



The Southern Christian Leadership Conference
Redeeming the Soul of America Since 1957
Remembering Our Past...Forging Our Future



sclc
Southern Christian Leadership Conference
NATIONAL MAGAZINE
AMERICA'S LEADING CIVIL RIGHTS VOICE

From Whence We've Come



Founding President
Dr. Martin Luther King, Jr.
1957-1968



President Emeritus
Dr. Ralph D. Abernathy, Sr.
1968-1977



President Emeritus
Dr. Joseph E. Lowery
1977-1997



President Emeritus
Mr. Martin Luther King, III
1998-2003



President & CEO
Mr. Charles Steele, Jr.

The founder of the Southern Christian Leadership Conference (SCLC), Dr. Martin Luther King, Jr. is revered for his

“nonviolent” leadership of the Civil Rights Movement for which he received the Nobel Peace Prize. Dr. King is the third African American, the twelfth American and the youngest person ever to earn this most prestigious award. After falling victim to an assassin's bullet on April 4, 1968, Dr. King continues to be one of the most beloved figures in history.

The very beginning of the SCLC can be traced back to the Montgomery Bus Boycott, which began on Dec. 5, 1955 after Rosa Parks was arrested for refusing to give up her seat to a white man on a bus. The boycott lasted 381 days and ended on Dec. 21, 1956 with the desegregation of the Montgomery bus system. The boycott was carried out by the newly established Montgomery Improvement Association (MIA). Dr. Martin Luther King, Jr. served as President and Dr. Ralph David Abernathy served as Program Director. It was one of history's most dramatic and massive non-violent protests, stunning the nation and the world.

The Montgomery Bus Boycott was also a signal to Black America to begin a new phase of the long struggle, a phase that came to be known as the Modern Civil Rights Movement. As bus boycotts spread across the South, leaders of the MIA and other protest groups met in Atlanta on Jan. 10, 1957 to

form a regional organization and coordinate protest activities across the South.

Despite a bombing of the home and church of Dr. Abernathy during the Atlanta meeting, sixty people from ten states assembled and announced the founding of the Southern Leadership Conference on Transportation and Nonviolent Integration. They issued a document declaring that civil rights are essential to democracy, segregation must end and all Black people should reject segregation absolutely and nonviolently.

On Feb. 14, 1957, further organizing was done at a meeting in New Orleans, Louisiana. The organization shortened its name to the Southern Leadership Conference, established an Executive Board of Directors and elected officers, including Dr. Martin Luther King, Jr. as President; Dr. Ralph David Abernathy as Financial Secretary-Treasurer; Rev. C.K. Steele of Tallahassee, Florida as Vice

President; Rev. T.J. Jemison of Baton Rouge, Louisiana as Secretary and Attorney I.M. Augustine of New Orleans, Louisiana as General Counsel.

At its first convention in Aug. 1957 in Montgomery, Ala., the Southern Leadership Conference adopted its current name—the Southern Christian Leadership Conference (SCLC). Basic decisions made by the founders at these early meetings included adoption of nonviolent mass action as the cornerstone of strategy; the affiliation of local community organizations with the SCLC across the South and a determination to make the SCLC movement open to all, regardless of race, religion or background.

The SCLC became a national civil rights organization made up of chapters and affiliates with programs that affect the lives of all Americans. Its sphere of influence and interests has become international in scope transcending national boundaries.



America's Leading Civil Rights Voice

Since 1971, the *SCLC Magazine* has been the official national publication of the Southern Christian Leadership Conference. The *SCLC Magazine* is published quarterly and serves as a vital educational and informational link between the SCLC's national headquarters in Atlanta, Georgia and its many chapters and affiliates throughout the United States.



The *SCLC Magazine* is distributed to its chapters, affiliates and membership nationwide with an estimated readership of 400,000. As America's most respected civil rights voice, the *SCLC Magazine* serves as a major vehicle for leading corporations to enhance their visibility and sales among 35,000,000 African-American consumers. The *SCLC Magazine* is distributed to universities, state and junior colleges that are primarily in minority communities. The *SCLC Magazine* is a viable recruiting tool for corporations interested in hiring qualified minority applicants. In addition, the *SCLC Magazine* is distributed to both local and national officials, government agencies, civil rights organizations, Fortune 500 corporations and to our many supporters.



The *SCLC Magazine's* editorial content focuses on national and international current events and issues, which shape the lives of minorities in particular, and provides valuable information to its readership of the SCLC's struggle in the Civil Rights Movement. Editorial for the *SCLC Magazine* pertinent to the Civil Rights Movement is submitted for publication by a diverse group of educators, politicians, economists, activists and involved citizens.

In many minority communities unemployment is at staggering levels, hopelessness and lack of self-worth are major factors in the high rate of crime and violence in our nation's cities. While promulgating its message of nonviolence and brotherhood, the SCLC works to alleviate despair and give hope by establishing numerous community programs to aid and educate the disadvantaged.

The ability to overcome the anguish of injustice requires support of the masses to sustain its effectiveness both spiritually and financially.



In its effort to retain its nonpartisan political posture and its ability to address injustice and discrimination freely, the SCLC abstains from seeking government grants and/or traditional funding sources. The SCLC's primary source of funding is the advertising revenue from the *SCLC Magazine*.

Advertisers in the *SCLC Magazine*, many of whom are Fortune 500 corporations in stature, demonstrate their shared concerns for the SCLC's humanitarian endeavors and give recognition and credibility to their corporation's fair attitudes and equal opportunity policies.

Your company is a strong and vital voice, help the SCLC stop the deterioration of humanity. Our efforts do make a real and lasting difference. With your advertising support—we shall all prosper through peace, unity, brotherhood, love and respect.

Invest your advertising dollars in America's equal opportunity future.

