

## The Chamber and The Black Community

(Continued from Page 13)



**ADMINISTRATIVE ASSISTANTS** — Ms. Mable Rogers (l) and Ms. Clara Hayes (r), both administrative assistants with the Durham Chamber of Commerce, go over several forms during a regular workday.

Meanwhile, the Chamber appears to have at least one ongoing program that has the brunt of its effect in the black community. This is the Private Sector Initiative Program, a project of the Comprehensive Employment and Training Act (CETA). The Chamber sponsors the program.

According to PSIP director Tom White, the program seeks to gear the training of unemployed and unskilled persons to specific needs of a particular employer.

"We'll contact employers and ask them what their needs are," White said. "Then we'll ask them to finance a training program for several persons who are unskilled and unemployed, but who are willing to work. The program really works well because after the training, we're about ninety per cent sure that the trainees will be placed in a job that they like and can do."

And so it seems that the question of black business involvement with the Durham Chamber of Commerce boils down to two questions:

\* To what extent does the local black business community consider itself to be a viable and vital part of the overall business community, and the Chamber to be an important representative of that community?

\* To what extent will the black community channel its political concerns through its business representatives?

Subscribe To  
The Carolina Times  
Call 682-2913 Today

## Ms. Lisa Dixon Receives Kodak Scholarship

ROCHESTER, NY — Ms. Lisa A. Dixon, a senior at the North Carolina School of Science and Mathematics, has earned a 1982 National Achievement \$1,000 Scholarship for Outstanding Negro Students, it was announced by the National Merit Scholarship Corporation (NMSC). The scholarship is supported by grants from Eastman Kodak Company.

Ms. Dixon plans to study civil engineering at Spelman College in Atlanta. The recipient is one of fifteen black high school seniors throughout the U.S. awarded this

unrestricted, one-time grant funded by Kodak. Each of the winners will receive award certificate from their high school principals this spring. Awards are determined by NMSC and allocated to geographic regions in proportion to Negro population by a selection committee of educators. Judged on the bases of their demonstrated academic ability and performance and personal characteristics, the winners are representative of academically talented students throughout the nation.

In addition to these academic awards, Kodak is supporting 17 scholars in 16 states through the 1982 National Merit \$1,000 Scholarship Program. Also in cooperation with NMSC, Kodak awards Eastman Kodak Company Merit scholarships annually to sons and daughters of Kodak people throughout the U.S.



Bill Baucum, Chamber of Commerce Public Relations and Membership Director

## Alpha Epsilon Rho Hosts Successful Mini-Media Conference

The message was mass media. The expressions were one of true dedication and expertise within the broadcast spectrum. The event was the Shaw University, Alpha Epsilon Rho, Mini-Media Conference. The conference was a culmination of broadcast ideas funnelled from many sources. It provided the participants with a wealth of information regarding present and future trends in media and telecommunications.

Gil Noble, winner of seven Emmy awards and WABC Television's host of "Like It Is", was the plenary session speaker. Noble presented the scope of media information's influence on the black community. His speech, directed to prospective black journalists, emphasized the importance of knowing the history of black

America and its relationship to reporting factually about the black community and the world. Noble also stated that black journalists with newly acquired jobs in broadcast facilities should not be so filled with ego that they forget the earlier struggles which now afford them these positions. Blacks in media must begin networking and divorce themselves from the superficiality of American culture concentrating their energies on being maximally prepared through reading, sharing ideas and exchanging information.

The conference was divided into morning and afternoon sessions. The morning sessions included two panels, "Minority Ownership and Management: Where Is It Headed?"

was chaired by Ms. Melanie Credle and the participants were Ms. Hattie Jackson, Program Director, WPTF-TV; Walter Norflett, General Manager, WVSP-FM; Jimmy Swinson, Metro Communications, and Alvin Stowe, Program Director, WDUR-AM. "Blacks in Journalism: Being Objective In A White Society" was chaired by Michael Carter and the participants were Harry Amana, Journalism Professor at UNC-CH; Mrs. Vivian Edmonds, Editor-Publisher of *The Carolina Times*; Ms. Chrystal Harris, reporter, WRAL-TV; and Matt Sinclair, Public Affairs Director, WPTF-TV.

