

MENTHOL MEDIA REPORT

NOVEMBER - DECEMBER 2023

READERSHIP



MILWAUKEE
COMMUNITY JOURNAL

AVERAGE WEEKLY READERSHIP OF 200,000

The Milwaukee Times
Weekly Newspaper

10,000 PRINT
1,000 (DAILY ONLINE IMPRESSIONS)



28,000 PRINT & ONLINE (WEEKLY)



MILWAUKEE
NEIGHBORHOOD NEWS SERVICE

MILWAUKEE PRESS CLUB GOLD AWARD WINNER 2018
REGIONAL EDWARD R. MURROW AWARD WINNER 2017

60,000 IMPRESSIONS PER MONTH

NOVEMBER 2023 MENTHOL COMMUNICATIONS

Milwaukee Times - 11/23/2023

<https://milwaukeetimesnews.com/health-fitness-exercise-weight-loss-eating-right/dont-let-anyone-fool-you-the-fda-action-on-menthol-will-save-black-lives>

Start Your Health Care Career **SIGN UP HERE**

The Milwaukee Times

Weekly Newspaper

January 4th, 2024

HOME SERVICES NEWS EDITORIALS CONTACT US DIGITAL EDITIONS

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Don't let anyone fool you: The FDA action on menthol WILL save 'black lives'

November 23, 2023

Milwaukee Courier - 11/24/2023

<https://milwaukeecourieronline.com/index.php/2023/11/24/almost-8-in-10-youth-who-used-tobacco-products-used-flavored-products/>

MILWAUKEE COURIER
"THE NEWSPAPER YOU CAN TRUST SINCE 1964"

Know the facts and act. Give blood to help Sickle Cell Warriors.
#SCDawareness #knowSCD versiti.org

NEWS EDITORIALS EDUCATION URBAN BUSINESS HEALTH RELIGION UPCOMING EVENTS CLASSIFIEDS

Almost 8 in 10 Youth Who Used Tobacco Products Used Flavored Products

NOVEMBER 24, 2023

TOBACCO SHOULDN'T BE FLAVORED AND CHEAP: FDA MOVES TO REMOVE FLAVORED CIGARS

The tobacco industry has worked hard to ensure that they have a pipeline of customers for their products. Among the many known tactics Big Tobacco

They are referring to the tobacco's industry tactics of finding new young smokers to replace adult smokers that die each year

MILWAUKEE COURIER

60

YEARS STRONG
SINCE 1964

Art, Life, Legacy: Northern European Paintings in the Collection of Isabel and Alfred Bader

NOVEMBER 2023 MENTHOL COMMUNICATIONS

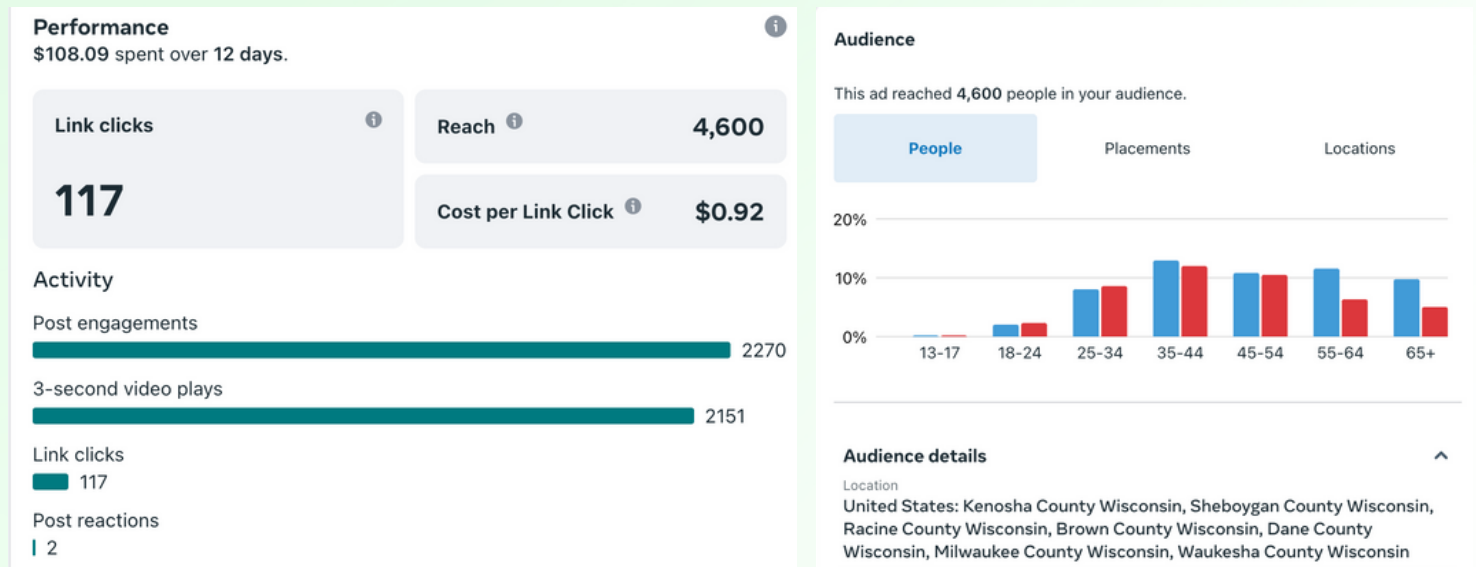
Planning a Quit Journey to Stop Smoking

Published on: Tue Nov 14, 9:54am

- **Reach - 4,600 people** - The number of people that saw your ads at least once.
- **117 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations



FACEBOOK AND INSTAGRAM ADVERTISING



NOVEMBER 2023 MENTHOL COMMUNICATIONS

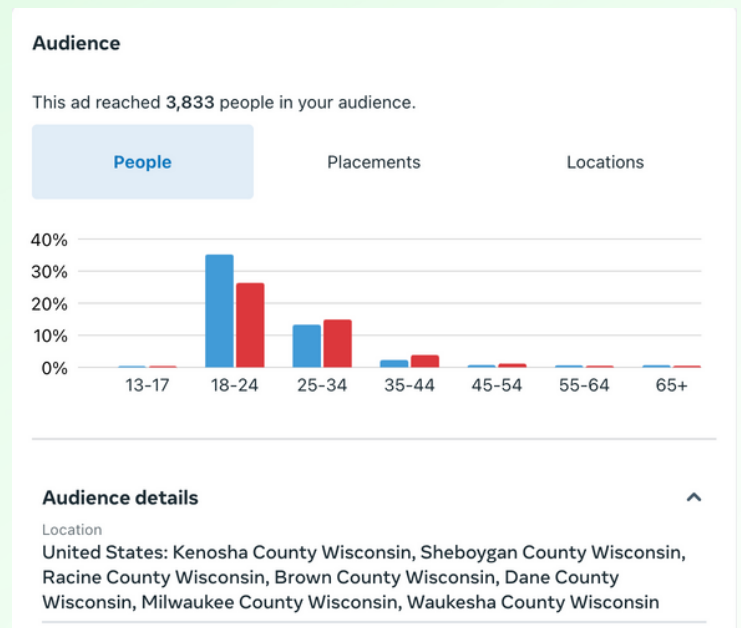
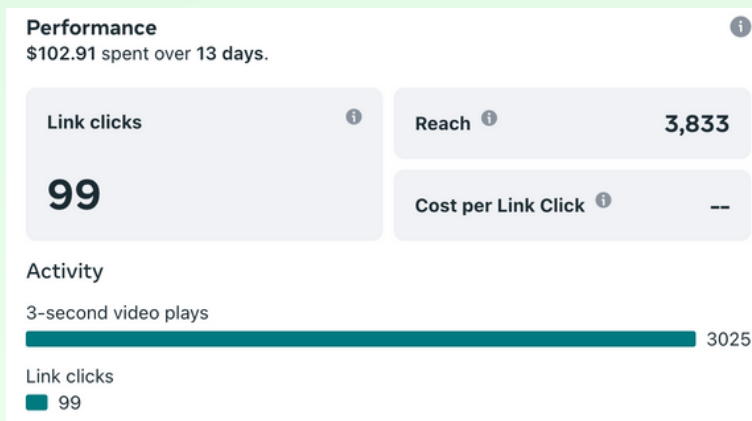
Living Tobacco Free: Chris Logan

November 14, 2023, 10:24 am

- **Reach - 3,833 people** - The number of people that saw your ads at least once.
- **99 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations



FACEBOOK AND INSTAGRAM ADVERTISING

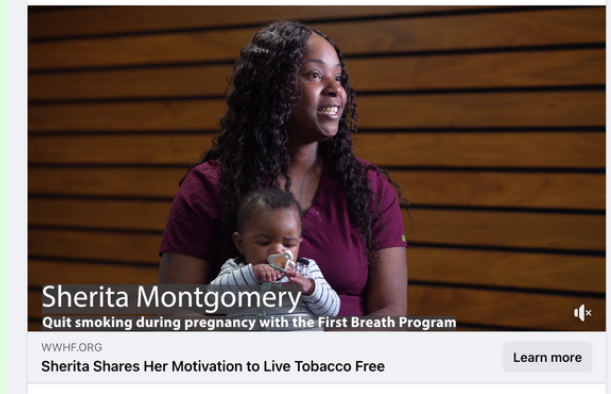


NOVEMBER 2023 MENTHOL COMMUNICATIONS

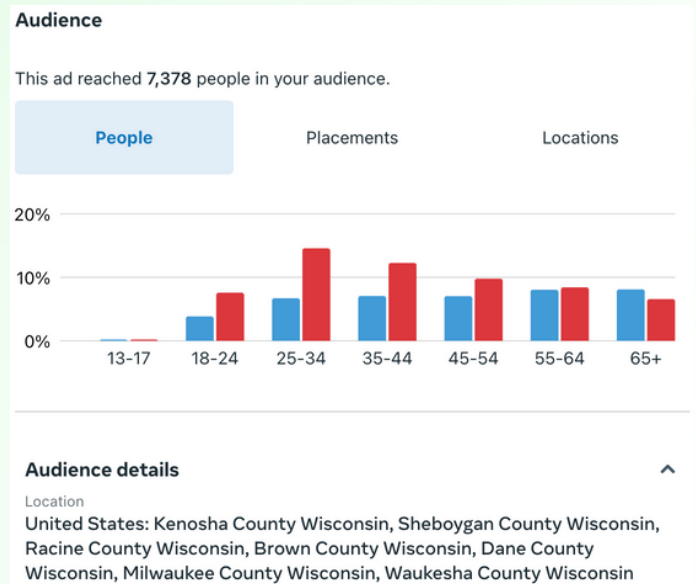
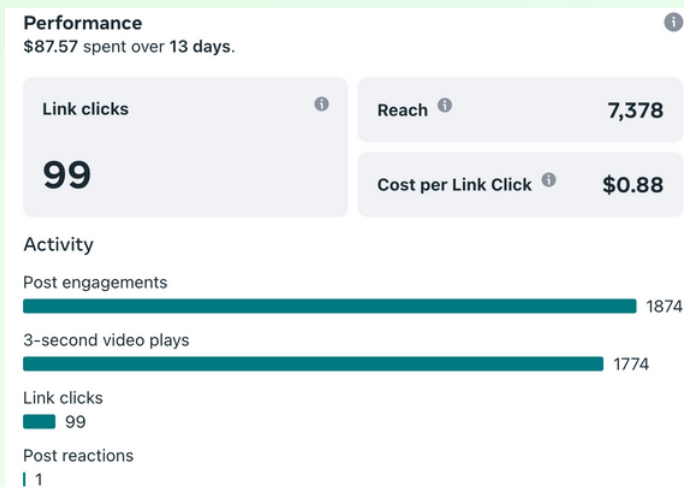
Living Tobacco Free: Sherita Montgomery

Published on: Thu Nov 16, 7:52am

- **Reach - 7,361 people** - The number of people that saw your ads at least once.
- **99 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations



FACEBOOK AND INSTAGRAM ADVERTISING



NOVEMBER 2023 MENTHOL COMMUNICATIONS

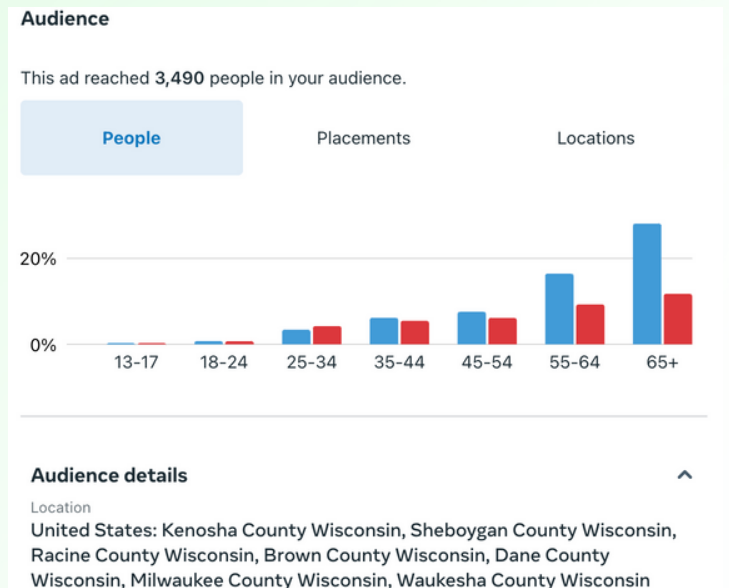
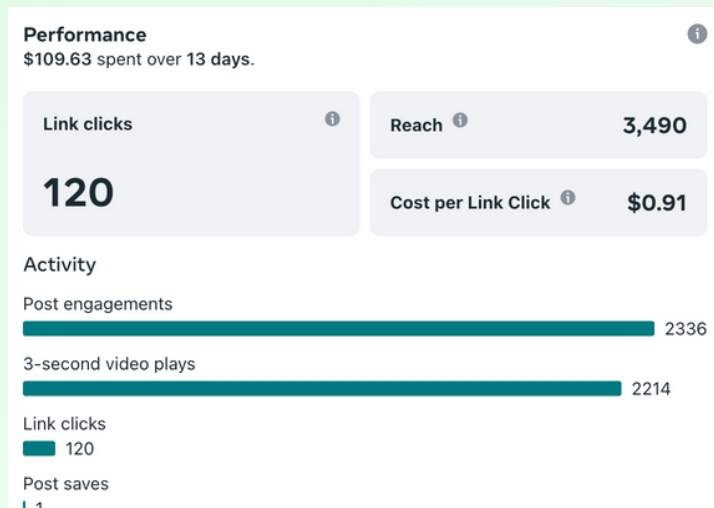
Living Tobacco Free: Allison Gorrilla

Published on: November 14 at 10:33 AM

- **Reach - 3,490 people** - The number of people that saw your ads at least once.
- **120 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations



FACEBOOK AND INSTAGRAM ADVERTISING



NOVEMBER 2023 MENTHOL COMMUNICATIONS

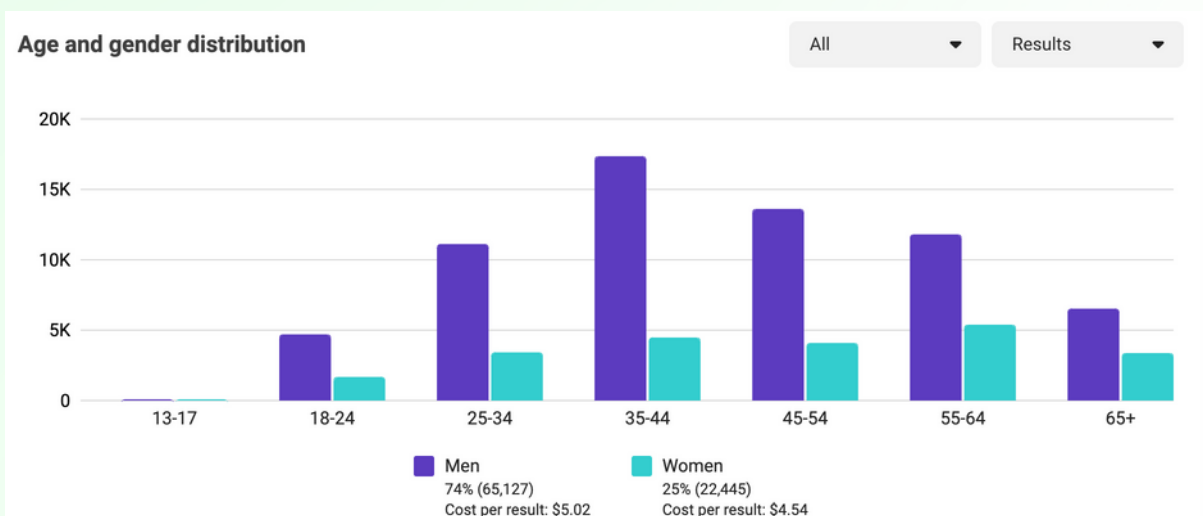
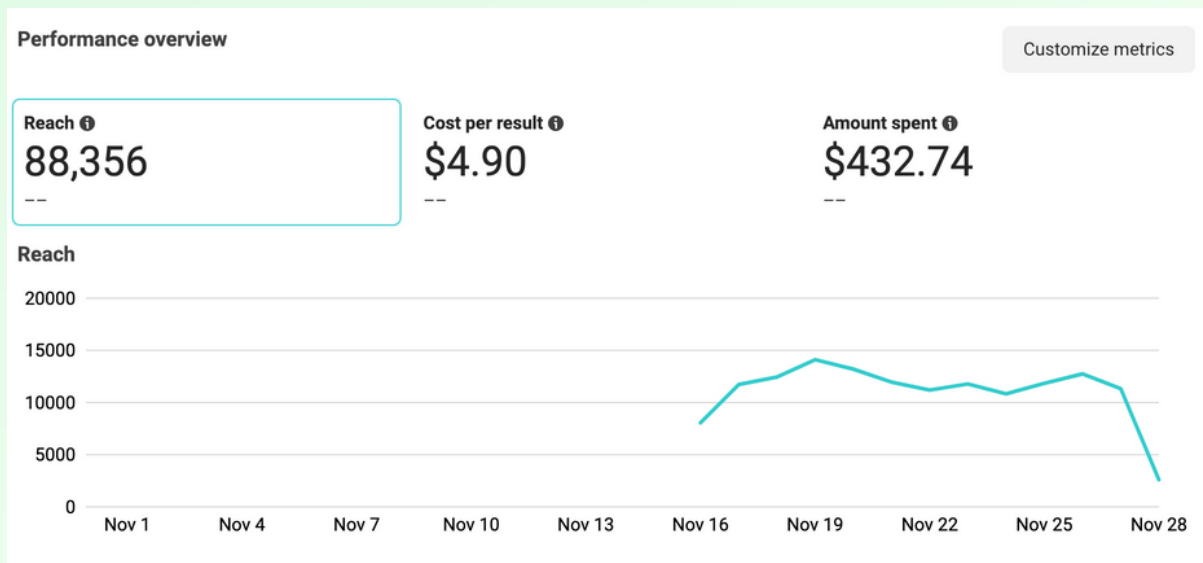
Center for Black Health & Equity Ads

Published on: November 16 at 7:15 PM

- **Reach - 88,356 people** - The number of people that saw your ads at least once.
- **93 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations



FACEBOOK AND INSTAGRAM ADVERTISING



Focus on Health

Brought to you by:



WISCONSIN DEPARTMENT of HEALTH SERVICES

Don't let anyone fool you: The FDA action on menthol WILL save 'Black Lives'

The U.S. Food and Drug Administration (FDA) recently issued a ruling on menthol cigarettes that puts action behind the words, "Black Lives Matter." The new policy prohibits the manufacture and sale of menthol cigarettes in the United States, an action research estimates found could save up to 654,000 lives, including more than 238,000 'Black Lives' over the course of 40 years.



Tobacco prevention and other health advocates, including local groups such as the Wisconsin African American Tobacco Prevention Network and Wisconsin Tobacco Prevention & Poverty Network, view the ruling as a step towards righting the historic wrongs of the tobacco industry against African American communities, which it targeted for decades with its deadly menthol products. But, as also evidenced throughout history, the tobacco industry does not plan to go down without a fight. It's wielding its many resources to wage a campaign of misinformation related to the menthol ban. Themes of these messages, which you might have seen published recently in a community

newspaper near you, include that the ban will create "illicit unregulated marketplaces for menthol," and most concerning, "over policing of the Black community. In other words, "targeting."

It's almost unconscionable that an industry that targets the black community using a wide variety of tactics, including point-of-sale ads, price promotions, sponsorship of events, and by co-opting black-serving institutions, is warning those same communities that they in fact, will be targeted when menthols are removed from the market.

No one should ever mistake the tobacco industry as a credible or trusted messenger. The successful campaign they wielded to push men-

thol as the black cigarette resulted in 88 percent of black smokers in Wisconsin using menthols, compared to 41 percent of white smokers. Nationwide more than 80 percent of African Americans who smoke use menthols, according to data from the Office on Smoking and Health. Sadly, tobacco use, namely menthol cigarette smoking, is a major contributor to the three leading causes of death for African Americans: heart disease, cancer, and stroke, with 45,000 blacks dying from smoking-related deaths each year in this country.

Here's the truth about menthol.

The menthol additive gave cigarettes a cooling effect, which made them easier to start and harder to quit. That same cooling effect also allowed for deeper inhales, resulting in stronger addictions. It's no accident that Black smokers start smoking at a later age and smoke less cigarettes, but still experience more tobacco related illness and death than their white counterparts.

Here's another major truth about the menthol ban. The FDA has said that it can't and won't enforce the ban against individuals who smoke or possess menthols. Saying the ban will result in over-policing is an example of the tobacco industry exploiting real issues in the community related to police brutality and mass incarceration. The FDA ban on menthol polices the producers and retailers of menthol, not the people who smoke them.

Here's one more fact. Many Black smokers want to quit using menthols, and the ban will increase that number. One study estimates that the new policy will lead 923,000 smokers to quit, including 230,000 African Americans. And that's just in the first 13 to 17 months after a ban goes into effect. The Wisconsin African American Tobacco Prevention Network and its partners are working feverishly to help meet this demand by increasing awareness about the many free cessation services available in the area, including the Wisconsin Tobacco Quit Line (1-800-QUIT-NOW).

If you'd like more information on local cessation services or want to join our tobacco prevention movement visit jumpatthesunllc.com/menthols. Most important of all, don't be fooled by anyone telling you that the menthol ban is harmful to Black people, when in fact, it will save many 'Black Lives.'



MilwaukeeTimes

Weekly Newspaper & Publishing Co.

CELEBRATING 1 YEAR IN OUR NEW LOCATION!



Our Address Is:

2238 North Dr. MLK Dr. Milwaukee, WI 53212
(414) 263-5088

The corner of North and MLK between the Republican Party Office (formally Subway) and Jewels Caribbean Restaurant.