File Recommendations

Design Recommendations

File Type: PDF

Resolution: At least 1080 x 1080 pixels

Bleed Recommendations

No Bleed Marks

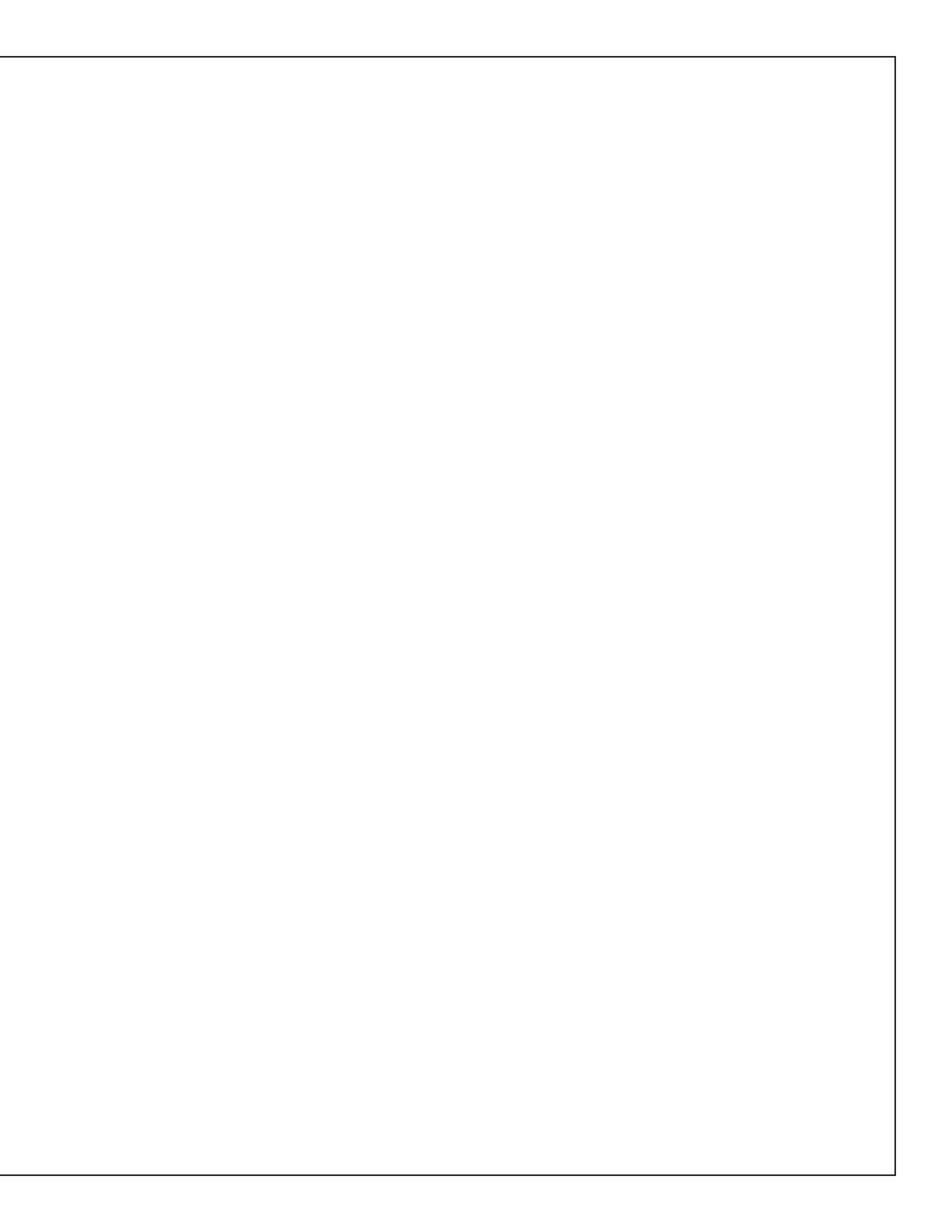
No Crop Marks

Full Page Ad Recommendations

