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AT&T Advertise With Blacks

By David L. Dillard

Winston-Salem Chronicle Staff Writer
Black newspapers across the country will feature a full-page advertisement from American Telephone and Telegraph this week. But black newspaper executives say they are not satisfied.

Robert Bogle, president of the National Newspaper Publishers Association, a trade association for more than 200 black newspapers, said he has not met with AT&T Chairman and CEO Robert E. Allen and that NNPA will not be bought off with one ad.

"We're not interested in just one ad," Bogle said this week in an interview. "I hope they don't think they can buy one ad and please us." Bogle said he has written a letter to Allen to arrange a meeting. The ad, from an apology for a racist illustration that ran in the company's magazine last month, is your creativity and shows a black father with his son.

The National Association for the Advancement of Colored People has demanded that AT&T apologize to the black community. According to AT&T spokesman Bruce Stinson, company officials are discussing issuing an apology through ads to be run in black newspapers, but as of yet AT&T has not agreed to do so. Stinson said this week's ad is not an apology, but "a regular corporate ad." He feels the company will make a public apology and probably increase advertising with black newspapers.

Various organizations have demanded AT&T to (apologize) and this is an effort to do just that," Stinson said. "Based on our record with minorities, and particularly African Americans, (advertising in black newspapers) seems a smart thing to do." According to Amalgamated Publishers Inc, a national advertising agency for black newspapers, AT&T spent \$50 million on ads in newspapers

last year, but only \$24,000 with black newspapers through API.

Michael A. House, API's president, said AT&T has done advertising with black newspapers locally, but on a national basis the company spent less than \$50,000 with black newspapers last year.

"The papers are not looking to be bought off (on a) one-shot deal," House said. "We're trying to establish an ongoing campaign (with AT&T) for advertising on a regular basis with black newspapers." The controversy started over a racist illustration in the September edition of AT&T's Focus magazine that shows an ape using the telephone on the African continent. Four other continents — North America, South America, Asia and Europe — show human beings.

Stinson said the publication has been discontinued, and the two "editors responsible for reviewing it have been reassigned." The NAACP and AT&T released a joint statement last week proclaiming "they held constructive discussions concerning the relationship of AT&T to the African-American community." The release also stated that the two groups will pursue further dialogue on recruiting and promoting minorities to management positions, provide scholarships for black students, utilize black financial institutions and establish diversity training programs.

Stinson said the company has had a "commendable record over the last 20 years" with African Americans but still needs to make amends for the illustration.

"Our name was associated with the illustration, and I would think that an ad that addresses the unintentional insult would set the record straight that clearly we have had a good record with women and minorities," he said. "But despite our fine record, we need to focus on what we will do."

drawing as insensitive and announced plans to stop doing business with AT&T.

The reversal followed a recent meeting attended by NAACP Board of Directors Chairman William Gibson, Executive Director Benjamin Chavis and AT&T Chairman Robert Allen. Alexander said in his statement.

They agreed to continue discussions over recruiting minorities, scholarships for black students, procurement and promotion goals and the use of black financial institutions.

"If there's anything we like, it's to win back customers," Walter Murphy, AT&T's director of corporate information, said Wednesday from his office in Basking Ridge, N.J. "We hate to lose any customer. And it was especially painful under these circumstances to lose a customer like the N.C. NAACP. We're terribly glad to hear they're switching back to AT&T. We're glad to hear that the NAACP felt that Bob Allen's meeting with the NAACP leaders was fruitful and that they understood how concerned we were about what happened." When the state group complained last month, the communications giant said it was equally appalled and issued an apology.

The company said the outside design firm that submitted the drawing no longer employs the freelance artist who drew the cartoon and has dismissed one of its production managers.



UNITY VILLAGE NEIGHBORS

Unity Village Residents Take Control of Their Neighborhood

Bordered by Hearthside, Bacon, Capps and Athens streets, the neighborhood of Unity Village became a reality in 1969.

Its founder, Ben Ruffin, was instrumental in taking the first step toward making Unity Village a very lively neighborhood where children could be safe, enjoy their growing years, be reared and taught moral values necessary for productive citizenship.

On November 11, 1991, ten residents of Unity Village met at the home of Mrs. Theodora Brinkley for the purpose of formally organizing as a neighborhood club. Harold Chestnut was elected president and Mrs. Brinkley, secretary. The

appointment of Block Captains was one of the most significant ideas proposed. Block captains would be responsible for neighborhood communications — sickness, death, meetings, etc.

The purpose of the organization was enhancing togetherness, cooperation, and assistance in times of need. The theme "Neighbors Helping Neighbors" was adopted. The group meets each month on the third Tuesday at 7:30 p.m. at the Irwin Holmes Recreation Center on Alston Avenue.

There are five working committees: Fund Raising, Program and Beautification, Political and Grievance, Publicity and Sick. President Chestnut

encourages any resident who so desires, to join any of these committees.

In the past two years, committees have worked on the removal of junked cars; improved lighting; ridding the area of illicit drug sales and use; outdoor toilet facilities in Unity Village Park; problems of gun shooting in the park; placement of a rail around the bridge on Bacon Street near R.N. Harris Elementary School; pet and pest control; and, Meet Your Neighbor Day.

There are many other goals and projects currently underway designed to improve the neighborhood and enhance the lives of its citizens.