WHO, WHAT, WHERE, WHEN

COMING AND PAST HAPPENINGS IN AND OUTSIDE OF YOUR COMMUNITY!



Photo above: Lydia Beasley and one of the youth the SOS center serves. Below: a youth helps a volunteer put together a blanket.

SOS Center

(continued from front page) Center also offers vacation bible school, but they do it differently than most churches.

"We have a five-week vacation Bible School, and we are thinking of expanding it to six weeks this year.

"We partner with other churches, so they each take turns coming in with Bible Study and activities. This past summer 60 youth participated in our program, which runs from 9 a.m. to 3 p.m.

"We provide breakfast, lunch and snacks. We also participate in the City of Milwaukee's Earn & Learn program, so youth workers and volunteers help us with the children," said Beasley.

Beasley has truly found her calling, working with youth in the SOS Center, and she is committed to expanding it and encouraging others to get involved.

"One of my goals is to provide youth with life skills so they can use their skillset to earn money;



maybe even turn it into a side hustle or a business and save money for college.

"I believe in the potential of kids. I also want to leave space for others to take over these programs.

"I try to put the younger people in leadership roles because I know there is a lot they can do. We are in a state of emergency with our youth, especially black youth.

"I want them to know that there is nothing they cannot do. There are people out there who care, love them, and believe in them.

"We have gems. We have little diamonds all throughout our community. We just need to dust them off and watch them shine," said Beasley.

For more information about the SOS Center, visit the website at <https://soscenterinc.org>



NORTH-WEST SIDE CHURCH HELPS SPREAD SOME THANKSGIVING CHEER!

Brentwood Church of Christ, with the help of Meijers food stores and Molina Healthcare, gave away 500 turkey meals to families in the community. Also lending a hand were members of the Milwaukee Police and Fire Departments. Brentwood is located at 425 N. 60th St., just off of Mill Road. —Photos by Yvonne Kemp



WANNA GO HUNTING?

Deer hunting season is back—and the woods of Wisconsin are calling everyone to join the excitement.

Never been hunting? No problem. The Wisconsin DNR has everything new hunters need to get started, from hunter safety classes to license information and where to hunt.

Get out and join the hunt!



WISCONSIN DEPARTMENT OF NATURAL RESOURCES

GET READY TO TAKE AIM AT → dnr.wi.gov

DON'T LET ANYONE FOOL YOU: THE FDA ACTION ON MENTHOL WILL SAVE BLACK LIVES

The U.S. FDA recently issued a ruling on menthol cigarettes that prohibits the manufacture and sale of menthol cigarettes in the United States, an action research estimates found could **save up to 654,000 lives**, including more than **238,000 Black Lives** over the course of 40 years.

The ruling is a step towards righting the historic wrongs of the tobacco industry against African American communities, which it targeted for decades with its deadly menthol products. But, as also evidenced throughout history, the tobacco industry does not plan to go down without a fight. It's wielding its many resources to wage a campaign of misinformation related to the menthol ban, including that it will result in the "over policing of the Black community. In other words, "targeting."

It's downright shameless that an industry which still targets the Black community, is warning those same communities that they in fact, will be targeted when menthols are removed from the market. No one should ever mistake the tobacco industry as a trusted messenger.

The successful campaign they wielded to push menthols in Black communities resulted in tobacco being a major contributor to the three leading causes of death for African Americans: heart disease, cancer, and stroke, with 45,000 dying each year from smoking-related deaths.

The truth is, the FDA has said that it can't and won't enforce the ban against individuals who smoke or possess menthols. Saying the ban will result in over-policing is an example of the tobacco industry exploiting real issues in the community related to police brutality and mass incarceration. The fact of the matter is that the menthol ban will save countless lives, including those of our friends, loved ones, and future generations.

For free to help to quit you can contact the **Wisconsin Tobacco Quit Line (1-800-QUIT-NOW)**.

Youth who want to quit vaping can get help by texting **"VAPEFREE"** to **873373**.



DECEMBER 2023 MENTHOL COMMUNICATIONS



Milwaukee Courier Editorial - 12/23/2023
<https://milwaukeecourieronline.com/index.php/2023/12/23/time-for-action-white-house-needs-to-end-delay-move-forward-with-ban-on-menthol/>



Facebook Ad: NAACP Encourages FDA to Move Forward - 12/27/2023
<https://www.facebook.com/100064835372529/posts/761547692683070/?mibextid=WC7FNe>



Milwaukee Times - 12/28/2023
<https://milwaukeetimesnews.com/editorial-commentary-opinion-judgement-review/time-for-action-white-house-needs-to-end-delay-move-forward-with-ban-on-menthol/>



Menthol Educational Ban Neighborhood News Service Ad - 12/29/2023
Planning a Quit Journey to Stop Smoking
 Published on: Tue Nov 14, 9:54am

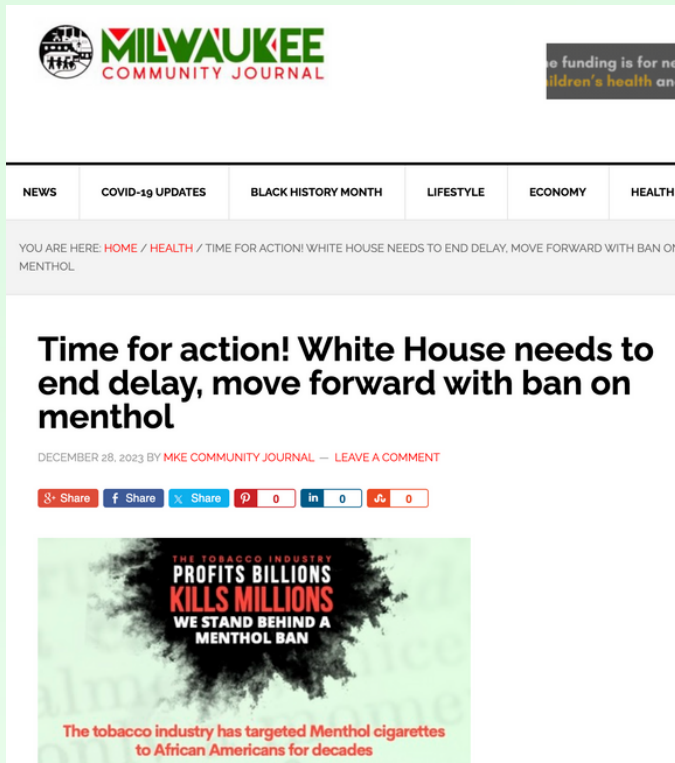
DECEMBER 2023 MENTHOL COMMUNICATIONS

Milwaukee Community Journal
12/28/2023

<https://communityjournal.net/time-for-action-white-house-needs-to-end-delay-move-forward-with-ban-on-menthol/>

Milwaukee Courier
12/29/2023

<https://milwaukeecourieronline.com/index.php/2023/12/29/time-for-action-white-house-needs-to-end-delay-move-forward-with-ban-on-menthol/>

