



To: Government Operations Committee

From: Lenora Howze, Executive Director, AFRO Newspapers

Date: March 6, 2025

Re: AFRO FAVORABLE HB 1119

The AFRO is Maryland's oldest Black-owned business, providing news and information to the Black community for over 132 years. HB 1119 is a win for both Maryland state agencies and local news organization like the AFRO and we strongly support this bill.

The AFRO reaches deep into Maryland's Black community and is a trusted resource for news and information. Although many think print newspaper when they think of the AFRO, we bring many more advertising opportunities to the table. Digital, email, sponsored content and even a Digital Billboard network create trusted advertising opportunities to reach our demographic.

Increasing advertising spends from the State would be a gamechanger for the AFRO. Our revenues stay local, driving our newsgathering, special events and content to uplift the community.

We urge a favorable report.