Mapping Your Marketing **Future With Conference** See Page 8

Black College Sports Page See Page 12

Life of Deadwood Dick Comes Alive at Hayti Center See 'Insights' Front

NC NAACP Banquet To Be Held Saturday

The North Carolina NAACP will hold its 12th nnual Kelly M. Alexander, - Humanitarian Award anquet on Saturday, March 6, 7:30 p.m. at the Sheraton pperial Hotel, Research Tringle Park. The Honorable arvey B. Gantt will be preented the Kelly M. lexander, Sr. Humanitarian ward. Fred H. Rasheed will presented the Charles clean Distinguished Serce Award during the ban-



ELVIRA GREEN, far right, 1962 graduate of NCCU returned recently for a concert. She is a mezzo soprano opera singer. She chats with two of her classmates, Mrs. Carolyn Gill and William Evans. The concert was sponsored by the NCCU Lyceum Program. (NCCU Photo by Lawson)

Will Enterprise Zones Work for Blacks?

Will Enterprise Zones Work for Blacks?
With the start of a federal enterprise zone program, New York's arbe has a new optimism about an old problem - a pattern of faile of black businesses in this famed community. Federal officials yover a half billion dollars is coming to Harlem: \$300 million over years for training, social services and loans, plus another \$250 lilion in tax breaks for businesses. Can Harlem and its black kinesses make it this time? Harlem does have its assets: Three subly lines that travel the three miles to midtown Manhattan; some fine pressiones and apartment houses and a rich cultural tradition. But a stour buses regularly rumble up to Harlem, its residents often alm the opposite direction. About three-fourths of its residents do st of their shopping outside Harlem. "People here are asleep, and. They don't want to take chances." says Van Woods, whose mily owns the famous Sylvia's soul food restaurant. Woods wants see the zone's tax breaks to build a food processing plant.

s America's Legal System Biased?

conding to an October 1995 report by the Sentencing Project, a point Washington group advocating alternatives to incarceration, to entire be black men in their 20s is on probation, on parole a juit, up from one in four in 1990. The report, culted from federal state government statistics, says in terms of drug-related crimes, sconstitute 13 percent of illegal-drug users but represent 35 percent arrests for drug possession. 55 percent of convictions and 74 card of prison sentences. Blacks make up a little more than 12 per-tof America's population but hold just under 800 (or about 3.5 cent) of the nation's criminal prosecutor jobs.

adillac Can Call For Help

souliac Can Call For Help coral Motors is introducing the first system for cars that will materally call for help if a car's air bag is deployed in an accith will also include an array of other personal-communication
axes. The device, called OnStar, offers mavigational assistance
is the country, unlike other systems that require reprogramming
ach locale. Other features include the ability to send out an exact
too in the event of theft or other emergencies. It works by finkasys it will make the first of these systems available as an option
1997 front-drive Cadillacs.

8. State Department Bias Suit

State Department Bias Suit deade-long racial bias suit against the State Department by black of service officers is moving toward settlement, with the department has a predominance of white males in policy-making most agreeing to pay \$3.8 million to the 350 current and former as in the class action suit. The settlement includes promotions finishatements for blacks who were passed over and future as of the evaluation process, diversity training and other aspects logment. Many of the nation's blacks have concerns about the class of the State Department and the potential of racism there. Expertment makes policy for foreign affairs and many blacks have the U.S. gives Israel, with its seven million people, four as much money than to the whole continent of Africa, that has a bian of almost one billion.

ime's Autobiography Published

ume's Autobiography Published muobiography on Kwesi Mfume, 'No Free Ride: From the Streets to the Mainstream in America' (One World/Ballantine will be on sale in bookstores on July 8. Mfume, who is the EO and president of the NAACP, says he decided to take the because he "learned at an early age that life is a short comdute to the street of the says. In the book, as rise from poverty to political fame is outlined from a dyoung man named Frizzell Gray to become Kwesi Mfume, sed congressman from Maryland.

Group Alleges White Supremacy, Racial Hatred Behind Church Fire

KNOXVILLE, Tenn. (AP) - Acts of white supremacy and racial hattred are linked to arson fires at predominantly black churches in the South, including one where NFL star Reggie White serves as a pastor, according to a group representing black churches.

The charges came hours before KNFL star Reggie White, associate pastor of the liner City Church, appeared at Austin-East High School, White and charman authorities for suspecting church.

Army, NAACP Task Forces Meet to Discuss Racism Issue

By Paul Nowell

CHARLOTTE (AP) - Army and NAACP representatives reached some common ground when they met privately March 8 to discuss their separate investigations into the racial climate at 1-For Bragg, the NAACP said. One area in which they did not agree was a request by the NAACP said. One area in which they did not agree was a request by the NAACP said true to gain access to Fort Bragg, which is North Carolina's largest military installation.

