



BLACK PUBLISHERS' ASSOCIATION

It Can Be Done

Several months ago the East Winston Branch Library was on the verge of closing its doors. The building was constantly empty, the circulation was low and participation was at a standstill.

Today the circulation has made impressive gains, new furniture has been added, a copying machine has been installed and participation has improved.

The comeback by the East Winston Library shows that with a little effort and a lot of support, major strides can be made. With the help of the Friends of the East Winston group, the librarians and members of the black community, the East Winston library is on the road to recovery.

However the progress made so far cannot be used as

an excuse to stop supporting the library. We should let the library's success be a guide for us to keep moving forward in order to accomplish our goal.

The East Winston Library is an important and necessary part of the black community, but if it is going to continue to make strides, it needs the support not only of the black community but of the community at large.

We must not wait until our black institutions are on the verge of closing before we act and we should stop waiting until after our institutions are in danger to react. East Winston Library is a good example of how with a little effort and support, we can overcome many obstacles.

Black Business Boost

North Carolina black businesses got a shot in the arm last week when Governor James B. Hunt made a verbal commitment to increase the amount of money the state spends with its minority businesses at the First State Minority Trade Fair in Raleigh. Gov. Hunt also strongly encouraged privately owned majority companies to do likewise.

Most of the bigger corporations were represented and they too made a verbal commitment to increase spending with minority businesses. All that is left now is for the state and majority-owned companies to follow through with their commitments.

We were happy to see the state and majority-owned companies making an effort to bridge the gap between themselves and minority-owned businesses. That gap represents billions of dollars. The Black community nationally represents more than \$70 billion of spendable income.

Locally, blacks spend in the neighborhood of \$185 million. Yet, if you lump all of Black Enterprises top 100

black businesses together they would only rank 425th on the Fortune 500 list.

The top Fortune company made more than all of the Black businesses on Black Enterprises list. Black businesses need the kind of assistance that the governor has committed.

This is not the first time that promises have been made to entities of the black community. Politicians make them every two or three years. We hope, however, that this time the promises will be kept. We see no clear reason for not keeping them.

Black businesses have goods and services to offer and in many instances can offer them at a considerable savings. Coupled with the fact that minority business pay taxes, hire people and spend money for other goods and services, one could hardly deny that it is good business all around.

We intend to give the Governor a chance to implement whatever policy he has on minority contracting. However, we will be looking closely to see if black business get a bigger slice of the economic pie.

4th Anniversary Poem

1. Four years ago, a gentleman came to the city of Winston-Salem and has won newspaper fame. WHO IS HE? Ernest H. Pitt, EDITOR-PUBLISHER for the WINSTON-SALEM CHRONICLE. WHAT IS THAT?

2. A newspaper with a very clear view. Printed so you and I may read and see, plenty of news about you and me.

3. A newspaper with articles of variety- Church, school, politics, business, fishing, crimes, obituaries - not omitting the page of society. It has made a big hit, giving readers much to read bit by bit.

4. Each Thursday, the week's edition is put in every store, and left at a subscriber's door. Giving all an opportunity to read more and more, articles of high score.

5. Mr. Pitt- As an executive interested about the job, often a situation didn't suit or fit, which perhaps almost made you sob.

6. It is true, possibly there were days and a day you and your staff would calmly say- "this job is like rambling for a needle in a stack of hay".

7. So, each day was a fight to complete things right-but, you made a decision to continue, returning home spending another restless night.

