

Local musician is ready to shine during NBTF... See A10

SPORTSWEEK

Some displeased
with Rams coach

TC All-Stars gear up
for tournament



See B1



See C1



See C7



See A3

COMMUNITY

Unsung artist
reflects on life

Vegetarians swear
by lifestyle benefits

75 cents

WINSTON-SALEM GREENSBORO HIGH POINT

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Stockholders concerned about project's inaction



The weather-beaten sign for the Eastside Cafeteria has been up for two years now. But signs of progress around the sign have been non-existent.

Officials have spent
hundreds of thousands,
but land for building
has not been purchased

BY SHERIDAN HILL
THE CHRONICLE

Shareholders who invested from \$10 to \$3,000 to help build a family-style cafeteria in East Winston are asking for a detailed explanation of how the sponsoring organization has spent \$364,000. When the East Winston Community Development Corp. board of directors met Tuesday night, CDC President James Grace agreed to call a stockholder meeting in July to address concerns.

At least 700 people, many of whom who live in East Winston, invested a total of \$169,100 in David Capital, a for-profit corporation established in 1998 by the East Winston CDC to spearhead the cafeteria project. When two years went by without any con-

See Eastside on A9

\$

PLUSES & MINUSES

REVENUES

Dept. of Health and Human Services Grant	\$250,000
Stockholders Investment	\$169,100
Interest	\$ 15,200
Total Income	\$434,300

EXPENSES

Project Consultant	\$144,300
Marketing, Advertising, Promotion	\$ 35,300
Public Relations and Printing	\$ 23,800
Professional Services	\$147,600
Administrative Services	\$ 13,600
Total Expenses	\$364,600
Revenue/Expenses Balance	\$ 69,700

* Figures given to stockholders in March 2001

Book confirms blacks' suspicions

BY MELDE RUTLEDGE
THE CHRONICLE

The economic clout of African Americans continues to rise in the consumer market. In 2000 alone, \$650 billion was spent by African-American buyers and \$1.3 trillion is projected for 2001, according to black-



Williams

network.com. Yet, investigators are finding that African-American consumers feel that they are still being treated differently than white buyers.

According to Jerome D. Williams, an associate professor of marketing at Penn State University and co-author of "Marketing and Consumer Identity in Multicultural America," consumer discrimination in the marketplace is very much alive. He dubs it "consumer racial profiling."

Greater scrutiny of African Americans in department stores by security guards, requiring more forms of identification than usual to cash checks at banks or having to prepay at gas stations before pumping can all be examples of consumer racial profiling.

Williams took part in a survey of 1,000 households across the country to learn about discrimination in the marketplace and found that 86 percent of the African Americans questioned disagreed that all customers are treated the same in retail stores without regard to their race. Only 34 percent of whites disagreed.

In the book, Williams recalled his children being subject to consumer racial profiling when his two daughters were stopped in the mall by security, who claimed that the girls were wearing stolen shirts which were actually purchased by Williams' wife just days before.

"The assumption is that more of the theft and more of the shoplifting may be by African Americans and Hispanics. If the white shoppers aren't being stopped at the same rate, you're not even catching those white

