

hepton


PORTFOLIO

hepton

NCCB

NATIONAL CONSUMER COOPERATIVE BANK
2001 S STREET, N.W.
WASHINGTON, D.C. 20009

Mr. Hopton was recommended to the Bank by Congressman Don Edwards of California. I consider Mr. Hopton to be of outstanding character and superior in his field.


Mendel D. Hill
Director, Support Services Division

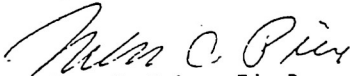
RAVENSWOOD CITY SCHOOL DISTRICT

ADMINISTRATIVE OFFICES

2160 EUCLID AVENUE
PALO ALTO, CALIFORNIA 94303
323-9411

Dear Mr. Hopton:

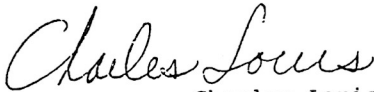
Congratulations on your publishing of the Ravenswood Insert in the Cooperator. Your staff did a good job of helping us to put the material together, and it has been well received here.


Nelson C. Price, Ed. D.
Executive Officer



GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
WASHINGTON, D.C.

Rick has tremendous written and verbal communication skills and a special ability to solve problems on many fronts simultaneously.



Charles Louis
Development Coordinator

Special Report

Advertising Age, March 14, 1985

According to Mr. Hopton, "It really isn't about whether you're white-oriented, black-oriented or pink-oriented. You need to show a corporation how it's going to increase sales as a result of placing advertising in your publication."

Congress of the United States
House of Representatives
Washington, D.C. 20515

The Honorable Moon Landrieu
Secretary of Housing and Urban Development
451 7th St. S.W.
Washington D.C. 20410

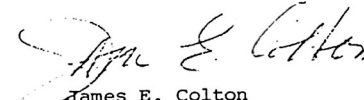
Dear Mr. Secretary:

I want to recommend Dedrick Galen Hopton for a position with the new Consumer Cooperative Bank.


Member of Congress

KRON - Chronicle Broadcasting Company

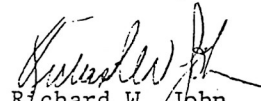
As one of several advertising managers at Bank of America, I had the privilege of working closely with Rick Hopton.


James E. Colton
Director of Advertising



LAWRYS FOODS, INC.

I certainly recommend that Mr. Hopton be evaluated and considered for employment in the sales and administrative management fields. His energy level is high and his motivation to perform in such responsibilities is very good.


Richard W. John
Vice President

STAR-NEWS

More or Less Personal



By Ray
McConnell

Shopping Center Ground Broken

Co-op Village Progresses

"We're planning the grand opening of the townhouses for June 27," said Rick Hopton, education director of Co-op Village and its general executive. "Dedication of the recreation building is set for Aug. 7."

Carter Slates Consumer Education Week

According to Rick Hopton, director of public relations for the conference, a cooperative is "a business organized collectively which has a non-profit status." A group of businesses or people pool their resources collectively to form a cooperative.

HONORABLE MENTION:

Dedrick (Rick) Hopton, a transplant from New York but a product of Muir and PCC, is a natural as community relations director for the CO-OP Village Housing and Shopping Center in Pasadena's Pepper Project.



By RICK HOPTON

INSIDE PEPPER PART IV

There was a very important meeting held Thursday October 22, 1970. The meeting took place at the Pasadena Urban League, compliments of its Director, John Reagan. The persons present consisted of John Reagan, Director of the Urban League, Gene Hillard, Publisher, Pasadena Outlook, Joe Brown, prominent black architect, Don Moore, CRA planning department, Rex Lotery, architectural designer of MODF's Co-op Townhouses, Joan Woods, MODF representative, Carol Taylor, environmental designer, Rod McIver, Publisher of the Pasadena Eagle, and yours truly Rick Hopton, free lance columnist. Ross Williams, Director of CRA who was unable to be present, was however, very cooperative in helping to set up and arrange this forum.

Rod McIver was responsible for organizing the meeting, with the intention of making known some complaints that the black community voiced regarding the architectural designing of the Pepper development.

The purpose of the meeting was to discuss the feasibility of modifying the roof design planned for the MODF Townhouses. It should also be noted, that, Fletcher Smith, head of the Citizens Urban Renewal Advisory Committee (CURAC), who initially voiced loud complaints against the CRA planning department for not being notified of the design was invited, but failed to be present.

Many things were disclosed at the meeting that were not previously known, of which I will discuss in more detail next week. The main factor discovered however, was that the architectural designing of the MODF townhouses will be significantly different than the now existing Washington West apartment units.

The main objection stemmed from the regimental appearance of the townhouses and its proposed color scheme.

John Reagan, from the Urban League stated, "My main objection is the monotony of the color scheme." Carol Taylor also added, "Varied colors would be a great help in alleviating the regimental color scheme and similarity of design."

It was finally agreed, that, the overall architectural design of the MODF Townhouses will be satisfactory once the color scheme becomes varied.

1969 to 1970

Pasadena Eagle Newspaper and KPFK Radio, Los Angeles

Research and News Reporting: Made educational commentaries on weekly radio station to inform the public of important local and national news events. Investigative reporter-columnist for local newspaper whose subscription growth of twenty percent was attributed by the publisher to my column and feature stories.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
WASHINGTON, D C

[Redacted]

Reply To

[Redacted]

[Redacted]

To Whom It May Concern:

I had the pleasure to work with Rick Hopton from 1972 to 1974.

My position at the time was Deputy Director, Office of the Mayor, Central Demonstration Agency of the Model Cities Program, Bayview-Hunters Point, San Francisco, California. Rick was assigned to work on my staff as Education Specialist as well as Director of the Intern Training Program and Citizen Participation Advisor to the Mayor.

Rick has tremendous written and verbal communication skills and a special ability to solve problems on many fronts simultaneously.

Rick's strong background in the cooperative movement and community affairs was the main reason I decided to hire him to be on my staff.

[Redacted]

[Redacted]

Sincerely yours,

Charles Louis

Charles Louis
Development Coordinator

1972 to 1974
Office of the Mayor
San Francisco, California
Central Demonstration Agency
Model Cities Program

Training and Interpersonal Skills: Devised plan as Director of training to work closely with school teachers, administrators and students to develop and implement innovative city-sponsored training programs and curriculum for pre-school through graduate level participants. Worked with a variety of ethnic groups and successfully negotiated an end to a two-year feud between Black and Hispanic communities over the administration of the city's "Career Opportunity Program."

KRON

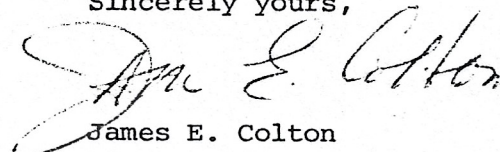
Chronicle Broadcasting Company

To Whom It May Concern:

As one of several advertising managers at Bank of America, I had the privilege of working closely with Rick Hopton.

When I first came into contact with Rick, the bank's relationship with the minority papers in California was strained at best. Through his efforts we were able to greatly improve the situation. So much so, that when I left to become Director of Advertising at an NBC-TV affiliate, we were receiving awards for our community involvement with minority publications. This may have come about without without Rick's endeavors, but not as rapidly. I wholeheartedly recommend giving Rick serious consideration for future promotion.

Sincerely yours,


James E. Colton
Director of Advertising

JEC:ei

1974 to 1975
Hopton & Associates
President

Sales and Marketing: Represented the West Coast Black Publishers Association (WCBPA), 13 top Black-owned weekly newspapers (Washington State, Nevada, California) with a weekly readership of 1.2 million. Hopton & Associates secured yearly advertising contracts with Bank of America, United Air Lines, Del Monte, Toys-R-Us and other national corporations. Sold one million dollars in advertising during one-year contract period.

RAVENSWOOD CITY SCHOOL DISTRICT

MEMBERS OF THE BOARD

Laura Hatton, President
Mathaniel Brooks, Vice President
Mel Harris, Clerk
Amellah Haggans, Member
Dendall Simmons, Member

ADMINISTRATIVE OFFICES

2160 EUCLID AVENUE
EAST PALO ALTO, CALIFORNIA 94303
323-9411

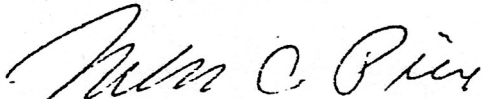
Mr. Rick Hopton

Cooperator Publishing Co.
One Fourteenth Street
San Francisco, California 94103

Dear Mr. Hopton:

Congratulations on your publishing of the Ravenswood Insert in the Cooperator. Your staff did a good job of helping us to put the material together, and it has been well received here. We are looking forward to working with you on mid winter issue.

Sincerely,



Nelson C. Price, Ed. D.
Executive Officer

NCP:mg

Cooperator Publishing Company

Management and Administration: (General Manager)
Created, managed business operations for and conceptually designed newspaper. Developed and featured an "editorial advertising policy" unprecedented in the industry. Publication grew from twelve to twenty-eight (28) pages in eight months.



LAWRY'S FOODS, INC.

568 San Fernando Road
Los Angeles, California 90065
Phone (213) 225-2491
Cable: Lawrys

To Whom It May Concern:

During the period of approximately 1970 and 1971, I served as Chairman of the Board of an organization in the City of Pasadena, California known as Co-Op Village.

