

1 Introduced by Council Members Gaffney and Morgan & Co-Sponsored by
2 Council Members Diamond, Ferraro, Salem, DeFoor, Carrico, White,
3 Boylan, Becton, Priestly Jackson, Newby, Freeman, Bowman, Cumber,
4 Carlucci, Dennis, and Pittman & amended on the Floor of Council:
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7 **RESOLUTION 2021-768-A**

8 A RESOLUTION CELEBRATING THE LIFE AND MOURNING
9 THE PASSING OF CLARA MCLAUGHLIN; EMERGENCY
10 PASSAGE UPON INTRODUCTION; PROVIDING AN
11 EFFECTIVE DATE.
12

13 **WHEREAS**, Clara McLaughlin was born in Brunswick, Georgia and
14 grew up in Gainesville, Florida. Clara's love for journalism began
15 in her childhood, and while at Lincoln High School she wrote,
16 produced, and distributed the school's only student newsletter. After
17 high school, Ms. McLaughlin attended the Hampton Institute in
18 Virginia, but left to join the Navy as a WAVE and was a yeoman and
19 organist for the Navy Chapel; and

20 **WHEREAS**, after an honorable discharge, Clara McLaughlin used her
21 GI Bill funds to help pay for the rest of her education. Ms. McLaughlin
22 chose Howard University in Washington, D.C. to fulfill her quest to
23 pursue journalism in college, only to find that there was no
24 journalism major at Howard. Undaunted by this obstacle, she initiated
25 the journalism major there, and then graduated with honors with a
26 journalism degree and was one of the founders of the National Black
27 Communications Society. With her leadership and skills, Howard
28 University became the first HBCU to win the All-American Award for a
29 student publication; and

30 **WHEREAS**, in 1976 Clara McLaughlin authored *The Black Parents*

1 *Handbook*, the first book written specifically for black mothers and
2 fathers that covered every aspect of parenthood. In 1979, she felt
3 disdain for how television depicted females of color, so Ms.
4 McLaughlin applied for and was awarded an FCC license, purchased
5 KLMG-TV in Texas, and became the first African American woman to own
6 a television station in the United States; and

7 **WHEREAS**, in 2002 Ms. McLaughlin purchased *The Florida Star*
8 newspaper, Jacksonville's oldest and the widest read African American
9 newspaper in Northeast Florida. Under Clara's leadership *The Florida*
10 *Star* maintained its reputation for journalistic excellence and grew
11 its circulation substantially over the years while being run like
12 family business with a dedicated staff of less than ten. One of Ms.
13 McLaughlin's essential goals with *The Florida Star* was to tell the
14 untold community stories of African Americans in Florida. This year
15 they celebrated the paper's 70th anniversary; and

16 **WHEREAS**, Clara McLaughlin was a host for a weekly radio talk
17 show, and a key figure in numerous civic and community organizations,
18 including MAD DADS, the RealSense Prosperity Campaign, Jacksonville
19 Women's Network, and Zeta Phi Beta Sorority. Ms. McLaughlin was
20 honored for her leadership and service on countless occasions and had
21 the opportunity to share lunch with President Reagan, and meet
22 Presidents Obama, Clinton, and Bush. Clara was recognized with the
23 Distinguished Alumni Award from Howard University, SCLC's national
24 Drum Major for Justice Award, and the U.S. Female Entrepreneur of the
25 year. Houston, Texas honored her twice with a "Clara McLaughlin Day",
26 and Clara received the Diversity Award from the Jacksonville Business
27 Journal and received the 'Key to the city of Jacksonville' in 2015;
28 and

29 **WHEREAS**, Clara McLaughlin was known as a trailblazer, a pioneer,
30 and as one who shattered glass ceilings. She was the first to
31 accomplish so many milestones: the first to write a book for black

1 parents on childcare, the first African American woman to become the
2 CEO of a network-affiliated television station in Texas, and the
3 first African American woman to own a newspaper in Florida. Clara was
4 also a loving mother, a devoted friend, a role model to many, and a
5 pillar of our Jacksonville community. Sadly Clara McLaughlin passed
6 away this week, but the impact she made upon those who knew her will
7 carry on, and her lifetime of achievements will always be treasured
8 and remembered; now therefore

9 **BE IT RESOLVED** by the Council of the City of Jacksonville:

10 **Section 1.** The City of Jacksonville hereby celebrates Clara
11 McLaughlin's life and numerous accomplishments. Jacksonville City
12 Council extends condolences to Ms. McLaughlin's family and friends,
13 with the hope that the memories of her will provide comfort upon her
14 passing.

15 **Section 2. Requesting emergency passage upon introduction**
16 **pursuant to Council Rule 4.901.** Emergency passage upon introduction
17 of this Resolution is requested in order to convey the community's
18 sympathy to Ms. McLaughlin's family in a timely manner.

19 **Section 3. Effective Date.** This Resolution shall become
20 effective upon signature by the Mayor or upon becoming effective
21 without the Mayor's signature.

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23 Form Approved:

24
25 /s/ Paige H. Johnston

26 Office of General Counsel

27 Legislation Prepared By: Colleen Hampsey, City Council Research

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