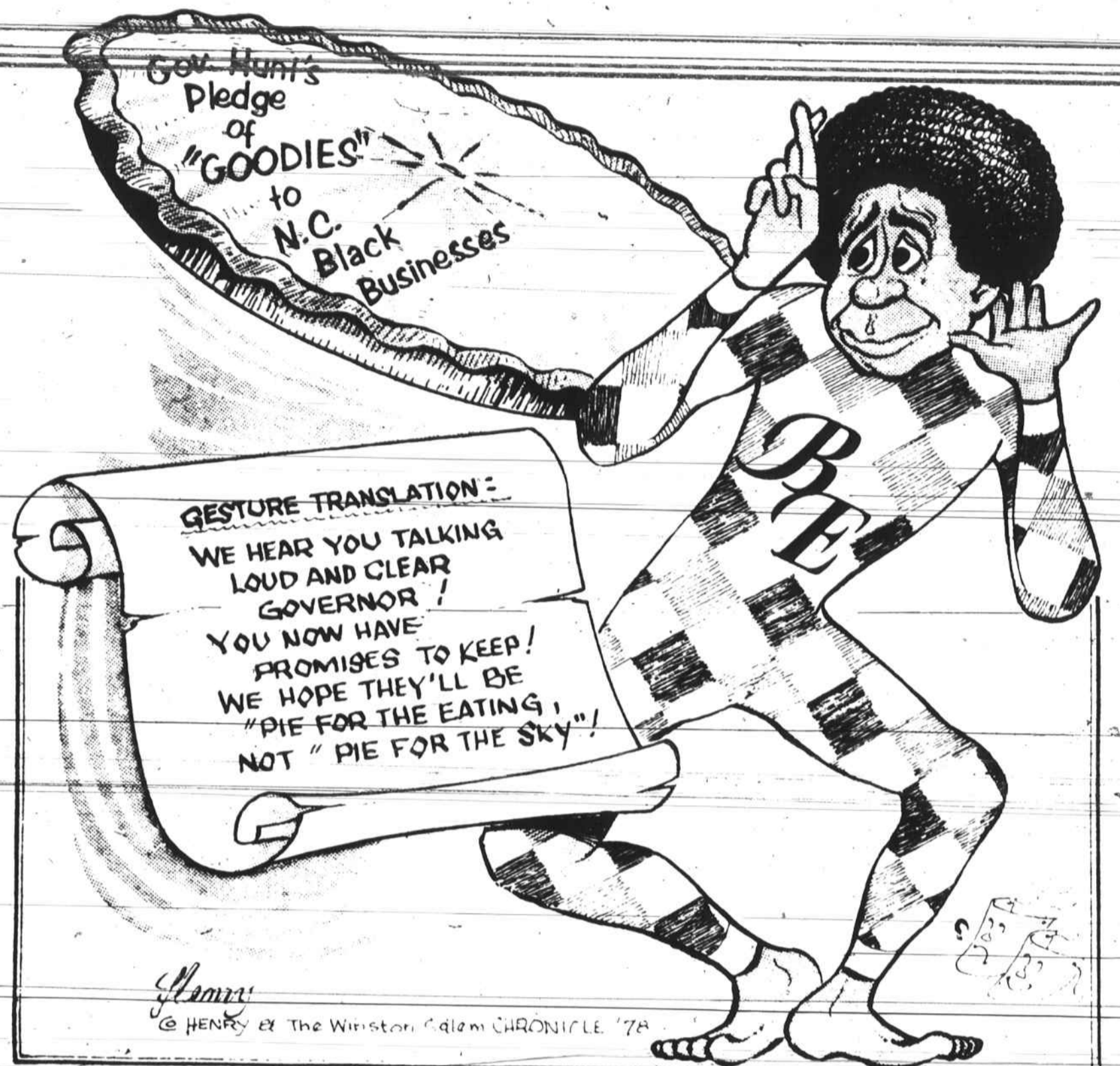
8. Somewhere, far and between-looking down the line, you pictured a better scene, and decided things were going to be fine.

9. Saying, a quitter doesn't get far, grieving over a little scar. And, he certainly doesn't reach his goal-stopping, shrinking, resembling a small lump of coal.

10. Working each day, business Sometimes up and sometimes down, Working hard to scatter papers around town, You soon realized, hard work, bitters and sweets with a little spice, putting all together-make things nice, and, that's what makes the world round.

11. Now, it's another anniversary Meaning your striving has not been in vain-but, showing a fruitful and successful gain.

By Naomi C. McLean



PRESENTING - For the FIRST time anywhere: "BLACK-EVERYMAN" the MIME, ("B-E" to friends). "B-E" will step onto the CHRONICLE'S editorial stage now and then to COMMENT (with gestures only of course). "B-E" will be involved in the scene, acting and acted upon, just like you; for it's also your scene.

Speaking Out

with Tracy Singletary

Neighborhood associations can be useful for more than battling City Hall over how community development or revenue sharing funds are to be spent, where to locate a new schools, playground or requesting other kinds of missing service.

True, most neighborhood groups form spontaneously in response to an immediate and specific grievance-generally something to do with the what is considered bad service-but they disband as soon as this problem has been dealt with, and those who took the group's leadership get interested in something else.

Actually the survival of a well organized neighborhood association depends on how effective that

neighborhood is in starting programs that will maintain the group's interest - in times of peace as well as war. There are a number of things that an organization can

profitably turn its attention to, among them are:
Forming a garden club: The Farm and Home Extension Agent can provide you with information on gardening and landscaping. Forsyth Technical Institute can provide classes for a small fee. A well managed

garden can provide the owner with over \$500 worth of fresh vegetables that he may eat or sell. The neighborhood association can give a prize for the best maintained yard or garden.

Conducting nutrition seminars. The Farm and Home Extension agent will assist you in planning and demonstrating how to get the most out of your food dollar.

Start a physical fitness program most neighborhoods have a gym or recreation center nearby: the recreation department can provide assistance in

planning, organizing, and running the program.
Start a buying club; you may purchase meats,

vegetables, and fruits in bulk quantities with savings of 10-40%.

Start a public safety program: The police department will assist you in setting up a neighborhood watch program and the fire department will assist you in planning in case of a fire.

The areas in which neighborhood organizations can function effectively are only limited by their enthusiasm and imagination. Surprisingly, the resources

needed to plan and organize these activities are available from our state and local governmental staffs.

To raise funds for the organization you can assess each member a small monthly fee or you may engage in fund raising activities: yard sales, block parties, or raffles.

The bottom line for such activities is that you will have a community organization that is in place and interested in what is happening in their neighborhood-you can conduct an on-going evaluation of governmental programs, and if the need arise, you will have an army ready to do battle.

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