See Williams on A2

Too Tempting

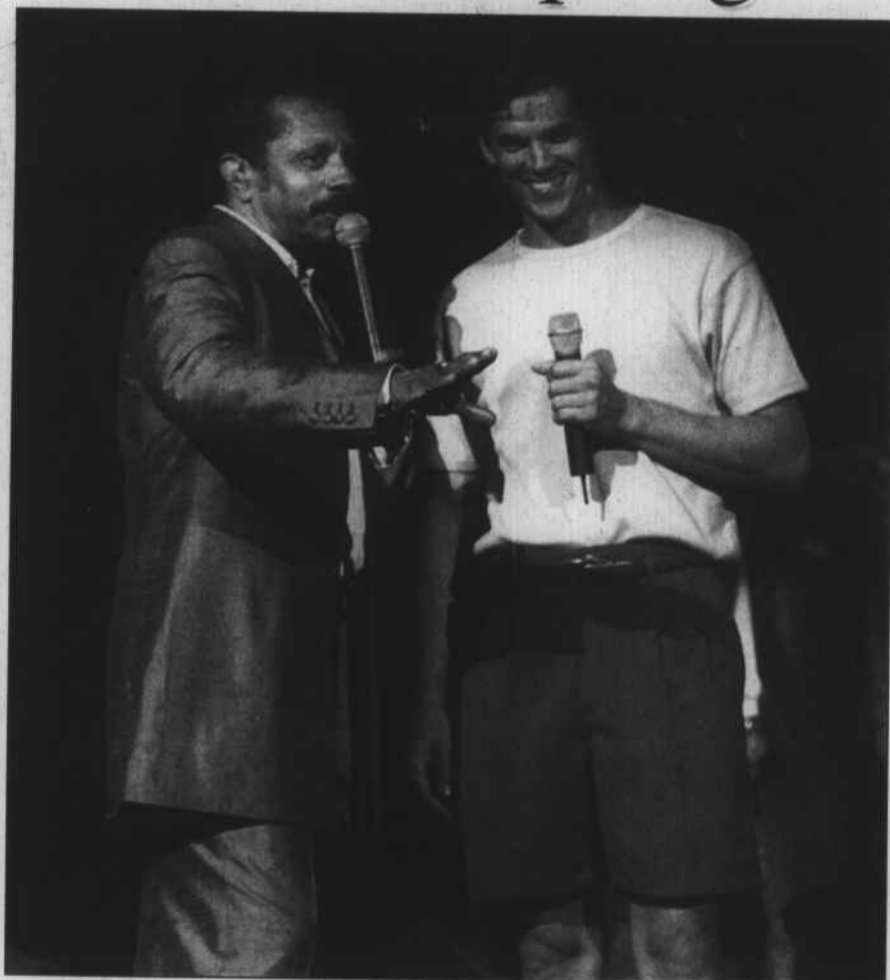


Photo by Bruce Chapman

Greensboro resident Kurtis Brandenburg could not resist an invitation from Temptation member Ron Tyson to sing a few bars of the group's classic "My Girl." The Temptations were in Winston-Salem last week for a concert date with The Whispers. Brandenburg was among the thousands of Triad folks who came to the Joel Coliseum for the concert.

Former soap star making NBTF debut in 'hot' play

BY T. KEVIN WALKER
THE CHRONICLE

Mariann Aalda's big break came more than two decades ago when she was cast in a New York play beside Ruby Dee and Ossie Davis, two of her idols.

Today, Aalda keenly remembers the play, not because it was the beginning of a steady flow of stage, television and film work for her, but because of what she learned from the two

show-biz veterans.

"The play was called 'Take it From the Top.' ... Ruby and Ossie created the play," Aalda said last week by phone.

NATIONAL BLACK THEATRE FESTIVAL



from her Southern California home. "They showed me that if a job is not being offered to you, you have to go out there and create something for yourself."

It's advice that Aalda has taken to heart and has never forgotten. When she's been told that she's too this or too that by casting agents, Aalda has relied on her own creative juices to keep her busy in between sitcom and movie gigs.

She's worked as an acting coach, written and pitched ideas for television series and has just wrapped a motivational book that she plans to publish

See 'Hot Snow' on A10



Photo by Kevin Walker

Assistant Police Chief Pat McCoy, far left, and Capt. Teresa Hicks talk to Southside residents after the news conference.

Alderman tired of area being unfairly judged by outsiders

BY T. KEVIN WALKER
THE CHRONICLE

Organizers knew that a procession of hearses and caskets on curbsides would draw quick and immediate attention. That was the main motivation behind the Funeral Directors and Morticians Association of North Carolina's eery motorcade in the city two weeks ago.

Following in the footsteps of a similar events staged in other North Carolina cities, organizers wanted to show locals — up close and personal — the tragic consequences of violence.

But a week after the event, some in the city's Southside

stepped forward to say that they believe the motorcade may have

done more harm than good, especially as it relates to their community's fledgling image.

"My problem with the motorcade is that instead of focusing on crime, it should have tried to show young people a better way," said



Terry

See Terry on A3



Photo courtesy of Mariann Aalda

Mariann Aalda, right, with Della Reese, her "Royal Family" co-star, at a recent birthday celebration for Reese.

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