

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

May 2021

Black PR Wire recognizes Media Matriarchs

Mothers are the foundation of society. As a mother, you are your child's first teacher, therapist, cook, coach and so much more. Everything we know we owe to the matriarchs of our lives. Mothers wear many hats and play many roles. Oftentimes, their hard work and effort goes unnoticed, is unappreciated and sadly – can be taken for granted. But we know they are the backbone of every family, every business, every aspects of our lives. We are ever so grateful for mothers.

At Black PR Wire, we connect with mothers who are business owners from all walks of life and around the country. In addition, we also work closely with our media colleagues who are mothers defining the key messages to convey to their readers, their listeners, their audience. This month, and in honor of Mother's Day, we are paying tribute to the many women in the media who are pioneers in their quest to share news, information and knowledge to their audiences. These women empower and inspire us to be all we can be and to make a difference of a lifetime in society. Join us all month long as we pay tribute to Media Matriarchs.



Media Matriarch Black PR Wire



JENNIFER KEITT
Chief Empowerment Officer
Teaching people to be socially & emotional intelligent

News On TV Featured In: OJEW A/C CNN CW49 FLORIDA HLN

Media Matriarch Black PR Wire



LYNN GRAHAM
CEO of ClickUrban, LLC



Business Fitness

Did you know that May is recognized as Small Business Month and International Business Image Improvement Month? Now is the time to prepare for business fitness, especially with the COVID-19 pandemic. We must all take the necessary steps to grow our businesses so that they can blossom into corporate success stories.

Managing a successful and fit business requires patience and dedication. Here are some top business fitness tips to help you get on the right track:

- Image is everything. Make sure that you have an effective marketing plan in place to take your business to the next level.



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"



POWER PROFILER: SHEILA C. JOHNSON

Entrepreneur Sheila Crump Johnson was born on January 25, 1949, in Pennsylvania. Her father, George P. Crump, was a prominent neurosurgeon, and her mother, Marie Iris Crump, was an accountant. During her early years, her father's practice at Veterans Administration hospitals took the family from town to town. Johnson's family then relocated to Maywood, Illinois, a suburb of Chicago, where she attended Irving High School, and then graduated from Proviso High School in 1966. During this time, Johnson found her first love, music; she went on to become a concert violinist and the first African American to win a statewide violin competition in Illinois. After high school, Johnson enrolled in the University of Illinois where she met her now-former husband and business partner, Robert Johnson (divorced 2002).

In 1969, Johnson married Robert Johnson, and

in 1970, graduated from the University of Illinois with her B.A. degree in music. After graduation, Johnson worked as a music teacher at the private school, Sidwell Friends. In 1975, she founded a 140-member youth orchestra, Young Strings in Action. The group was invited to perform in the Middle Eastern nation of Jordan, where she was given the country's top educational award by Jordan's King Hussein.

In 1980, Johnson and her husband co-founded Black Entertainment Television (BET), a cable network geared towards African American audiences. Johnson became BET's executive vice president for corporate affairs, focusing on issues affecting the communities that BET served. In 1989, Johnson created Teen Summit, a show that dealt with the everyday issues of teens and attempted to motivate the teen viewers.



CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings in Black communities throughout the country this month.

20th Annual Healthy Lifestyle Forum "Embrace The Woman You Are"

Virtual Event
May 1, 2021
10 AM - 1 PM

michellemoorebell.com



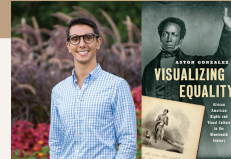
Anti-Racism and Social Work Practice Book Study: I'm Still Here: Black Dignity In a World Made for Whiteness by Austin Channing Brown

Online Webinar
May 4, 2021 • 9 AM - 12 PM
Socialworkcec.com



Visualizing Equality: African American Rights and Visual Culture in the 19th Century

Online Event
May 5, 2021
7:00 - 8:30 PM
Umich.zoom.us



Darryl Strawberry Book Signing

Book Signing
May 1, 2021
1 - 3 PM
Billygrahamlibrary.com



The Gentrification of Peckham and Black Urban Removal worldwide

Online Event
May 4, 2021
1:30 - 3:30 PM EDT
Blackhisotrywalks.co



New Breed Brass Band at Antone's - Early Show

In Person Event
May 7, 2021
7:00 - 8:30 PM
Eventbrite.com



Pearls Go Green Eco-Fashion Show

Fashion Show
May 2, 2021
Aladynamedpearl.com



NYC Hip Hop vs. Reggae Cinco De Mayo Yacht Party

Yacht Party
May 5, 2021
6 - 11 PM
Stayhappening.com



"Black Laughs Matter" Virtual Comedy Show

Online Event
May 8, 2021
8 PM
Eventbrite.com



OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
rreyes@blackprwire.com

Tanisha Coleman
Marketing Manager
tc Coleman@blackprwire.com

Alexis Jones
Newsroom Manager
ajones@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Senior Graphic Designer
ebrown@blackprwire.com

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:

