

# EDITORIALS AND COMMENTS

## TELEVISION AND RADIO—MEETING MINORITY NEEDS

Television and radio are probably the prime entertainment and educational media in existence in the United States today. Latest figures reveal that in 1972, 97% of all American homes had at least one television set, and that Americans watch television on the average of six and a half hours a day. This count also revealed that 98% of American homes and radios (251.8 million sets).

The broadcast media is big business, it has corporate investments that run into the billions it influences Americans to buy all kinds of things they need and don't need, it helps to establish values concerning the American way of life, which can be influential determinants in how Americans feel about their society and people in their society.

Essentially no different from the bygone motion picture industry with its potential for stereotyping groups or individuals, the broadcast media's image-making impact is wide ranged and far-reaching. The Hollywood movie makers, for example, developed a rather shabby record of its depiction of Blacks, Indians, Asians, Spanish-speaking people and some ethnics, in its fantasy-like productions of the American scene. Minorities were stereotypically drawn, and were generally objects of humor, scorn or derision. They were never taken seriously, because their life styles were filmed as being characteristically inconsequential.

The broadcast media today certainly has the capacity to continue in the Hollywood tradition, or to significantly and validly deal with minorities and women, in ways which enhance their humaneness and humanity of these groups.

Unfortunately the Federal Communications Commission, the

Federal regulatory agency responsible for monitoring each broadcast licensee's performance on the public airwaves, does not consistently and responsibly monitor, review and evaluate the broadcast media.

The U.S. Civil Rights Commission in its most recent (January, 1973) publication evaluating the Federal civil rights enforcement effort, found that although the FCC prohibits employment discrimination by broadcasters, and requires its regulatees to submit racial and ethnic data and affirmative action plans, it does not strictly enforce its rules.

By Federal law, licensees are expected to be responsible to community needs, including those of minority groups, and to develop methods and programs for meeting these needs. If there are serious problems in these areas, FCC has the legal jurisdiction to assist broadcasters in formalizing corrective action.

Recently the U.S. Civil Rights Commission embarked upon a significant study of the problem of minorities and women in the broadcast media. It will examine the media in terms of issues involving the media's decision-making processes, equal economic opportunity rights equal employment opportunity rights, and the relationship of these factors to the image-making power inherent in broadcast programming.

### LOVE OF ARTS

I think I love and reverence all arts equally, only putting my own just above the others; because in it I recognize the union and culmination of my own. To me it seems as if when God conceived the world, that was Poetry; He formed it, and that was Painting; He peopled it with living beings, and that was the grand, divine eternal Drama.—Charlotte Cushman.

## Roy Wilkins Column

Executive Secretary of NAACP



## GOOD OMEN FOR N.Y.C.

Despite rough agreement on major ills that are rooted in race, most Negro New Yorkers (69 per cent) think that in the long run, New York will get better.

This belief is a good omen for the city and for the nation, although there are differences in certain areas. It must mean that regardless of present disagreements, most questions will be worked out so that each group of citizens can live in a bearable condition as they discover and adjust to historical and racial differences. What does the average white American know of the proud history of the Puerto Rican? What does the average white American know of the distinguished history of Spanish-speaking Americans from Mexico? And what American Negro knows the history of the struggle of the Irish to get up in the New World?

The survey, made by a professional poll group, dealt with a housing question that has divided New Yorkers along racial lines. It may have influenced the present "non-housing policy" of the federal government, namely, "Should city housing (low-income) be placed in middle-income neighborhoods?" Sixty per cent of the city's whites were opposed, in the sharpest of the disagreements, 65 per cent of blacks were in favor.

Whites, it is assumed, were still frightened that their investment in a home (whether rented or bought) would be depreciated by the mere presence of blacks. Whites are not interested in the nature of the Negro family as a whole, but only in whether the family head is a man or woman. They are interested in whether the family head is a man or woman or whether a rooming house is planned. Some fear behavior and crime.

Criminals, if they are white, can expect few fine-ups as they buy or rent in the finest neighborhoods. Only being black is the great crime, instantly recognized and

condemned. The struggle proceeds because along with jobs and schools Negroes must have housing.

If the poll met the sensitive housing question head-on, it also sought answers on school busing and welfare. Sixty-three per cent of whites thought that New York City was being used as a welfare dumping ground for the rest of the country. Welfare is really a separate story because so many millions of people have strange ideas on what constitutes welfare.

A nationwide nerve was touched in the New York question on busing. The inquiry asserted that busing had not helped the children and had hurt the schools. Sixty per cent of whites agreed, but 54 per cent of the blacks disagreed.

Most of the blacks who disagreed and many of the 32 per cent who agreed know that the busing of school children did not become an issue as long as busing was used for the racial segregation of pupils. Busing has been used by schools in northern cities to take black children to "black" schools, even if they passed by "white" schools on the trip. This jim crow process raised not a murmur of protest. Now that busing is used for desegregation, it is condemned as harmful.

