

Linda Johnson Rice

Chairman and CEO of Johnson Publishing Company | Former Chairman Emeritus of Ebony Media Operations

Education and Social Elevation: The Story of Johnson Publishing Company and Expanding African American Educational Opportunities. Education is the great equalizer, which is why the era of Civil Rights legislation began in earnest with *Brown v. Board of Education*. In the march toward equality, social justice and educational access must walk hand-in-hand in order to ensure a brighter future for all our children. Yet, economic and cultural barriers remain formidable obstacles for many minorities seeking to fulfill their academic potential and pursue the American Dream. These students need both knowledge and role models—education and inspiration—to succeed.

Ms. Rice will share how the history of Johnson Publishing Company, since its founding in 1942, has built partnerships between business, government and academia in order to expand access to education for minority scholars and widen the circle of opportunity for Americans of color.

Progress in Pictures: How Ebony and Jet told the story of the African-American Journey, From the Great Migration to the Present. When Ms. Rice's father founded Johnson Publishing Company in 1942 thanks to a \$500 loan, he sought to create an equivalent magazine to *Life* that would tell the story of the black experience in America. Over the next 75 years, in both vivid prose as well as indelible pictures, the pages of *Ebony* and *Jet* captured the stories of African-Americans, from the famous to the family next door.

Ms. Rice will tell the story of how JPC helped shape the Civil Rights movement by informing and inspiring its audience, a mission which continues to reach millions of readers each month. Her speech will be punctuated by material from the company's invaluable media archives – a treasure house of more than six decades worth of iconic cultural treasures, including feature interviews, photo profiles and performances from celebrities, newsmakers and famous Black Americans in the sciences, business, sports, politics, culture, civil rights, education, medicine, and more. Ms. Rice's presentation tells a comprehensive and compelling story of America, its past and its present.

Dream, but Don't Fall Asleep: a Message for Young People on What it Takes to Dream Big and Dare to Try. For many young people – especially young women – examples of large accomplishments are ubiquitous in popular culture. Yet, examples of how to reach them are not. Linda's mother and father reached the heights of success and became examples of African American achievement for millions, especially to Linda as a young girl. More importantly, however, they gave her concrete examples of the hard work and the many middle steps it takes to reach such success. They set her on a journey to college and graduate school, and taught her to work her way up from the smallest jobs within the family company to ones of increasing responsibility and importance. Linda shares her story for younger audiences, particularly those in high school, about how to find the mentors that guide the way to success. And she encourages young people to earn the hard-won qualities necessary to realize their full potential. It is a story meant for strivers of all ages, and an inspirational message for everyone who dreams big and dares to try.

Don't Brace for Change; Embrace It: Adapting to Change In a Transformational Business Market. As Chairman of Johnson Publishing Company (JPC), the largest African-American owned publishing firm in the United States, Linda Johnson Rice will take us through the choices she made to implement bold changes at her iconic company during a pivotal moment in its history. Learn how Rice made the critical business decisions to transition from CEO to Chairman, hire female senior executive talent, and navigate the changing media landscape to maintain relevancy and market share. Leave the meeting inspired to embrace change in your professional life!