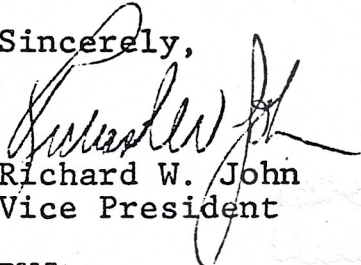
This organization was seeking to establish a cooperative-owned and operated shopping center and supermarket complex within the Co-Op Village development in Pasadena.

Mr. Rick Hopton served for an extended period as the key staff employee in connection with this project, and as a result, I became acquainted with him and had an opportunity to observe his performance and evaluate his skills and qualifications.

Based on this association, I certainly recommend that Mr. Hopton be evaluated and considered for employment in the sales and administrative management fields. His energy level is high and his motivation to perform in such responsibilities is very good.

While we have not been closely associated since the period referred to above, I understand he has successfully pursued a career in the newspaper publishing field which has added to his experience and employment qualifications.

Sincerely,


Richard W. John
Vice President

RWJtm

1970 to 1972
Mutual Ownership Development Foundation of San Francisco
Consumers Cooperative Village, Inc. of Pasadena
Public Relations Director

\$6.4 million shopping center (5 acres), housing (255 townhouses) and recreation development (total 22 acres development). Responsible for the overall public relations program strategy for this venture, to include the sale of housing, co-op membership shares, and the leasing of space in the shopping center.

OVERVIEW

Seeking a position that allows me to utilize my comprehensive skills in fund-raising, sales/marketing, human resources, writing, and administration - especially in an organization geared toward the well being of people, and where there is a need to assure broad cooperation to achieve stated goals.

SELECTED ACCOMPLISHMENTS

CORPORATE INVOLVEMENT: *Executive Director of Corporate Involvement.*

Convened regular high-level business meetings with Presidents and Vice-Presidents of Marketing or Corporate Affairs of Fortune 500 Corporations. Developed strategies to obtain \$100,000 and above commitments from these corporations and others: Nissan, Apple Computer, Ford, Sears, Amoco, Chevrolet, MGM/UA and Toyota. Responsible for over 1.5 million dollar increase in company fund-raising/sales in one year (gross increase of 35%). (Black Resources, Inc./Assault on Illiteracy Program).

BUSINESS DEVELOPMENT: *Fund-Raising/Marketing Director*

Devised program to sell shares which enabled community residents to own a 6.4 million-dollar, twenty-two acre shopping center, housing and recreation development. Planned and implemented all fund-raising, marketing and advertising strategies/campaigns to promote this unique project. Wrote all fund-raising proposals. (Mutual Ownership Development Foundation and Consumers Cooperative Village, Inc.)

NEW PRODUCT CREATION: *Publisher/Director of Sales*

Successfully launched/managed business operations and sold national advertising for new 96 page bi-monthly, 4 color general interest regional/city magazine. Accounts sold and serviced included: General Foods, Sears, Anheuser Busch, Pepsi, Kool, Westinghouse, Equitable Life, Bahamas Ministry of Tourism, Soft Sheen, Martell Cognac, Merrill Lynch, U.S. Navy, Seagram's, Clairol, Maryland State Lottery, U.S. Army, Ocean Spray, Walt Disney Productions, Johnson Products, Westin Hotels, and other major corporations. (METRO Magazine, Inc.)

SALES/MARKETING: *National Sales/Marketing Director*

Sold over one million dollars in yearly advertising contracts in less than one year to United Airlines, Bank of America, Del Monte, Toys-R-Us, AT&T, and others. (West Coast Publishers Association)

MANAGEMENT/ADMINISTRATION: *General Manager*

Successfully managed business operations and conceptually designed local general interest newspaper. Responsible for direct sales/financing efforts that enabled the publication to grow from twelve to twenty-eight pages in eight months. (Cooperator Publishing Company)

MEDIA PLANNING/IMPLEMENTATION: *Account Executive*

Directed planning and implementation of advertising campaigns for major local and national advertisers. Handled legal advertising as well as special advertising campaigns for HUD, DOL, Justice, CSA, Treasury, and their counterparts at the city, county and state levels. (Washington Post Newspaper)

HUMAN RESOURCE/INTERPERSONAL SKILLS: *Director of Human Resource Development/Training.*

Devised plan to work closely with school teachers, administrators and students to develop and implement innovative City sponsored training programs and curriculum for pre-school through graduate level participants. Worked with a variety of ethnic groups and successfully negotiated an end to a two-year feud between African-American and Hispanic-American communities over the administration of the City's Career Opportunity Program. (Office of the Mayor)

CONSULTANT ACTIVITIES

NATIONAL CONSUMERS COOPERATIVE BANK (NCCB)

Responsible for an unprecedented increase in minority community participation at NCCB Public Hearings held in 13 U.S. cities nationwide. Set-up and implemented entire strategy, to include: media saturation, coordination of staff to inform community regarding co-op education meetings held prior to each NCCB Public Hearing, monitored public hearing impact, and established national network and mailing list of minority group leaders and press throughout the U.S. Submitted comprehensive "Minority Outreach Report" that brought about several policy changes within NCCB.

BLACK MEDIA, INC. (BMI)

Conceived, developed and implemented the highly successful 1st Annual "Buy Black" promotional campaign for 17 Black-owned member companies of the American Health and Beauty Aids Institute (AHBAI). Over \$150,000 in advertising was purchased through BMI by AHBAI to promote this campaign.

NATIONAL CENTER FOR COMMUNITY ACTION (NCCA)

Set up and directed national conference entitled, "A National Conference on Community Cooperative Economic Development." The conference focused on the ABC's of cooperative economic development at the community level.

THE PRINTED CITY, INC. (TPC)

Researched, designed, and wrote sales brochure, Franchise Plan, Training Manual, FTC Disclosure Document, Franchise Agreement, and Prototype Newspaper for the Franchisor and Franchisees. The Printed City is a unique concept that gives community service organizations the opportunity to own and control an 88 page city/neighborhood newspaper.

THE "STRESS TEST" RADIO SHOW

Host one (1) hour two-way talk radio show that helps people better manage and reduce "stress" and "hostility" at work, school, home, or wherever they might be. Show is funded by AMOCO Oil and other corporations. The show has been successfully on the air for over one year.

EDUCATION

Pasadena College

Major: Political Science/Pre Law Minor: Economics.

Received necessary pre-requisites to attend law school

MILITARY SERVICE

United States Army: Honorable Discharge

Personnel Specialist

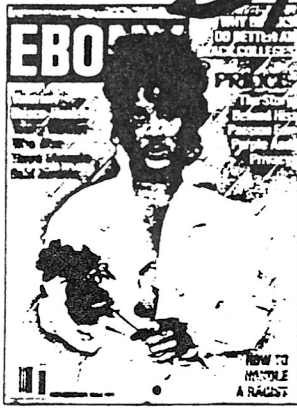
OTHER INFORMATION/PERSONAL DATA

Hobbies: Photography and Music.

Excellent health. Married

References and complete portfolio furnished upon request.

Special Report



Marketing to Blacks



How media segment the target audience

By Marie Spadoni

The essential key to understanding and marketing to black consumers is knowing how to reach this target group through its own media," says Lafayette Jones, president, Smith, Jones & Associates, Chicago. The sheer number of black consumers—26.5 million spending \$150 billion annually—has made it virtually impossible to deny the importance of the market, Mr. Jones says.

As marketing competition becomes more fierce and mass marketing continues to erode, there's a need to look at the in-

dividual segments, he says.

Rick Hopton, New York-based consultant for Black Media Inc. Chicago agrees,

"Highlighting the differences in each market is the wave of the future," he says, and targeting the black consumer market is a part of this trend.

"Black media is a way to reach that segment," Mr. Jones says. "I'm not saying that you don't need mass market vehicles. They certainly have their place within the marketing mix." But companies that are trying reach these specific targets need to look to black media, he says.

Black media—whether it's broadcast, print or outdoor—offer advertisers a special invitation to the market because black consumers identify with pro-

gramming from these outlets, Mr. Jones says. Selling to black consumers requires the use of media that talks to blacks rather than about blacks, he says.

"Generally, black media show blacks in their full social environment. However, blacks are infrequently portrayed in a positive fashion by general market media. This often reflects a distorted perception of black life styles," Mr. Jones says.

Also recognizing black consumers as an important segment of the buying public is Bob Johnson, president of Black Entertainment Television, a Washington-based cable network.

He looks at cable tv as an extension of the trend in segmentation and a viable means of targeting the black consumer.

"Ethnicity is an important variable to marketers," he says.

One indication of media response to segmentation is the proliferation of special interest magazines. Black-oriented publications are emerging regionally because of cost factors.

"We are seeing a lot of special interest magazines, and the black market is becoming a part of it," says Beth Axelrad, project director-U.S. media resources and research, J. Walter Thompson USA, Chicago.

According to Mr. Hopton, "It really isn't about whether you're white-oriented, black-oriented or pink-oriented. You need to show a corporation how it's going to increase sales as a result of placing advertising in your publication."

"The question is, how finely can you really segment the market?" Ms. Axelrad says.

According to several agency executives, it's not enough to recognize the black consumer market as a viable segment in need of its own media.

There must be "specific strategic marketing," says Anthony Moore, vp-media and research director, Proctor & Gardner, Chicago.

"One medium does not reach all blacks. You need a more defined audience." He says marketers and advertisers have begun to realize the need to segment black media in itself.

"Some marketers are operating with prehistoric thinking," BMI's Mr. Hopton says. "It's a new day."

Marie Spadoni, an editorial assistant with ADVERTISING AGE, coordinated this Special Report.

Blacks' ambition enters the picture

By W. Franklyn Joseph

Marketing and advertising communities may be up to their bar charts in neologisms, but another phrase has crept into vogue: Buppies.

