

Winston-Salem Chronicle

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A silly question

It seems that everytime a "scholarly" journal discusses the black press, it asks black publishers and editors to justify their existence.

In an age of specialization, in which publications focus on special interests ranging from sports to politics to stamp collecting to model railroading, it seems strange that the only one asked repeatedly to defend why it exists is the black newspaper.

Has the black press crusaded itself into oblivion? the *Washington Journalism Review* asks in its current edition. What a silly question.

You would have thought discrimination had suddenly ended and the mainstream press had decided all of a sudden to give black people a fair shake.

Granted, some daily newspapers have made the effort to acknowledge that black people also live in America.

But the newspaper business by and large remains lily-white, especially in management circles, and woefully slow to bring minorities into its newsrooms.

The lack of black faces in the newsroom also contributes to a one-sided view of the news and often results in a limited, naive perception of events in the black community when they are covered.

Even, however, if the white dailies did the kind of job they ought to in covering the black community -- which most don't -- there still would be a need for strong, relevant black papers.

Consider for a moment that *Sports Illustrated* is as popular as ever even though newspapers everywhere cover sports.

The same is true of *Fortune* magazine and *The Wall Street Journal*, which have loyal followings, though both offer specialized treatments of business news, which also appears in the nation's dailies.

The key is that a publication that covers a particular type of news exclusively more often than not does a better job than a publication that covers that type of news as well as 15 or 20 others.

Taking the analogy to another level, a store that specializes in automotive products should offer a wider variety of parts and services than a supermarket that sells motor oil.

Our "store" is the black community, whose rich cultural and social diversity deserve specialized treatment. And, if we are doing as we are supposed to, we will offer our readers something they can't get anywhere else.

Apparently, you think so, too, or you wouldn't be reading these words.

Beat it -- to death

Poor Michael Jackson. All he wants to do is sing and dance but America won't allow him a moment's peace.

What are his sexual preferences? Why is he doing Pepsi commercials when he doesn't even drink the stuff? Is he really a devout Jehovah's Witness?

Has he forgotten his Gary, Ind., roots? Why are tickets to the concert by the curly-tressed wunderkind and his brothers so doggoned expensive?

And what about Brooke Shields? Elsewhere in these pages, a black psychologist has even discussed the social significance of Michael's sequined glove and his nose job.

Maybe so many gifted performers die young because we scrutinize them to death.

Crosswinds

The NAACP regroups

From The Miami Times
 There are many organizations at the national level which have been serving as a rallying point for the disadvantaged, the neglected, the poor, the dispossessed and the discriminated against. Among them, the National Association for the Advancement of Colored People (NAACP) has stood out as a shining beacon of hope.

The NAACP has come to be identified inextricably with the struggle by blacks for almost three generations, relentlessly pricking the national conscience to the injustices around and the rampant discrimination practiced against black people and other minorities in a variety of ways.

In more recent years, the organization has stepped out of its traditional role as a pressure organization only, to add to its agenda such activities as legal defense to avoid "legal lynching" of blacks and a "fair share" program which has seen 20 corporations signing up to give black workers and businesses a better deal over the past four years.

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EL PRESIDENTE AND HIS FINANCE MINISTER:



SIR, IF YOU PROMISE YOU'LL BALANCE THE BUDGET, WE CAN BORROW ALL THE MONEY WE WANT



WE CAN RUN UP A HUGE DEBT ON THE BASIS OF A PROMISE WE CAN'T KEEP?



IT'S WORKED FOR RONALD REAGAN



Agenda offers key to change

By CLIFTON GRAVES
 Chronicle Columnist

Picking up one's roots is never easy -- especially when those roots have been planted in the fertile soil of struggle, and nurtured by the love and friendship of those committed to the furtherance of that struggle.

Yes, sister, brothers and friends, it is painful to leave Winston-Salem, painful to leave a community which gave me so many fond, childhood memories.

Painful to leave a community which provided me the opportunity to "return" home as an adult and work at its Legal Aid Society -- an organization dedicated to providing sensitive and effective legal service to the poor and powerless in this community.

Painful to leave a community which provided me the privilege to gain meaningful experience at Winston-Salem State University -- an institution with problems, yes -- but, oh, with so much promise. Stay true to your mission, WSSU!

Yes, friends, it is painful to leave a community which ably supported the Street Law Program, the Haitian Refugee Relief Drive, the People's



Graves

Market Day, the National Black Independent Political Party, TransAfrica, The Black Leadership Roundtable, the Jerry Smith Defense Fund and the Jesse Jackson Presidential Campaign.

Painful to leave viable organizations like the Black Leadership Roundtable, the East Winston Noon Optimist Club, the NAACP, the Black Political Action League, the Forsyth County Juvenile Justice Council, the Triad United Nations Association, the North Carolina Black Repertory Company, the Black Family Task Force, the Friends of the East Winston Library, the Patterson Avenue YMCA Board of Manage-

ment, the Neighborhood Justice Center, and yes, the *Winston-Salem Chronicle*.

