



*THE SOUL OF*

**BLACK ATHLETE**  
SPORTS NETWORK

*SPORTS*

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**SPORTS WEB SITE PARTNERS WITH AFRICAN-AMERICAN  
PUBLISHERS TO LEVEL PLAYING FIELD FOR BLACK ATHLETES**  
*One-of-A-Kind Site Promises to Deliver Sports News from A Black Perspective*

New York, NY- Although African-Americans continue to make major contributions to the world of sports, they have historically been denied decision-making power in the boardroom. The presence of BlackAthlete.net will undoubtedly shine some light on this issue and hopefully bring cause for change. The Web site serves as BlackAthlete Sports Network's (BASN) first step toward improving coverage of Black athletes—on all levels—and creating new relationships between athletes, teams and fans.

Initially launched in 1999, BlackAthlete.net intends to become a key player with its updated look and exciting content changes. The biggest change, however, is the recent partnership with the National Newspaper Publishers Association (NNPA), a powerful media group consisting of more than 300 publishers of Black-owned papers. "BASN has already established itself as the definitive source for the Black perspective on sports with many NNPA newspapers and journalists," says Roland Rogers, one of the founders and chief executive officer of the BASN. "Our mission now is to capture the attention of mainstream news outlets."

Visitors to the site will find a plethora of up-to-the-minute sports-related news focusing on health, entertainment and lifestyle, as well as feature stories, chats, polls, book reviews, opinion pieces and interviews. "Black athletes and the Black sports media finally have a forum. Our alliance with the NNPA gives us the opportunity to further expand our reach by tapping into their 11 million plus circulation," says Rogers. Once fully launched, BASN will be a 24-hour audio and video network capable of meeting the needs of Black athletes and fans, and even advertisers wishing to target the African-American audience.

Other goals of BASN's five-year plan include publishing sports supplements in conjunction with the NNPA, establishing an online sports store and empowering Black athletes through the implementation of a password-protected private network (PVN). "The nature and quality of sports coverage will be positively affected by the PVN in that it will allow the athletes to interact on a more personal level with their fans, as well as lead to lucrative opportunities for them, such as hosting a weekly sports show," says Rogers.

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[www.blackathlete.net](http://www.blackathlete.net)

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