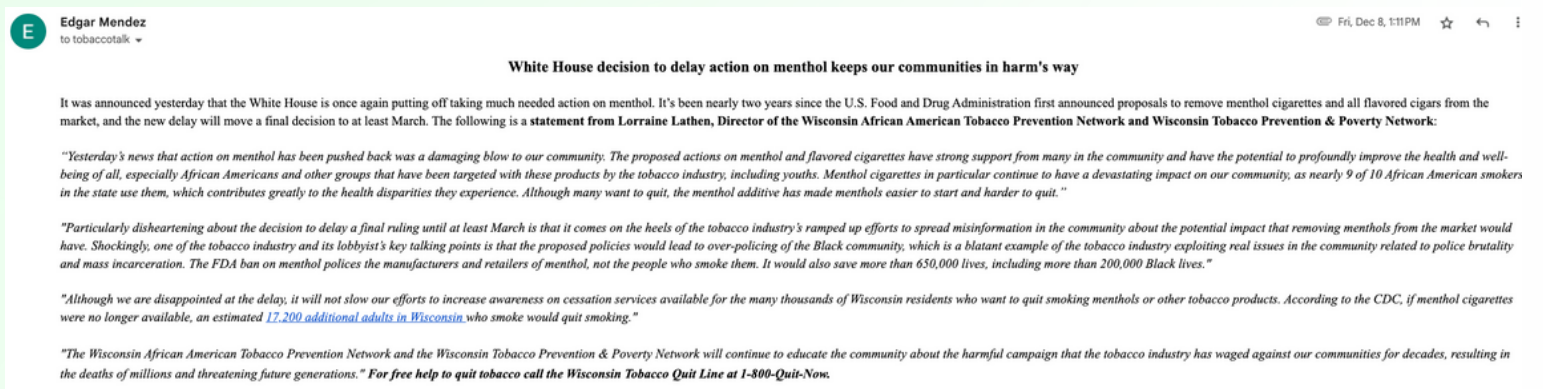


The screenshot shows the Milwaukee Community Journal website. At the top left is the logo with the text "MILWAUKEE COMMUNITY JOURNAL". To the right, a banner reads "e funding is for ne children's health and". Below the logo is a navigation menu with categories: NEWS, COVID-19 UPDATES, BLACK HISTORY MONTH, LIFESTYLE, ECONOMY, HEALTH. A breadcrumb trail reads: YOU ARE HERE: HOME / HEALTH / TIME FOR ACTION! WHITE HOUSE NEEDS TO END DELAY, MOVE FORWARD WITH BAN ON MENTHOL. The main article title is "Time for action! White House needs to end delay, move forward with ban on menthol". Below the title is the date "DECEMBER 28, 2023 BY MKE COMMUNITY JOURNAL" and a "LEAVE A COMMENT" link. There are social sharing buttons for Facebook, Twitter, and LinkedIn. Below the text is a graphic with the text: "THE TOBACCO INDUSTRY PROFITS BILLIONS KILLS MILLIONS WE STAND BEHIND A MENTHOL BAN". At the bottom of the graphic, it says: "The tobacco industry has targeted Menthol cigarettes to African Americans for decades".



The screenshot shows the Milwaukee Courier website. At the top left is the logo with the text "MILWAUKEE COURIER THE NEWSPAPER YOU CAN TRUST SINCE 1964". To the right, a banner reads "Helping business owners thrive" and "Advancing Black Pathways". Below the logo is a navigation menu with categories: NEWS, EDITORIALS, EDUCATION, URBAN BUSINESS, HEALTH, RELIGION, UPCOMING EVENTS, CLASSIFIEDS. A disclaimer reads: "EXCEPT WHERE INDICATED, THE OPINIONS EXPRESSED ON THIS PAGE ARE NOT NECESSARILY THOSE OF THE MILWAUKEE COURIER". The main article title is "Time for Action: White House Needs to End Delay, Move Forward With Ban on Menthol". Below the title is the date "DECEMBER 29, 2023". To the right of the article is a sidebar with a "60 YEARS STRONG SINCE 1964" logo and an advertisement for "Art, Life, Legacy: Northern European Paintings in the Collection of Isabel and Alfred Bader". The main article content is a graphic with the text: "THE TOLL OF TOBACCO ON BLACK HEALTH". Below the graphic is a list of bullet points: "Smoking claims 45,000 Black lives every year" and "It's the #1 cause of preventable death".

TobaccoTalk 12/8/2023 **White House Decision to Delay Action on Menthol** **Keeps our Communities in Harm's Way ([see attached for full letter](#))**



The screenshot shows a letter from Edgar Mendez to tobaccotalk. The letter is dated Fri, Dec 8, 1:11PM. The subject is "White House decision to delay action on menthol keeps our communities in harm's way". The letter text is as follows:

It was announced yesterday that the White House is once again putting off taking much needed action on menthol. It's been nearly two years since the U.S. Food and Drug Administration first announced proposals to remove menthol cigarettes and all flavored cigars from the market, and the new delay will move a final decision to at least March. The following is a statement from Lorraine Lathen, Director of the Wisconsin African American Tobacco Prevention Network and Wisconsin Tobacco Prevention & Poverty Network:

"Yesterday's news that action on menthol has been pushed back was a damaging blow to our community. The proposed actions on menthol and flavored cigarettes have strong support from many in the community and have the potential to profoundly improve the health and well-being of all, especially African Americans and other groups that have been targeted with these products by the tobacco industry, including youths. Menthol cigarettes in particular continue to have a devastating impact on our community, as nearly 9 of 10 African American smokers in the state use them, which contributes greatly to the health disparities they experience. Although many want to quit, the menthol additive has made menthols easier to start and harder to quit."

"Particularly disheartening about the decision to delay a final ruling until at least March is that it comes on the heels of the tobacco industry's ramped up efforts to spread misinformation in the community about the potential impact that removing menthols from the market would have. Shockingly, one of the tobacco industry and its lobbyist's key talking points is that the proposed policies would lead to over-policing of the Black community, which is a blatant example of the tobacco industry exploiting real issues in the community related to police brutality and mass incarceration. The FDA ban on menthol polices the manufacturers and retailers of menthol, not the people who smoke them. It would also save more than 650,000 lives, including more than 200,000 Black lives."

"Although we are disappointed at the delay, it will not slow our efforts to increase awareness on cessation services available for the many thousands of Wisconsin residents who want to quit smoking menthols or other tobacco products. According to the CDC, if menthol cigarettes were no longer available, an estimated 17,200 additional adults in Wisconsin who smoke would quit smoking."

"The Wisconsin African American Tobacco Prevention Network and the Wisconsin Tobacco Prevention & Poverty Network will continue to educate the community about the harmful campaign that the tobacco industry has waged against our communities for decades, resulting in the deaths of millions and threatening future generations." For free help to quit tobacco call the Wisconsin Tobacco Quit Line at 1-800-Quit-Now.

DECEMBER 2023 MENTHOL COMMUNICATIONS

NAACP MILWAUKEE PRESIDENT'S OP-ED

Published on: DECEMBER 27 at 10:33 AM

- **Reach - 61,358 people** - The number of people that saw your ads at least once.
- **699 link clicks to [here](#)** - The number of clicks on links within the ad that led to advertiser-specified destinations

Wisconsin African American Tobacco Prevention Network
December 27 at 10:33 AM · 🌐

📌 NAACP Milwaukee President Urges White House to move forward with the ban on Menthol - <https://www.jumpatthesunllc.com/.../time-for-action-white...>

Calls for action on the menthol ban are growing in Wisconsin and beyond. Help spread the truth...share NAACP President Nicholas' Op-ed on your social media.

THE TOBACCO INDUSTRY PROFITS BILLIONS KILLS MILLIONS WE STAND BEHIND A MENTHOL BAN

The tobacco industry has targeted Menthol cigarettes to African Americans for decades

An FDA ban on the manufacture and sale of menthol cigarettes will increase health equity and could save up to 650,000 lives, including more than 250,000 Black lives within 40 years.

So, don't believe the tobacco industry hype about law enforcement coming for you to enforce this policy.

JUMPATTHESUNLLC.COM
Wisconsin African American Tobacco Prevention Network
Calls for action on the menthol ban are growing in Wisconsin and beyond... Learn more

FACEBOOK AND INSTAGRAM ADVERTISING

Performance
\$295.80 spent over 8 days.