A vindication of the regular discussion of racial problems is seen in the New York City poll. Guidance and intergroup education are needed, especially in multiracial cities like our urban centers are becoming.

It is a pity that the survey on the tough housing question, 69 per cent of the city's population, revealed as opposed to the location of low-income housing except in ghettos, and that 67 per cent of the Irish and 61 per cent of the Italians and Jews are also opposed. Remedies, both short and long term, can be planned with this survey in mind.

## BLACK JUDGES, A FORCE FOR JUSTICE ?

### 325 BLACK AMERICAN JUDGES ON THE COURT BENCH.



"WHENEVER YOU HAVE A COMPETENT BLACK PERSON IN A POSITION OF POWER," SAYS JUDGE SMITH OF LOS ANGELES, "IT HAS A (FAVORABLY) RESTRICTIVE, RESTRAINING INFLUENCE ON HIS WHITE COLLEAGUES."

N.Y. TIMES PIOUS

## HOW FIRST AFRICANS REACHED RUSSIA EXPLAINED IN LEGEND AND FOLKLORE

By SLAVA TYNES

MOSCOW—As far back as 2,600 years ago, Africans are said to have lived in Russia on the east coast of the Black Sea in what is now Abkhazia with a population of 500,000 black and white Russians.

How the first Africans reached Russia from their homeland thousands of miles away is explained in legend and folklore. According to one epic, millenniums old, 100 Russian brothers of the eastern Black Sea coastline once saddled their horses and traveled southwards for 18 months in search of glory.

One night their campfire attracted black-skinned people who joined them in their camp and gave them a great feast. The Russians remained in the area for a month and then journeyed home with a number of Africans accompanying them to see how people in the north lived.

While most of the Africans returned to their native land after a brief stay in Russia, some remained there, becoming the ancestors of the blacks who are said to have lived in the Caucasus ever since. No one knows for sure until this day whether the epic is merely a story or a historical truth.

In more recent times, other Africans were brought to the region as slaves or servants by the Turks during their 300-year domination of

Abkhazia as part of the Ottoman Empire, beginning in 1598.

But the African slaves who were brought to Russia are said to have found a more favorable environment in race relations than those who were shipped to America. In Russia there was said to be little or no racial antagonism.

Among the descendants of these slaves is Dr. Nutsa Abash Boblyyov, a 40-year-old physician. She is a graduate of Tbilisi University of Medicine and a well-known gynecologist who is on the staff of the Sukhumi city maternity hospital.

Dr. Boblyyov's father, Shirin Abash and his brother Shaaban fought in the 1917 socialist revolution. In recognition of his valor, Shaaban was elected to the Central Executive Committee of the Abkhazian Soviet of the Working People's Deputies, the highest executive body in the republic.

Shirin, the physician's father, was elected the first chairman of the collective farm board in Adzyubzha. Both brothers are now dead. Dr. Boblyyov's husband, Semyon, is a white Russian logging technician. They have a daughter, Naira, 17, and a son, Vyacheslav, 15.

Often Dr. Boblyyov tells the children the stories of Africa she heard as a child from her grandmother who related what she herself had

been told by her grandmother. Language has been lost, places forgotten, and customs and traditions long blurred. Only the dim memory of an African village where children played and fathers were honored and respected until the slaves came remains as their heritage to be passed along from generation to generation. Yet how the first Africans got to Russia is still uncertain. (The author is the son of a black American agronomist George Tynes who moved to Russia in 1931).

The Veterans Administration says nearly 4.5 million veterans and servicemen have trained in less than eight years under the current GI Bill compared to 2.4 million during 13 years of the Korean GI Bill.

A new Veterans Administration health care program covers spouses and children of veterans with service connected total, permanent disabilities, and widows or widowers and children of veterans whose deaths resulted from service connected causes.

On an average day, the Veterans Administration provides treatment for 135,000 veterans. On a yearly basis, more than one million veterans are hospitalized, and outpatient average 12 million.

## THROUGH BLACK EYES

By Rhett Tanner

We find it exceedingly sad when Black people continuously exhibit a lack of awareness of crucial situations. That ineptness is particularly deplorable when it comes from the college community. Several days ago, the criminal justice club of North Carolina Central University presented an expensive recognition plaque to Lee Bounds, former commissioner of corrections for the state of North Carolina.

Now recognition is a cool concept and it has a place in proper perspective realm. If the criminal justice club would look a little further into its own field of study and if they are dealing with the penal system and all its wrongs what good will a \$50.00 plaque do or Lee Bounds for that matter?

Fifty dollars donated to an incarcerated brother or sister inside the penal system would have bought stamps, books, personal items and scores of other much needed belongings.

We fall to see that bounds

should have its head anointed with oil. One has only to look at Central prison to discern that North Carolina is as far behind in corrections and rehabilitation as it is education, wages, housing you name it!

