

# The CV Drum

The monthly news beat and photo album of African-American Communities in Northern California's Mid-Central Valley+



For Media Kit 2010-11

E-mail: [cvdrumnews@invrhew.org](mailto:cvdrumnews@invrhew.org)

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## *The following are the four Northern California area codes that the CV Drum News covers:*

**209** - Stockton, Lodi, Tracy, Modesto, Merced; the northern San Joaquin Valley and the central Sierra Nevada range.

**530** - Chico, Redding, Marysville, Oroville, Placerville; northwestern California including most of the Sacramento Valley.

**916** - Sacramento, Elk Grove, Folsom, Roseville; most of Sacramento County and southern Placer County.

**925** - Livermore, Pleasanton, and Dublin.

## *The CV Drum News and the next generation of leaders:*

The Central Valley is also the home to some of California's top African-American student scholars committed to keeping California great. These students attend schools as diverse as Ivy League colleges, University of California campuses, top-tier historically black colleges and universities (HBCUs) and many other top colleges and universities nationwide. Some of these students now serve as reporters and members of the CV Drum News Student Ambassadors Team. The Student Ambassadors Team (SAT), founded in 2008, operates with the belief that outstanding African-American students are positioned to 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](http://www.invrhew.org)). Dr. Hilton is also the editor and founder of the CV (Central Valley) Drum News.

## *Who is Dr. Keith Orlando Hilton?*

[Keith Orlando Hilton](#) is a nationally syndicated columnist, journalist and educator originally from the East Coast. He received his Ph.D. 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. 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 Journalists. Today he is also the lead faculty member for the Organizational Leadership program at Brandman University's Modesto campus. His past higher education experience also 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 Chapman/Brandman University. **He also worked at an award-winning California African-American newspaper that won more awards than any other similar newspaper west of the Mississippi River during his tenure.**