The term, an acronym for black urban professionals, refers to ambitious, black professionals who display a drive toward self-improvement, according to New York-based *Black Enterprise* publisher Earl G. Graves, whose staff is credited with creating the word.

With coinage of the word comes recognition of the market.

"There has been a dramatic change in advertising directed at the black male consumer," says Eugene Morris, senior vp, Burrell Advertising, Chicago. Ten years ago, most portrayals of the black male were of the can't-do-anything-but-have-a-good-time type. "Today, much more accurately, the black male is characterized as more ambitious."

In addition to promoting the buppie image, Burrell has used the black male as a father figure to promote Procter & Gamble's Crest toothpaste. For example, one ad shows father and son looking into a mirror, while the

W. Franklyn Joseph previously has written for the *Marketing to Blacks* Special Report.

father fixes his son's tie, with copy that reads, "I'm going to be involved with my son as much as I can." Another, with similar copy, shows the devoted father reading to his young daughter.

Burrell's expression of the black male image is being commended within the ad industry. "The new approach is very welcome," says Deborah Gray, media manager, Mingo-Jones Advertising, New York. She would like to see more commercials "expanding the image of black men by showing them more in family situations, enhancing their family participation look."

But advertising's portrayal of the black male still receives criticism.

"A positive black male image is absent in many advertising messages," says Rick Hopton, founder-associate publisher of *Metro*, New York, a regional every-other-monthly targeting blacks.

"Corporate advertisements carry a better message for the black male to identify with, compared to consumer advertisements," he says.

Miller Brewing Co., Milwaukee, also uses the black male as a role model in ads. The ad, handled by Mingo-Jones, reads, "Mighty is the vision of those who strive with heart and deter-

mination," and it features Percy Sutton, chairman of Inner City Broadcasting, a New York-based communications network.

Ms. Gray is enthused by the



A sense of style is used to target the black male in this Remy Martin ad.

positive portrayal of black men in general market ads. One example, Xerox Corp.'s Team Xerox ad, features a black male being applauded by peers and congratulated by a company official who says, "Thanks to you, the Southport office has a new lease on life."

The black male image also is receiving a new lease on life in advertising.

"The shift seems more toward advertising to different class groups from a general perspective, rather than differentiating between black and white," says Tony Moore, vp-advertising services for Proctor & Gardner, Chicago.

Robert Beleson, president of Remy-Martin Amerique, New York, says, "We have never treated the black male consumer any differently from his white counterpart, in terms of fundamental strategy and basic execution. The only time we've

strayed from that approach is when we've had to make adjustments to reflect likely differences in the usage pattern by black consumers."

For example, many black males drink cognac much the same way as they would whisky, straight up with ice or mixed, Mr. Beleson says.

The sense of style and class approach used to target the black male consumer is exemplified in the latest campaign for Remy Martin cognac. Appearing in various print media and outdoor boards, one ad shows a well-groomed black male with the tag line, "The man has it. The sense of Remy."

"This ad represents a new generation that balances the product with a prestigious message," Mr. Beleson says.

Marketers that recognize ethnicity in their advertising stand to gain by attracting the black male consumer.

There are about 13.5 million adult black men nationwide, according to the U.S. Census Bureau. The Equal Employment Opportunity Commission reports that in 1983, the most recent year for which figures are available, of the 3.7 million adult males classified as "officials and managers," 2.7% were black males.

All advertisers targeting men should understand the importance of reaching black men, says Pat Stevenson, vp-media for J.P. Martin Associates, New York, and especially those advertisers in product categories where the black male is a frequent user.

For example, "in the malt liquor category, the black male consumer represents more than 50% of the products' sales," Ms. Stevenson says.

But marketers should use care when associating the black male consumer with specific categor-

ies. "Some advertisers marketing to black males are making major mistakes by stereotyping the group," says Rene John-Sandy, publisher of New York-based *Class*, a monthly publication targeting Caribbean-Americans. One example of stereotypes is that "all black men smoke menthol cigarettes."

"Advertisers who recognize and adopt basic courtesies, including positive role models, when extending an invitation to black males to purchase its products will do well," says Dennis Boston, vp-advertising for *Ebony*, Chicago, a dual-audience monthly targeting blacks.

Although media available to target the black male consumer are limited—with Chicago-based *Jet* as the leader, garnering an estimated 90.6% of the black male audience, age 18 to 34, according to a Simmons Market Research Bureau report—those that recognize the viability of the black male consumer are not discouraged.

One publication counting solely on the black male consumer's appeal to marketers is *Modern Black Men*, a New York-based every-other-monthly targeting upwardly mobile black men between the ages of 29 to 54. "We're giving them the attention they deserve," says George Pryce, editor and publisher of *MBM*.

"There already happens to be a quantity of black magazines for women, business, families, entrepreneurs and political enthusiasts," Mr. Pryce says.

Standard marketing procedure supports advertising to any group that becomes primary users of a product—for reaching black males, it should be no different, Ms. Stevenson says.

"It is important to come up with an entire program—a real emphasis—not just a token program with a couple of ads." AA

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In fact, 66% of our 850,000 subscribers are in top management positions, 73% in aggressive small to mid-size businesses. 49% spend company money on small computers, while 60% authorize purchase of copiers. More than half control spending on company cars and determine their company's selection of banking services.

To put your advertising in sight of all this professional purchasing power, call your *Nation's Business* Representative or Brett Perrine, Advertising Director, at (212) 370-1440.

Nobody reaches the nation's business like *Nation's Business*.

Buyers

(Continued from Page 15)

"Red and white soups have moved away from day network television," George Mahrllig, Campbell's director-media services, says. "Women's service books have evolved from a point where they carried all of that brand's print advertising to a point where as many women's books are off as on the list," he says. "We've added titles such as *Sports Illustrated*, *Newsweek* and *Field & Stream*, which skew toward men."

An important factor in determining a product's appeal to men is its convenience, Mr. Mahrllig says. "Men generally don't have responsibility for preparing economical meals, so that the more value added to a product, the more likely it is to appeal strongly to male buyers."

Because brand management for Le Menu and Swanson frozen dinners has recognized the importance of male consumers, prime-time and late-night net-

work tv buys are appearing much more attractive than daytime network tv, Mr. Mahrllig says.

Since its introduction, Le Menu, an upscale, dual-audience convenience food, was advertised in male publications such as *GQ* and *Sports Illustrated*, as well as dual-audience books. Swanson frozen dinners, which until about three years ago were advertised exclusively to females through daytime tv, now spend twice as much of the ad budget on prime-time and late-night tv as on daytime. Complementing its broadcast effort to reach a dual audience, Swanson's print campaign includes *Reader's Digest*.

Robert Russell, media director of Valassis Inserts, Detroit, supports the theory that male shoppers seek value.

There's "definite evidence of increasing male-oriented items in coupon inserts," he says. In 1984, Valassis had 39 coupon promotions for male-directed products, compared with four in 1981. For 1985, "Valassis ac-

count executives have repeat activity from the same clients," he says.

One company that is counting on the presence of men in supermarkets is Darien, Conn.-based Act Media. The company places ads on supermarket shopping carts and is expanding its sales force with an eye toward soliciting business from companies such as Gillette and Warner-Lambert, maker of Schick products for men, Jeffrey Sturgess, director-sales for Act Media, says.

Shopping cart reminder ads are a great idea to reach men, Henry Antosch, vp-media director for Chiat/Day, Los Angeles, says. "Men are more spontaneous shoppers than women, so that end-aisle and point-of-purchase displays could easily influence them."

To further support this trend, Procter & Gamble also has changed its media strategy to better target the male consumer. Dual-audience products such as Pepto-Bismol, Sure deodorant, Prell and Head & Shoulders

New magazines deliver professional niche

By Laurie Freeman

After suffering several years of growing pains, upscale, black-oriented magazines are on the verge of maturity. These magazines, with sophisticated editorial content and layout, have strengthened their appeal to national advertisers but hope for more progress.

"For a long time, we had a difficult time convincing advertisers that our product, our magazines, would deliver the audi-



Odyssey West is directed toward blacks in the Rocky Mountain states.

ence," says Rick Hopton, founder-associate publisher of Metro, an every-other-monthly magazine he describes as "regional with a city flavor." Advertisers' attitudes are changing slowly, he says.

Metro is one of several new black-oriented magazines that have started in the past two years. Others include Odyssey West, Ascent, and next February, Seanna, targeted toward black professional women.

In general, the magazines appear to combine quality editorial content with slick, four-color production.

However, all suffer from a lack of advertising support. For the publishers, it's been a Catch-22: They need advertisers to attract advertisers.

All of these new books differ slightly in their editorial vision from the well-established, black, general consumer publications, Black Enterprise, Ebony, Essence and Jet. While those older publications target the national black population as their audience, the newer books are shooting for a more defined audience, namely the upwardly mobile, black, urban professional men and women with annual salaries of more than \$25,000.

Although this target audience sounds desirable, black-oriented magazines collectively have trouble selling their product to advertisers.

Agency executives are not convinced that these new regional publications can deliver the audience.

Instead, the agencies rely on the national magazines to enhance ad campaigns running in local black newspapers.

Laurie Freeman is an ADVERTISING AGE reporter.

"I'm waiting until the regional books have circulation in the top 15 to 20 markets, until they are good, viable, black-oriented, regional books. Right now, I can't make a good marketing pitch for them," says Anthony Moore, vp-media and research director, Proctor & Gardner, Chicago.