8.5” inches x 11” inches

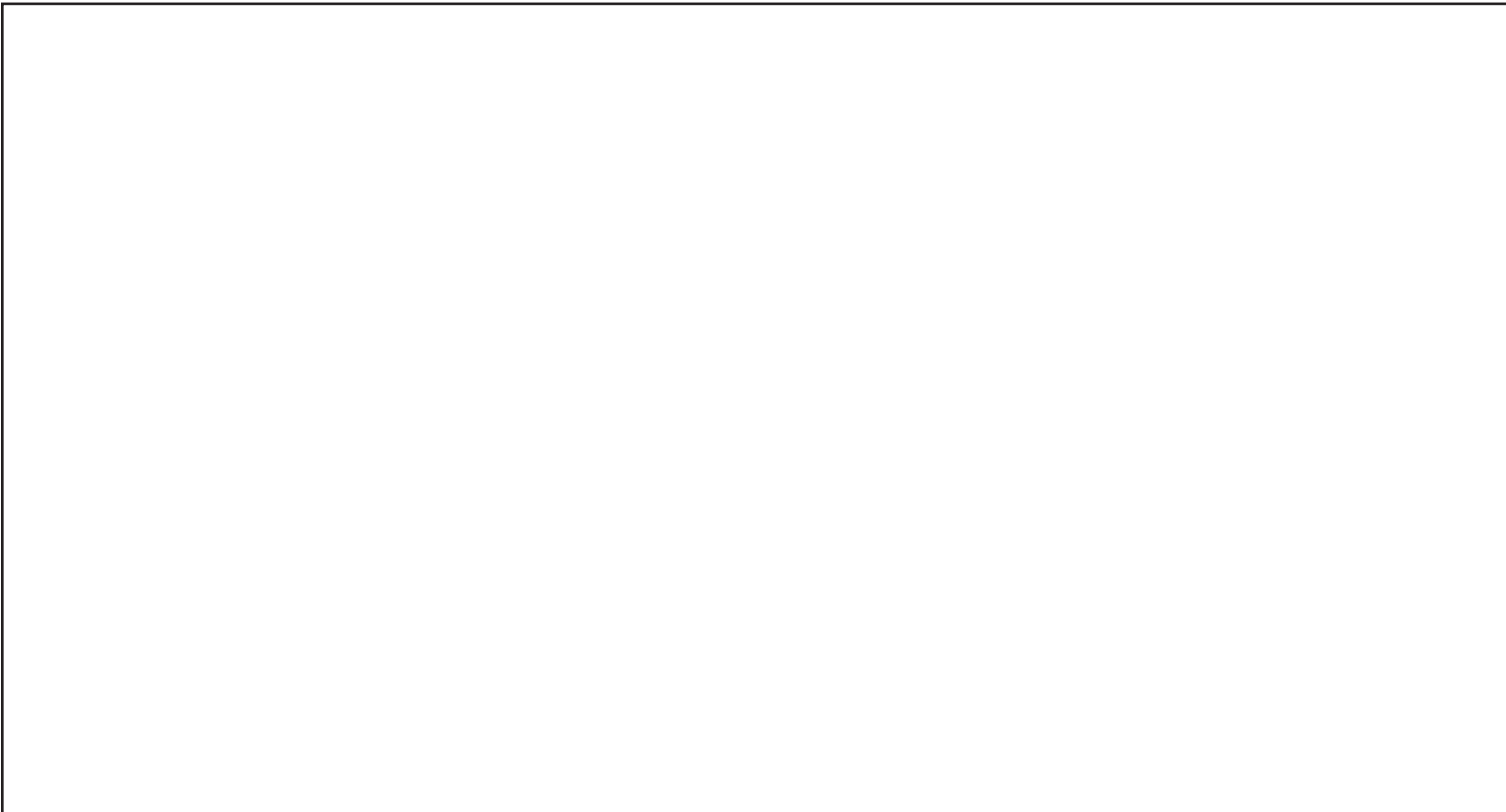
Double Page Ad Recommendations

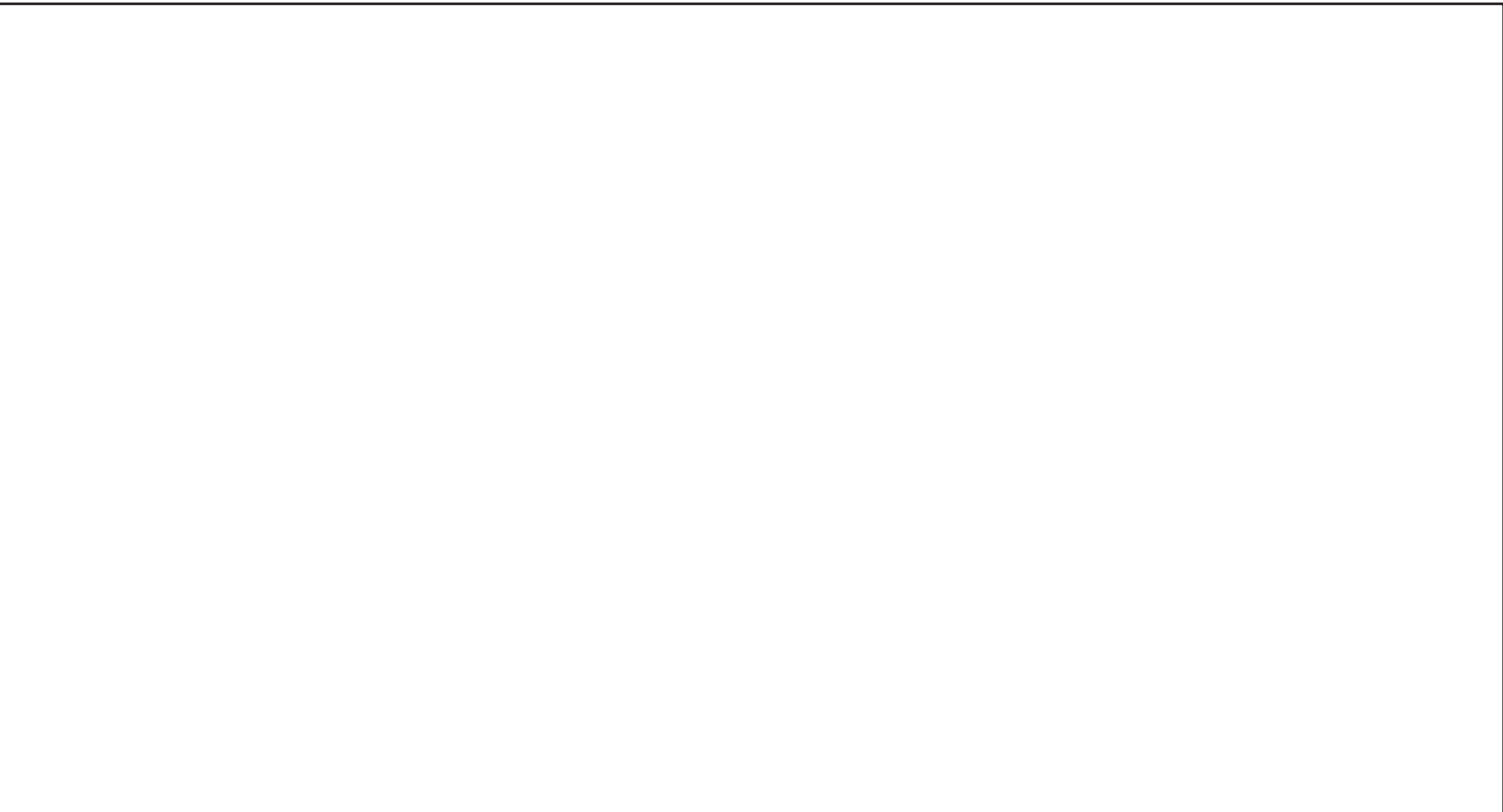
17.0” inches x 11.0 inches



Double Half Page Ad Recommendations

