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A NEW LOOK AT BLACK CHARLOTTE LIFESTYLES INTRODUCED, EXPLORED IN GUIDE FOR TOURISTS,  
NEWCOMERS

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Visitors and newcomers to Charlotte will soon be able to find out about the lifestyles of area blacks in one publication - a "Visitor's/Newcomer's Guide to Black Charlotte."

Published by CBP Publishing Co., the guide is scheduled to be distributed

in late March, said Juan Whipple, president.

"We are targeting businesses catering to visitors and newcomers," said

Whipple, 30. "We want to open up the doors to black Charlotte to blacks as

well as nonblack tourists and newcomers."

The free guide will be published four times a year. The 30- to 35-page

guide will include facts about the lifestyle, cultural arts, nightlife,

special events, places of interest, organizations and attractions of blacks in Charlotte.

"Each season we will change the personality of the book," said Whipple.

Whipple said the company hopes to publish 25,000 copies each season.

Distribution sites will include black conventions held in Charlotte, travel agencies and tour operators, major hotels, the Charlotte Chamber and the

Charlotte Convention and Visitors Bureau.

A staff of nine, including Whipple, has worked on the guide since November. The black population in Charlotte, Gastonia and Rock Hill has grown from

about 98,000 to more than 340,000 from 1980 to 1988, according to the Census

Bureau. Whipple said the guide will be an excellent marketing vehicle to reach a fast-growing market.

Last year Whipple began organizing the Charlotte Black Pages, a business directory with listings and advertisements of black businesses in Mecklenburg County, to make consumers more aware of black businesses in the area. The first 30,000 copies will be available this week, said Whipple.

The Charlotte Black Pages isn't the first publication in Mecklenburg County promoting black-owned businesses. Mahogany Publications Inc. has published a directory for more than five years.

Whipple said Mahogany and the Black Pages have different marketing techniques. His directory will be distributed free to black households; Mahogany sells for \$5.

Whipple, a Miami native, moved to Charlotte nearly six years ago. He decided to organize the Black Pages because he wanted to patronize black businesses but wasn't aware of any.

For more information, call Whipple at 372-0660, 8 a.m. to 5 p.m. weekdays.

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