Other executives look beyond the numbers. "As far as advertisers are concerned, many don't even consider these magazines adequate to reach the elusive, black, upscale market. If the advertisers are targeting upscale, they're not likely to be in black publications to begin with," says Pat Stevenson, national promotion media director, J.P. Martin Associates, New York.

"For instance, Ebony reaches far more consumers, at least 40% of the entire black population. This is the audience advertisers want to reach," she says.

Other problems continue to plague black publications as they struggle to win national advertiser support. One wound in particular may take more time to heal.

Several years ago, the ad industry was sold on the potential of Elan, a magazine described as being like Vogue, but for black women. "Everyone was excited about it. It had lots of advertising. It was well put together and it looked successful. But the publisher went bankrupt within six months, and advertisers suddenly became leery of all black publications," Ms. Stevenson says.

George Blair, publisher of Ascent, a magazine designed "to share with its readership and America what the black community is and what it hopes to become," agrees it is difficult to break in, but it is not impossible. "Advertisers are more reluctant to take a chance on us, but many do come in, take a look at the magazine, and some eventually take out ads, such as IBM. It is getting easier."

Initial circulation efforts have concentrated on reaching the estimated 6.8 million black adults living in the top 25 areas of dominant influence.

In a promotional effort to reach this audience, the magazine has sponsored the touring company of an all-black rodeo. Included in the ticket price is a subscription to Ascent.

This September, backed with increasing national ad support from International Business Machines and Sears, Roebuck &

"Advertisers are more reluctant to take a chance on us, but . . . some eventually take out ads . . . It is getting easier."

—George Blair
Ascent

Co., Ascent switched from every-other-monthly to monthly publication.

Metro magazine is concerned with filling a perceived information gap for people regularly traveling between Boston and Washington.

"These people are not just interested in their own city, but are willing to travel to other cities for their leisure time activities. To do this, they have to know what's going on in these other cities," Mr. Hopton says.

"The magazine comes in three versions, one for each city where it is distributed—Baltimore, New York and Washington.

"The advantage for advertisers is they can buy one or all three cities. We also offer special promotions and bonus tie-ins with

local radio and tv stations, to give advertisers merchandising opportunities not offered by other media," Mr. Hopton says.

Odyssey West, based in Denver, is an every-other-monthly magazine, directed toward blacks living in the Rocky Mountain states.

Its stated editorial goal is "to express the aspirations, accomplishments, hopes, dreams, interests and life styles of the black citizens of Colorado and the nation." The magazine includes articles on successful black adults either native to or living in the region.

"We're not into sensationalizing any issue, nor will we make any attempt to give biased coverage on any issue, including race relations. Rather, our goal is to highlight the lives of blacks and other minorities here," says Donald Mitchell, publisher of Odyssey West.

The two-year-old publication has appealed to some advertisers, such as Adolph Coors Co., Public Service Co. of Colorado and Anheuser-Busch. However, the advertising has been solicited through the companies, not their agencies.

Recently, the situation has reversed. "We've even received some phone calls from agencies representing national clients," Mr. Mitchell says. Local merchants and businesses that have helped keep the magazine on firm financial ground are advertising in the pages of Odyssey West, encouraging ad agencies "to look beyond their negative attitudes from dealings with past black and minority publications," he says.

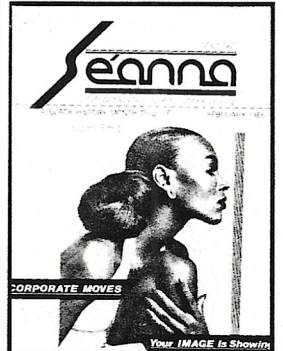
Odyssey West is distributed by Denver News Distributors to 10,000 paid subscribers, 80% of whom live in Colorado. The magazine is also on newsstands in supermarkets, convenience stores and some military bases.

Another magazine, Seanna, will be launched next February

by Urban Focus, Chicago. The publication is an annual black history month tribute to women that will target upscale black professional women, says Yvonne Killebrew Greene, president of Chicago-based Greene & Associates, a publishing rep company.

Currently, there is "no book talking to these black women, and these women need successful role models to look up to," she says.

Seanna will be distributed ini-



Seanna will be distributed in Atlanta, Chicago, Los Angeles and New York.

tially in Atlanta, Chicago, Los Angeles and New York. Advertisers signed up for the launch include Ford Motor Co. and Eastern Airlines.

"The time is right for this kind of publication. Over the last 10 years, black women . . . have [become] better educated, and they're active. They're involved with their communities. Most importantly, it's time to realize that these young, black women have money to spend," Ms. Greene says.

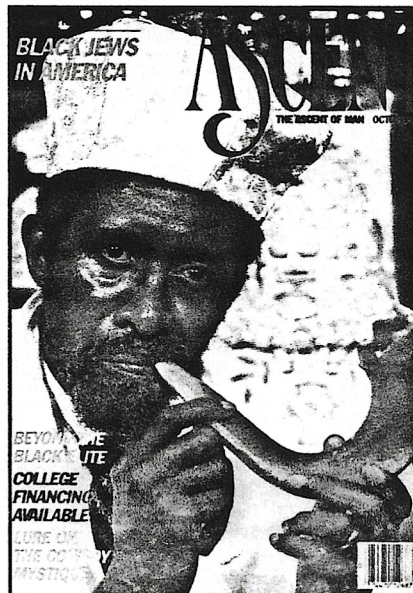
Many of these publishers believe that both the black and white communities can gain from these new publications. "If advertisers understand that black people read these publications and make their day-to-day decisions based on what they read, they [the advertisers] would benefit. When an ad is placed in a magazine like Seanna, it means the company is saying, 'We aren't taking your dollars for granted.' It's a way for advertisers to show their support of the black community," Ms. Greene says.

To effectively market to blacks, advertisers should keep various elements in mind. "It's not enough to run an ad and expect the black community to respond. An advertiser must penetrate the market through additional point-of-purchase support and be willing to invest time and money to reach the black consumer. There are no overnight results," Mr. Hopton says.

These new upscale publications are key to defining and targeting the black consumer. Magazines committed to serving the black community with quality editorial can offer marketers and advertisers an effective vehicle to reach the black audience.



The every-other-monthly Metro and monthly Ascent are finding acceptance among national advertisers. Both have used special promotions to attract readers and advertisers.



'Metro' Seeks Growth Through Expansion

By Eric Addison



Dedrick Hopton, Associate Publisher, Metropolitan



"Philadelphia is next," Hopton says. The expansion which forced *Metropolitan* to take a time-out last October will succeed this time, Hopton says, because "We (the Baltimore office) are not going to try to carry the financial burden."
 "The interest is tremendous," in the expansion cities, he says, and "The talent is there. It's just a matter of working out the business arrangement."

Dallas/Fort Worth, Philadelphia, Washington, Los Angeles, Baltimore, New York, Atlanta, Houston, Chicago, Detroit. "Those ten for sure. They're on the drawing board. I anticipate us being able to accomplish that in two to three years," he says.
 For the current month, the Baltimore, Washington and a mock New York issue were

"We overextended ourselves. And we almost pulled it off," explains *Metropolitan's* new young associate publisher, Dedrick Hopton. Hopton, the man with the final say in the reorganized magazine's day-to-day operation, had just outlined for AANWR the magazine's ambitious and innovative plan for expansion into 10 major cities, and beyond.

Many Baltimoreans were probably caught by surprise when *Metropolitan Magazine* suddenly reappeared on the newsstand with its February, 1983 issue. *Metropolitan*, which is Baltimore's only Black-owned and oriented general interest magazine, had ceased publication after the October, 1982 issue, because of financial problems.

The new financial arrangement, as it stands now, he says, is "a joint venture...almost like a franchise operation," between the Baltimore and other city offices. When the arrangement is fully implemented, he says, *Metropolitan* will be a true franchise.

Under the current arrangement, Hopton says, "Each city will have to carry at least half the cost," or the cost of the local portion of the magazine for one year.

The format of the magazine in each city will have a 32-page local section, with local stories and advertising, and a 20-page "common signature" or national section, with national stories and advertising. "It's unique," Hopton says. "There's no one else doing this in the country."

Hopton says that the new arrangement will give *Metropolitan* a competitive edge with advertisers over other city or national magazines--Black or white.

The national advertiser, Hopton's sales pitch goes, can call *Metropolitan* rather than three different local magazines, and get the same advertising for a lower price. And *Metropolitan*, he says, still maintains enough of a local staff to be able to provide advertisers with measurements of the impact of their ads.

In targeting an urban Black population, Hopton says, his magazine has an obvious advantage over most "white" city magazines, in that "Sixty to Eighty percent" of the readers of those magazines live in the suburbs.

But can *Metropolitan* satisfy an urban Black readership, and its advertisers too? We talked to the editor-in-chief of the Baltimore issue, Lawrence Coleman.

Metropolitan Magazine "Is Black as far as editorial concept," he says. It maintains "a commitment to the Black community in the presentation of positive role models in the areas of business, education, entertain-ment..."

The magazine began as a beauty magazine, Coleman tells us, *Beauty Beat*, which was founded by Lutricia and Linwood Bridgeforth. Ms. Bridgeforth later changed the publication to a general interest city magazine, and changed the name to *Metropolitan*.

"East Baltimore" businessman and former state senator, Robert Douglass, bought the magazine from Bridgeforth. The senator's son, Eric Douglass, took over his father's position as publisher last year.

Metropolitan, Coleman says, is an "upscale magazine" soliciting as readers "those families who make \$25,000 and above per year. We must prove to advertisers that we are reaching the people that they are trying to sell their products to...people who are interested in entertainment, travel, the buying of clothing, the buying of homes, etc."