Link clicks ⓘ	699	Cost per Link Click	\$0.42
Reach ⓘ	61,358	Usually: \$0.21 - \$0.62	Similar to others

Activity

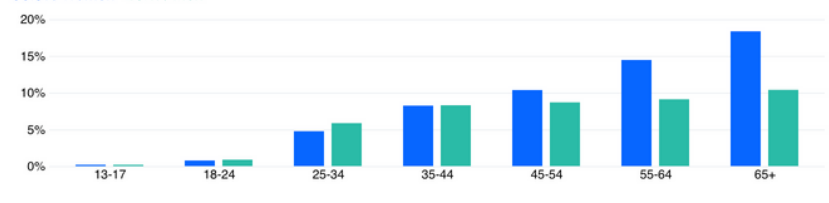
Post engagements	723
Link clicks	699
Post comments	11
Post reactions	11
Post shares	2

Audience

This ad reached **61,358 people** in your audience.

People Placements Locations

56.9% Women 43.1% Men



Audience details

Location - living in

United States: Wisconsin; Washington, DC (Hagrstwn) (DMA)

Focus on Health

Brought to you by:



NAACP MILWAUKEE

Time for action: White House needs to end delay, move forward with Ban on Menthol

The tobacco industry decades ago launched a devastating campaign to target the black community with its products, its primary tool being menthol cigarettes. This sustained attack on black health has resulted in profits in the billions and the deaths of millions.

Understandably, health and social and racial justice advocates, among many others, saw great promise in the proposal by the Food and Drug Administration to remove menthol cigarettes from the market. Many saw the ban as a way to change that trajectory and put action behind the statement, "Black Lives Matter."

That promise is now tempered by disillusionment and utter disappointment as the White House announced recently that any action on menthol won't happen until at least March. It's no secret why the Biden Administration changed its tune, or at least muted it for now. The tobacco industry and its



powerful lobby have funded a campaign using false statements, some being carried by prominent black activists, to stoke fears that a ban on menthol will cause more harm than good.

Think about that for a second. Tobacco kills 45,000 African Americans a year and is a prime contributor to the three main causes of death among African Americans: heart disease, cancer and stroke. Menthol, a product used by 85 percent of black smokers nationally and 89

percent of black smokers in Wisconsin, is the primary cause of this carnage, the direct result of a successful targeting campaign by the tobacco industry.

Banning menthol will save up to 650,000 lives in 40 years, including more than 200,000 black lives, research estimates have found. How is this a bad thing?

I'm not here to say that the tobacco lobby arguments against the ban are baseless. They play upon legitimate

THE TOLL OF TOBACCO ON BLACK HEALTH

- Smoking claims 45,000 Black lives every year
- It's the #1 cause of preventable death
- Black Americans die at higher rates from cancer, heart disease and stroke

fears of the black community in regards to over-policing and police brutality. But, instead of addressing those legitimate concerns by standing behind social justice and taking actions such as ending their relentless targeting campaign of the black community, they're using the argument to keep our communities in harm's way; to keep profits rolling their way.

Here's the facts. The menthol ban will be enforced against manufacturers and retailers, not against individual consumers or smokers of menthol. It would not make it illegal to possess menthol cigarettes. The menthol ban is also not a campaign issue

and will not hurt Biden at the polls. The NAACP of Milwaukee, faith and community groups, residents and many others stand strongly in favor of the ban. We know it will save lives and the tobacco industry and the Biden Administration know it too. It's time to stop talking about it and take action before more black lives are lost to menthol tobacco.



- Clarence Nicholas
NAACP Milwaukee
President



Community Care



Set your independence in motion. It starts with a community that cares.

Community Care's Program of All-Inclusive Care for the Elderly (PACE) offers complete medical and long-term care to adults who qualify for nursing home care assistance, and those with physical, intellectual or developmental disabilities.

Serving Kenosha, Milwaukee, Racine and Waukesha counties

Contact your local Aging and Disability Resource Center (ADRC) to learn more about long-term care options in your area.



Call 833-900-PACE for additional information.





MILWAUKEE COMMUNITY JOURNAL

WISCONSIN'S LARGEST AFRICAN AMERICAN PAPER

List of Pick 'n' Save Stores Assisting with the Walgreens Closures! Page 4!



Holiday Photo•Op Out & About in YOUR Community!



Holy Redeemer holds toy giveaway!

Northcott Neighborhood House holds third annual family dinners and toy giveaway!



Holy Redeemer COGIC held a pre-Christmas toy giveaway in the gym of Holy Redeemer Christian Academy. They also provided COVID and flu vaccinations. There were also door prizes, music, food giveaway and the chance for children to have their photos taken with Mr. and Mrs. Santa Claus.

Northcott Neighborhood House had a special Christmas day treat for the community, giving away home-cooked Christmas family meals and toys, including presents for teens. Bader Philanthropies, West Care, Colliers Training Institute, King Advisory Inc., Pretty Girls are Educated & Friends were sponsors of the event.



MKE Fellows Holiday Luncheon!

MKE Fellows held a pre-Christmas holiday luncheon at the Aurora Heil Conference Center. Above is a group photo of the fellows with John Daniels, III (seated center), and his father, John Daniels, Jr. (far left). All photos by Yvonne Kemp

In a groundbreaking move to promote homeownership and empower low-income residents, Wisconsin-based developer Gorman & Company is set to sell 30 single-family homes previously used as rental properties to Milwaukee residents. This homeowner initiative, in collaboration with nonprofit Acts Housing, aims to provide residents with a tangible path to homeownership, breaking barriers in traditionally underserved communities. Gorman & Company, known for its significant contributions to affordable housing developments, especially through Low-Income Housing Tax Credit (LIHTC) initiatives, has committed to selling single-family homes constructed as part of this initiative to residents after the LIHTC 15-year



Gorman & Company Empowers Low-Income Renters Through Innovative Homeownership Initiative

An unidentified new homeowner gets a hug from an Acts Housing official after she received news of her new home purchase thanks to the Low-Income Housing Tax Credit (LIHTC).



OPINION TIME FOR ACTION!

White House needs to end delay, move forward with ban on menthol

By Clarence Nicholas
NAACP Milwaukee President

Decades ago, the tobacco industry launched a devastating campaign to target the Black community with its products, its primary tool being menthol cigarettes.

This sustained attack on Black health has resulted in profits in the billions and the deaths of millions. Understandably, health and social and racial justice advocates, among many others, saw great promise in the proposal by the Food and Drug Administration to remove menthol cigarettes from the market. Many saw the ban as a way to change that trajectory and put action behind the statement, "Black Lives Matter." That promise is now tempered by disillusionment and utter disappointment as the White House announced recently that any action on menthol



CLARENCE NICHOLAS



Developer helps low-income renters to become homeowners

(continued from front page) compliance period, which began in 2007.

As part of the collaboration with Acts Housing, three homes have closed in 2023 and the remainder will be closed in 2024.

This homeownership initiative is set to continue over the next 12 years, which will include eight more phases of LIHTC housing within northside neighborhoods of Milwaukee, totaling over 200 homes that will be sold to qualifying residents.

This homeowner initiative significantly increases black homeownership on the north side of Milwaukee.

The lower purchase price of these homes allows the residents to realize instantaneous equity upon purchase and significantly decreases their monthly housing payment.

By leveraging the equity accumulated through LIHTC investments, residents have the opportunity to purchase homes at a fraction of their market value, providing residents with built-in equity and a more affordable path to homeownership.

To address potential skepticism and foster trust within the community, Gorman & Company enlisted Acts Housing to educate

residents about the opportunity and provide essential support services.

By dispelling misconceptions, such as the belief that a 20% down payment is required to buy a home, the collaboration aims to



An official with Gorman & company presents a bouquet of flowers to the new homeowner during Acts Housing event.

ensure that residents are informed and empowered to make sound financial decisions.

