

Jordan gets own magazine

Michael Jordan joins Oprah Winfrey as one of the few black celebrities with a self-named magazine.

Next month, Hearst Magazines will begin to publish "Jordan," a lifestyle magazine based around the NBA superstar. The publication, sponsored by Nike, is targeting young men between 16 and 21.

Hearst, which did not say how much it paid Nike to publish "Jordan," will initially publish 300,000 copies twice a year this year and four times next year. Under the agreement, Nike will send the magazine on a mailing list it owns.



Jordan

Former Atlanta mayor joining Pittsburgh-based Edwards Broadcasting

ATLANTA - Former Atlanta Mayor Bill Campbell is joining Edwards Broadcasting, a black-owned company based in Pittsburgh.

Campbell will remain in Atlanta and will serve Edwards as vice president of corporate communications and legal affairs, he said last Thursday in Washington.

"I'm a young guy - I'm 48 - and I've loved broadcasting, and it gives me a chance in particular for enhancing the opportunities for minorities," said Campbell, who was replaced by Shirley Franklin on Monday.

The company is trying to buy as many broadcast stations across the country as possible and also is promoting an entertainment-oriented television program that it produces.

The president and CEO, Campbell friend Eddie Edwards, is head of the Black Broadcaster Alliance, a national organization that supports minority media ownership.

Clemson focuses on luring blacks

CLEMSON, S.C. - Clemson University is looking to make the school more inviting to minority students with President Jim Barker's push to increase black enrollment above 11 percent within five years.

Ideas range from enhanced cultural support such as a black student union; creative strategies for recruitment and marketing; ways to change attitudes about diversity; and ways to better include blacks in the community.

Black enrollment at Clemson has fluctuated between 7 percent and 8 percent in recent years, and 3 percent of the faculty is black. The population of the state is almost 30 percent black.

Clemson competes with other colleges for the small pool of qualified minority applicants, said Byron Wiley, director of the university's Office of Access and Equity.

The university already invites more than 100 minority students each summer to spend two weeks dissecting questions and learning the tricks of the S.A.T. college entrance exam. The school also leads a collaboration with three historically black colleges to recruit black men who want to become elementary school teachers.

Other proposals include expanding the PEER program, which matches black freshmen in the engineering college with upperclassmen to help them overcome a feeling of isolation on the primarily white campus, to all five of the university's colleges.

The PEER program, created in 1987, has put Clemson among the top 10 schools nationally in degrees awarded to black engineers.

Wiley also said the school needs to improve its financial aid packages and make programs more appealing to minority students. For example, the university doesn't have a major in African-American studies, he said.

Barker said he will approve no new academic programs unless faculty can convince him the proposals will attract some black students, and the university budget includes \$500,000 that can be used to fund diversity programs.

BET, Air Jamaica to sponsor jazz and blues festival in Kingston

KINGSTON, Jamaica - Air Jamaica and Black Entertainment Television will sponsor a jazz and blues festival next month in Jamaica, as the island hopes to attract visitors to revive its tourism sector.

American pop singers Babyface and Carl Thomas, gospel singer Yolanda Adams and blues artist Bobby Blue Bland are among the headliners for the Feb. 8-10 show in the northern resort town of Montego Bay.

BET plans to televise some of the performances and has been promoting the concert, said Cybelle Brown, network senior vice president of marketing, but she did not give more details. Brown and Air Jamaica marketing manager Allen Chastenet announced the festival at a news conference Tuesday night.

Josef Forstmayr, president of the Jamaica Hotel and Tourist Association, said Wednesday the festival is welcome news for the ailing tourism sector. Tourism has dropped since the Sept. 11 terrorist attacks on the United States, although some hotels have reported some improvement in bookings in recent weeks.

-From Staff and Wire Reports



Adams

The Chronicle (USPS 067-910) was established by Ernest H. Pitt and Ndubisi Egemonye in 1974 and is published every Thursday by Winston-Salem Chronicle Publishing Co., Inc., 617 N. Liberty Street, Winston-Salem, NC 27101. Periodicals postage paid at Winston-Salem, N.C. Annual subscription price is \$30.72.