"It is difficult to do this kind of magazine editorially," he continues. "You must be true to your demographics, but you must also present things that are important to the community, to people who are not in the middle-class mainstream."

"All in all, it has to be slick," Coleman says, so that the readers are attracted by the graphics and the editorial content."

"I want *Metropolitan* to be respected as a journalistic venture," Coleman says. "I would like the Black community to look at Black journalists as people who can get the truth out...Once we get past being a good Black magazine, I would like for us to be respected as a magazine period."

The magazine now has a preponderance of female readers, Coleman says. One of the things he has tried to do as editor has been to balance the readership sexually by including topics such as sports.

Hopton claims that the days of subscription 'boo-boos,' uncertain circulation, and issues full of "fluff stories," are past.

"The biggest problem with this magazine is that it hasn't been run as a business, it's been run as a social club. And that's going to stop with me," Hopton says. "I'm not blaming Eric Douglass or Bob Douglass, but the people they had working for them (in the business end)."

Then he challenges the people of Baltimore, saying, "If they feel there's a need for this magazine, they're going to have to support it. They can rest assured if they support it, they're going to get the service; they're going to get the quality."

Hopton folds back the brown-tone, glossy cover of the current Baltimore issue. "The quality of this magazine surpasses *Baltimore Magazine* now, and this magazine can only get better."

This year *Metropolitan* will get five more chances to live up to its claims. The magazine is being published bi-monthly until 1984, when it plans to resume monthly publication.

BROCHURES/MARKETING PROGRAMS DESIGNED & WRITTEN BY:
D.G. HOPTON (complete copies available upon request).

ADVERTISING RATES

DEDICATED TO COOPERATIVE SOCIAL AND ECONOMIC UNITY THROUGH CONSUMER EDUCATION

THE GO OPERATOR



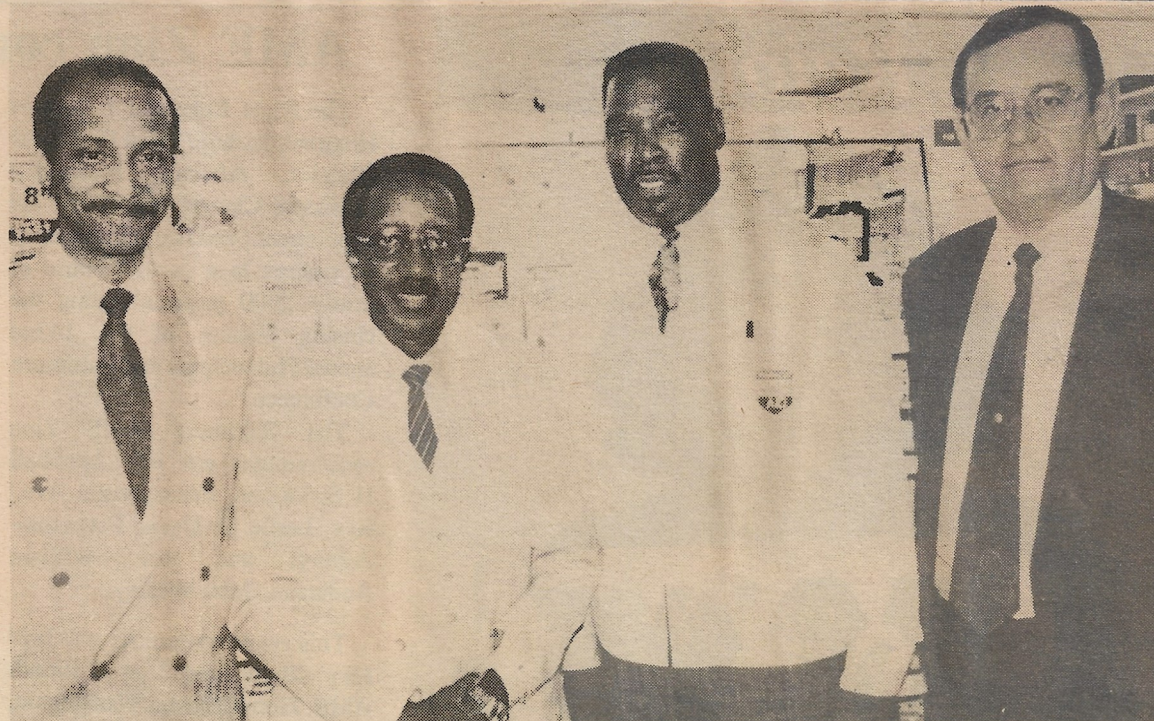
THE NATURAL GROCER

CREATED AND LICENSED BY NEW DAY COMMUNICATIONS, INC.

*America's #1
Health Talk
Radio Show
and Retail
Network*

Health

The Baltimore Times



Attending the anniversary for the Wellness Alert radio show at Rite Aid were (Left to right) Rick Hopton, Dr. Elijah Saunders, Dr. Charles Nixon, pharmacist, and Rite Aid Vice President Alex Schamroth.

Wellness Alert radio show celebrates its second anniversary on air

by Helen Glover Cook

Rite-Aid Pharmacies, The University of Maryland Clinical Research Unit, and WWIN Radio celebrated the 2nd anniversary of the Wellness Alert Radio program on June 25, by offering free blood pressure screenings at the Howard and Lexington Streets Rite-Aid store. There was a throng, ready

to be tested by RNs Acquanetta Lancaster and Sue Hall, both of the University of Maryland Clinical Research Unit.

The Radio program, which airs Sundays 7-8 p.m. on WWIN Radio is produced by Rick Hopton and New Day Communications and is hosted by Dr. Patricia Newton and Al Stewart.

During the celebration, Rick Hopton introduced the show's sponsors; Rite Aid executives, Frank Santaluchia and Alex Schamroth, Dr. Charles Nixon, Rite-Aid pharmacist and Dr. Elijah Saunders. Dr. Saunders became the show's first sponsor. Hopton says, "When I presented the idea to him, he took it from there."



Nurse Acquanetta Lancaster administers a Rite-Aid blood pressure screening.

The Washington Post

1150 15TH STREET, N. W.
WASHINGTON, D. C. 20071

Dedrick Hopton
Advertising

- * Award for the development and creation of a standard advertising sales plan.
- * Top award for the most new business sales in one month.

1978-1982
The Washington Post

Planning and Implementation: Directed planning and implementation of advertising campaigns for major local and national advertisers. Handled legal advertising as well as special advertising campaigns for HUD, DOL, Justice, CSA and the Department of Treasury and their counterparts at the city, county and state levels.



422 So. Murphy Ave.
Sunnyvale, Calif. 94086
Telephone: (408) 737-9990

6/10/81

Dear Mr. Brown:

I am writing to you regarding Mr. Dedrick Hopton.

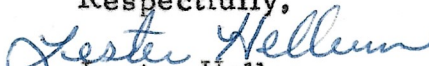
I had the pleasant opportunity to have worked with Mr. Hopton for a period of a year or more.

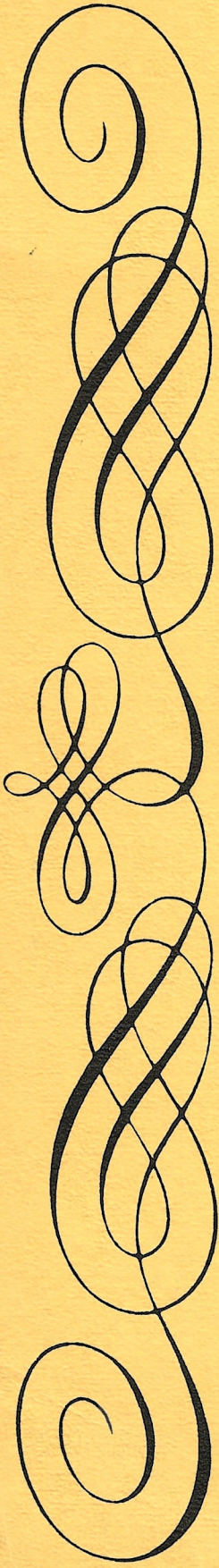
During this time I observed Mr. Hopton to be very conscientious and knowledgeable of the laws and regulations surrounding affirmative action and EEO matters, as well as having exceptional abilities when relating to the public.

Overall I think Mr. Hopton would be an asset to any organization in the area of public relations.

Any additional information will be forward upon request.

Respectfully,


Lester Helleum



The Washington Post



This Certificate is Awarded to

Rick Hopton

in Recognition of Satisfactory Completion of a Program in
BASIC ADVERTISING PRINCIPLES

Joyce Richardson
JOYCE RICHARDSON
Classified Telephone Sales Manager

Lou Limber
LOU LIMBER
Classified Advertising Manager

Beth Newburger
BETH NEWBURGER
Sales Development Training Manager

CASH CLUB AMERICA

The Non-Credit Card System . . . That . . . **SAVES You Money!**

What's more important — making-money or saving money?

Many cash discount cards claim they will save you money by transferring a cash discount from participating merchants into a savings account that draws you interest. Sure, it's a good idea; but, what about the people who want their money, now not a month from now.

Cash Club America stands uniquely apart from all other cash discount cards or buyers clubs . . . and here's why:

ADVANTAGES: Consumers

By showing your Cash Club America non-credit card to participating merchants, you are entitled to receive a specified discount (as published in our merchant directory) on merchandise or services when you pay with cash or check.*

MUSICAL EXCHANGE PRODUCTIONS

PRESENTS

“YOU NAME IT” ??