Painful to leave friends and comrades in struggle like Larry Little, Carlton Eversley, Patrick Hairston, Bill Tatum, Larry Womble, Velma Hopkins, Lee Faye Mack, Louise Wilson, Mazie Woodruff, Virginia Newell, John Mendez, Earline Parmon, Allen Johnson, Walter Marshall, Ernie Pitt, Tom Elijah, Khalid Fattah, Norma Smith, Paul Cloud, J. Ray Butler, Carl Russell, Paula Larke, Nell Britton, Kate Mewhinney, Warnie Hay, Jerry Smith, Evelyn Terry, Vivian Burke, Ann Simmons, Herman Aldridge, Richard Glover, Robert Brown, Willard McCloud Jr., Kaye Vives, Lester Davis, Betty Hanes, Larry Leon Hamlin, Timothy Jackson, Dwayne Jackson, Mutter Evans, Rudy Anderson, State Alexander, Jae Jackson, Charles Davis, Herman Eure, Beverly Mitchell, Annie Kennedy, Mary Powe, Garther Roland, Khalida Lovelle, Elaine Brown, Hansel Hentz, Rip Wilkins, Neil Wilson, Linwood Oglesby, Marcella Oglesby, Howard Wiley,

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More jobs would aid economy

By JOHN JACOB
 Syndicated Columnist

Too many people have been brainwashed into believing that unemployment is a necessary evil and that you can't have full employment without wrecking the economy.

Both are lies. No evil is necessary, least of all unemployment, which can be solved through a variety of means ranging from rebuilding our infrastructure

to public service job-creation. And rather than wrecking our economy, full employment can save it. It is high unemployment that wrecks the economy and leaves people and machines idle and unproductive. It is high unemployment that robs the government of tax dollars and costs the Treasury billions in social expenditures.

It has been estimated that the recent recession -- the one everyone but millions of jobless of Americans says is over -- cost our economy some one trillion dollars in lost production. That's a permanent

loss -- one that represents a decline in our economic base that can never be recaptured.

If we had a full employment economy last year, the gross national product would have been \$400 billion higher and the deficit, due to higher tax revenues, would have been \$125 billion lower.

men were working. In 1982, about the same percentage of white men were working, but only 54 percent of black men had jobs.

Unemployment is not color blind -- it has a differential effect on the black community. The black worker is far more vulnerable to joblessness.

"Our needs have been neglected for too long, our aspirations denied for too long, our misery extended for too long."

Dr. Ralph Shell
 Kinston

Although the government says unemployment is down, over eight million people are officially considered unemployed. But there are also some six million discouraged workers and 2.5 million involuntary part-time workers. So the real unemployment rate in America is double the official rate.

And it is concentrated among blacks and other minorities. Unemployment is a prime cause of the hardships faced by the black family. Twenty-five years ago, 75 percent of both black and white

Not simply because blacks are still in the last hired, first fired category, but because discrimination, lack of educational and training opportunities and employer resistance to hiring blacks is so strong.

Anyone concerned about the rise of single-parent families in the black community doesn't have to look further for a reason. Men without jobs and the ability to exercise their economic responsibilities can't raise families -- a problem worsened by welfare

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Historic role

(The following letter is addressed to Chronicle Publisher Ernest Pitt and Executive Editor Allen Johnson.)

To The Editor:

First of all, let me extend congratulations to you for being recently honored as the best black newspaper in America!! While the two of you (and I) have known this to

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JIM - I'M HERE WITH ONE OF THE TRUE HEROES OF THESE GAMES...



AND WE'LL TALK WITH HIM AS SOON AS HE CATCHES HIS BREATH



HE'S TURNED IN A TRULY INSPIRED, RECORD-BREAKING PERFORMANCE --



HE'S WATCHED 178% OF A POSSIBLE 180 HOURS OF OUR OLYMPIC COVERAGE



WASSERMAN
 © 1984 LOS ANGELES TIMES/ENRICH

Letters

No guilt felt over tobacco

To The Editor:

In the July 1984 issue of the *Reader's Digest* magazine there is a story entitled, "Letter To A Tobacco Company," directed at the R.J. Reynolds Company in Winston-Salem, N.C.

The writer is taking issue with an announced advertising program casting doubts on medical reports that cigarettes are a public health hazard. He says his wife died after smoking a pack a day of Camel cigarettes for 40 years. Thirty days before this, her 47-year-old brother died after bearing pain as a heavy smoker. His father died suddenly in 1958 after a cardiovascular ailment. He had been a two-packs a day smoker for years. He was a pharmacist, but refused medical advice to stop smoking by medical friends. This individual also has a daughter who is so "hooked" on cigarettes that she cannot stop because of lures from others around her.

I am sure this individual feels justified to vent his anger because of the suffering of his family, but since this famous magazine does aid and assist in getting his view across, I think it only fair to consider the other side of the coin.

Smoking cigarettes, cigars or pipe or even chewing tobacco, in my opinion, is not the real culprit in any situation. The culprit is over-indulgence. Pardon me, I did not mean to omit dipping snuff, for believe it or not, there are many lips kept closed and smiling every day by this use.

Considering human frailties, the human being can become "hooked" on many things, considering over-eating, over-drinking, over-sexing, over-working or even over-sleeping.

For those whose livelihood depends on the tobacco business, and I am among that number, I have no guilt complex for others who over-indulge. Don't put the blame on others when you create the problem yourself.

The makers and sellers of alcoholic beverages, tobacco, autos makers, sugar mills and salt mines don't want to give you high blood pressure or diabetes from over-use of these products or cause death on the highways.

It is the user and the drivers that control the situation, at least as far as humanly possible. Moderation gives pleasure. Over-indulgence only brings grief and pain. So from the tobacco world we say, "We hold no guilt complex," and have a good day.