

#### 14. St. Louis American Original Advertising Campaign - The Supporters Campaign - E. Washington Rhodes Awards Nomination 2025

This St. Louis American Supporters ad campaign was the digital director's brainchild executed by the St. Louis American staff. For years, this St. Louis Black-owned and run newspaper had a majority African American staff, but was rumored to be predominantly white. We felt the need to set the record straight.

We started to develop ideas for a campaign which would allow St. Louis American supporters to donate directly to the newspaper through The St. Louis American Foundation and its launch seemed like the perfect time to display who we are visually, with headshots of all team members. The editorial which was part of the campaign, was titled, "The St. Louis American is dedicated to continuing to be there for the community" and subtitled, "*This is who we are.*"

Some team members are not African American; however, the great majority are. The St. Louis American proudly exhibits and produces Black excellence in journalism. The Supporters Campaign provided a transparency which our audience really appreciated and they rewarded us by contributing over \$20,000 in small donations to The St. Louis American within a few months.