MUSIC CONCERT SERIES

LIVE IN PARADISE

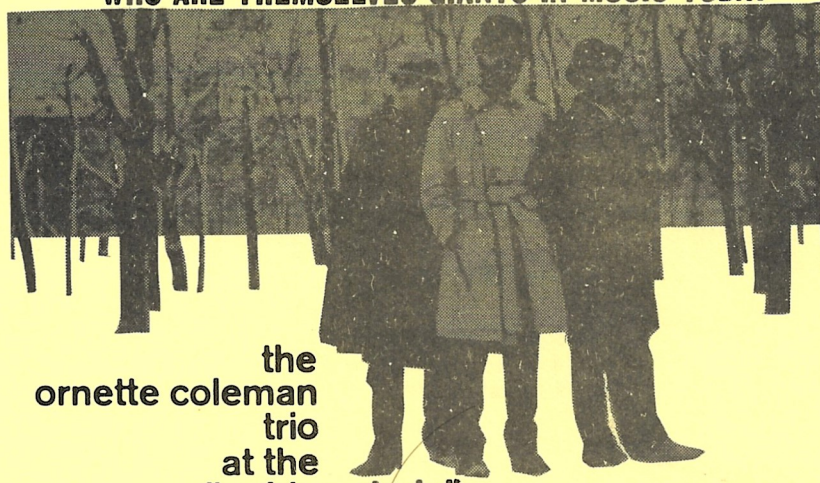
STARRING

New Jazz Legend ★ CHARLES MOFFETT

HIS FAMILY & ALL STAR MUSICIAN FRIENDS,
WHO ARE THEMSELVES GIANTS IN MUSIC TODAY

CHARLES MOFFETT'S
FRIENDS INCLUDE:

GEORGE BENSON
NORMAN CONNORS
HERBIE HANCOCK
JOHN HANDY
FREDDIE HUBBARD
GROVER WASHINGTON
DONALD BYRD
HUBERT LAWS
RAMSEY LEWIS
RONNIE LAWS
GATO BARBERI
CHICK COREA
BOBBY HUMPHREY
PATRICE RUSHEN
AZAR LAWRENCE
KEITH JARRETT
SPIDER MAN TRIO
THE FOX
CHARLIE HADEN
ROLAND YOUNG



the
ornette coleman
trio
at the
“golden circle”
stockholm

STEREO

volume two

84225 BLUE NOTE

CHARLES MOFFETT'S
FRIENDS INCLUDE:

ORNETTE COLEMAN
SONNY ROLLINS
CECIL TAYLOR
ALICE COLTRANE
MYCOY TYNER
ART BLAKLEY
PHAROH SANDERS
BOBBY HUTCHINSON
ARCHIE SHEPP
MICHAEL WHITE
MILT JACKSON
JIMMY SMITH
ELVIN JONES
BUSTER WILLIAMS
EDDIE HENDERSON
BOBBY BRADFORD
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PRINCE LAWSHA

CHARLES MOFFETT, FORMER DRUMMER WITH THE ORNETTE
COLEMAN TRIO ON THEIR HISTORIC RECORDINGS LIVE
IN CONCERT AT THE GOLDEN CIRCLE, STOCKHOLM, SWEDEN.

“This first Bay Area MAJOR Production of a large scale Jazz Concert Series will be bringing together, for the only time in history, a list of great Jazz Musicians who are long-time friends of Charles Moffett and have played with him at one time or another!”

RELAX, HAVE DINNER, HAVE A DRINK AND ENJOY THE MUSIC IN
THE MOST PLUSH AND EXOTIC THEATER—RESTAURANT ATMOSPHERE
TO BE FOUND IN THE BAY AREA, THAT'S PARADISE,
“THE BRAND NEW”

Paradise Hawaii Theatre
1881 Post — Japan Center
San Francisco, California

DECEMBER 5th, 6th, 7th, 8th, 12th, 13th, 14th, 15th,
PLUS BONUS: “SOUTH SEAS SPECTACULAR” ON
THE 16th, 17th, and 18th.

ANOTHER “MUSICAL EXCHANGE PRODUCTION” THAT BRINGS YOU THE UNEXPECTED IN MUSICAL
ENTERTAINMENT AND CULTURAL ENJOYMENT. Dinner Shows are available by reservation and Valet
Parking provided.

PARADISE THEME SONG—SING-ALONG — “Beautiful people in Paradise, Paradise Hawaii; Get some culture
in Paradise, Paradise Hawaii; Midnight Specials in Paradise, Paradise Hawaii; Release yourself in Paradise, Paradise
Hawaii; Peace and Love in Paradise, Paradise Hawaii; You name it in Paradise, Paradise Hawaii”.

For Reservations Call 921-7540

“MEET YOU IN PARADISE”!

Tickets \$5.00 and up

Limited Tickets Each Night
Two Drinks Minimum

Elijah Muhammad Day in Oakland



FARRAKHAN TO SPEAK HERE Minister Louis Farrakhan, National Representative of The Honorable Elijah Muhammad, will be the featured speaker this Sunday, Jan. 26, as Muhammad's Temple of Islam No. 26B presents "THE HONORABLE ELIJAH MUHAMMAD DAY" at the Oakland Auditorium, 10 10th St. at 2 p.m. Oakland Mayor John Reading became the first in California to officially proclaim a day for the Muslim leader in ceremonies at City Hall earlier this week. A large number of Oakland, Bay Area and Californian businessmen, politicians, civic and community leaders will be on hand to pay tribute to Mr. Muhammad. The program is free and all are invited to attend.

Pictured here with a tiny guest, Minister Farrakhan will speak on "The Survival of the Black Family in America."



Talking over last minute items are James Jackson of Brooklyn, Dedrick Hopton of Washington and ABC-TV newsman Max Robinson.
Richmond Afro-American
3/8/80

Mail to 630 - 20th Street
Oakland, California 94612

COUNTY CLERK'S FILING STAMP

ENDORSED
FILED
FEB 6 1975
ROBERT J. HARE, Clerk
BY F. MELANEPHY
Deputy Clerk

Fictitious Business Name Statement

The following person (persons) is (are) doing business as:
HOPTON & ASSOCIATES
THE COOPERATOR

at (*) 630 - 20th Street, Oakland, California, 94612
FICTITIOUS BUSINESS NAME
BUSINESS ADDRESS

1 (**) DEDRICK GALEN HOPTON
FULL NAME—TYPE/PRINT
1925 - 11th Avenue
RESIDENCE ADDRESS
Oakland, California
CITY

2 _____
FULL NAME—TYPE/PRINT
RESIDENCE ADDRESS
CITY

3 _____
FULL NAME—TYPE/PRINT
RESIDENCE ADDRESS
CITY

4 _____
FULL NAME—TYPE/PRINT
RESIDENCE ADDRESS
CITY

(* * *) This business is conducted by AN INDIVIDUAL
INDIVIDUAL, CO-PARTNERS, CORPORATION, LIMITED PARTNERSHIP, BUSINESS TRUST, ETC.

Signed Dedrick G. Hopton Type or print signature Dedrick Galen Hopton

This statement was filed with the County Clerk of the City and County of San Francisco, California, on the date indicated by file stamp above.

Certification

I hereby certify that the foregoing is a correct copy of the original on file in my office.

13904
File No. _____
Statutory Filing Fee — \$10.00
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F. MELANEPHY DEPUTY

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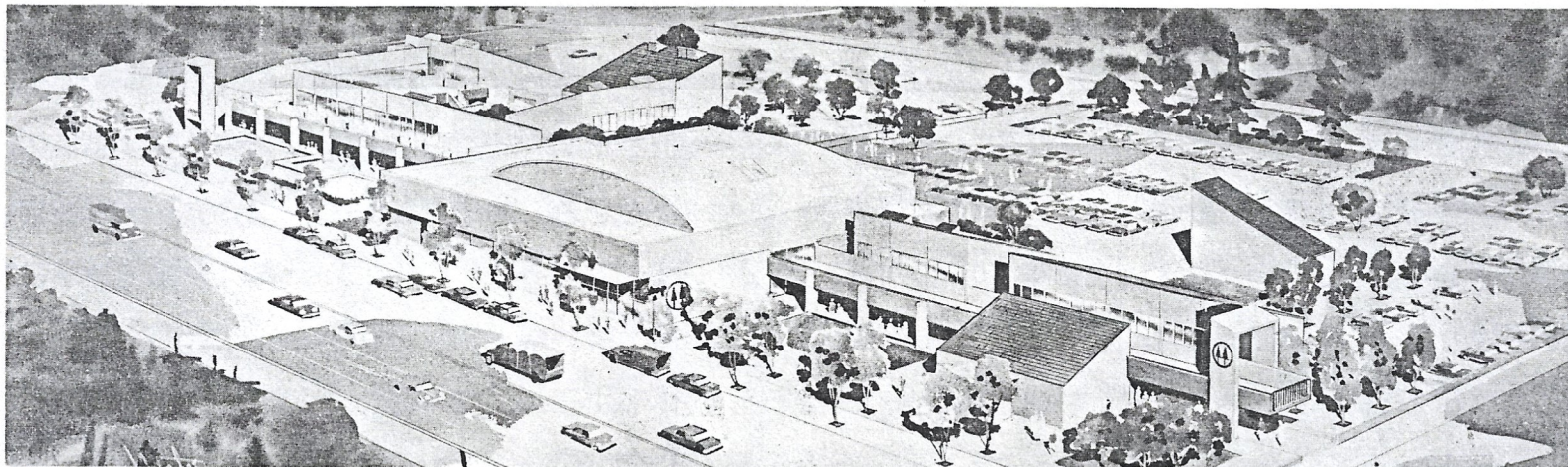
SEE REVERSE SIDE FOR INSTRUCTIONS

Statement expires 5 years from December 31 of year in which filed and must be Renewed then with a new Statement.

