



A People Without a Voice Cannot Be Heard.

2024 IMPACT REPORT



“A people without a voice cannot be heard.”

These words from our founder, J. Lowell Ware, in 1966 continue to guide us today. Born out of necessity, *The Atlanta Voice* carved a space for African American stories and perspectives, becoming a trusted force in Atlanta. We illuminate challenges, inspire solutions, and amplify the voices of our community.



In Memoriam: James Washington (1951-2024)

We mourn the passing of James Washington, a titan of the Black Press and an exemplary leader in the communications field. He served with distinction as president and general manager of The Atlanta Voice, leaving an indelible mark on the publication and the community it serves.

Throughout his remarkable career, Washington championed Black excellence and community engagement. His leadership extended beyond the newsroom, with active roles in organizations like the Dallas Black Chamber of Commerce, the United Way, and the National Newspaper Publishers Association. His unwavering commitment to service earned him numerous accolades, including the prestigious National Association of Black Journalist Legacy Award in 2019.

Washington's legacy extends beyond his professional achievements. He was a devoted husband, father, and grandfather, cherished by his family and loved ones. His wisdom, warmth, and dedication will be deeply missed.

We honor James Washington's life and contributions, remembering his unwavering commitment to journalism, community service, and the pursuit of a more just and equitable society.





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A Legacy of Amplifying Voices

For six decades, *The Atlanta Voice* has been more than a newspaper—it has been a movement, a mirror to the soul of Atlanta, and a megaphone for the African American community's triumphs, struggles, and aspirations. Born in the crucible of the Civil Rights Movement, our foundation is built on the unshakeable belief that truth, justice, and authentic storytelling have the power to change lives and transform societies.

Our mission resonates more urgently than ever. The world is at a crossroads, grappling with seismic shifts—from the rapid advancements in artificial intelligence to the ongoing reverberations of global conflicts and climate change. Amid these uncertainties, *The Atlanta Voice* stands as a trusted guide, amplifying voices that are too often overlooked, while providing the clarity, depth, and context our readers rely on.

This past year has showcased the breadth and depth of our journalism. We've delved into the transformative potential of AI, exploring its implications for Black communities, from labor disruption to economic opportunity. We've connected the dots between international crises and their local ripple effects, shedding light on how wars abroad resonate within Atlanta's neighborhoods. And we've championed environmental justice, bringing the fight against climate change to the forefront with stories that inform and inspire action.

As the media landscape continues to evolve, so do we. By embracing bold digital strategies, expanding our reach, and doubling down on hyperlocal reporting, we ensure that our legacy of truth-telling remains unbroken. From the heart of Atlanta, *The Atlanta Voice* continues to stand as a cultural touchstone—a symbol of resilience, progress, and unity.

Together, we celebrate 60 years of fearless journalism, and with your support, we look ahead to a future defined by empowerment, connection, and the relentless pursuit of justice.



Who We Reach

Civic Leaders and Residents:

Empowering informed decision-making with deep coverage of politics, local government, and community development.

Business Innovators:

Showcasing Black entrepreneurs and fostering economic opportunity.

Cultural Enthusiasts:

Celebrating Atlanta's rich Black heritage in arts, music, and food.

Underserved Communities:

Tackling issues like affordable housing, healthcare access, and criminal justice reform.

Connecting Stories, Honoring Communities: Our Reach and Audience Engagement

A mission-driven organization shaping the future of local journalism, we seek to reach and connect at the intersection of information and inspired action.

How We Connect

Impactful Journalism:

From investigative pieces to cultural features, we address the issues that matter most.

Community Engagement:

Through surveys, town halls, and events, we ensure our reporting reflects the voices of our readers.

Innovative Storytelling:

Our new digital studio elevates conversations across platforms, delivering content that resonates.

Distribution: Expanding Reach, Amplifying Impact



583,900

With a total reach exceeding **583,900**, *The Atlanta Voice* offers powerful, multi-platform solutions to elevate your brand and connect with Atlanta's diverse and dynamic audiences.

56,000+ Email Contacts

We deliver your message directly to Black households across metropolitan Atlanta and Georgia. This targeted email strategy taps into the **\$55 billion African American consumer market**, ensuring precise and impactful engagement through sophisticated geotargeting.

19,000+ Print Readership

As one of Georgia's largest audited African American newspapers, *The Atlanta Voice* is distributed free of charge across **150+ commercial outlets, news boxes, and libraries** throughout metro Atlanta. With a 24/7 online presence, we seamlessly blend traditional and digital media to maximize audience engagement.

