Coney Island," Franklin stated. "Hopefully, I will get it before the end of August."

The shows, which were scheduled for Wingate Field in East Flatbush on Monday and Aasey Leroy Park in Brighton Beach on Aug. 12, were to be Franklin's first concerts in Brooklyn.

#### Breaking of the Day Ministry in Detroit with Blacktop Gospel Choir



also appearing  
High Priestess | Mphahlele | C. J. | Anthony Williams  
**Saturday, August 7, 2019 @ 7:30 PM**  
**Fellowship Church**  
7707 West Outer Drive, Detroit, MI  
(Between Greenfield and Biddle)

FREE COFFEE, WAYS & REFRESHMENTS SERVED

Order tickets from: For more info: 313.856.4300 or 734.444.8842

# TELEGRAM NEWSPAPER

## History of the Telegram

The Telegram Newspaper was founded in 1944 and has been in continuous publication since that time. The late J. C. Wall, who passed away in July 1997, published it for over 50 years. Following J. C. Wall's death, the Telegram continued to live on through the efforts of Mr. Ben Wade until May 2006.

In June 2006, the **Telegram** was purchased by Gina C. Wilson and has experienced exponential growth since that time. The Telegram's content has doubled in size and its distribution has increased from three cities to now being distributed in over 13 cities.

Gina C. Wilson and the Telegram staff has built relationships with local nonprofit organizations, community groups, city governments and local schools and universities to participate as Career Day Speakers, purchase school supplies and equipment, volunteer at Meals on Wheels and at local Food Pantries, host Food Drives and made donations to Goodfellows and a local Farmer's Market. They also partnered with Fort Visger CDC to maintain a community garden.

The new look, content and diversified coverage of the news and events has helped to make the Telegram Newspaper the newspaper of choice for many in the Downriver community. At a time when many newspapers are having a difficult time, the Telegram Newspaper continues to experience a sense of growth. With the launch of the website [www.telegramnews.net](http://www.telegramnews.net), loyal readers across the country can opt to read the entire Telegram Newspaper online or receive a newspaper in the mail with a year's subscription. In 2010, home delivery was instituted in our distribution area which has increased readership and brought back the 'Paper Boy'.

*The Telegram Newspaper received the Community Award from The Men's Club of River Rouge in 2008 and the Image Award for the city of Inkster in 2009.*

## Why Advertise with the Telegram

Advertising with the Telegram Newspaper is the most cost effective way to reach the residents of Detroit and the Downriver communities in South Eastern Michigan. Each week people turn to the Telegram for news that matters to their community and national news that keep them empowered. With a choice of print, online, inserts and email blast sponsorships the TELEGRAM provides several ways to reach decision makers as they determine how they will utilize their time, their finances and what role they will play in the personal growth of their family members.

Page 4B THE TELEGRAM NEWSPAPER WEEK OF DECEMBER 30 - JANUARY 5, 2011

### GIVING CIRCLE

#### Marathon Petroleum - Adopts Families for the Holidays

By: Gina C. Wilson



Employees of Marathon Petroleum in Southwest Detroit completed their second Annual Adopt A Family Campaign. Their partnership with Volunteers of America identified families that had special wishes for this Christmas season. From the list Marathon Petroleum community development department selected families that reside in Southwest Detroit, Ecorse, Melvindale and River Rouge and distributed the wish lists to various departments at Marathon.

The employees then purchased the items on the families wish list. This year they selected nineteen families: Candice Muste, Community Relations. Muste stated that Marathon enjoys doing things for the people in the areas surrounding our facility. We know that there is a need during this holiday season. Our

Parents and children with Santa were very happy as they walked out of the basement with their framed pictures with Santa and goodie bags. It was a nice day and we had a good turnout for the program. Friends of the River Rouge stayed busy and they took about 175 pictures.

We would like to thank friends of River Rouge, Clair Roberts, Mayor Michel D. Boudier for taking time out of their busy schedule and sponsoring this wonderful children's program. Pictures with Santa is a great memory for these children and will be kept for ever.