Mailing address:
P.O. BOX 18245, SAN FRANCISCO, CA 94118

COME VISIT OUR OPEN HOUSE AT:
 TO BE HELD OVER AN EIGHT-WEEK
 PERIOD, BEGINNING AUGUST 15, 1971
 REFRESHMENTS WILL BE SERVED

Co/Op Village Shopping Center



Located at the corner of Fair Oaks & Hammond, Pasadena, California

CO-OP VILLAGE SHOPPING CENTER OFFERS:

FULL SERVICE BANK (Wells Fargo), featuring:

- * Conference Room
- * Drive-through Banking Window

SUPERMARKET - featuring:

- * Complete Home Bakery, supplying products daily.
- * Information and Home Economics Bureau. This saves patrons money by providing tips on food budgeting, menu planning and receiptew.
- * KIDDIE KORAL - A Complimentary baby sitting service that enables parents to freely look through the entire shopping complex without the worry of the safety of their children.

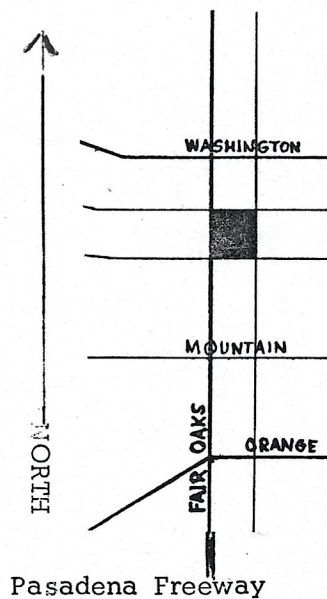
COMPLETE MEDICAL CENTER - (CO-OP VILLAGE MEDICAL GROUP)

FEATURING:

- * All doctor's services. 1180 N. Fair Oaks
Pasadena, Calif. (213) 798-0866
- * Complete X-Ray, laboratory and minor surgery
- * Hospitalization in nearby hospitals.
- * Prescription Drugs.
- * Planned 24 hour emergency service

SHOPS AND BUSINESSES - featuring:

- * Specialty shops
- * Men's Boutique
- * Women's Boutique
- * Famous DIXONBURGERS
- * Many more planned



 ALSO, YOU WILL BE INVITED to become interested in the Co-Op Village Program



—Staff photo by Norm Denton

ACTION CENTERS DESIGNED — Plans for some 100 suggestion boxes to be put up throughout Pasadena are displayed by Pasadena City College students who drew them.

From left, they are assistant professor John Caldwell, Jim Thornton, Terry Harris and Melonee Moses. The upbeat suggestion boxes will solicit opinion of consumers.

'Consumer Action Centers' Seek Public Suggestions

By **CARTER BARBER**
Staff Writer

Approximately 100 "Consumer Action Centers" — to invite new thoughts and ideas about Pasadena from its residents — soon will be blooming in the city's markets, student centers, community agencies, churches and post offices.

They actually will be a kind of upbeat suggestion box, although "action center" is a more grabby term.

They were designed as a Pasadena City College class project by students in the products design course of John Caldwell, assistant professor.

"The students were not given the concept of designing 'suggestion boxes' but to design container that would project positivism," according to Rick Hopton, education director of the sponsoring Consumers Co-operative Village of Pasadena.

The idea of the containers is

"to produce a positive attitude for the people of the community to participate in communicating thoughts and questions" about a co-operative market which the Village is building, he added.

The boxes will also receive filled-out questionnaires which the co-op intends to circulate, with such inquiries as:

Do you prefer self service at the meat counter, or a manned service counter? What kinds of food interest you the most —

natural, canned, frozen, packaged or pre-cooked?

Contents of the "action centers" will be collected regularly by student groups and conveyed to Village executives, at the Pepper Project complex on North Fair Oaks Avenue, between Claremont and Hammond Streets. The Village already has broken ground for its co-op supermarket across Fair Oaks to the east.

Sponsors hope that communications put into the "action centers" will go beyond issues of what to put on market shelves. "Questions, thoughts and ideas" regarding the entire community of Pasadena are sought.

All of these, according to Hopton, will be grist at the co-op for "discussion, answer, solution finding and comprehension" and for community information.

"The 'consumers action centers' stress the need for involvement and open communication," he said.

Winning designers at PCC were Terry Harris, 18, of Altadena, who also enjoys dress designing, and Jim Thornton, 22, an art designer. Coordinator for the project was Melonee Moses, 22, a recent PCC journalism graduate and member of the co-op's public relations committee.

STAR-NEWS

PAGE A-1—PASADENA, CALIF.

More or Less Personal



By Ray
McConnell

*

HONORABLE MENTION:

Dedrick (Rick) Hopton, a transplant from New York but a product of Muir and PCC, is a natural as community relations director for the CO-OP Village Housing and Shopping Center in Pasadena's Pepper Project. As former columnist for a black newspaper, Rick crusaded against the drab design of Pepper housing, succeeded in altering the color scheme.



LAWRY'S FOODS, INC.

568 San Fernando Road
Los Angeles, California 90065
Phone (213) 225-2491
Cable: Lawrys

September 28, 1978

To Whom It May Concern:

During the period of approximately 1970 and 1971, I served as Chairman of the Board of an organization in the City of Pasadena, California known as Co-Op Village.

This organization was seeking to establish a cooperative-owned and operated shopping center and supermarket complex within the Co-Op Village development in Pasadena.

Mr. Rick Hopton served for an extended period as the key staff employee in connection with this project, and as a result, I became acquainted with him and had an opportunity to observe his performance and evaluate his skills and qualifications.

Based on this association, I certainly recommend that Mr. Hopton be evaluated and considered for employment in the sales and administrative management fields. His energy level is high and his motivation to perform in such responsibilities is very good.

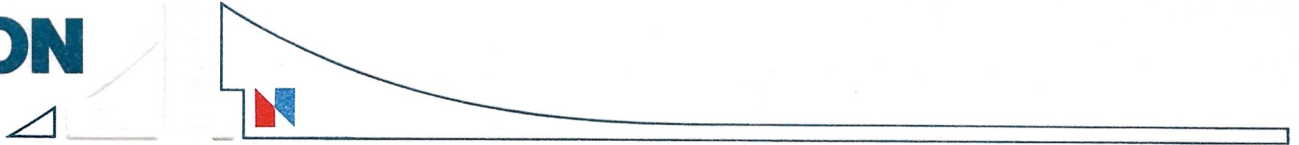
While we have not been closely associated since the period referred to above, I understand he has successfully pursued a career in the newspaper publishing field which has added to his experience and employment qualifications.

Sincerely,

Richard W. John
Vice President, Administration

RWJtm

KRON



Chronicle Broadcasting Company

To Whom It May Concern:

As one of several advertising managers at Bank of America, I had the priveledge of working closely with Rick Hopton.

When I first came into contact with Rick, the bank's relationship with the minority papers in California was strained at best. Through his efforts we were able to greatly improve the situation. So much so, that when I left to become Director of Advertising at an NBC-TV affiliate, we were receiving awards for our community involvement with minority publications. This may have come about without without Rick's endeavors, but not as rapidly. I wholeheartedly recommend giving Rick serious consideration for future promotion.

Sincerely yours,

A handwritten signature in blue ink that reads "James E. Colton".

James E. Colton
Director of Advertising

JEC:ei

RAVENSWOOD CITY SCHOOL DISTRICT

MEMBERS OF THE BOARD

Barbara Hatton, President
Nathaniel Brooks, Vice President
Mel Harris, Clerk
Pamellah Haggans, Member
Kendall Simmons, Member

ADMINISTRATIVE OFFICES

2160 EUCLID AVENUE
EAST PALO ALTO, CALIFORNIA 94303
323-9411

Nelson C. Price
Executive Officer

September 27, 1977

Mr. Rick Hopton
Public Relations Manager
Cooperator Publishing Co.
One Fourteenth Street
San Francisco, California 94103

Dear Mr. Hopton:

Congratulations on your publishing of the Ravenswood Insert in the Cooperator. Your staff did a good job of helping us to put the material together, and it has been well received here. We are looking forward to working with you on mid winter issue.

Sincerely,



Nelson C. Price, Ed. D.
Executive Officer

NCP:mg



GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
WASHINGTON, D.C.

October 30, 1979

Reply To

1545 Cameron Crescent Dr.
#11B
Reston, Virginia 22090
Phone: (703) 437-9110

National Consumer Cooperative Bank
711 - 14th Street, N.W. Suite 514
Washington, D.C. 20005

To Whom It May Concern:

I had the pleasure to work with Rick Hopton from 1972 to 1974.

My position at the time was Deputy Director, Office of the Mayor, Central Demonstration Agency of the Model Cities Program, Bayview-Hunters Point, San Francisco, California. Rick was assigned to work on my staff as Education Specialist as well as Director of the Intern Training Program and Citizen Participation Advisor to the Mayor.

Rick has tremendous written and verbal communication skills and a special ability to solve problems on many fronts simultaneously.

Rick's strong background in the cooperative movement and community affairs was the main reason I decided to hire him to be on my staff.

I believe the National Consumers Cooperative Bank would also benefit greatly with Rick as a member of its staff.

Sincerely yours,

A handwritten signature in cursive script that reads "Charles Louis".

