

=====
PUBLISHER PLANS DIRECTORY OF BLACK-OWNED BUSINESSES

Charlotte Observer, The (NC)-September 24, 1990

Author: CASSANDRA FOUST, Staff Writer

A Charlotte man wants to give a promotional shot-in-the-art to black-owned businesses.

Juan Whipple says he is organizing the Real Charlotte Black Pages - a business directory with listings and advertisements of black businesses in Mecklenburg County.

Whipple, 30, says he and his staff, including co-publisher Hosie Caldwell, promotional director Natalie Ware and account executives Dee Robinson and Stuart Moore, are now selling advertisements for the Real Black Pages.

Similar Black Pages are published in cities in 23 states. The first was published 18 years ago in Baltimore.

Whipple hopes to make consumers more aware of black businesses.

“When I moved to Charlotte I wanted to patronize black businesses but didn’t know anyone and was unaware of services rendered by black-owned businesses,” said Whipple, a Miami native who moved to Charlotte five years ago. “I feel that with the Black Pages I can reach consumers and tell them where the black businesses and organizations are.”

The Black Pages wouldn’t be the first publication in Mecklenburg County

that promotes black-owned businesses. Mahogany Publications Inc. has published a directory for five years.

But Whipple says the Mahogany and the Black Pages would have different

marketing techniques: Whipple says his directory would be distributed free to black households. Mahogany, a glossy magazine, sells for \$5.

Also, there is a publication called The Charlotte Metropolitan Black Pages, but it is published by Onyx Communications Group of the Spartanburg area.

“Our goal is to saturate the market,” says Whipple, who would like to

distribute 75,000 copies of the first Black Pages in Mecklenburg County.

For information, call Whipple at 372-0660.

Edition: ONE-SIXSection: BUSINESS MONDAYPage: 9D

Record Number: 9003040572Copyright (c) 1990 The Charlotte Observer

http://docs.newsbank.com/s/InfoWeb/aggdocs/NewsBank/0EB6C6D969DDB593/0EB90D8C549AE593?p_multi=CHOB&s_lang=en-US