

Weekend

The Arts, Leisure, Music, Columns

Ask Yolonda

He's more than willing to share his crop of beautiful women

By YOLONDA GAYLES
Syndicated Columnist

Dear Yolonda: I want to respond to David, the man who wrote in saying he can't seem to find any beautiful, brainy black women.

My situation is just the opposite: I meet plenty of beautiful and brainy women, but they all seem to want the same thing -- a financial sponsor.

Today's women will come out and tell you that they're looking for someone to pay the rent, or to help with the light or gas bills. It's really a trip.

So, if David can afford to pay a few bills, tell him to contact me. I can give the names and phone numbers of some real mind-blowers.



Yolonda

James G., in Hammond

Dear James: You and David have much in common -- including the fact that you both

are guilty of stereotyping women.

Unfortunately, though, I didn't keep an address on David. Had I kept it, I could have forwarded him the letters and photos his letter generated.

An Envious Spouse

Dear Yolonda: I have a beautiful wife and a wonderful little boy, but, because my wife and I continue to have the same argument day in and day out, it seems as though we're going to end up in divorce court, just like all of our friends.

When my wife and I married seven years ago, I was going to school and working full time.

But, because my schedule took up all my time, we decided that I should leave my job, and just go to school full time.

At the time, my wife was a case worker.

With only my wife working, it was a very difficult period for us. We struggled for at least five years before we got back on our feet. Now I'm an inhalation therapist, making a decent salary.

The problem is that my wife is constantly remind-

ing me of her sacrifice. The way she tells it, you would think that I twisted her arm. I tell her that she did what she did for both of us, but this falls on deaf ears.

Today I walked in the house and I overheard her telling her girlfriend that she was a fool for doing what she did. She said she should have sent herself to school, and forgotten about me.

I really feel like repaying her for helping me through school, but, afterward, telling her that I want a divorce. What is your advice?

Ontee H.

Dear Ontee: My guess is that your new education and your enhanced career have made your spouse feel less confident: She doesn't know how she's going to fit into your new, more defined life.

Solution: Maybe she needs to hear you say that you appreciate her efforts. You might also tell her that you love her as she is, but if she feels slighted because she lacks an education, you're willing to help her through school, even if it means a few more years of austere budgeting.

No Interest

Dear Yolonda: I just had a discussion with my wife, and we're on opposite sides of the issue on this one. We would appreciate another opinion.

A year and a half ago, a friend borrowed some money (\$1,000). He recently repaid me -- late, I might add -- but he didn't offer me one penny extra.

Basically, I want to let him know that I expected my money to earn a little interest. My wife says I should take the money and say nothing.

