

ADRIA JERVAY
THE CAROLINIAN

“The printing press was my playground,” says Adria Jervay. “I’m the third-generation publisher of *The Carolinian*, but a fifth-generation media publisher.”

The Carolinian was started in 1940 and is the largest newspaper to serve the minority community in North Carolina. “The thing that makes *The Carolinian* so strong and so unique is that we service the minority community—the news isn’t any different, but it’s a unique perspective,” says Jervay.



Adria Jervay is one of many small-business owners who have recently received an emergency bridge loan through the NC COVID-19 Rapid Recovery Loan program. NC Rapid Recovery is a statewide consortium of partners working across the state to support small-business owners struggling with the economic impact of COVID-19. The program was launched at the onset of the pandemic and is structured to provide loans with a low-interest rate and no payments required in the first six-months.

Because the Jervay family has been publishing *The Carolinian* for so long, they’ve seen the paper through many turbulent eras—each with its own set of challenges and opportunities. Jervay notes that when her grandfather was publishing the paper in the 1940s, his struggles were rooted in racism and segregation. “It was hard to sell advertising across racial lines,” says Jervay. “But he was the only person doing what he was doing, so it created a lot of opportunity for him.”

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The Carolinian

When the paper passed on to Jervay's father, he was publishing during desegregation. "At that time, he was no longer the only option, so competition increased," she says. "It became increasingly difficult to maintain the readership when they were inundated by everything else—the world had opened up."

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Jervay says that she has the biggest challenge of all the publishers of *The Carolinian*. "I have to deal with the Internet, and at present, it's my biggest foe," she says. "But what's keeping us strong is our great history and that we provide great content—we have our own writers and not everyone can say that."

As COVID-19 impacts North Carolina, Jervay says that *The Carolinian's* mission is staying the same. "The paper has always been focused on educating our community, and we're focusing on educating people about COVID-19, but life is still going on outside of the pandemic and we need to cover it," she says.

Jervay notes that the closure of small businesses and the drop in ad revenue due to the pandemic puts a strain on her newspaper. She applied for the NC COVID-19 Rapid Recovery Loan as a way to help mitigate some uncertainty about future ad revenue. "People depend on *The Carolinian*," says Jervay. "I have a community and employees to look out for, and with so many things being lost right now, I wanted to make sure they would not lose *The Carolinian*."



Adria Jervay's loan was administered by Thread Capital, one of the nonprofit Rapid Recovery lenders. To learn more about the NC COVID-19 Rapid Recovery Loan program, visit www.ncrapidrecovery.org.