## Jan Jordan of Embro is State **4-H Project Winner**

Jan Yvette Jordan, age 15, a member of the Embro Community 4-H Club in Warren County for seven seven years has been judged state 4-H project winner in "Communications". Jan, a phomore at John Graham High School is the daughter of Mr. and Mrs. James Jordan, Jr. of Rt. 2, Macon. Her win is among some 44 North Caorlina 4-H members who are being awarded for different project achieve ments this year says Jimmy Tart, State extension 4-H -Youth Editor. Miss Jordan's achievment has won for her a week long tip to National 4-H Congress, Chicago, Illinois in November of this year. The award is sponsored by the N.C. Association of Broadcasters Foundation and N.C. Press Association, Inc.

Prior to attending a National Conference this fall, Jan's cumulative project record that brought her this state honor will be returned to her so that additional project work can be included as she enters national project competition. It takes much effort to win the national competition but knowing Jan we're counting on her doing her best, said a representative of the County 4-H Staff.

Jan's major 4-H projects during her 4-H memberhip has been both communications and photography. Her experience in the 4-H communication project include learning to work the board in a radio station; Dee Jay for FM Radio Station (WVSP); to edit tape; How to do telephone interviews; How to produce shows for radio; A member of Let's Rap Crew", an afternoon teen radio program; gave five speechs during the year reaching an audience of 600; and a weekly voice heard at WVSP Radio. Her honors and recognition in communications include County Champion Certification and medal in Public Speaking, County Chamption Certification



Miss Jordan's 4-H Lead-Mrs. T. ership experiences include Mrs. president of local 4-H club and Mrs. James Jordan, Jr. for two years; also are joined by the County secretary, acting secretary, 4-H Staff in congratulations ad songleader of local club. to Jan in her most note-Also vice-presient of 4-H worthy statewide County Council; member of achievement. County Extension Advisory Committee; taught county Photography Class and served on N.C. 4-H Congress WDUR

Clover Leaves News Staff: helped plan local fund raising including glass can sales, and sales, candy sales, etc; Worked on planning and assembling County Flag; Member of program and recreation committee of 4-H Council; and participation in County 4-H Track and Field Day and District 4-H

Teen Retreat.

Other leadership experiences in church, school, community, and civic organizations include: Track team, Honor roll, Class President, Honor Society, Class Secretary, Band, Basketball team, Read-a-Thon Club, Newspsper Staff, Student Council, Sports Editor, 1st Place Public Speaking Contest, Attended summer Science Program at Appalachian State University, Drama Club, Annual Staff, French Club, Chorus, Garden Club, Junior Guys and Dolls (Torches), Member of WVSP (Let's Rap) Crew-Disc JOckey. School Pianist, Bible Church Pianist, and Church

## **CBS Records First In Aid to** B

NEW YORK - In dealing with the minority market. CBS Records occupies a unique position: it is the only major record company that believes in actions, not words, as witnessed by their contributions of several hundred thousand dollars over the past six years to black organizations dedicated to better social conditions for 22 million people.

And why this unselfish regard for the welfare of others? For an explanation listen to the words of LeBaron Taylor, the firm's social conscious vice president for Black Music Marketing, who's credited with playing a key role in this billion dollar firm's philanthropic attitude:

A. Hudgins,

Alex Henderson,

"I am a strong believer in community relations. In my opinion when a company takes money out of a black community, there should be

amount of dollars are filtered back into it."

Fortunately, he added, records President CBS Walter Yetnikoff and recored division President Burce Lundvall are in agreement with his philosophy. They realized the logic of his thinking.

A former member of the engineering staff at Wayne State University in Detroit, Taylor's budget for social grants give him a nationwide scope. Among the beneficiaries of CBS' largest have been the Black Congressional Caucus, NAACP, the Nat'l Urban League, | United Negro Col-, lege Fund, and PUSH. A longtime supporter

of the Martin Luther King Center for Social Change in Atlanta, Ga., last January CBS donated a \$50,000 check for its continous growth. For the past years they've several

tion to make sure that X scholarship fund of the Caucus.

Constantly in touch with the leaders of these organizations, Taylor carefully screens requests for financial assistance. The company's contributions to minority groups are said to double that of all other recored companies combined yearly.

Recognized as one of the most knowledgeable black executives in the record industry, the mildmannered Taylor is well schooled in every facet of the business. An on the air personality in Detroit, he was a producer and owner of his own lable, managed a Philadelphia station nd was an A&R director at Atlantic records before

joining CBS six years ago. Of the ten associated labels distributed by the company the three blackowned firms account for 50% of the gross. They are

owned by the T-Neck Isley Brothers and Taboo, owned by West Coast Clarence entrepreneur Avant. Twenty five per cent of CBS' sales are due to black buyers.

SAT., APRIL 14, 1979

Defending the black market divisons that exist in all record firms, as well as other consumer companies, Taylor refuted the notion that this represents another form of segregation.

"lt's needed. There's nothing wrong with black specialists dealing with a market that they best understand, and is different from others.

"Can anyone doubt or question the expertise of a D. Parke Gibson, Eyre Saitch or Leroy Jeffries whose advice to their clients has resulted in increased employment of blacks."

On the question of the disco fad, Taylor believes that it could possibly have

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4-H donated \$50,000 to the Philadelphia International, someone within the opera-\*\*WDUR\*\*\*\*WDUR\*\*\*\*WDUR\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*WDUR\*\*\*\*\*



NFV

harmful effect established artists such as Teddy Pendergrass, Aretha Frankin or Stevie Wonder. Why? These performers sing great music and songs while disco is primarily based on a beat, not the lyrics. With a nationwide staff of 60, Taylor's

division is responsible for

the marketing of all black products, including promo-

tion, press, merchandising,

artist development and

community relations. The

company's roster of artists

include Johnny Mathis, Pen-

dergrass, Earth, Wind and

Fire, The Emotions,

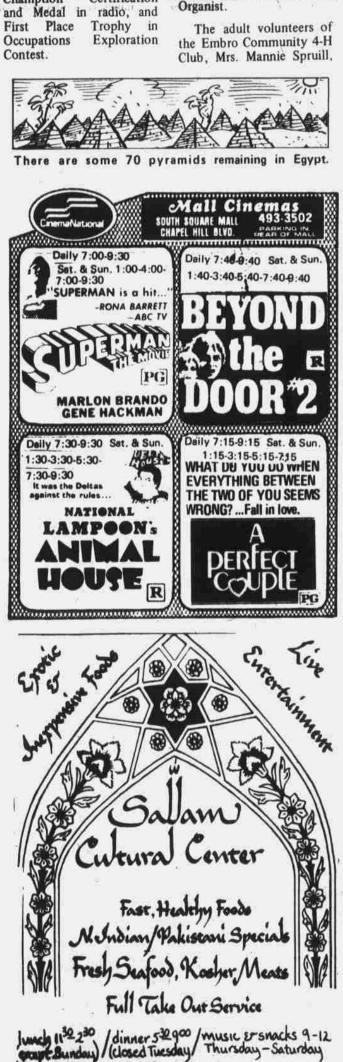
Johnny Taylor, Minnie

Riperton, Miles Davis, Her-

bie Hancock, Bob James

and Ramsey Lewis.

THE CAROLINA TIMES-7



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