Charges Against Mrs. McFadden Dropped

Charges against Mrs. Cora Cole-McFadden, director of the city's Affirmative Action Department, were dropped this week. She was charged with altering a public record without consent of the Department of Cultural Resources of the City of Durham.

Contractor Ronnie Jennings, president of J&J Construction Company, contended that Mrs. McFadden illegally put notes in his file about work he was hired to perform during renovations at the police headquarters in 1992.

The warrant issued last week was the result.

Mrs. McFadden had been out of town last week. The warrant was served when she went to the courthouse on this past Sunday morning for that purpose.

Before the warrant was issued, Assistant City Manager Greg Bethea said he investigated the charges and found that Mrs. McFadden had done nothing wrong. "We consider it to be frivolous, but we'll obviously defend her," he said.

This entire incident was prompted by a disagreement between Jennings and L.A. Downey & Son company. Jennings had been hired by L.A. Downey & Son of Durham to paint the police department. A dispute arose over payment for the work and the two companies appealed to the Affirmative Action Department to settle the disagreement.

Say Rules Affect African American Athletes

Black Coaches Hold Protest

WASHINGTON (AP) - The 40-member Congressional Black Caucus agreed Tuesday to support black coaches in their efforts to restore recent cuts in athletic scholarships and gain a bigger role in NCAA decision-making.

But the black lawmakers stopped short of endorsing legislation to address NCAA rules that the coaches say restrict their roles as mentors in troubled ghettos and discriminate against black athletes.

"At this time, we haven't talked about any legislative ideas," said Rep. Cardiss Collins, D-Ill., a caucus member who also chairs the House Energy and Commerce subcommittee that has been a frequent thorn in the side of the NCAA.

Instead, the caucus appointed a task force headed by Collins to question the NCAA on scholarship limits, academic requirements, recruiting rules and the proportion of blacks in top jobs with the association.

About 30 members of the Black Coaches Association met with the caucus as part of a boycott of the inaugural National Association of Basketball Coaches Forum in Charlotte, N.C.

The forum plans to address many of the same issues this week. The coaches, however, went to lawmakers in frustration after "countless meetings with the NCAA" with little result, said Georgetown basketball coach John Thompson.

"We're more concerned in dealing with people who want to do right ... people who are not concerned so much with looking right," said Southern Cal coach George Raveling. "Congress is just the first stop on the subway." The Black Coaches Association is upset the most with new NCAA rules that dropped the number of scholarships that Division I schools can offer

from 15 to 14 last season, and to 13 this season.

"Black student athletes are disproportionately affected by these regulations," Raveling said. "They represent about 64 percent of the players playing Division I basketball. Over a 10-year period, that represents about 3,000 scholarships, lost opportunities for African-Americans." The coaches also dislike uniform academic

requirements that they claim discriminate against black recruits and rules that restrict their contacts with athletes and potential scholarship recipients.

Thompson said hardly any of his fellow black coaches at Division I schools would have ever gone to college, or gotten the jobs they have now if the current system had existed when they were players.

"A strong man put me in a system

that I had been excluded from," he said. "That's how our kids get in the system, and that's exactly how they're now being excluded. Poor kids are being misrepresented or unrepresented." Vivian Stringer, women's basketball coach at Iowa, said NCAA regulations prohibit a coach driving home from the arena from giving a student a ride to the dorm in a rainstorm.

Former Police Chief's Supporters Arrested In Fire; New Chief Named

TABOR CITY, N.C. (AP) - A man and woman face charges they set a furniture store on fire, a blaze apparently linked to turmoil in the town over the firing of its first black police chief.

The suspects are supporters of the fired police chief, Willie Gore, said District Attorney Rex Gore.

Meanwhile, a white detective with the Carolina Beach police will take over as the new Tabor City police chief. Sgt. Robert "Bert" Croom Jr., 33, said Monday he will begin his new job Nov. 1, the Fayetteville Observer-Times and Wilmington Morning Star reported today.

Sunday's fire damaged Gore's Discount Furniture. The store belongs to Winston Gore, whose son had complained that the weekend marches being held to protest the police chief's firing were bad for business.

The former police chief and the furniture store owner are not related. Carlotta Bryant, 34, of Tabor City, was arrested at her home Monday and charged with one

count of burning a building used for trade, said Al Stevens, a special agent with the State Bureau of Investigation.

Ms. Bryant posted a \$25,000 bond and was released from the Columbus County Jail, officials said.

Agents obtained an arrest warrant charging Wilbur Butler of Tabor City with the same offense, Stevens said. He was being sought Monday night.

Burning a building used for trade is a felony that carries a maximum penalty of 30 years in prison.

Lawmen would not discuss a possible motive for setting the fire.

The town has been on edge since August, when Gore was fired by the town manager for allegedly signing employees' time cards. The former police chief has denied any wrongdoing.

Gore and his supporters initially said race was not an issue, but the protests and confrontations have had racial overtones.

The discontent increased Oct. 12. Police arrested one man and used pepper spray on a crowd of the

former chief's supporters after a town council meeting. Dozens of police were called in later that night when random shooting broke out in the town of 2,300.

Croom said the civil unrest will be his biggest challenge as he assumes command of the department.

"We're going to do everything we can for the people of this community to quell this unrest," Croom said. "This stuff, shooting at cars and throwing rocks, is barbaric."

Join The NAACP