

## Roy Wood

continued from page 3

and poor white masses) are to ever have a real voice in government "Media Power Politics" must be eradicated. I think that the development of a powerful Black press that will be totally free and untrammled could be of immeasurable value to this nation's so called "Democratic Society". I believe...despite the doubting Thomases...that such a Black press can and will be developed by this new generation of concerned and dedicated African Americans. I could be wrong (and I doubt it) but I think that the kind of Black media I am suggesting need not be anymore "Objective" "Fair", "Unbiased", or even "Responsible" than the Mass White Media is and has been for years! The so-called "American Press" has never consistently adhered to those principles. Perhaps because the Mass Media is so easily manipulated by those in the seats of power. Congressional committees pay the mass media's power homage by arranging their schedules to suit T.V. camera crews and reporters time tables.

I have already pointed out that the fact that the mass media gives undue support and attention to radical groups like the K.K.K., The American Nazi Party and other like groups. Perhaps you'll recall that it was the media (White Media) which gave an air of flamboyancy to the Symbionese Liberation Army (Donald Defreeze) and Cinque. Cinque captured headlines when he and his motley crew kidnapped Patty Hearst... and then allegedly "Brainwashed" her into becoming a willing member of their group. Who...if anyone tried to determine if in truth, Patty may have been involved with some member of the Symbionese army before she was "Kidnapped"? Given some of the way out things that little rich white people do... such a thought or idea is not too far fetched.

This much is certain...as I view the present picture of the Mass media...it is not in the forefront of much needed radical change in this...our beloved country. We sorely need a media source that will be, in every sense of the word, a socializing force in this nation. As a matter of fact I think that is the only way these United States will ever become a Nation of people who are united and dedicated to the proposition that each of us truly is entitled to a life that is full of liberty, justice, and freedom. Unless and until we African Americans make the moves and take the steps that will make the dream of a mighty Black Press a reality, then I am afraid this na-

tion will never ever really be the land of the free and the home of the brave.

Despite the fact that some technological changes and improvements offer the promise of increased diversity of media services to the American public...cable TV, Fiber Optics and satellite transmissions, etc...the future of Blacks and the mass media remains very cloudy. That's mainly because not too many brothers and sisters are presently involved in the technological and scientific development of the mass communications arena. Besides, the few who are have already been co-opted out of existence by the mighty green corporate dollar. Today...and possibly in the distant future, newspapers and TV stations

control the new mass com technologies. Unfortunately they are guided by the same desire for "PROFIT". With a really powerful Black Press and electronic communications system in place perhaps the MEDIA's effects can ultimately be forced to transcend the current limits of the elite controllers and manipulators. Of course, this is just one Black man's opinion. What's yours? I'm Roy Wood.

*Roy Wood, Sr. has been Vice-President of the National Black Network since 1972. He is also the well-known commentator of the award winning and nationally acclaimed "One Black Man's Opinion".*

## \$1,000,000 TO MINORITY-OWNED FINANCIAL INSTITUTIONS

Wayne F. Smith III

Anheuser-Busch Companies, Inc. announced the placement of \$1,000,000 associations, according to Wayman F. Smith, III, vice president of corporate affairs.

Thirty-eight institutions, including three New York banks, are recipients of the company's initial placement of funds, which will be invested in 12-month certificates of deposit in denominations of \$25,000 each in 31 banks and five minority savings and loan associations. The three New York institutions are Banco De Ponce, Banco Popular de Puerto Rico and the Freedom National Bank.

"The savings certificates will provide the banks with funds for reinvestment within local communities, and will also provide interest income that will contribute to the financial development of the banking institutions," Smith said.

"Since 1969, Anheuser-Busch has deposited a total of nearly \$12,000,000 in certificates of deposit with minority-owned financial institutions. Anheuser-Busch is so enthusiastic about this involvement that we will be announcing further expansion of our minority banking relationships this year," said Gerald C. Thayer, assistant treasurer of Anheuser-Busch Companies, Inc.

Minority institutions included in the rotational system are selected from a list of minority banks and savings and loan associations developed by the U.S. Department of the Treasury. Of 101 minority banks registered with the department, more than 90 percent of

that total have participated with Anheuser-Busch Companies, Inc., in its unique minority financial institution program.

## To The Editor...

Dear Mr. Reed,

In your February issue of National Scene Magazine I found a particular interest in magazine's article, "In Defense of the Black Press". I, as a publicist responsible for the Black artists on the Polygram label, am very much in agreement with Mr. Smith. The Black press media will never earn the status as their white counterparts without the support of the Black community. Not only in terms of working for the Black press, but also in terms of giving them high quality stories, photos, and other editorial tools.

From an entertainment point of view, I've heard from writers associated with Black publications that they couldn't get an interview with a major Black artist—however, that same major Black artist found time to grant an interview with one of the leading white publications. Fortunately, my 3 years as a publicist, I haven't encountered this problem. With my artists, we understand from the beginning that the continual support of the Black press is far more important than a one time shot with a more 'important' white publication. My philosophy is to garner coverage wherever possible, but because a Black publication may not have the circulation of one of the white papers, is not a reason for them to be treated in a lesser manner.

At any rate, I'm glad to see that someone else shares my views.

Regards,

Kenneth R. Reynolds  
National Black Music Manager,  
Press and Artist Relations