



Vice Chairperson Jerome E. Horton

4th District – Los Angeles

MEDIA ADVISORY

STATE BOARD
OF
EQUALIZATION

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Jerome E. Horton Honored with 2010 Newsmaker Award

SACRAMENTO – Vice Chairperson Jerome E. Horton will be receiving the 2010 Newsmaker Award at the California Black Media Summit and Newsmaker Luncheon on May 20th.

EVENT: 2010 California Black Media Summit & Newsmaker Luncheon

DATE: Thursday, May 20th

TIME: 11 a.m. - 2 p.m.

LOCATION: Sheraton Grand Sacramento
1230 J Street
Sacramento, CA 95814

AGENDA: 11 - 12 a.m. - Summit Forum "Crisis In Our Schools"

Featuring: Scott Plotkin, Executive Director of the CA School Boards Assn.
Dr. Rex Fortune, Founder, Fortune Schools (Formerly Project Pipeline)
Senator Gloria Romero, 16th District
Bobby McDonald, Member, Board of Governors, CA Community College System

12 - 1 p.m. - NEWSMAKER Luncheon
Special appearance by Speaker Emeritus Karen Bass

Honoring: Alice Huffman, President, CA NAACP
Jerome Horton, Vice Chair, Board of Equalization
Aubry Stone, President, CA Black Chamber of Commerce

1 - 2 p.m. - Summit Forum "Contracting With Our Small Businesses"

Featuring: Joel Ayala, Executive Director, Governor's Office of Economic Development
Aubry Stone, President, CA Black Chamber of Commerce
Louis Stewart, Assistant Deputy Director, CA Business Investment Services (GoED)

CBM BACKGROUND: California Black Media (CBM) established itself as a coalition consisting of black-owned publications and radio stations disseminating news and providing advertisements to the state's African-American consumers. These African-American media authorities reach an estimated 2.5 million African-Americans each week. In addition, CBM outlets are located in 18 of the 58 counties where over 92% of all Black voters are active in state and local politics.

The sprawl and extension of the black press throughout the state has an undeniable added value as a news network, providing the news and information consumers count on, including constituents, key leaders and policy makers who are vested in the matters that concern African-Americans in various regions of the state.

CBM's structure and ability to attract readers in both the newspaper and interactive media markets created an opportunity for the coalition to become a powerful resource in interactive news media. The development of CBM Online makes this network news site a "go to" source for news and media about African-American issues in California.

CBM is an initiative of The Black Voice Foundation for Media, History & the Arts.

BOE BACKGROUND: Vice Chairperson Jerome E. Horton is the 4th District Member of the BOE, representing more than 8.5 million residents in Los Angeles County. He is also the BOE Legislative Committee chairperson. Horton is the first African American to serve on the BOE since its inception in 1879, and the third African American constitutional officer in California's history. Horton was appointed by the Governor and confirmed by both the Assembly and the Senate in 2009. Horton previously served as an Assembly member from 2000-2006.

The five-member California State Board of Equalization is a publicly elected tax board. The BOE collects more than \$53 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit www.taxes.ca.gov.

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