14.9” inches x 4.64 inches



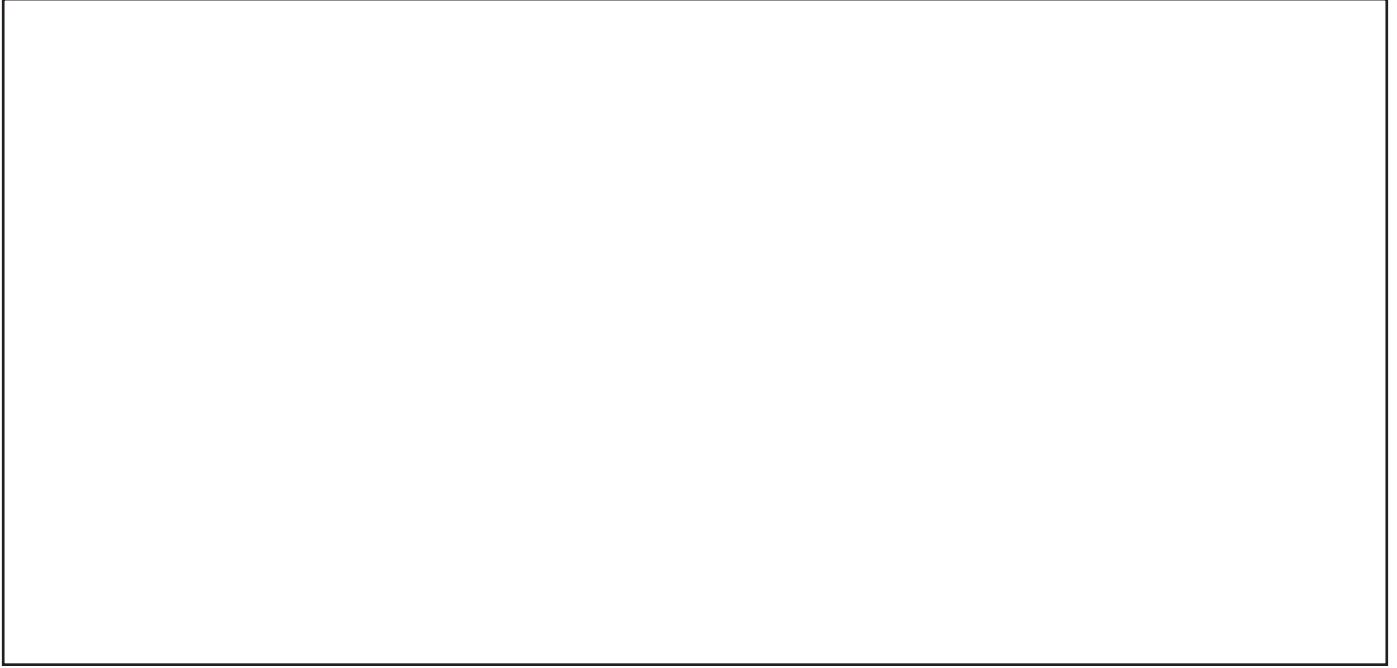


Three Quarter Page Ad Recommendations



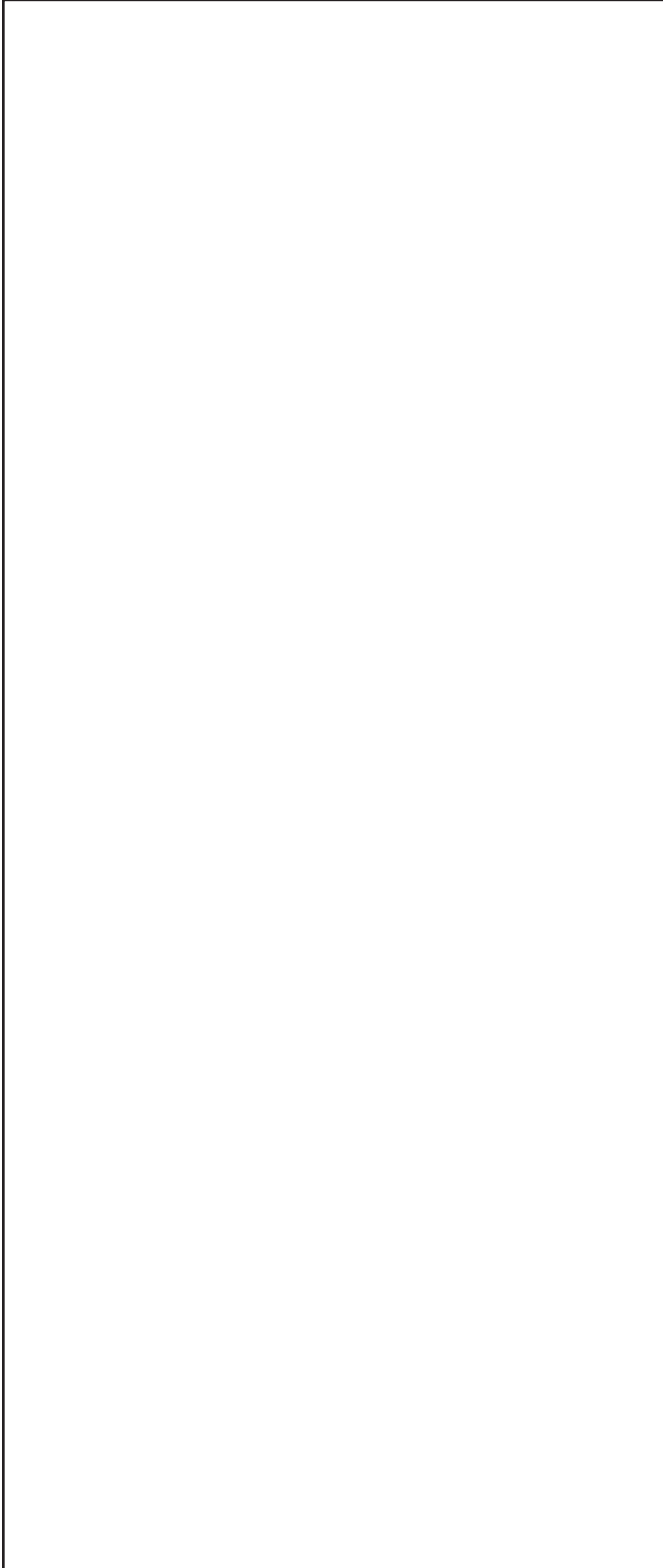
7.0” inches x 7.0 inches

Half Page Horizontal Ad Recommendations