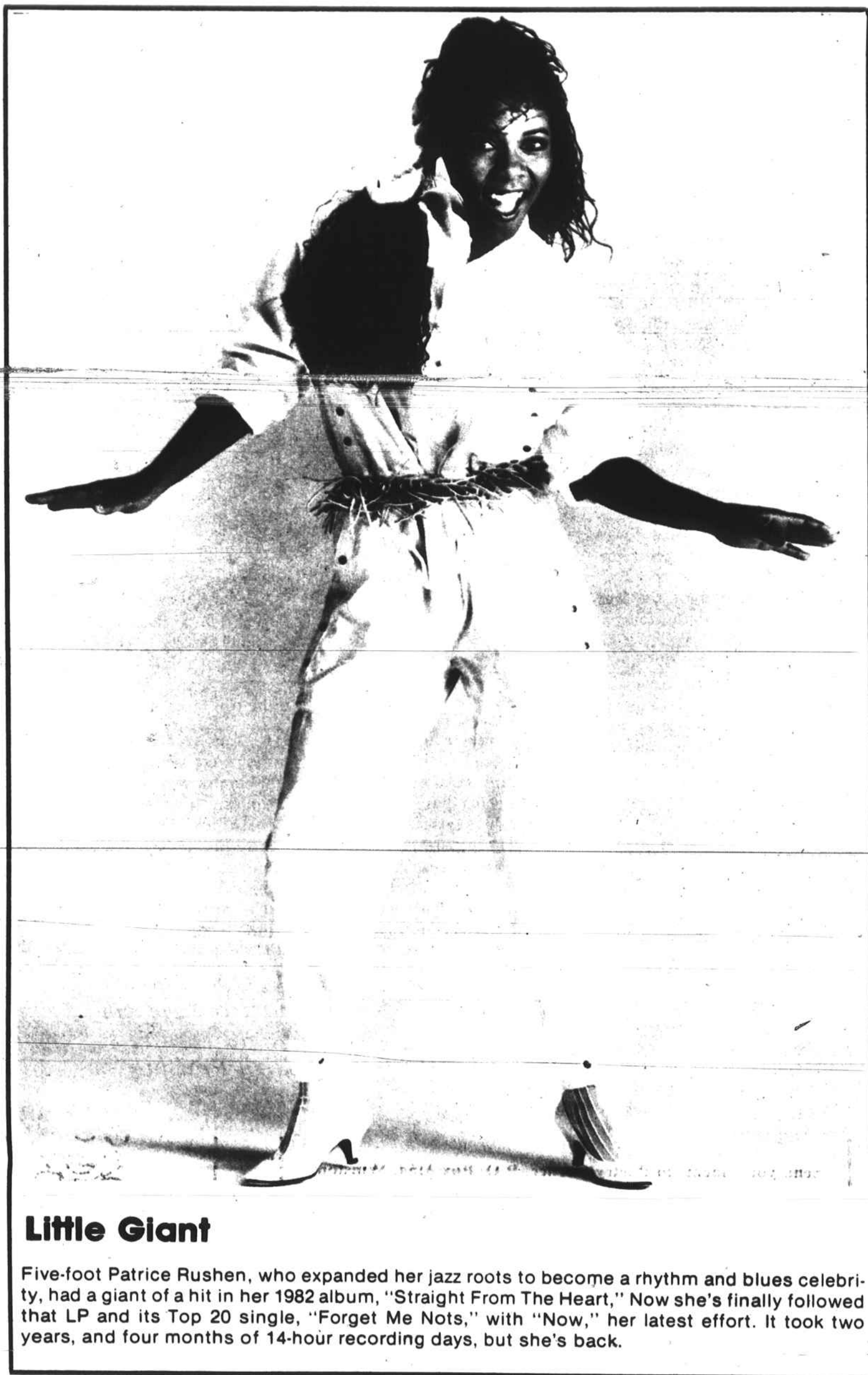
What do you say?

Joe T.

Dear Joe: Under what conditions did you loan the money? Those are the conditions under which you should expect repayment.

Still, I, too, would expect a little something extra for a loan of that size.

Got a problem or a gripe? Write Yolonda Gayles, P.O. Box 19112, Chicago, Ill. 60619.



Little Giant

Five-foot Patrice Rushen, who expanded her jazz roots to become a rhythm and blues celebrity, had a giant of a hit in her 1982 album, "Straight From The Heart." Now she's finally followed that LP and its Top 20 single, "Forget Me Nots," with "Now," her latest effort. It took two years, and four months of 14-hour recording days, but she's back.



Luther Vandross



Patti LaBelle

Musical Notes

Vandross to headline WSSU benefit concert

Singer Luther Vandross, whom *The New York Times* has termed "the most promising pop/soul craftsman to emerge in the 80s," will headline a unique benefit concert for Winston-Salem State University on Friday, July 27.

The concert, which will be held in Bowman Gray Stadium, will also feature Patti LaBelle, The Whispers and Cherrelle. The show will begin at 7 p.m.

Vandross is known most for his ballads and began his career as a studio background singer for the likes of David Bowie and Bette Midler. He later sang behind Ringo Starr, Chaka Khan, Carly Simon and the Average White Band.

