

The CV Drum

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



For Media Kit 2009

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The CV Drum News

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“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) of the CV Drum News is filled with:

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

Northern California’s Central Valley:

PART 1: The Central Valley, which stretches nearly 400 miles from the north to south (from Redding to Bakersfield), is the home of the monthly CV (Central Valley) Drum News. **The CV Drum News is the only news outlet that specifically highlights African-American leaders, decision-makers and communities throughout the region (from Redding to Merced).** The region, excluding Fresno and Bakersfield, includes over 120 African-American professional organizations and over 150,000 African-Americans. Many of these key decision-makers willingly contribute essays to the publication, as well as have patron status with us. Although the CV Drum News primarily and proudly focuses on Valley issues, our 2,000+ core subscribers and readers can also be found in ten states and over fifty cities. The CV Drum News is also in the periodicals section of 14 Central Valley public libraries.

PART 2: Did you know that excluding Sacramento and Fresno, the two largest cities in the Central Valley, there are still 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, matches and perhaps surpasses Southern California’s Inland Empire.