Deatra Kemp, Vice President of Programs for Acts Housing, emphasized the transformative impact of the initiative.

"If I could get half of those people to convert (to homeowners), that will statistically change homeownership rates in

Milwaukee," Kemp said.

Ted Matkom, Wisconsin Market President for Gorman & Company, expressed the company's commitment to the initiative.

"We are proud to be involved in a project that ultimately increases homeownership rates on the north side of Milwaukee and provides

"By dispelling misconceptions, such as the belief that a 20% down payment is required to buy a home, the collaboration aims to ensure that residents are informed and empowered to make sound financial decisions."

built-in equity for each home-buying resident," Matkom said.

As this homeownership initiative unfolds, Gorman & Company and Acts Housing will collaboratively seek to streamline the process and address misinformation, contributing to a positive and transformative impact on Milwaukee's housing landscape.

WHO, WHAT, WHERE, WHEN

COMING AND PAST HAPPENINGS IN AND OUTSIDE OF YOUR COMMUNITY!



'DYNAMIC RANGE: PHOTOGRAPHS BY BILL TENNESSEN'

January 19 - May 12, 2024

Bill Tennesen was born in 1934 and grew up on North 39th Street in Milwaukee. He is a 1956 graduate of Marquette University's College of Business Administration. Tennesen is a self-taught photographer who began contributing photos to the Milwaukee Community Journal, Wisconsin's largest African American newspaper, in 1981.

He has documented the Ernest Lacy demonstrations, Juneteenth Day celebrations, activities of the Boys & Girls Clubs of Greater Milwaukee and the Ko-Thi Dance Company.

He captured many of Milwaukee's Central City storefront churches and the appearance in town of numerous important cultural and political personalities of our time. He has photographed the Milwaukee Bucks and Marquette University basketball and many other sports and community events.

Dynamic Range includes 48 photographs by Tennesen that highlight Milwaukee's Black community from the 1980s to the early 2000s.

The exhibition was curated by Lynne Shumow (Haggerty Museum Curator for Academic Engagement) in collaboration with Dr. Robert Smith (Marquette University Harry G. John Professor of History and Director of the Center for Urban Research, Teaching and Outreach—CURTO) and Mia Phifer (Education and Research Coordinator at America's Black Holocaust Museum). Additional assistance was provided by Kate Rose, Caroline Bielski, Sebastian Brown, Sophia Furman, Logan Glembin, Niktalia Jules, and Adamali De La Cruz.

Support for this exhibition is generously provided by the Marquette University Women's Council Endowment Fund.



A celebration of life will be held for Lena Jacquelyn Taylor ('Miss Jackie' pictured above at right), the mother of state Senator Lena C Taylor, Saturday, Dec. 30, at Holy Redeemer Institutional Church Of God In Christ, 3500 W. Mother Daniels Way.

Viewing will be at 10 a.m. Funeral at 11 a.m.

Save Milwaukee Healthcare Coalition to hold rally in recognition of one year anniversary of St. Francis Hospital Labor and Delivery Unit closure, Next Door Pediatrics's Sudden closure

The Save Milwaukee Healthcare Coalition will hold a rally and press conference Friday, Dec. 29—starting at 2 p.m.—at the intersection of 27th Street and Oklahoma Ave. to commemorate the one year closing of the Labor and Delivery Unit at St. Francis Hospital.

The rally and press conference will also bring attention to the very recent closing of Next Door Pediatrics unit at Children's Hospital.

On December 23, 2022, the Labor and Delivery Unit at St. Francis unexpectedly closed, leaving the city's Southside with a healthcare desert for maternal care.

This left Milwaukee County with only three hospitals offering labor and delivery services, with none on the southside, where some of the highest maternal birth mortality rates are reported.

This trend of lacking healthcare in certain parts of the city was only exacerbated more by the sudden closure of Next Door Pediatrics Clinic at Children's Hospital, which served thousands of children and families who use Medicaid on the northside of Milwaukee.

This unexpected closure leaves parents in the dust when it comes to accessible health services, with many not having adequate transportation to other alternative clinics across the county, or not being able to find providers that accept Medicaid.

The Save Milwaukee Healthcare Coalition (SMHC) formed in response to this, with efforts from the Milwaukee Inner-City (continued on page 4)

Time for action! Time to end delay on menthol ban!

(continued from front page)

won't happen until at least March.

It's no secret why the Biden Administration changed its tune, or at least muted it for now.

The tobacco industry and its powerful lobby have funded a campaign using false statements, some being carried by prominent Black activists, to stoke fears that a ban on menthol will cause more harm than good.

Think about that for a second.

Tobacco kills 45,000 African Americans a year and is a prime contributor to the three main causes of death among African Americans: heart disease, cancer and stroke.

Menthol, a product used by 85% of Black smokers nationally and 89% of Black smokers in Wisconsin, is the primary cause of this carnage, the direct result of a successful targeting campaign by the tobacco industry.

Banning menthol will save up to 650,000 lives in 40 years, including more than 200,000 Black lives, research estimates have found. How is this a bad thing?

I'm not here to say that the tobacco lobby arguments against the ban are baseless. They play upon legitimate fears of the Black community in regards to overpolicing and police brutality.

But, instead of addressing those legitimate concerns by standing behind social justice and taking actions such as ending their relentless targeting campaign of the Black community,

THE TOLL OF TOBACCO ON BLACK HEALTH

- Smoking claims **45,000 Black lives every year**
- It's the **#1 cause of preventable death**
- Black Americans die at higher rates from **cancer, heart disease and stroke**

they're using the argument to keep our communities in harm's way. To keep profits rolling their way.

Here's the facts. The menthol ban will be enforced against manufacturers and retailers, not against individual consumers or smokers of menthol. It would not make it illegal to possess menthol cigarettes.

The menthol ban is also not a campaign issue and will not hurt Biden at the polls. The NAACP of Milwaukee, faith and community groups, residents and many others stand strongly in favor of the ban.

We know it will save lives and the tobacco industry and the Biden Administration know it too. It's time to stop talking about it and take action before more Black lives are lost to menthol tobacco.




KOHL'S THANK YOU! THURSDAY

FREE admission thanks to Kohl's!

JAN 4

RESERVE NOW!



THE TOBACCO INDUSTRY PROFITS BILLIONS KILLS MILLIONS WE STAND BEHIND A MENTHOL BAN

The tobacco industry has targeted Menthol cigarettes to African Americans for decades

An FDA ban on the manufacture and sale of menthol cigarettes will increase health equity and could save up to 650,000 lives, including more than 250,000 Black lives within 40 years.

So, don't believe the tobacco industry hype about law enforcement coming for you to enforce this policy.

The FDA said it **can't and won't** enforce the ban against individual consumers for possession or use of menthol cigarettes.

Please join us in supporting this vital action to improve Black health.



SPOTLIGHT

Time for Action: White House Needs to End Delay, Move Forward With Ban on Menthol

By Clarence Nicholas
NAACP Milwaukee
President

The tobacco industry decades ago launched a devastating campaign to target the Black community with its products, its primary tool being menthol cigarettes. This sustained attack on Black health has resulted in profits in the billions and the deaths of millions.

Understandably, health and social and racial justice advocates, among many others, saw great promise in the proposal by the Food and Drug Administration to remove menthol cigarettes from the market. Many saw the ban as a way to change that trajectory and put action behind the statement, "Black Lives Matter."

That promise is now tempered by disillusion-

ment and utter disappointment as the White House announced recently that any action on menthol won't happen until at least March. It's no secret why the Biden Administration changed its tune, or at least muted it for now. The tobacco industry and its powerful lobby have funded a campaign using false statements, some being carried by prominent Black activists, to stoke fears that a ban on menthol will cause more harm than good.