Most important however, is the fact that Black people must choose their own heroes. They must be chosen not on the bases or criteria set up by the (WASP).

The state of North Carolina has no reason to ring its chimes when one carefully scrutinizes the penal system. Innates are still being reduced to slave status: Death row still exists and is steadily growing, and rehabilitation is still just a fancy word for the Ph'd's.

There is much to be done, hopefully the criminal justice club will re-evaluate their contributions and values in the future and if plaques of gold and \$50.00 greens must be given out through some unorthodox criteria please hand them out with honor to deserving individuals.

- Congressman
- Hawkins
- Column



By REP. AUGUSTUS F. HAWKINS

## Perils And Pitfalls

ACCORDING TO THE PRESIDENT, the State of the Union couldn't be rosier. He's declared that there will be no recession in the United States this year, and that the economy, as a whole, will prosper.

I would like to believe this prediction; but since even the President's most trusted lieutenants are hedging their bets, I think all Americans need to ignore the Administration's rhetoric and watch the Nation's economy.

Unemployment will increase this year. The major dispute centers around the extent of the increase. The jobless rate was 4.9 percent in 1973; it is 5.2 percent now, and will probably rise to 5.5 percent or more before the year is completed. (In the 1971 recession it was 5.9 percent.) Even if 4 percent unemployment were "full" employment, which definitely is not true, obviously we are in severe trouble now. So much so, that the President's economic team want to push the 4 percent unemployment rate to 4.6 percent as the "full" employment guideline.

SOME CRITICS ARE OBSERVING that since the President has been unable to produce "full" employment, even at this high rate, he wants to re-define it. At any rate, unemployment is rising and it appears that this condition will continue throughout most of 1974.

Another most interesting question is—Are we in a period of recession? If we agree that a recession is a period of at least six months of actual decline in the real level of productive activity—then we are in a recession.

The President's Council of Economic Advisors is predicting a \$102 billion dollar gain in the Gross National Product for 1974. The G.N.P. in 1973 was \$1,300 billion dollars. The gain is more apparent than real, since real growth for 1974 will be about 1 percent, and 7 percent in inflation, as compared to 1973, when real growth was 6 percent and the inflation rate was 5.3 percent.

THE OBVIOUS CONCLUSION is that solid real growth, which undergirds economic expansion, new jobs and profits, is definitely receding, at a rate more rapid than the Administration wants to admit, and is a significant turning point for concern when one examines American economics of 1973 as against predictions for 1974.

An examination of where this deplorable situation is going to lead the average working American is exasperating. It is exasperating because there is no present relief in sight in the upward spiraling of the cost of living. Prices have continued to out-pace the pay envelope. Recent U.S. Department of Labor Statistics indicate that even wage increases for 1973 were not much of a leveler in the inflationary spiral; wage increases just could not keep up with galloping inflation. Real hourly earnings fell 1.9 percent and real average weekly earnings dropped 1.8 percent.

It is not too late to rectify a dangerous situation; Congress and the Administration need to act now.

## COOPERATIVE ASSISTANCE FUND AIDING MINORITY ECONOMIC DEVELOPMENT

A promising concept, born some five years ago, when the private sector foundations, large and small would make low-return loans and investments for economic development of minority or poverty group enterprises instead of grants, remains still a promise with some exceptions.

"The concept of program related investments (PRI) promised to alter significantly the philanthropic strategies of some foundations, but today, for most foundations, the idea of using investment portfolio funds in such a fashion remains just that: an idea." So says Richard Rein, writing in *Foundation News*, the *Journal of Philanthropy*.

One of the exceptions, however, is the Cooperative Assistance Fund (CAF) a consortium of private foundations that have formed a common investment pool aimed at investing not making grants in minority businesses. CAF is a program related investment fund which attempts to combine social benefit and sound investment activities.

The Cooperative Assistance Fund, whose president is Edward C. Sylvester, Jr., was formed in 1968, set up headquarters in Washington, D.C. and began investing in 1970. CAF's growth is reported "slow but encouraging." Of the 10 foundations participating in the discussions prior to the incorporation of CAF in

1968, nine are now members. The main problem concept of program related investments encounters is the reluctant of foundations to mix their investments with their social programs. "Many feel that it is improper or in some way irrational to use any part of the investment assets directly to meet program goals," says John Simon, chairman of CAF's board of trustees. "I can't find any analytic basis for that."

Foundations may become members of CAF by making an investment of at least 2 percent of the foundation's assets, or \$1 million, whichever is smaller but not less than \$100,000 or by making a grant of at least \$100,000 for each year it wishes to be a member. Members sit on CAF's board.

Money raised from the members constitutes CAF's investment pool which now has over \$3.3 million either allocated or committed to it. "The fear of losing money has not been the big problem with most foundations," says CAF President Sylvester. It's the principle that bothers them. What is a foundation for? You have two types of trustees. On the one hand maximizing earnings. They want to make money. PRI calls for a close partnership between both types."

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