

Celebrating Our 10th Year

The A.C. Phoenix - Continuing To Rise From The Ashes

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The legend of the mythical bird called the phoenix has it that, destroyed in flames, it rises again alive in all its splendor and bright red-orange plumage. It is a symbol of new beginnings and the struggle for survival in the face of adversity. In many ways, the phoenix is symbolic of the Black community - fighting adversity through centuries of humiliation, racism, discrimination, and injustices, only to overcome adversity and survive.

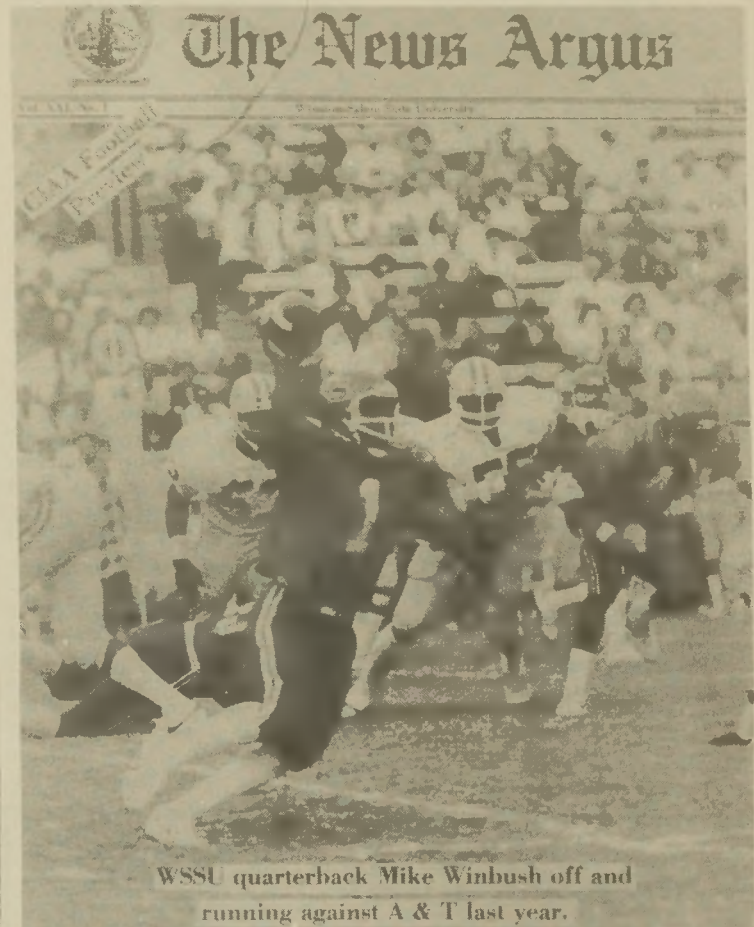
The publication was an outgrowth of the collaboration of Sam Davis, who was editor-in-chief of the *News Argus* - Winston-Salem State University's campus newspaper, and Rodney Sumler, owner of Associate Consultants. Through Sumler's massive advertising efforts, the campus publication prospered. Things were going well until WSSU's then-business ma-

nager took exception to the contract that Davis had signed with Sumler for his consulting efforts and terminated it.

Davis and *Argus* writer, Malcolm Pharr, following graduation, approached Sumler with the proposition of starting their own newspaper, one with appeal to the Black community yet with a focus on WSSU, particularly its social and economic impact on Winston-Salem as a whole. Sumler agreed, and the rest is, as they saying goes, history. The *A.C. Phoenix* was born.

It began first as a quarterly, centering largely around WSSU Homecoming, the CIAA Basketball Tournament, spring sports, and the beginning of football season. Davis and Pharr would put the paper together, doing most of the writing and layout. Other local writers would contribute, but through the years they have come and gone.

As the paper aged, so did it



WSSU quarterback Mike Winbush off and running against A & T last year.

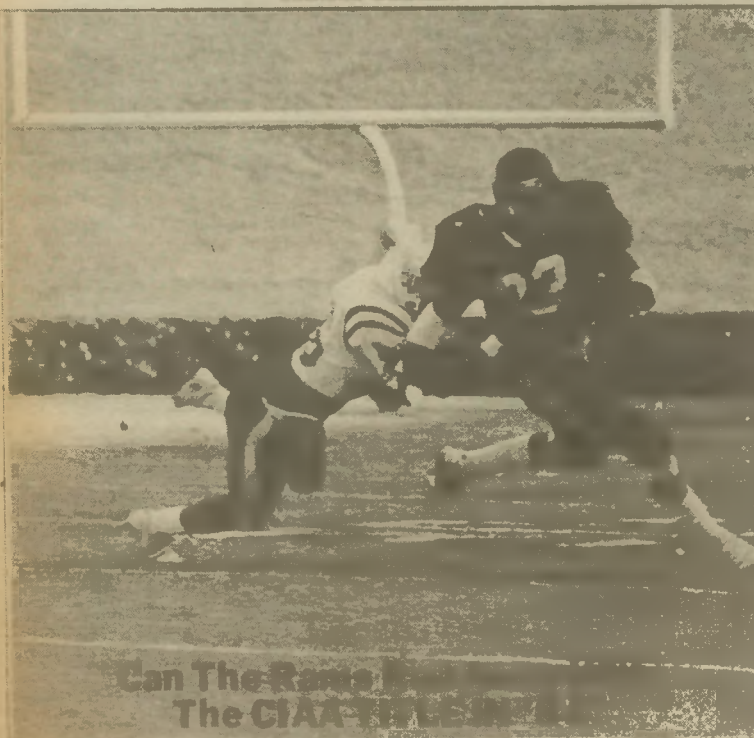
★ ★ *News Argus Extra* ★ ★

CIAA FOOTBALL PREVIEW

Football
previews
of all
12 CIAA
Teams

THE AC
Phoenix

Plus:
Previews
of the
MEAC



Can The Rams...
The CIAA Title...

mature, moving from a fledgling quarterly into a monthly publication. In May 1989, the *Phoenix* changed its face and format under a new managing editor. The publication continues to grow in size and circulation.

Like the mythical phoenix bird, the Black community that we at the *A.C. Phoenix* serve is rising again from the ashes of Blacks who have fought and died to secure human rights for those who followed them. Our mission is to put on display those issues that affect the Black community in its struggle for economic development, self-determination, and human rights.

For ten years, our publication has struggled to maintain a presence in the Black community, to do what other publications in the Triad area, Black or white, do not or cannot do - tell it like it is. The cost of doing that is high.

Our publisher/co-founder,

Rodney Sumler, faces the most serious time of his life as he stands the test of an investigation that we believe stems from one of the very issues this publication has spoken out against - the systematic, systemic persecution and prosecution of Blacks who would influence their community in its well-being and survival. Yet, the *Phoenix* continues, undaunted.

If for no other reason than to continue to make the Black community aware of what is helping or hindering their progress and to awaken the people to active participation in shaping their own future, the *A.C. Phoenix* will live through the flames of adversity and rise that much stronger to continue our mission. Ten years is a hallmark achievement for a small but growing business, so we must be doing something right, which is why we remain priceless!