Kids enjoy an afternoon of Christmas fun and pictures with Santa



### SAVE THE DATE

The Telegram Newspaper presents

## Educating, Counseling, and Testing for HIV

Educating and Services is the great way to start the new year.

**KNOW YOUR STATUS!!!**

Friday, January 14  
10:00 am until 3:00 pm

Telegram Business Center  
19748 W. Jefferson Ave  
River Rouge, MI 48218

RSVP Preferred but not Required! 313.928.2955

Support AIDC Awareness

RSVP Preferred but not Required! 313.928.2955

Partnering with:

Wayne County Department of Public Health  
City of Detroit's Department of Health and Wellness Programs.  
PEN Enrichment Community Center



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Gina C. Wilson Publisher  
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Serving the Downriver Community for 65 years  
Distributing in: Dearborn Heights, Detroit, Ecorse, Lincoln Park, Melvindale, Sibley, River Rouge, Romulus, Taylor, Wayne, Westland, Wyandotte



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## *Empowering and Educating Detroit and the Downriver Communities Through Information*

The Telegram Newspaper provides news and information important to Detroit and the Downriver community and delivers consumers to our advertiser' products and services.

The Telegram's professional sales and support staff are ready to provide expert assistance in developing campaigns that can deliver your message in a multitude of ways in order to captivate and motivate our readership's interest in your products and services. Our marketing campaigns include:

- \* Print Advertising
- \* Web Advertising
- \*Free Standing Inserts
- \* Email Blast Sponsorship

### Specialty Advertising

CHURCH DIRECTORY  
DOWNRIVER BUSINESS DIRECTORY  
WELCOME TO THE NEIGHBORHOOD

DINING DIRECTORY  
IN THE MIXX—ENTERTAINMENT  
EDUCATIONALLY SPEAKING

### Specialty Sections

Opinion  
Classified/Help For the Unemployed  
Church Directory  
Sports Scores and Highlights  
Here's to Good Health (bi-monthly)  
In the Mixx-Entertainment (bi-monthly)  
Downriver Drivetime  
Educationally Speaking (bi-monthly)  
Hair & Beauty (bimonthly)  
Its Your Money (monthly)  
Family Matters (monthly)  
Community Events  
Dining Directory (bi-monthly)  
Senior News

### Monthly Promotions

January – Happy New Year/  
Martin Luther King Jr. Day  
Middle Eastern Heritage Awareness Month

February – Black History Month/ Valentines Day

March – Good Neighbor/Women's History Month

April – Armed Services Month./European American Heritage Month

May – Memorial Day/Mother's Day  
Asian-Pacific American Heritage Month

June – Graduation/Father's Day

July - Independence Day

August – Back to School

September – Labor Day/Hispanic Heritage Month

October – Customer Appreciation Day /

November – Thanksgiving/Native American Month

December – Christmas

Distribution locations at numerous: **Gas Stations** **Convenience Stores**  
**Businesses** **City Halls** **Community Centers** **Churches**  
A complete list can be found on our website [www.telegramnews.net](http://www.telegramnews.net)

*The TELEGRAM is a multicultural newspaper serving the community.*

[www.telegramnews.net](http://www.telegramnews.net) -website [telegram@telegramnews.net](mailto:telegram@telegramnews.net)—email



# TELEGRAM NEWSPAPER

***Serving Detroit & the Downriver Community since 1944***

## **2011 LOCAL ADVERTISING INFORMATION**

**CIRCULATION:** 12,000 – Subscriptions and News Stand

Readership - 36,000 readers serving Ecorse, River Rouge, Southwest Detroit, Delray, Dearborn Heights, Melvindale, Lincoln Park, Taylor, Romulus, Inkster, Wayne, Westland and Wyandotte

**COST:** 50¢ per issue

**DISPLAY ADVERTISING OPEN LINE:** \$10.00 PCI

**CLASSIFIED ADVERTISING:** \$15.00 PCI/20words or less \$7.50 PCI for items under \$3000

**LEGAL ADS:** \$15.00 PCI

**ONLINE ADVERTISING:** Banner Ad—\$60/month - Rectangle Ad—\$40/month  
Button Ad—\$20/month - Classified Ad— \$15/month

