

TELECOMMUNICATION, SCIENCE AND TECHNOLOGY

Resolution TST-18-07

A RESOLUTION ON POLITICAL CAMPAIGN ENGAGEMENT WITH BLACK-OWNED MEDIA

WHEREAS, the National Black Caucus of State Legislators is a non-partisan organization, a champion for social justice and supporter of Black owned media and businesses in the interest of developing a recognized voice in mainstream media and economic growth in underserved communities;

WHEREAS, political candidates historically and continually fail to include Black-owned media outlets in their multi-million dollar advertising campaigns and in many cases, wait until the last minute to devote any resources to Black-owned media;

WHEREAS, there are over 200 Black-owned newspapers, over 60 Black-owned radio stations, 10 Black-owned television networks;

WHEREAS, for nearly 200 years, the Black-owned media has been the benchmark for credibility and engagement by the Black community – attributes that must be developed over time and that are essential to the long-term success of campaigns that depend on massive and enthusiastic Black voter turnout;

WHEREAS, engaging Black voters through Black-owned media outlets is both necessary and successful in earning Black votes;

WHEREAS, candidates and campaigns should be supported and endorsed not only by their orations but by their actions such that politicians who ignore Black-owned media are displaying a lack of appreciation for Black entrepreneurship and their disinterest in Black voters; and

WHEREAS, consistent engagement with Black-owned media throughout a campaign builds credibility within the Black community and helps demonstrate commitment and interest in addressing issues that affect Black voters.

THEREFORE BE IT RESOLVED, that the National Black Caucus of State Legislators (NBCSL) calls on all candidates, parties, and political action committees, throughout their campaigns to advertise extensively with Black-owned print, broadcast, and online media;

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BE IT FURTHER RESOLVED, that the NBCSL calls on all political election campaigns, political action committees, issue referendum campaigns, political parties and other election oriented initiatives to report on all vendor and contractor spending, disaggregated by race, gender, ethnicity, and national origin one year before the election (whether general or primary), six months prior to the election, and ninety days prior to the election, with the final report being provided ninety days after the election date;

BE IT FURTHER RESOLVED that the NBCSL urges election campaigns, political action committees, issue referendum campaigns, and other election oriented initiatives to sign a pledge to disclose the race, ethnicity, and gender of contractors engaged to implement their media strategies and the amount spent with each such contractor; and

BE IT FINALLY RESOLVED, that the NBCSL send a copy of this resolution to the President of the United States, the Vice President of the United States, members of Congress, other federal and state government officials as appropriate, major political parties, the presidential candidates, political action committees, referendum campaigns and other political initiatives.

SPONSOR: Representative Brenda Gilmore (TN)

Committee of Jurisdiction: Telecommunication, Science and Technology Policy Committee

Certified by Committee Chair(s): Senator Valencia Seay (GA) and Senator Anastasia Pittman (OK)

Ratified in Plenary Session: Ratification Date is December 2, 2017

Ratification is certified by: Representative Gregory W. Porter (IN), President