Partnering with *The Atlanta Voice* ensures your message resonates with an audience that values culturally relevant, community-focused storytelling.

500k+ Combined Monthly Reach

158.9k Views

Our top post has received 158.9k views since posting on November 1. We also have posts that received views in the 10-20k range, covering local businesses, entertainment, sports, and most recently, politics.

Our Voice: With Power and Impact

Through these initiatives, The Atlanta Voice continues to champion diverse voices, drive systemic change, and inspire communities to take action for a better future. We are grateful for your partnership in helping us build a more equitable and empowered Atlanta.

Building the Next Generation of Media Professionals

The Atlanta Voice proudly hosted an **Atlanta University Center (AUC) Meet & Greet**, creating a dynamic space for aspiring journalists and multimedia professionals to connect with industry leaders. This event empowered students to explore career opportunities, learn essential skills for navigating the ever-evolving media landscape, and forge meaningful connections. By inspiring diverse voices to pursue careers in journalism, we're shaping the future of an inclusive and vibrant media industry.

In The Black: Advancing Atlanta's Black-Owned Businesses

Launching in March 2025, **In The Black** is a bold initiative celebrating the legacy, resilience, and innovation of Black-owned businesses across Greater Atlanta. This comprehensive platform connects businesses and consumers through an **extensive directory, community newsletters, and in-person events**.

By bridging the gap between mainstream media and Atlanta's rich ecosystem of Black entrepreneurship, **In The Black** uplifts the businesses that form the backbone of our economy and culture. Together, we are fostering lasting connections, promoting economic empowerment, and amplifying the voices of Black business owners who have shaped their communities for generations.





Unhoused: Our Ongoing Mission to Shed Light on Housing Insecurity

In 2020, *The Atlanta Voice* produced the compelling docu-series **"Peachtree and Pine,"** which chronicled the impact of closing Atlanta's largest low-barrier shelter, leaving hundreds displaced. Now, with the second installment, **"Unhoused,"** we delve deeper into the systemic challenges facing Atlanta's homeless community.

This series examines:

- **Policy gaps** that perpetuate housing insecurity.
- **Grassroots efforts** supporting unhoused individuals.
- The rise of **hostile public spaces** designed to exclude vulnerable populations.

Our reporting seeks to educate citizens, challenge cultural norms, and inspire advocacy for humane and effective policies. By addressing diverse audiences across racial, economic, and gender lines, we aim to bridge knowledge gaps, mobilize communities, and drive systemic change in the fight against homelessness.



Championing Civic Engagement and Political Empowerment

During the historic Biden-Harris administration, The Atlanta Voice has been a steadfast advocate for civic engagement within the Black community. As a proud member of the **Black Press of America**, we provided comprehensive coverage of the 2024 Presidential Election, chronically her historic candidacy.

Our coverage extended beyond the ballot box, spotlighting key policies on racial equity, healthcare, and economic recovery. By centering Black voices in political discourse, The Atlanta Voice ensures that marginalized communities are informed, engaged, and empowered to influence policy decisions.

With a commitment to advocacy and social justice, The Atlanta Voice remains a vital resource for reporting, analysis, and commentary, amplifying the role of Black Americans in shaping the nation's political future.





Our Impact

Peachtree & Pine Series

Groundbreaking coverage of homelessness in Atlanta.

50 Black Mayors Special Report

Celebrating historic leadership across metro Atlanta.

Hyperlocal Reporting

Stories that connect neighborhoods with the broader city narrative.

WAREhouse Studio

In 2024, we proudly launched WAREhouse Studios, our cutting-edge in-house facility designed to enhance our digital presence and foster deeper engagement with our community. Equipped for digital content creation, photography, videography, and podcast production, WAREhouse Studios has enabled us to broaden our reach and amplify important conversations about the issues shaping our society.

This year, WAREhouse Studios has served as a dynamic platform for creating high-quality content that informs, inspires, and sparks dialogue. By producing podcasts, video features, and captivating visuals, we've been able to engage diverse audiences, facilitate critical discussions, and provide a space for civic discourse on topics ranging from local challenges to global concerns.

Through these powerful mediums, WAREhouse Studios has helped us build stronger connections with our community, empowering individuals to share their stories and perspectives. Looking ahead, we remain committed to leveraging this innovative facility to continue expanding our impact, advancing meaningful conversations, and driving positive change within our community.