POSTMASTER: Send address changes to: The Chronicle, P.O. Box 1636 Winston-Salem, NC 27102-1636

INDEX

OPINION.....	A6
SPORTS.....	B1
RELIGION.....	B5
CLASSIFIEDS.....	B9
HEALTH.....	C3
ENTERTAINMENT.....	C7
CALENDAR.....	C9

'Roots' and Branches

25 years after TV miniseries, Alex Haley's search inspires ancestry industry, writers

BY TODD STEVEN BURROUGHS
NNPA CORRESPONDENT

WASHINGTON - Twenty-five years ago this month, Alex Haley's best-selling book "Roots" was broadcast as a television miniseries.

Today, the impact of both the historical novel and TV product is still being felt.

They "allowed other people to think that their own families had some dignity and some worth and that they were worth telling," said A'Lelia Perry Bundles, a friend of Haley who authored a book on her great-grandmother, black entrepreneur Madame C.J. Walker.

So Bundles and other curious people around the world, spurred by Haley and his example, began to tell their stories. And the result is the worldwide popularity of genealogy, the research of one's ancestors.

"You never see an article now that mentions genealogy where Alex's name is not mentioned as the person who really spurred an interest in family history among African Americans and European Americans and all Americans," Bundles said.

She said that best-selling authors - such as Frank McCourt, author of "Angela's Ashes," his memoirs of growing up dirt-poor in Ireland - are following in Haley's wake.

Lisa Drew, who edited "Roots" for Doubleday, said hundreds heeded Haley's public call for people to document their own family histories.

"I knew a lot of people who took that seriously, who actually were, when they went home for a holiday, taking a tape recorder to record the great-aunt or the so-and-so," she recalled.

"Roots" had transformed Haley, who died in 1992 at the age of 70, from a prominent freelance magazine writer and author into a revered American cultural figure. Haley, who co-wrote "The Autobiography of Malcolm X," died knowing he had written two of the most popular books in black America.

The story Haley told of his ancestors, one that began with a proud African named Kunta Kinte being sold into slavery and brought to America, became the symbolic history of black America, instantly absorbed into the nation's consciousness through the power of network television.

That transformation brought



Author Alex Haley, left, and actor LeVar Burton were part of the most-honored miniseries "Roots" when it aired 25 years ago.

together others who continue to work to document the history of African Americans, said Barbara Dodson Walker, president of the Afro-American Historical and Genealogical Society.

The group was formed in 1977 in Washington, D.C., by Walker's late husband, pioneering genealogist James Dent Walker, and several other scholars who were part of Haley's Kinte Foundation.

Haley's success in finding his forebears inspired untold numbers to pack other libraries.

In the five years after the book was published, book publishers received a barrage of books from would-be authors who researched and wrote histories of their families, said book editor Lisa Drew. But history didn't repeat itself.

"The reason that 'Roots' is so important (is that) through the microcosm of one man's personal family story, (it) represented a whole race in this country, the representation of which had never been done before in literature," she said.

"This was American history served up to every American, of

every age, of every race," explained Drew, now a vice president at Scribner's and publisher of her own imprint.

"It was a segment of our country's history that was missing. That cannot be said of any old group," she argued. "'Roots' was so much more than one man's family, no matter how important his family was."

Although Haley inspired a generation of amateur genealogists, questions and discrepancies about facts in "Roots" continue to prick at his legacy. The author, responding to initial criticism of the book, dubbed his work "faction" - a combination of fact and fiction.

Walker accepts Haley's definition. "'Roots' is an historical novel. He didn't say it was his family's genealogy....He based 'Roots' on his oral history and his research," she said.

Bundles, a former television news producer who is director of talent development for ABC News in Washington, said she could never join Haley's chorus of critics. She also said Haley was a storyteller, not a historian.

