



Kriss Worthington

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CONSENT CALENDAR April 1, 2014

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington

Subject: Proclamation Honoring the Post News Group's 50 Year Anniversary

RECOMMENDATION

Adopt the Proclamation Honoring the Post News Group's 50 Year Anniversary.

BACKGROUND

The Post News Group was founded in 1963, and serves Oakland, Berkeley, Richmond, Marin, South County (Hayward, Fremont, etc.) and San Francisco. It is the largest African American weekly newspaper in Northern California and its Berkeley Tri-City Post publication has become a part of our City's culture and history.

African American newspapers began publication during the 18th century, the first of which was *Freedom's Journal*. These publications covered hot topics such as slavery, lynching, and other social injustices. A public forum thus emerged for articulation of the community's beliefs, concerns and hopes for society. During the 20th century, these publications provided opportunities for future African American writers and gave them a place in society as successful entrepreneurs during a time when racism, segregation, and discrimination were rampant.

The Post News Group continues this legacy by maintaining a printed publication for the past 50 years. Despite many newspapers having switched to digital media, the Post News Group has in fact gained both a printed and digital following. Having both sources available to readers makes the news even more accessible to those who would not have access otherwise. The Post News Group has remained an institution in Berkeley and the whole Bay Area, and their efforts to continue on should be honored by the City Council.

ENVIRONMENTAL SUSTAINABILITY:

Under Section G and the environmental sustainability goals, this proclamation will be in support of a newspaper that is created with recyclable materials. Furthermore, this proclamation will not have any negative environmental effects.

FINANCIAL IMPLICATIONS:

None.

CONTACT PERSON:

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Attachment:

1. Proclamation Honoring The Post News Group's 50 Year Anniversary

HONOR THE POST NEWS GROUP'S 50 YEAR ANNIVERSARY

WHEREAS, The Post News Group is the largest African American weekly newspaper in Northern California; and

WHEREAS, Their Berkeley Tri-City Post publication has been serving the Berkeley community for the past 50 years and has become a pivotal part of this city's culture and history; and

WHEREAS, African American publications are a huge part of this country's African American history since the 18th century; and

WHEREAS, Print publications are decreasing rapidly and the Post News Group should be honored for their efforts to continue publishing in print to reach a larger group of people; and

WHEREAS, The Post News Group has become a Bay Area institution, by their efforts to continue reporting groundbreaking issues regarding the African American community in all parts of Northern California; and

WHEREAS, African Americans have contributed greatly to Berkeley's cultural diversity, economy, and general growth as a community; and

WHEREAS, The Post News Group has been publishing since 1963 and has continuously brought to light important issues regarding the African American and minority communities in Northern California that are often times overlooked by other general publications; and

WHEREAS, They have kept a culture and history alive through their work in the Bay Area and have positively influenced the Berkeley community directly through the Berkeley Tri-City Post; and

THEREFORE BE IT RESOLVED, that the City of Berkeley hereby honors the Post News Group

THE POST NEWS GROUP AND THE BERKELEY TRI-CITY POST

We invite everyone to reflect on their notable accomplishments and outstanding services to California and the City of Berkeley.