Industry Recognition: NNPA Digital Network Dashboard Rankings & Messenger Awards



#1

OCTOBER 23 – NOVEMBER 7

Ranking for the 14-day report covering October 23 to November 7

#2

OCTOBER 7 – NOVEMBER 7

Ranking for the 30-day reporting period from October 7 to November 7 among all publications under the National Newspaper Publishers Association.

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**AWARDS FOR
JOURNALISTIC
EXCELLENCE**

Georgia Governor Kemp signs \$36.1 billion state budget



Georgia Governor Brian P. Kemp delivers a speech before he signs the Amended Fiscal Year (AFY) 2024 budget in a ceremony at the Georgia State Capitol on February 29, 2024. (Photo: Itoro N. Umotuen/The Atlanta Voice)

Tuesday morning, Governor Brian Kemp signed the Fiscal Year 2024-2025 budget during a ceremony inside the Georgia State Capitol. The budget spends \$36.1 billion in state money and \$66.8 billion overall in the year beginning July 1.



LOCAL NEWS

ProGeorgia CEO, Tamiaka Atkins, discusses challenges and opportunities of 2024 presidential election in Georgia

Stories That Matter: Reflecting Our Community's Priorities

At *The Atlanta Voice*, our most-read and top-rated stories reveal the diverse issues that resonate with our audience, shaping informed decision-making and sparking action. Here are some of the key articles that have had the greatest impact:

Georgia's 2024-2025 State Budget: Governor Brian Kemp's \$36.1 billion budget, including significant investments in education, mental health, and public employee pay raises, captured readers' attention. By exploring the real-world implications—particularly for rural economic development and mental health services—this article sparked critical conversations about the state's priorities and their long-term effects on Georgia residents. [The Atlanta Voice](#)

ProGeorgia's Voter Engagement Efforts: Our in-depth coverage of ProGeorgia's strategies to engage low-propensity voters in the 2024 presidential election highlighted data-driven approaches to boosting civic participation. This story not only informed but inspired our readers, emphasizing the importance of inclusive democracy and the power of grassroots mobilization. [The Atlanta Voice](#)

Community-Centered News Initiatives: Stories that showcase local partnerships, such as ProGeorgia's collaborations with various organizations, have been essential in fostering civic discourse and promoting resource equity. These stories keep our readers engaged by highlighting the direct impact of these initiatives on the community's well-being and empowerment.

These stories reflect the values and concerns of our audience—focusing on education, civic engagement, and community collaboration—while underscoring *The Atlanta Voice's* role as a leading platform for information that drives action.

Partnerships for Progress: Trusted by Our Community and Industry Peers

At *The Atlanta Voice*, our impact is amplified not only by the trust of our readers but also by the support and recognition we receive from industry leaders and peers. Our partnerships with esteemed organizations reflect our shared commitment to community-centered journalism and our standing as a vital voice in the media landscape.

We are proud to collaborate with:

Borealis Philanthropy, advancing equitable storytelling and newsroom diversity.

Invest Atlanta, fostering local economic growth through impactful reporting.

Google News, leveraging innovative tools and training to enhance our journalism.

Local Media Association, sharing best practices and strategies with a national network of media professionals.

Georgia News Collaborative, strengthening local reporting through statewide partnerships.

Word in Black, elevating Black voices in a national conversation on equity and justice.

These partnerships have not only bolstered our newsroom's capacity but have also positioned *The Atlanta Voice* as a trusted partner within the media industry. Our dedication to journalistic excellence has earned accolades, including [specific award or recognition, if applicable], underscoring our role as a leader in independent media.

By working together with these organizations and others, we continue to expand our reach, innovate our reporting, and better serve the evolving needs of our community. This network of trust and collaboration enables us to remain a beacon of truth and progress for Atlanta and beyond.



What's Next: Strategic Priorities for The Atlanta Voice

As we navigate the evolving media landscape and respond to the pressing needs of our community, *The Atlanta Voice* is poised to embrace new opportunities and address emerging challenges. Our next phase will focus on the following actionable priorities:



1 Strengthen Independent Journalism

Expand Investigative Reporting:

Invest in resources and training to deepen coverage on critical local issues, from housing equity to public education and healthcare disparities.

Enhance Community Engagement:

Build stronger relationships through town halls, listening sessions, and partnerships to ensure our reporting reflects the community's voice and needs.