However, she said she can't defend anyone's sloppiness.

The attacks Haley received in life and in death on the accuracy of his reporting were things she kept in mind while writing "On Her Own Ground," her biography of Madame C.J. Walker, she admitted.

"If somebody finds holes in what you're doing, it diminishes what you do," she said. "That's why in my book, I was very meticulous, because I knew having the example of Alex - having him attacked on something that was worthy of praise - I think you owe it to yourself and you owe it to other people to be as accurate as you can."

Haley's only son, William Alexander Haley, is also writing books. One of them is on his interest in psycho-genealogy, the study of family traits and behaviors. It's the focus of the Alex Haley Center in Annapolis, Md., which he runs with a colleague.

"I think most people don't know who he was," said Haley. "They projected him as the grandfather of all of us."

"Roots" will air on the Hallmark Channel Jan. 20 - 25 and a special anniversary show will air on NBC tomorrow night.

How Can You Get Some Good Advice On Insurance?

Get Met. It Pays.

At MetLife, there's a new kind of insurance leader.

A MetLife Financial Services representative who is a good friend when you need advice and plain talk about policies. Which explains why millions of people are served by MetLife. And why you might want us to insure you, too.

Let us tell you more. Call your MetLife MetLife Financial Services representative today.



Gordon Wilson, BA
Financial Services Representative
380 Knollwood Street, Suite 340
Winston-Salem, NC 27103
Tel (336) 499-2855
Fax (336) 773-1413

GET MET. IT PAYS.
MetLife Financial Services
Metropolitan Life Insurance Company, New York, NY
#000000000000

Attention Homeowners

Homes 1 year and older need to be checked for termites



"A flea circus is a good act but it takes termites to bring a home down."

Call
Triad Pest Control
1535 S. Martin Luther King Drive
Winston-Salem, NC
788-3020

Winston-Salem/Forsyth Housing Consortium Consolidated Housing And Community Development Plan

Public Hearing

Winston-Salem/Forsyth County Housing Consortium will hold a public hearing to obtain views on Community Development and housing needs for the program year beginning July 1, 2002 and ending June 30, 2003. Staff will also provide a performance assessment of the current program year through December 31, 2001. Representatives from neighborhood organizations, city-wide groups and any other interested individuals are invited to attend.

DATE: Thursday, January 24, 2002
TIME: 7:00 PM
PLACE: Planning Board Conference Room
City Hall South
100 East 1st St., 2nd Floor

All requests for appropriate and necessary auxiliary aids and services or more information should be directed to Ms. Joy Knopf at 727-8597. Persons requiring TDD service may call 727-8319.

The City of Winston-Salem does not discriminate on the basis of race, sex, color, age, national origin, religion, or disability in its employment opportunities, programs, service, or activities.

The Chronicle: January 17, 2002

Lincoln/Mercury Certified	
725-0411 Showroom	724-7121 Value Mart
<p>'01 GRAND MARQUIS LS Edition, black/tan leather. 13K</p>	<p>'01 LINCOLN LS Blue/tan, moonroof, V-8. 19K</p>
<p>'00 TOWN CAR SIGNATURE Tan/Tan. 19K</p>	<p>'00 TOWN CAR SIGNATURE White/grey, super nice. 16K</p>
<p>'00 CONTINENTAL Silver/Grey, Extra clean. 21K</p>	<p>'00 CONTINENTAL Ivory/Ivory. 24K</p>
<p>'00 MOUNTAINEER White/Grey Leather, AWD. 26K</p>	<p>'98 CONTINENTAL Black/tan leather, carriage roof. 17K</p>
<p>'99 GRAND MARQUIS LS Edition, blue/blue 34K</p>	<p>'00 SABLE LS Edition, red/grey, moonroof. 29K</p>
<p>Mercury Clubby Celebrating 20 Years in Forsyth County 1300 Peters Creek Parkway, Winston-Salem • 336-723-0411 • www.lincolny.com</p>	