Think about that for a second. Tobacco kills 45,000 African Americans a year and is a prime contributor to the three main causes of death among African Americans: heart disease, cancer and stroke. Menthol, a product used by 85% of Black smokers nationally and

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to possess menthol cigarettes. The menthol ban is also not a campaign issue and will not hurt Biden at the polls. The NAACP of Milwaukee, faith and community groups, residents and many others stand strongly in favor of the ban. We know it will save lives

and the tobacco industry and the Biden Administration know it too. It's time to stop talking about it and take action before more Black lives are lost to menthol tobacco.

UPDATED: From Free Meals to Coat Drives, How You Can Keep the Holiday Season Affordable in Milwaukee



The Salvation Army collects toys to give to children in need for the holidays. (Photo provided by Salvation Army)

By PrincessSafiya Byers
and Meredith Melland

This story was originally published by Milwaukee Neighborhood News Service, where you can find other stories reporting on fifteen city neighborhoods in Milwaukee. Visit milwaukeekeenns.org.

We've compiled a list of holiday events and giveaways during this holiday season.

And we also provide information on how you can donate your money or time.

(Did we miss anything? If so, please put in com-

ments or email us.)

**MEALS
Holiday Community
Meal: Winter Wonderland: Tuesday, Dec. 19**

Milwaukee Public Library Mitchell Street Branch, 906 W. Historic Mitchell St., will host a festive meal with games from 5:30 p.m. to 7

p.m. on Tuesday, Dec. 19. Register here.

Free Christmas Meal Delivery: Monday, Dec. 25

Moms Matter is planning to deliver 500 meals on Christmas Day, Monday, Dec. 25, to moms and families in need in the 53206 zip code and around Milwaukee. Sign up by Thursday, Dec. 21 by emailing momsmatter24@gmail.com with your household name, number of meals, phone number and address.

Washington Park Christmas Dinner Giveaway: Monday, Dec. 25

Free, heat-and-serve meals will be available for pick up from 9:30 a.m. to 10:30 a.m. on Monday, Dec. 25 at Rooted & Rising - Washington Park, 3940 W. Lisbon Ave., with registration.

The Salvation Army Christmas Family Feast: Monday, Dec. 25

The Salvation Army will provide free meals while supplies last at the Baird Center, 400 W. Wisconsin Ave., from 11:30 a.m. to 2 p.m. on Monday, Dec. 25.

Volunteers can register to help with the feast. New toy donations are accepted year-round at the Toy Shop Distribution Center, 5880 N. 60th St., from 8 a.m. to 3 p.m. Monday through Friday.

**TOY DRIVES AND GIVEAWAYS
2023 Holiday Toy Event: Thursday, Dec. 21**

Native children 18 and younger can receive toys from 1 p.m. to 6:30 p.m. on Thursday, Dec. 21 at Gerald L. Ignace Indian Health Center, 930 W. Historic Mitchell St. Families must complete an application to participate. Applications received after Dec. 15 cannot be guaranteed. The center is also accepting winter apparel and donations through Dec. 20.

Northcott Neighborhood House Third Annual Tis the Season Family Event: Sunday, Dec. 25

Northcott Neighborhood House will give away gifts and pre-made meals from Big Daddy's BBQ and Soul Food from 8 a.m. to noon on Sunday, Dec. 25 at 2460 N. 6th St. No registra-

tion is required. Volunteers are also needed.

**COAT DRIVES
Brown Berets Wisconsin Coat Drive: Through Tuesday, Jan. 30**

Brown Berets Wisconsin is collecting coats until Tuesday, Jan. 30 at El Conquistador Latino Newspaper, 4531 W. Forest Home Ave. and all El Rey locations. Monetary donations are also being accepted; \$20 will cover the cost of one new coat.

More opportunities to help

Capuchin Community Services needs volunteers to help with its toy drive distribution and other services at House of Peace, 1702 W. Walnut St.

Tikkun Ha-Ir has opportunities to sort holiday gift drive donations and deliver them to local agencies.

Visit United Way of Greater Milwaukee and Waukesha County's Season of Caring 2023 calendar for more local volunteering opportunities.

President Biden Visits Milwaukee

Continued from page 1

Wisconsin.

"I'm here today to talk about something that doesn't get enough attention. I'm here to celebrate the progress we're making to support Black small businesses here and around the country," Biden said. "Because when Black small businesses grow, everything benefits.

The community benefits. Everyone benefits. And it gives hope and prospects for people."

Since 2020 America has filed a record number of new applications. Fifteen million applications to start new businesses.

"It's led to the fastest growth in Black business ownership in over 30 years. Across the country, wages for workers are up. Black

wealth is a record 60 percent since the pandemic," Biden said.

In his speech, the president touched on Bidenomics, outlining his economic plan.

"We're doing it by building an economy from the middle out and the bottom up, not the top down. Not a whole lot trickled down on my dad's kitchen table with a top-down economy,"

he said. "But when building from the middle, when you increase the middle class, the poor have a shot and the wealthy still do very well, the middle class does well, and we all do well."

"Through the American Rescue Plan we invested nearly \$80 billion in Wisconsin for the State Small Business Credit Initiative, helping countless small businesses grow and

through the Small Business Administration, we've delivered \$50 billion in capital this past year to small businesses across the country, doubling the number and the value of Black-owned businesses since 2020," Biden said.

Biden also announced the Grow Milwaukee Coalition is among 22 finalists for the federal "Recompete" economic develop-

ment grant through the Commerce Department.

The Milwaukee proposal seeks to revitalize the city's 30th Street industrial corridor and reconnect the historically segregated Black community with other economic opportunities, the White House said.

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 A grid of approximately 40 logos for various community organizations, health groups, and churches. The logos include:

- WAATPN (Wisconsin African American Tobacco Prevention Network)
- No Menthol SUNDAY
- American Lung Association (Wisconsin)
- Wisconsin Tobacco Prevention & Poverty Network
- Partnership for a Tobacco Free Wisconsin
- MILWAUKEE FIRE DEPT.
- THE CENTER FOR BLACK HEALTH & EQUITY
- EBENEZER FAMILY WORSHIP CENTER
- WPHA (Wisconsin Public Health Association)
- AMANI UNITED
- HOPE Lutheran Church
- CAMPAIGN for TOBACCO-FREE Kids
- WISCONSIN TOBACCO QuitLine 800-QUIT-NOW
- Jump at the Sun CONSULTANTS, LLC
- ASSOCIATION FOR THE ADVANCEMENT OF NEGROES (AANAP)
- HEAL THE HOOD MILWAUKEE
- AATCLC (The African American Tobacco Control Leadership Council)
- Keytalife
- American Heart Association
- truth initiative
- FACT
- DC DOMINICAN CENTER
- EL-BETHEL Church of God in Christ
- SDC (Social Development Commission)
- Denisha Tate & Associates
- COA (YOUTH & FAMILY CENTERS)
- Free at Last Milwaukee
- Bethel TEMPLE
- Bridges Diasporic Arts
- ST. MATTHEW CME CHURCH
- Saints Cathedral
- DELTA SIGMA THETA SORORITY, INC. MILWAUKEE ALUMNAE CHAPTER
- RAISING THE BAR
- MILWAUKEE Wisconsin Area Health Education Center
- St. Ignace Church
- Hephatha Lutheran Church Evangelical Lutheran Church in America
- UW Center for Tobacco Research and Intervention
- City of Milwaukee
- OFFICE OF AFRICAN AMERICAN AFFAIRS
- THE CITY OF MKE TOBACCO-FREE ALLIANCE
- WHLTPN
- WEMERGE MEDIA
- INPOWER
- MASON TEMPLE Church of God in Christ