The afternoon panel on "Advertising and the Black Community: Where Do We Stand?"

was chaired by Reginald Edwards. Panelists included Wayne Brown, Account Executive, WCBS, New York; Ms. Charmaine McKissick, Account Executive, WDUR-AM; Dr. Marilyn Kern, Assistant Professor, University of Tennessee; Ms. Renee Hurdle, Account Executive, WPTF-TV; and Ms. Angel Harper, Account Executive, WTTG-TV, Washington, D.C. "The Role of Blacks in New Technologies" panelists were Jim Lee, News Director of WVSP-FM and Davis Honig, Professor of Communications, Howard University. The panel was chaired by William Waller.

## Floyd M. Lewis Joins Attorney General's Office

RALEIGH — Attorney General Rufus Edmisten has announced the appointment of Floyd Matthew Lewis of Durham as an associate attorney with the State Department of Justice, Human Resources Division.



LEWIS

A 1968 graduate of Murfreesboro (NC) High School, he attended North Carolina Central University, where he earned a B.S. degree in Commerce in 1972, and the J.D. degree from North Carolina Central's School of Law in 1975.

Before joining the Department of Justice,

Lewis held a position as Staff Attorney for the

North Carolina Department of Commerce's Savings and Loan Division for five years.

"The Human Resources Division is very pleased to have Lewis join our staff," said Edmisten, "and with his excellent background and outstanding qualifications, I am confident he will be a great asset to our Justice Department as an associate attorney."

Lewis is married to the former Ms. Rhonda A. Harrison, who is a guidance counselor in the Durham City school system.

## Robert C. Maynard Elected To Phelps-Stokes Board

NEW YORK — Robert C. Maynard, editor and publisher of the *Oakland Tribune*, was unanimously elected to the Board of Trustees of the Phelps-Stokes Fund, it was announced recently by Franklin H. Williams, president of the Fund, at the organization's New York headquarters.

The Phelps-Stokes Fund is a non-profit organization established in 1911 to promote educational opportunities for American blacks, Africans, American Indians and needy and deserving white students. Historically, the Fund has developed and administered programs in the light of its charter commitment to act as a catalyst for positive change. The majority of programs have accordingly been geared to helping others help themselves. Today, the Fund has an active

American Indian Program, administers scholarships for African students, works closely with developing American colleges and recently began a major new initiative to educate the American public about apartheid and the issue being debated today in southern Africa.

Maynard, a native of Brooklyn, New York, has been a professional journalist for 25 years. He began his career on the *York (Pa.) Gazette and Daily*. While a member of that staff, he was selected as Nieman Fellow and spent a year at Harvard University studying economics, history, music and art history.

Previous to joining the *Tribune*, Maynard was on the editorial board of the *Washington Post*, a newspaper for which he worked for ten years.

He is the former chairman and a founder of the Institute for Jour-

nalism Education and directed the Institute's Summer Program for Minority Journalists at the University of California (Berkeley) for three years.

Maynard is a member of a panel of the Assembly of Behavioral Sciences of the National Academy of Sciences, the American Bar Association Commission on Public Understanding about the Law, the Western Regional Advisory Board of the American Press Institute, the National News Council, the board of directors of the College Preparatory School, the American Newspaper Publishers Association Government Affairs Committee and the American Society of Newspaper Editors.

He is married to Ms. Nancy Hicks, also a journalist and educator. They have three children.

# IRA

**Could be the most important letters in your future. Get the facts on Individual Retirement Accounts, as well as our other banking services, from the bank Where You're Somebody Special!**

## MECHANICS & FARMERS BANK

116 West Parrish Street  
615 Fayetteville Street

MEMBER FDIC

411 E. Chapel Hill Street

## MEET THE SMIRNOFF® MAIN SQUEEZE THAT'S SURE TO PLEASE.



Some things in life just naturally go together. Like crystal clear Smirnoff and fresh squeezed grapefruit juice over ice. The perfect duo. And if that's not enough, we've got another Main Squeeze for you.

Meet Ms. Robin Harps, our lovely new Main Squeeze contest winner picked from thousands of entries from all over America.

Robin is a Chicagoan, a flight attendant for a major airline, and a woman who knows what she likes.

We're sure that between the two, we've got a Main Squeeze that's sure to please.



Smirnoff

and Grapefruit Juice