**COLOR CHARGES:** \$100 PER COLOR; PROCESS (4 – COLOR) \$200 (full page ad)

**LAYOUT CHARGE:** 10% of Ad Cost

**PHOTOGRAPHY:** \$15.00

**MECHANICAL REQUIREMENTS:** Width of Column 11 ½ Picas; Column Length 16 inches,  
Five Columns Per Page; Page type Space, 10 ½ x 16 inches; Halftones 65 line Screen

**FREE STANDING INSERTS:** Non-commissionable rates – one sheet - 8 ½ x 11 or \$45/M;  
4-page tabloid \$50/M or 6-8 page tabloid \$55/M. (Discounts for frequency)  
Must be received one week prior to scheduled delivery.

**POLITICAL ADVERTISING:** Political Advertising is billed at the National Rate and  
must be Pre-paid.

**TERMS OF PAYMENT:** Total amount is due and payable within 30 days following publication  
for credit approved advertisers. For non-credit approved advertisers, the entire  
amount is due prior to publication date.

Delinquent accounts shall be turned over for collection to an attorney when  
conventional methods fail. If necessary, the Telegram Newspaper will resort to court  
action to enforce this contract.

We accept payments by: MasterCard/Visa, American Express, checks, money order & cash

**TERMS AND CONDITIONS:** In the event the Telegram Newspaper makes an error in  
production or reproduction of an advertisement, the Telegram Newspaper reserves  
the right to re-run a corrected advertisement or adjust the charge made to the  
account of the advertiser to reflect such error.

**Space Reservation –**

**Copy Deadline –**

**Press Day –**

**Publication Day –**

**Thursday**

**Friday by 4:00pm**

**Wednesday**

**Thursday**

*Thanks for your interest in our community newspaper.*

# TELEGRAM NEWSPAPER

## 2011 LOCAL ADVERTISING RATES

Telegram Newspaper is printed weekly and publishes on Thursday

*Deadline: Friday at 4:00 pm*

### Classified Ads

1 columns 2.0" x 1.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**15** weekly  
 4 Times ..... \$ **56** month  
 3—6 month contract ..... \$ **50** month

### Business Card Package

2 columns 4.0" x 2.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**40** weekly  
 4 Times ..... \$ **36** week  
 3—6 month contract ..... \$ **30** week

### 1/8 Page Package

2 columns 4.0" x 5.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**100** weekly  
 4 Times ..... \$ **90** week  
 3—6 month contract ..... \$ **75** week

### 1/4 Page Package

2 columns 4.0" x 10.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**200** weekly  
 4 Times ..... \$ **180** week  
 3—6 month contract ..... \$ **150** week

### 1/2 Page Package

5 columns 10.0" x 8.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**400** weekly  
 4 Times ..... \$ **360** week  
 3—6 month contract ..... \$ **300** week

### Full Page Package

5 columns 10.0" x 16.0"

\*\*\*\*\*  
 Open Rate (1 Time) ..... \$**800** weekly  
 4 Times ..... \$ **720** week  
 3—6 month contract ..... \$ **600** week

### WEB ADVERTISING

Banner Ad-\$60/month - Rectangle Ad-\$40/month Button Ad-\$20/month - Link to Website -\$10/month

### Package A Month Contract

Print Ad  
Web Ad/w link

### Package B Month contract

Print Ad  
Web Ad w/link  
Free Standing Inserts

### Package C Month contract

Print Ad  
Web Ad w/link  
Free Standing Inserts  
E-mail Blast Sponsor

*Package commitments of 13 Times or more include a business highlight*

### Demographics of Readers

Income Less than \$20K—12% 20K—35K 47% 35K—50K 12% Over \$50K—29%  
 Race African American—62% Caucasian—31% Hispanic—5% Other - 2%  
 Age Under 18—12% 18-24 10% 25-44 11% 45—64 31% Over 65—36%