2 Foster Sustainable Funding Models

Leverage Philanthropic Opportunities:

Collaborate with organizations like Borealis Philanthropy, Invest Atlanta, and the Georgia News Collaborative to secure grants for specific initiatives, such as environmental justice or youth-focused storytelling.

Develop Membership Programs:

Launch a membership model to engage readers directly in supporting our journalism while offering exclusive benefits such as events, behind-the-scenes content, and networking opportunities.

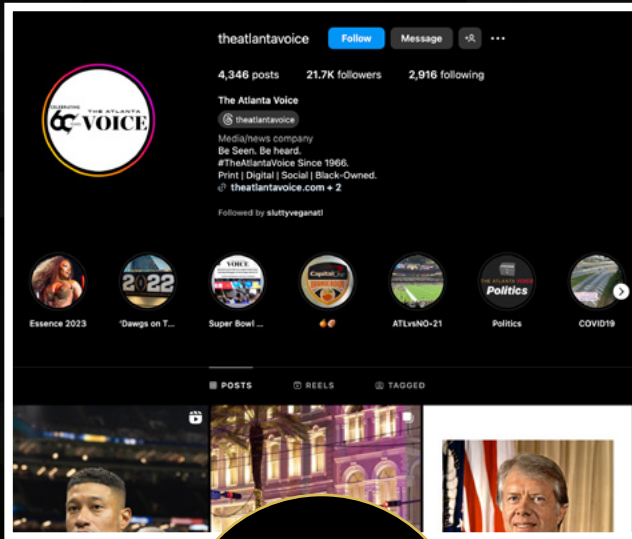
3 Elevate Authentic Storytelling

Diversify Content Formats:

Expand into podcasts, video series, and multimedia storytelling to meet the demand for accessible, engaging content that reflects Atlanta's rich cultural tapestry.

Spotlight Underrepresented Stories:

Prioritize coverage that highlights the experiences of marginalized groups, including immigrant communities, LGBTQ+ individuals, and younger generations.



4 Embrace Digital Transformation

Modernize Technology Infrastructure:
Invest in tools and platforms to optimize content delivery, improve website user experience, and enhance digital storytelling capabilities.

Expand Social Media Strategy:
Engage younger audiences by increasing our presence on emerging platforms like TikTok and LinkedIn while refining strategies for established channels.



5 Champion Media Literacy and Education

Host Educational Workshops:
Collaborate with schools and community organizations to teach media literacy and empower residents to navigate the modern information landscape critically.

Create Youth Journalism Programs:
Inspire the next generation of storytellers by offering mentorship, internships, and hands-on training in journalism.



6 Advocate for Policy Changes Supporting Local News

Collaborate with Industry Leaders:
Work with other independent media outlets to advocate for policies that protect and sustain local journalism, such as tax incentives or grant funding.

By taking these steps, *The Atlanta Voice* will continue to lead with purpose, ensuring that our reporting not only informs but also inspires action and drives meaningful progress for the communities we serve.

Leading with Purpose: The Atlanta Voice Team

At *The Atlanta Voice*, our team of journalists and media professionals are more than storytellers—they are advocates and truth-seekers, dedicated to elevating our community. Rooted in integrity and fueled by a passion for social justice, we shine a light on the issues that matter most, uplifting voices and carrying stories forward with courage and conviction.

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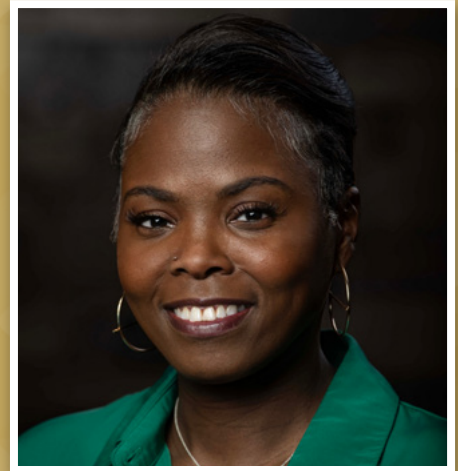
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Newsmatch Numbers

\$14,895.00 NewsMatch Match

+ \$30,325.73 Total Raised

\$45,220.73 Total Raised including
the NewsMatch

Thank You.

Your trust, support, and collaboration advances our mission and powers the change most meaningful to the community. Together, we've built a legacy that stands strong after 60 years and looks boldly to the future.

With gratitude,
The Atlanta Voice Team

Visit theatlantavoice.com to learn more.

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