

## Chapter 2

### News for and about the Colored People of Jacksonville

***“I am not concerned with your liking or disliking me.  
All I ask is that you respect me as a human being.”***

—Jackie Robinson

How do you maintain your dignity in a segregated society designed to take your dignity? You continue to hold your head high.

You could have been the first Black Nobel Peace Prize winner from Jacksonville in the late Fifties and early Sixties, but news of this signal honor would have been relegated to a section of the *Florida Times-Union* called “News For and About the Colored People of Jacksonville.”



Jacksonville had two daily newspapers in the late fifties and early sixties: the daily afternoon newspaper called the *Jacksonville Journal*; and the morning daily, the newspaper with the larger circulation, the *Florida Times-Union*.

Of the two daily editions of the *Florida Times-Union*, one edition had a black star at the top of the paper; the other edition did not. For home delivery, Black residences only received the “black star” edition of the *Florida Times-Union*, which included a section titled “News For

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and About the Colored People of Jacksonville.” This section contained news about the Black community: church news, junior high school news, senior high school news, college news, social news, sports news, fraternity news, sorority news, wedding and engagement news, and obituaries.

White residences never received an edition with the black star. Because the *Florida Times Union* placed “News For and About the Colored People of Jacksonville” at the end of the newspaper, after the classified advertisement section, the paper added or eliminated the Black section for home delivery.

How did the *Florida Times Union* treat news about Florida Memorial College in St. Augustine, Florida (now Florida Memorial University and located in Miami, Florida), Bethune-Cookman College (now Bethune Cookman University) in Daytona Beach, Florida Agricultural and Mechanical University (FAMU) in Tallahassee, Florida, and Edward Waters College? Not surprisingly, they also relegated news about these significant institutions of higher education to the pages of “News For and About the Colored People of Jacksonville”.