



**National
Urban League**

To:

The Honorable Hillary Clinton
Post Office Box 5256
New York, NY 10185-5256

The Honorable Ted Cruz
P.O. Box 25376
Houston, TX 77265

The Honorable John Kasich
4679 Winterset Drive
Columbus, OH 43220

**The Honorable Bernie
Sanders**
PO BOX 852
Burlington, VT 05402

Mr. Donald Trump
725 Fifth Avenue
New York, NY 10022

**Democratic National
Committee**

Attn: The Honorable Debbie
Wasserman Schultz,
Chairwoman
1114 Longworth House Office
Building
Washington, DC 20515

**Green Party National
Committee**

Attn: Jan Martell, Secretary
6411 Orchard Avenue, Suite
101, Takoma Park, MD 20912

**Libertarian National
Committee**

Attn: Wes Benedict, Executive
Director
1444 Duke St.
Alexandria, VA 22314-3403

**Republican National
Committee**

Attn: The Honorable Reince
Priebus, Chairman
310 First Street SE

Washington, DC 20003

Keep the Promise III

Attn: Jon Francis, President
P.O. Box 1058
Cisco, TX 76437

Make America Great Again

Attn: Leslie Caldwell,
Secretary
208 E 51st Street, Suite 157
New York, NY 10022

New Day for America

Attn: Matt Carle, Executive
Director
4679 Winterset Drive
Columbus, OH 43220

Priorities USA Action

Attn: Buffy Wicks, Executive
Director
1718 M Street NW #204
Washington, DC 20036-4504

April 18, 2016

Dear Colleagues:

RE: Political Campaign Engagement with Minority-Owned Media

We write to appeal to each of you to confirm that minority-owned media will be included as a major component of your advertising plans throughout the 2016 campaign.

Our constituents, comprising nearly 30% of the electorate, want and deserve to hear from all sides of public policy debates.

For nearly 200 years, minority-owned media has been the benchmark for credibility and the key to generating enthusiastic engagement by voters of color. For this reason, ads in minority publications have enormous impact relative to their cost.

Credibility and engagement of voters must be earned over time from the beginning to the end of campaigns. They cannot be produced with a twenty-year-old recycled ad template published in the final two weeks of a campaign - a pattern that we have seen appear every two years.

Placing ads throughout the campaign, in newspapers, websites, or broadcast stations that represent voters of color, demonstrates that the candidate “walks the walk” of supporting minority entrepreneurship. This remains an issue of profound importance to voters of color and is a key issue on which all of the parties and candidates should agree.

At your disposal are a host of minority-owned media outlets: over 400 newspapers, over 500 radio stations, over two dozen widely read minority-owned political and social justice websites, and over a dozen widely viewed cable channels. We can provide lists of these outlets on request.

Please respond within ten days to promptly to advise us of your specific plans to use minority- owned print, broadcast, and online media throughout the remainder of this year’s campaign. We look forward to sharing your plans with our constituency.

Sincerely, */

Kim M. Keenan
President and CEO
Multicultural Media, Telecom and Internet Council (MMTC)

Martha Montoya
President
National Association of Hispanic Publications

Marc H. Morial
President and CEO

National Urban League

Mee Moua
President and Executive Director
Asian Americans Advancing Justice | AAJC

Denise Rolark-Barnes
Chair
National Newspaper Publishers Association

Hilary O. Shelton
Director, Washington Bureau and Senior Vice President for Advocacy and Policy
NAACP

Sonny Skyhawk
Founder
American Indians in Film and Television

Brent Wilkes
National Executive Director
League of United Latin American Citizens (LULAC)

James Winston
President and Executive Director
National Association of Black Owned Broadcasters

* / The contact person for this letter is Kim Keenan, Esq., President and CEO, MMTTC,
240-516-6828, kkeenan@mmtconline.org .