"We got no promises," said Kelly Alexander Jr., president of the state NAACP and a member of the task force that investigated the issue. "On some points we agreed to disagree." Still, the 2 1/2-hour meeting at a Charlotte hotel was helpful, Alexander said.

"From my perspective, today's meeting was extremely successful," he said. "Someone once said a journey of 1,000 miles begins with a single step." The NAACP will renew its request to visit the base at a later date, he said.

step." The NAACP will renew its request to visit the base at a later date, he said.

A a task force from the National Association for the Advancement of Colored People released an 18-page report that concluded that there were serious race-related problems at all of the state's military bases.

At the time, NAACP officials said the only base where they were not given full access was at Fort Bragg. Army officials said they were conducting their own investigation.

Both investigations began after three Fort Bragg soldiers were charged with killing two black Fayetteville residents last December. Two of the soldiers were described by police as racist skinheads.

While the Army's probe has looked at the entire service branch, the NAACP has focused on North Carolina's military bases. The results of the Army investigation are due sometime this month. None of the Army's task force members attended Priday's news conference by the NAACP.

On March 6, Army Secretary Togo West Jr. confirmed that the task forces would meet. "The Army is interested in the NAACP's findings and recommendations and will consider their views," he said.

The secretary's comments and the scheduled meeting followed a harsh assessment of military leaders at Fort Bragg by NAACP task force members.

"The NAACP is not on a military bashing expedition." Alexander said.

"The NAACP is not on a military bashing expedition," Alexander said "Let's not let the military become somebody's playground for incubating

J.C. Smith University **Professor Died Sunday**

C. Smith University, died Sunday, March 10 in Charlotte. Classes at

CHARLOTTE — Dr. James oland Law, a professor at Johnson . Smith University, died Sunday, the University died Sunday, the University of the

America's Black Press Celebrates 169 Years of Publishing

As the Black Press of America prepares to celebrate 169 years of existence in this country, it, like the majority of its readers, remains invisible to the general community of America. With over 10 million readers a week and more than 200 newspaper operations in 38 states, the Black Press is the nation's most constant, and ongoing, forum that illustrates of the stark racial divisions that exist in American society.

"Each week two different sets of media messages go out to the public. There is no greater sense of the reality of the racial differences than what America's general community newspapers and broadcasters report to their audiences and what African-American publications report to their subscribers." says National Newspaper Publishers Association President Dorothy R. Leavell. "Our reports for more than a year regarding the O.J. Simpson trial, and its racial subplots, were vastly different from all general media reports and analysis. And, although it was a surprise to the general community when over a million black men gathered on the Mall in Washington, we had been covering the "Men Only" meetings and the grass-roots organizers across the country who made this event happen, for more than a year," says Leavell. "Also, if the President or the Congress were to ever stop and ask us, they'd find that, and a very broad cross-section of African Americans, are opposed to the positions being taken on Nigeria. If we and the people we serve were not invisible to the President. Congress and establishment media, they'd know that there is a very close scrutiny being done on them in the Black Press regarding the unequal treatment being given African countries as opposed to European, and other kindred countries. We chronicle the African Americans over and above any other media," states Ms. Leavell.

On March 16, 1827, Freedom's Journal, Journal was published in New York City by John Russwurm and Samuel Cormsh, making it the first Black-oriented publication in the nation. Cliting the fact that "For too long others have

of newspapers such as the Chicago Defender, the New York Age, the Afro-American chain and the Pittsburgh Courier. While Black America has for more than 400 years either been vilified or ignored, by the general media. Black newspapers have heralded this community's good times as well as the bad, the happy moments as well as the sad.

"African-American newspapers are rich with first hand reports of the major events and issues that affect our people," said Leavell, who also publishes the Chicago and Gary Crusader newspapers. The greatest function of the Black newspaper, and one too often overlooked by advertisers and other media, is its value to the social accounts of our race: The reports of community activities, births, deaths, funerats, weddings, parties and conventions. The pictures and articles only available except in this source have a positive value and place in our society. We now need to show the next generation of our people how the black-oriented newspaper has, and does, embody the very fabric of the African-American experience." Leavell says.

Bill Reed, the NNPA's chief operations officer, points out that there is a difference between the nation's black publishers and African Americans who are reporters, columnists or broadcasters who work for general media. He notes that members of the National Association of Black Journalists (NAB), the vast majority of which work in general community media outlets, are often courted as spokespeople for black America, and its issues, as opposed to members of the Black Press corps, who have day-to-day interactions with black communities.

"Even though our ediors and publishers are rarely interviewed for local or national broadcasts or publications, they are the ones who have their cars closest to the ground for what is actually happening in our communities," said Reed. "This is just one way we are ignored and made invisible. But, when you look at how opinions on issues are formed by African Americans, you'll find Black knewspapers more often than not have been the s