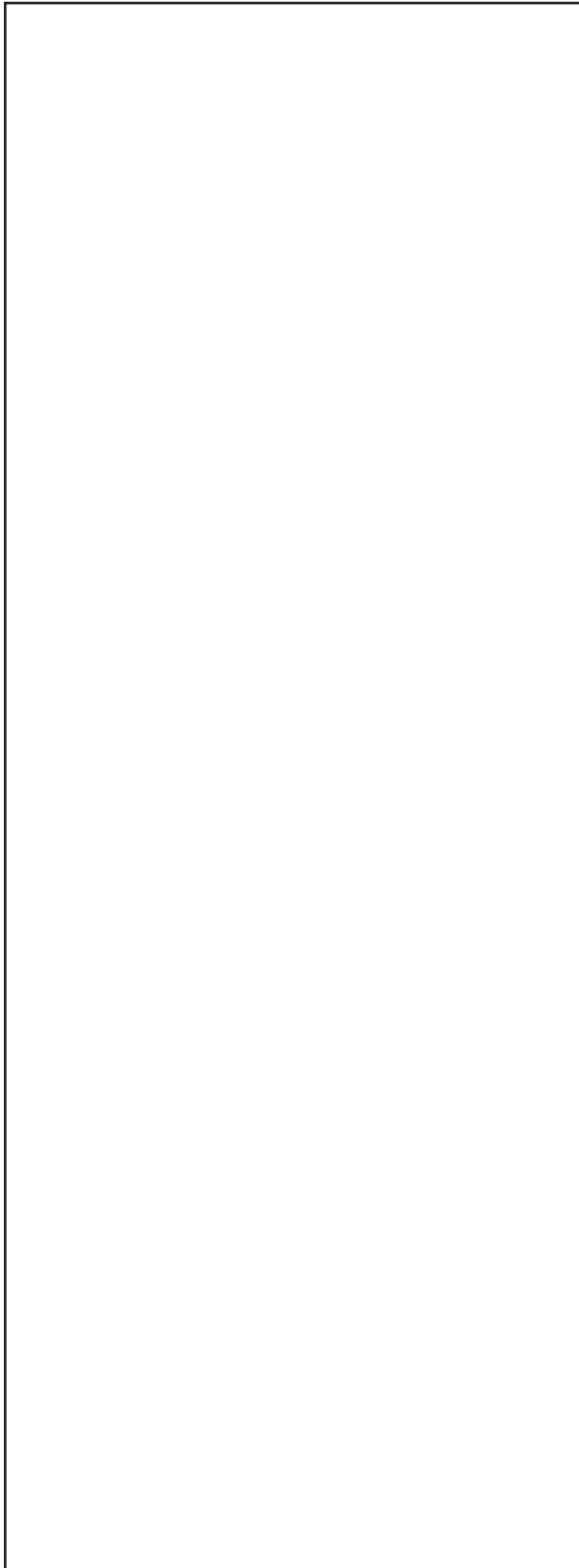
7.0” inches x 4.5 inches

Half Page Vertical Ad Recommendations



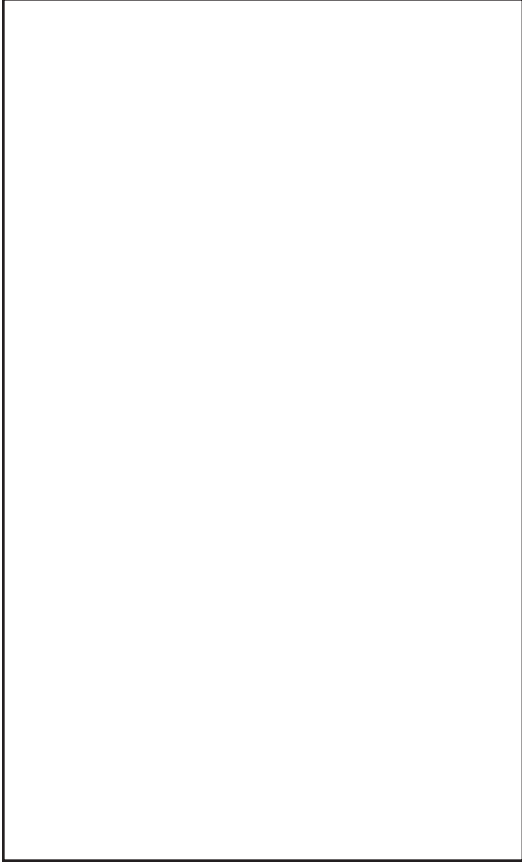
**3.375”
inches x
9.5” inches**

Half Page Bookend Ad Recommendations



