

Reagan backs away

continued from page 10

that the Minority Business Development Agency (MBDA) may be disbanded altogether. Those familiar with wide range of services given by MBDA subsidiaries in New York should be utterly astounded. The fact that many Minority businesses will have to pay for crucial services now means that many of them may not survive.

The worst of the present situation is that many of these organizations are in limbo, not knowing whether to pack up or plan another year. Since we are already five months into a new calendar year and most funding ended as of December 31, 1980, many organizations which are slated to be saved may go by the board within the next few weeks.

The Minority business community has not been idle in this situation. The Alliance of Minority Business Organizations was formed early last year to provide a united front to publicize the needs of small and Minority business. This organization is now pressuring State, local, and Federal officials to assist Minority people already in business and those who are working to get into business. It is hoped that some dramatic events will be accomplished through that organization and its member organizations within the next week.

Of all the unpalatable aspects of "Reagonomics," what seems most dastardly are those moves which rob the poor and the underprivileged of economic development. It seems downright "un-American." Reagan is cutting education, food stamps, welfare, school lunches, vocational training, and CETA. It seems unbearable that Reagan also seems to be cutting the access that poor and minority people have to going into business for themselves. Without SBA and MBDA, there is a little hope of breaking into a business world dominated by giants. The harm is also complicated by the fact that attacks on small enterprises also hurt the best hopes of this nation for creating jobs and innovation.

"Minority and small business people seem to have no choice but to make their influence felt in Washington by writing their Congressmen," said Alliance president, John Robinson.

Small Business Aid

The Urban Business Assistance Corporation, (UBAC) a non-profit consulting firm affiliated with New York University Graduate School of Business Administration, will offer four-eight-week business courses beginning March 30. The courses will include small

business management, loan packaging, legal planning for small businesses, accounting, marketing, profit planning and import-export. The courses are designed to enhance the profitability of small firms, and are offered at \$5 and \$10 each. Most are given at NYU's Trinity Place campus.

UBAC also provides consultation on an individual basis. Services includes marketing studies, preparing of loan packages and business plans development.

For information and course registration, please call UBAC at 285-6092 between the hours of 11 am and 1 pm.

UBN PURCHASES TWO STATIONS



Eugene D. Jackson

Unity Broadcasting Network, Inc., of New York is expanding its communications horizons.

In its second major acquisition within 18 months, Unity has agreed to purchase two leading St. Louis, Missouri, radio stations—KATZ-AM and WZEN-FM—from Laclede Radio, Inc., for \$3 million.

Announcement of the agreement, which is subject to the approval of the Federal Communications Commission, was made by Eugene D. Jackson, president of Unity Broadcasting, and Arnold B. Hartley, president and principal stockholder of Laclede Radio.

KATZ-AM and WZEN-FM, which both have substantial and loyal audiences, are the only two radio stations in St. Louis whose programming is specifically designed to meet the needs of Black citizens in that city. Metropolitan St. Louis has a Black population of nearly 450,000.

If the agreement gains the approval of the FCC, Unity Broadcasting will own and operate four radio stations.

The company purchased two leading radio stations in Philadelphia—WDAS-AM and FM—in November 1979.

The move to acquire the St. Louis stations reflected Unity's growing stature in the communications industry, and the network's confidence in the future of radio as a leading entertainment, information and advertising medium. In the coming years, Unity plans to purchase other AM and FM stations and intends to develop new and innovative programming concepts so as to offer even more comprehensive services to both the listening audience and to advertisers. The flagship of Unity Broadcasting is the National Black Network (NBN), headquartered in New York City. NBN, which was founded in 1973, presently has more than 90 affiliates across the nation.

Currently, those stations affiliated with NBN cover more than 100 Black consumer markets, with the potential of reaching well over 75 percent of the total Black population in the United States. The network's news, feature, sports and public service programs have gained widespread acclaim throughout the broadcasting industry.

Black Entrepreneurs

continued from page 8

then developed and pursued his own strategy for creating a large broadcast company by acquiring two radio stations. He knew that the importance of radio as an advertising medium would not diminish and the monopolistic nature of the industry could cause values to rise rapidly. Over a period of six years he has acquired nine radio stations and one network affiliated TV station. His broadcast properties currently have a market value of over \$45 million.

Yet another pair of Black entrepreneurs have established a company to manufacture densified biomass fuels, a renewable energy source which is an economic substitute for oil or coal in certain industrial boilers. As MBA's with a special interest in agribusiness they both recognized the pervasiveness of this field in our lives today and the role it could play in developing alternative sources of energy for the future. After investigating opportunities for two years they assembled their management team and obtained a financial partner. Their business has the potential of exceeding \$50 million in five years.

The emerging Third Wave will generate many more opportunities for Black entrepreneurs if they are farsighted, creative and resourceful enough to take advantage of them. Today is not too early to begin.