

CLIP & MAIL

CHURCH / COMMUNITY CALENDAR REPORTING FORM

Winston-Salem Chronicle

617 N. Liberty Street
Winston-Salem, N.C. 27102

Time: _____ Date: _____ Place: _____

Brief Description of Event: _____

Person to Contact Who Knows About Event: _____

Home Phone: _____ Work Phone: _____

Calendar Deadline: 5:30 p.m. on Monday

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TV bias

From Page A1

motion pictures and television. "Television is a trend business. Now we (blacks) are in again because Bill Cosby is popular. Strong pressure groups get what they want. We (black people) aren't visible in that process.

"We have got to get around being a trend. We have to be a pressure group they have to deal with every day, like the women's pressure groups and the gay pressure groups. We have to make them care."

Myers was one of eight panelists at a forum on blacks and television during the 15th annual Congressional Black Caucus Legislative Weekend Sept 25-28. For two hours the panel discussed possible solutions for dealing with the way blacks are portrayed in the media.

NBC, said Phyllis Tucker-Vinson, a program executive for NBC, targeted the black audience to increase sales.

"NBC specifically went after a black audience," said Tucker-Vinson. "We were number three and we looked for an audience we weren't reaching and went after them."

But CBS's Myers reminded the audience, made up mostly of minority media representatives, that if it had watched the most recent Emmy Awards, it may have noticed that the people who accepted the awards for NBC's 'The Cosby Show' were white.

"There is a black stage manager for the show, and a pool of black writers, but the others are white," said Myers. "We need to change that."

Like every other business, the media, print and broadcast, have been difficult for blacks to get into, concluded the panel. But the difficulty shouldn't stop the effort, said Reginald Stuart, a writer for *The New York Times*.

A recent survey of black journalists in television and newspapers, said Stuart, found nearly half considering leaving their jobs because they think that blacks have no future in the profession.

The Reagan administration's position on affirmative action has given white broadcasters the impression that they no longer have to make special concessions to hire minorities, said Dwight Ellis of the National Association of Broadcasters. Legislatively, there is nothing that can be done, Ellis said. The only step left is for black people to plead their own case and go directly to the source.

The media panel was only one of approximately 50 held during the four-day conference. Other forums included:

- a keynote address by businesswoman JoAnn Williams on "Women in Business." For the past five years Williams has operated her own public relations firm, Creative Connections Inc. "On the first day my business was set to open I stayed in bed all day," said Williams. "I was scared to death. Being an entrepreneur sounds like a real sexy thing to be. But it's scary."
- Williams said even her first client, who turned out to be a friend, scared her.
- "I got the contract, then I didn't know what to do with it," said Williams. "I realized I had to get the job done. The client didn't care how I got the job done; all he wanted was that it was done right and on time. The client doesn't care how you run your business."
- Williams said she noticed that most blacks go into business for a title and forget about making money.
- "I'm not interested in a title," said Williams. "I'm interested in the checkbook. It's the commas and zeroes in the checkbook that I look at."
- Williams offered eight recommendations for entrepreneurs:
 - Sacrifice time for the business.
 - Enjoy what you do. If you don't, you will burn out and the long hours will be unbearable.
 - Consider only one-half of what you read about how to operate a small business. "Lots of people like to write books on how to run a business, but some of those people have never operated a business," said Williams.
 - Don't dwell on failures.
 - Follow up on all leads. "Business can come from anywhere and you got to be open for it," said Williams.
 - Find somebody to trust and confide in.
 - Remember that success does not come instantaneously. "Unless you are sitting on the next Cabbage Patch doll, success doesn't come overnight," said Williams.
 - Get a good lawyer and a good accountant. "Remember, there are black lawyers and accountants out there who can also do a good job," Williams said. "Sometimes we think we need the other ethnic group to do a good job."
- Another issue forum discussed the role and impact of the black press on international affairs. In short, said Bill Tatum, publisher of the New York *Amsterdam News*, there hasn't been enough. The Free South Africa Movement got started in the black press, said Edward Palmer of the Black Press Institute. But finances have kept the black press from covering international stories in detail.
- "We don't have the money," said Palmer. "And second, the white press is hiring our best talent."
- Regardless, said Tatum, the black press must lead the way for black Americans.
- "Somebody has to be willing to take the lead," said Tatum. "Black folk have to be carried along. You can't simply respond to what they want."

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