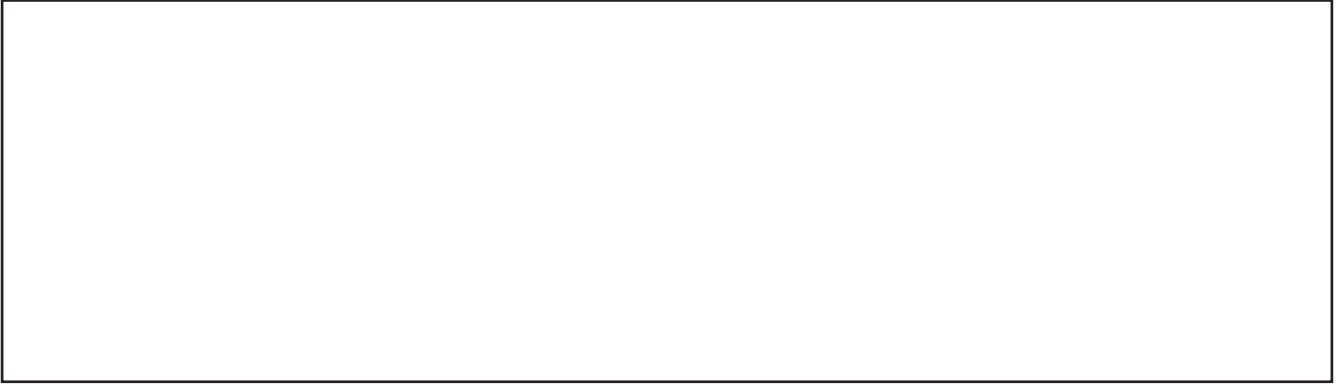
**3.46”
inches x
9.44”
inches**

Quarter Page Vertical Ad Recommendations



**3.375”
inches x
4.5” inches**

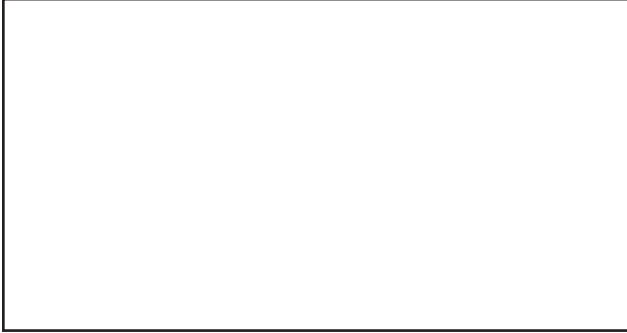
Quarter Page Horizontal Ad Recommendations



7.0” inches x 2.25” inches

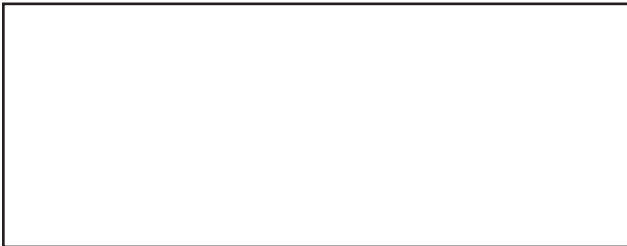
Small Ad Recommendations

1/10 size ads



**3.375" inches x
1.75" inches**

1/14 size ads



**3.375" inches x
1.25" inches**

Upload Instructions