

UPTOWN STANDARD MEDIA KIT

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UPTOWN STANDARD

FEBRUARY 2021

FREE

POLITICAL POWERHOUSE IN THE MAKING STATE REP. DARISHA PARKER TAKES HER SEAT IN A ROLE SHE WAS DESTINED FOR!



Photo Credit: Darisha Parker

By Alana Lukens Lukens and James Williams

We at the Standard would like to extend our heartfelt congratulations to newly elected State Representative Darisha Parker. Rep. Parker will now proudly serve the 198th Legislative district. The 198th borders more districts than almost any district in the city. The constituents of the 198th should know that they voted well. Parker surely will hold a strong voice in the House.

Uptown Standard's James Williams had the privilege to interview Ms. Parker after the victory. Parker is taking her win in stride. A very humble stride. Thanking Williams for the accolades, she quickly turned the focus towards the betterment of the community. "I will always be a community leader and connector for many individuals," commented Parker. "It's our job

and our duty to make sure we provide resources but not to glorify or glamorize anybody's situation."

Parker is well known and well-liked in the community and is by no means a rookie in the political field. She may be new to the seat but no stranger to Harrisburg and PA Capitol politics.

The State Rep has spent the past couple of years serving under former State Representative Rostin Youngblood, who was a leader in the House as well as a member of the well-known Northwest Coalition.

Parker has earned her stripes in the political arena. But things tend to look a tad different when you go from behind the scenes to center stage. "I actually was nervous. I did not want this to be a bragadocious campaign. I think my faith and the fact that I have remained focused and I have remained

positive. I just kept a lot of things tunnel vision as it relates to running. This is my first time being a candidate, but I am not a novice when it comes to the political process. With her new platform, she had a chance to work with many different legislators right here at home, such as State Senator Art Haywood, State Senator Vincent Hughes, and State Rep Stephen Kinsey.

She sees this as an opportunity to really make things happen for the better of the people, taking care of the issues at home is where she can make her biggest impact. "What is really going to set me apart, is that I am one of a few legislators that are coming into the legislative branch, that doesn't have to introduce themselves. Because I was Staffer. I was home, serving in the district office. Then I became

INSIDE:
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MARCH 2021

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IMHOTEP FOOTBALL IS WINNING WITHOUT A SEASON COACH DEV JOHNSON'S PROGRAM HAS A RECORD NUMBER OF ATHLETES COMMITTED TO COLLEGE



PHOTOS COURTESY OF IMHOTEP HIGH SCHOOL FOOTBALL STAFF

INSIDE:

- EXCLUSIVE INTERVIEW WITH UPTOWN'S BLACK DENIRO.
- DJ KOOL CELEBRATES THE 25TH ANNIVERSARY OF THE HIT SONG "LET ME CLEAR MY THROAT".
- CONGRESSMAN DWIGHT EVANS ENDORSES CITY CONTROLLER REBECCA RHYNHART.
- COUNCILMEMBERS ISAIAH THOMAS AND KATHERINE GILMORE RICHARDSON ANNOUNCES SIM IN ARTS AND CULTURE GRANTS.



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JANUARY 2021

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GERMANTOWN NATIVE STATE REP STEPHEN KINSEY EXEMPLIFYING LEADERSHIP IN HARRISBURG



I had the pleasure to sit down with State Representative Stephen Kinsey of the PA 197 Legislative District. We talked about everything from how his district was gentrifying, his career running track for the legendary Philadelphia Pioneers and West Chester University, growing up in Germantown, and his legislation from the past year.

We started out discussing his legislation to combat video gambling and its impact on inner city neighborhoods, mainly its effects on the black community and how they profit off of communities of color. And how and why he has championed legislation to address video gambling.

"It takes me back to the old days. I mean, again, as an athlete. I didn't smoke, nor did I drink. But I grew up at a time where they were always promoting cigarettes like Newport, especially in our communities. Mainly black communities. And I think, for me, going from Germantown to an area like West Chester for college, it was a totally different environment. And what I've seen in my community, as I was coming up, I didn't see in the suburban areas. They weren't doing a push for malt liquor, like Colt 45. I didn't see them do a push, trying to entice young students to come and smoke. It was a totally different thing. So, it starts making you question, what else are they pushing on our communities. Some of us look at it like it's the cool thing to do. But no, it's also the harmful thing to do. I look at individuals who have gambling habits. It can be addictive. We talk about addictions to cocaine and addictions to alcohol. But you know, there's also this thing about addiction to gambling. We're starting to see families fall apart, a spouse might take the life savings, because he's got this addiction. I've heard too many stories where somebody made a mistake like that. And then it just tore apart the whole family structure. And again, it's being promoted more in black communities, not in other communities. There was research that was done, I think it was Chicago. They did a comparison about how certain black sections of Chicago were inundated with all of these video game gambling machines, yet the white communities weren't."

INSIDE:
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IT'S TIME FOR SEPTA TO RESTORE THE 23 TROLLEY SERVICE
SHERIFF'S SALES NOTICES FOR FEBRUARY 2, 2021



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OVERVIEW

- We launched the Uptown Standard Monthly Newspaper in January 2020. We currently maintain a circulation of 3,000 copies, distributed in over 50 locations throughout Uptown Philadelphia. We feel that it is an essential function to provide a majority African American community as vibrant as Uptown Philadelphia with a local newspaper.
- Our coverage focuses on State and Local Government, High School Sports, and Neighborhood News. Our distribution locations are located primarily throughout our community Cedarbrook (19150) and West Oak Lane (19138).
- We have free distribution locations in Churches, Markets, Barbershops, Hair Salons, and Gas Stations. We are available in over 40 locations in Cedarbrook and West Oak Lane.
- We are available at over 20 locations on Uptown's most vibrant commercial corridor Ogontz Avenue.
- We are also available in every Sunoco Gas Station in Cedarbrook and West Oak Lane.
- We have additional free distribution locations in Mount Airy (19119) and Germantown (19144).

Uptown Standard Newspaper
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Advertisement Rates:
Full Page- \$800 (11X14)
Half page- \$400 (11x7)
Quarter Page- \$200 (5.5x7)

For Distribution
Locations
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NEIGHBORHOOD DEMOGRAPHICS

19150 CEDARBROOK

Estimated median house/condo value: \$180,000

Average Adjusted Gross Income: \$40,223 (Individual Income Tax Returns)

High school or higher: 91.8%

Bachelor's degree or higher: 24.9%

Graduate or professional degree: 9.3% Unemployed: 10.9%

Mean travel time to work (commute): 38.9 minutes

Median resident age: 43.4 years

19138 WEST OAK LANE

Estimated median house/condo value: \$129,000

Average Adjusted Gross Income: \$31,995 (Individual Income Tax Returns)

High school or higher: 85.0%

Bachelor's degree or higher: 15.1%

Graduate or professional degree: 5.6%

Mean travel time to work (commute): 38.6 minutes

Median resident age: 38.3 years