Charles Louis
Development Coordinator

METRO Magazine

What Makes Us Different?

TO understand what makes *Metro Magazine* different you must first realize that we are admittedly a "new breed" of magazine defined by us (Metro) as a "regional magazine with a city flavor." Our steady increase in readership and regional/national advertising is quickly proving that this "new breed" of magazine is good for us (*Metro*), our advertisers, and you (our readers).

Metro Magazine, with city editions in Washington, Baltimore, and New York, is in a class by itself and should not be compared to *Ebony*, *Life*, *Essence*, *Cosmopolitan*, *Black Enterprise*, *Fortune*, *Jet* or *Time* in terms of the exclusively national focus of those magazines. *Metro Washington*, *Metro Baltimore* and *Metro New York* are national in scope with a specific regional and local focus.

Unlike exclusively national magazines, *Metro* offers special promotions and bonus tie-ins with radio and TV stations, to include measurable merchandising opportunities not offered by other media.

By looking carefully through each issue of *Metro Magazine* you will find a "Happenings" section covering entertainment, events, personalities, and places to go in New York, Washington, and Baltimore. The "Happenings" section is by design and content the only one like it in the United States.

This regional sharing of information and ideas is what *Metro Magazine* is all about. In fact, the only difference between *Metro Baltimore*, *Washington*, and *New York* editions are the front covers. The inside format is the same in each respective city edition.

Metro Magazine cities are in the *Northeast Corridor* as defined by AMTRAK. Rail passenger service in the Boston-Washington region accounts for more than 70% of AMTRAK's business. Market research indicated that a tremendous information void existed between these cities, especially since no other magazine/publication was available to satisfy the intellectual and consumer needs of the people regularly travelling this extremely busy Corridor. *Metro Magazine* was born out of this need and will continue to thrive by filling it.

In addition to our unique three (3) city "Happenings," *Metro* features other standard departments through which information is shared by residents of the Washington, Baltimore, and New York metropolitan areas. Our Travel section features vacation spots between Washington, Baltimore and New York as well as national and international places of interest. Each issue of *Metro* has a major theme article of national importance (i.e., New Technology and Minorities, Today's Black Entrepreneurs, Travel: Where and How?). Around this major theme we do in-depth feature stories spotlighting personalities and issues in each *Metro* city while reflecting a divergence of views from other local and national sources. One of those national sources is facilitated through another exclusive feature of *Metro Magazine* called the "Feature Insert." The "Feature Insert" is a public service of *Metro Magazine* that provides nationally recognized non-profit organizations three (3) pages of editorial space in the magazine to focus on their accomplishments and/or discuss important issues of the day.

Other regular departments include: Business/Finance, Professional Opportunities, Food/Recipes, Fashion, Health/Beauty (includes diet and exercise), Music, Sports, Communications (TV, radio, print, new technology), and Politics.

Finally, and above all, *Metro Magazine* does not and will not compete for readership by compromising its commitment to moral, positive life values.

Contact: D.G. (Rick) Hopton
Associate Publisher
Metro Magazine, Inc.
c/o Black Media, Inc.
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New York, NY 10017
(212) 867-0983

Reader Profile

METRO MAGAZINE is a city magazine designed to reach African-American (Black) consumers in major cities in the U.S.A. *Metro* also attempts to consciously reflect the demographic and psychographic make-up of each city served. The primary *Metro* reader is active and upscale:

- 81.3% have more than \$25,000 income per household
- 78% are college educated
- 51.4% are in professional or managerial positions
- 68.2% own their homes
- 63% are between the ages 25-49
- 55% are women and 45% are men

Source: Reader survey, *Metro Magazine*, 1984

Circulation—“Audit Insurance Policy”

Metro's three-city circulation is 60,000: 25,000 in Baltimore; 25,000 in Washington; 10,000 in New York City. *Metro* plans an increase to 80,000 in 1985 with a planned expansion into Philadelphia. *Metro* also plans to go monthly at that time.

Metro is 50% paid subscribers; 25% newsstand; 25% controlled circulation (mailings to “Feature Insert” organizations. Read “What Makes Metro Different” regarding “Feature Insert.”)

The *Metro* pass-a-long rate is five people per magazine. This number is one person higher than the established pass-a-long average of four. This is due to the unique marketing benefits of the “Feature Insert,” which enables nationally recognized non-profit organizations to receive “free” editorial space in exchange for their mailing lists. Another significant contributor to this high pass-a-long is the broader reader base afforded *Metro* through its active and ongoing support of the national Assault On Illiteracy Program (additional info on the Assault On Illiteracy Program can be obtained through Black Media, Inc.). *Metro*'s pass-a-long delivers a reach of over 300,000 readers.

As a built-in guarantee of circulation *Metro* has an unprecedented *audit insurance policy* for advertisers that is reviewed every 12 issues. If *Metro* fails to reach its stated circulation figures (cost per thousand never to exceed \$60.00) within this 12-issue period, a credit is applied to the next advertisement schedule placed by advertiser.

METRO MAGAZINE
NATIONAL ADVERTISING RATES

Effective January 1, 1984

	B/W	4-COLOR
1 Page	\$2,016 \div 25K X 1000 = 80.64	\$2,680
2/3 Page	1,632	2,317
1/2 Page	1,274	1,984
1/3 Page	890	1,632
1/4 Page	640	1,584
1/6 Page	550	-
1/9 Page	326	-
Back Cover	-	\$3,082
2nd and 3rd Covers	-	2,948

Discounts: 5% on 3 times
 10% on 6 times

REGIONAL RATES*

Black & White

	1-Time	3-Times	6-Times
One City	\$1,260 \div 50.40 CPM	\$1,197	\$1,134
Two Cities	1,575	1,496	1,418

Four-Color

	1-Time	3-Times	6-Times
One City	\$1,675	\$1,591	\$1,510
Two Cities	2,057	1,989	1,885

*Additional Production Charge (Info provided upon request)

Metro Magazine Editorial/Advertising

THEME SCHEDULE

Month(s)	1984 Issue theme	1985 Issue Theme
January		Business
February		Black History
March		Communications
April		Career
May		Home Living/Fashion
June		Travel/Transportation
July		Health & Beauty
August	Travel/Transportation	Sports
September	Career	Automotive
October		Entertainment/Fashion
November		Food/Beverage
December	Food/Beverage	Holiday Gift Giving

Printing Information

This 8" x 11" Magazine is offset printed throughout. Publisher prefers negatives right reading emulsion side down, positives, Scotchprints. If not provided, paste-ups or repros must be supplied. No charge for transforming complete Black and White line camera-ready copy into offset negatives.

Process: Web offset: two color and four color.

Stock: 60 lb Machine coated web offset cover.
50 lb Machine coated web offset book.

Screens: Must be 110 or finer Black and White and two color-133/four color-150.

Binding: Saddle stitched.

Charges for Artwork

Advertisers will be charged for:

1. Typesetting.
2. Pulling repro proofs or Scotchprints of advertising plates.
3. Layout work requiring services of Magazine's art consultants.
4. Changes or revisions on type proofs or supplied negatives.
5. Negative work: Additional stripping, screening, double printing, etc.
6. Silverprint of advertising proofs.
7. Mechanical charges are non-commissionable.

Mechanical Requirements

Unit Sizes: Only these sizes and dimensions accepted.

Full Page	7" x 10" (Non-Bleed)
Bleed Page	8 $\frac{1}{8}$ " x 11 $\frac{1}{4}$ " (Trim size 8" x 11")
$\frac{2}{3}$	4 $\frac{9}{16}$ " x 10"
$\frac{1}{2}$	7" x 4 $\frac{7}{8}$ " (Horizontal)
$\frac{1}{2}$	4 $\frac{9}{16}$ " x 7 $\frac{1}{2}$ " (Vertical)
$\frac{1}{3}$	4 $\frac{9}{16}$ " x 4 $\frac{7}{8}$ " (Square)
$\frac{1}{3}$	2 $\frac{1}{16}$ " x 10" (Vertical)
$\frac{1}{4}$	3 $\frac{5}{16}$ " x 4 $\frac{7}{8}$ "
$\frac{1}{6}$	2 $\frac{3}{16}$ " x 4 $\frac{7}{8}$ " (Vertical)
$\frac{1}{6}$	4 $\frac{9}{16}$ " x 2 $\frac{3}{16}$ " (Horizontal)
$\frac{1}{9}$	2 $\frac{1}{16}$ " x 3 $\frac{1}{2}$ "

Process Color

No mechanical charges when advertiser supplies separated negatives, Scotchprints, or Black and White proofs of Letterpress Plates; however, progressive proofs must be supplied. A charge will be made for pulling extra proofs or supplying advertiser with additional negatives or plates.

Four Color Rotation: Yellow-Blue-Red- and Black.

Progressive Proofs: For all four color advertisements, three (3) sets of progressive proofs are required. All proofs should be supplied on coated stock.

Additional Costs

Bleed—(on full page only)
Earned rate plus 10%
No charge on covers

Black plus one process color
Earned rate plus \$375

Black plus matched color
Earned rate plus \$400

Inserts, Gate Folds, Tip-Ins
Rates on request

Commissions & Discounts

15% commission to recognized Advertising Agencies. Cash Discount 2% 10 days from billing date.

Publishing and Closing Dates

All space reservations and copy due 30 days in advance of month advertisement is to run. When copy changes are not received by deadline, publisher reserves right to repeat last previous advertisement, billing advertiser for space used.

Cancellations: Space cancelled after closing date will be billed to advertiser.