

The CV Drum News

c/o INVR Standards / HHEW
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The CV (Central Valley) Drum News:

- "Since 2005: A fresh antidote to San Francisco, San Jose and Oakland"
- "The official news beat and photo album of African-American Communities in Northern California's Mid-Central Valley+"
- "A cosmopolitan news album of people you know and need to know."

Each issue (also called episodes) is filled with:

- news
- humor
- statistics
- commentary
- lots of photos
- re-empowerment
- community building
- community calendars

Northern California's Central Valley:

The Central Valley, which stretches nearly 400 miles from the north to south, is the home of the monthly CV (Central Valley) Drum News. The CV Drum News is the only publication that reaches key African-American leaders and decision-makers throughout the region, including nearly 100 professional organizations. Believe that? Just call 10 leaders of any ethnicity in any Central Valley city from Redding to Merced and ask about us! Although the CV Drum News primarily focuses on local issues, our subscribers and readers can also be found in ten states and over fifty cities. The CV Drum News can also be found in 14 Central Valley public libraries.

Following is the CV (Central Valley) Drum's distribution area:

Did you know that excluding Sacramento and Fresno, the two largest cities in the Central Valley, there are still well over 100,000 African-Americans in the Central Valley, which means that there are more African-Americans in the Central Valley than there are in any city in [the San Francisco Bay Area](#) with the exception of Oakland? When one adds Sacramento, Fresno and Bakersfield to the mix (Stockton is the 4th largest), the Central Valley's African-American population, as an influential group of producers and consumers, surpasses Southern California's Inland Empire.

Following are the seven area codes in northern California that the CV Drum News covers:

- [209](#) - [Stockton](#), [Lodi](#), [Modesto](#), [Merced](#); the northern [San Joaquin Valley](#) and the central [Sierra Nevada](#) range. [408](#) – [San Jose](#) [415](#) - [San Francisco](#) [510](#) - [Oakland](#), [Fremont](#), [Hayward](#), [Berkeley](#) and [Richmond](#). [530](#) - [Chico](#), [Redding](#), [Marysville](#), [Red Bluff](#), [Oroville](#), [Placerville](#), northwestern California including most of the [Sacramento Valley](#). [916](#) - [Sacramento](#), [Folsom](#), [Roseville](#); most of [Sacramento County](#) and southern [Placer County](#) [925](#) - [Livermore](#), [Pleasanton](#), and [Antioch](#).

The CV Drum News and the next generation of leaders:

The Central Valley is also the home of some of the nation's top African-American student scholars. These students attend schools as diverse as the Ivies, University of California campuses, top-tier historically black colleges and universities (HBCUs) and many other top colleges and universities worldwide. Some of these students now serve as reporters and members of the CV Drum News Student Ambassadors Team (SAT). The Student Ambassadors Team (SAT), founded in 2008, operates with the belief that outstanding African-American students are positioned to; 1) actively break negative cycles occurring within African-American and ALANA communities nationally (ALANA stands for African, Latino, Asian and Native American).

What is INVR Standards/HHEW?

Founded by Dr. Keith Orlando Hilton, INVR Standards / HHEW is the parent organization of the CV Drum News and several other media, education and leadership related entities. It is the prototypical media, education and leadership consortium for media consumers and professionals, and educators and non-educators – WORLDWIDE. www.invrhew.org.

Who is Dr. Keith Orlando Hilton?

Dr. Hilton is a nationally known syndicated columnist, journalist and educator originally from the East Coast. He received his PhD from Claremont Graduate University in Southern California, one of only four private research extensive universities in California, categorically on par with the nation's Ivy League colleges. The other three California universities are Stanford, Cal Tech and USC. He is an active member of Sigma Pi Phi fraternity (founded 1904), the oldest and most selective African-American Greek-lettered fraternity. In 2005 he received the Dr. Martin Luther King, Jr. Distinguished Faculty Award at University of the Pacific. Also that year, the collegiate newsletter that he founded and advised was chosen the top collegiate newsletter in the country by the Society for Collegiate Journalism. Today he is also the lead faculty person for the Organizational Leadership program at Brandman University's Modesto campus. His past higher education experience includes working at schools as diverse as St. John's University in New York City, Compton College, the Claremont Colleges, Cal State-San Bernardino, University of the Pacific, and Brandman. He also worked with two award-winning publications, and created three others that are growing in reputation. He is also the creator and synthesizer of the TALO Leadership Theory.