Vandross has remained on the American music charts for 110

consecutive weeks with either his own solo LPs or albums he has produced for other artists such as Aretha Franklin, Dionne Warwick and Cheryl Lynn.

His most recent LP is titled "Busy Body," and it promptly joined Franklin's "Get It Right" and Warwick's "How Many Times (Can We Say Goodbye)" in the Top 100.

General admission tickets are on sale at all Ticketron outlets for \$10.50 (WSSU students), \$12.50 (limited advance) and \$15.00.

Fifty cents from each ticket sold will be donated to the university's Annual Fund drive, which will be launched later this summer.

Promoters estimate that at least 15,000 people will attend the concert. Please see page B5

Michael's mystique: Why Americans are so in love with him

By CHARLES FAULKNER
Syndicated Columnist

We can learn quite a lot about ourselves by taking a close look at the popularity of Michael Jackson. Some of the observations are positive; some, unfortunately, are not.

The popularity of Michael Jackson is the direct result of aggressive, hard-nosed promotion by some of the best public relations psychologists in the world.

A variety of carefully-planned steps were taken with the objective of creating a psychological need within a large portion of the American public to identify with Michael Jackson and, therefore, to idolize him and pay huge sums of money to see him perform.

Actually, any show business personality could achieve similar results with the same huge promotional expenses and expert promotional techniques.

Let's examine some of the significant ingredients in the promotion of Michael Jackson:

1) *Adoption of identifiable paraphernalia.* He became significantly different by using such devices as the single sequin glove, coat with epaulets and constant wearing of dark eyeglasses. The creation of the glove was a stroke of genius.

2) *Change of physical features.* He restructured his nose and adopted a distinctive (for a male) hairstyle.

3) *Elimination of racial coding.* To be a superstar and earner of

millions of dollars, an artist must be able to sell his product to the mass market. Michael Jackson is constantly rumored to have relationships with various beautiful white females. The intention is to say to the white public: "Even though Michael Jackson is black, he's O.K. with us; you can purchase his products without losing your purity." The restructuring of the nose eliminated an obvious, identifiable black feature.

4) *Creation of a sexual mystique.* This phenomenon is sometimes

Michael Jackson is rumored to have relationships with various beautiful white females. The intention is to say to the white public: "Even though Michael Jackson is black, he's O.K. with us; you can purchase his products without losing your purity."

referred to as "gender-blending," a merging of the male and female personality: the restructured nose, hairstyle and gentle, unthreatening behavior. This is not unprecedented in show business. Liberace, Prince, Little Richard and Boy George are but a few personalities who have made millions of dollars by exploiting this technique. The non-threatening behavior seems to attract rather than repel.

Women seem to fall in love with this personality that requires

nothing of them but allows them the luxury of being certain that they will be accepted; thus, there is no anxiety or fear of rejection. Very few males seem to be turned off by the gender-blending. Indeed, males are the major copiers of Jackson's behavior and apparel.

5) *Creation of the promotional "situation."* The Emmy Awards presentation of the Pepsi-Cola commercial, the videocassette of "Thriller," the promotion of the "Thriller" album, the incident of the hair catching fire (which some consider questionable), the marketing of posters and sequined gloves, rumors about Michael Jackson's "affairs" with white females, the gentle rumors about his sexual preferences, dark shades and other Michael Jackson trademarks occurred within a four-week period.

The public was deluged with everything relating to Michael Jackson conceivable. The marketing technique is based on the psychological principle that, after constant exposure to anything, no matter how unusual, the mind will accept it, adopt it and want it. This is the basis of the television commercial and all other advertising. Perhaps you have wondered why it is that you become attached to a thing after having initially rejected it.

This is known as "packaging," and every public figure has used some element of it. This is, also, why you are caught up in the Michael Jackson Syndrome.

Next: Why you like Michael Jackson.