

FORUM

What are you selling?



Nigel Alston
Motivational Moments

"First you jump off the cliff and you build your wings on the way down."

- Ray Bradbury

I was working away at my computer, drinking a cup of coffee, when the phone rang. That's not unusual. It rings often during the course of a day. It was mid-morning and fairly quiet up to that point. I stopped what I was doing, reached for the phone and answered the call.

The caller identified herself, her company and immediately proceeded to inform me that she was not trying to sell me anything.

"Yeah, right," I thought to myself, mentally preparing for a sales pitch. "Why not tell me why you called instead of what the call isn't?"

I imagine she has heard the sound of a telephone receiver hanging up on the other end

without getting through her script. That's what I'm inclined to do when I hear the words "This is not a sales call."

I have heard way too many of these lines. At the end of the call, it's a sales call. "Let us send you a free copy of (so-and-so) publication," they will say, for example. "If you don't like it after the first two issues, write cancel on the invoice and you owe us nothing."

This call was different. It was a research call, according to the caller, who had been informed that I was the person with the answers. She didn't ask if I had time to respond or if another time would be more appropriate. She simply took it for granted and proceeded full-speed ahead to get what she wanted.

"Which answer best describes your...?"

"Wait a minute," I am thinking to myself. "Who are you?" I asked. "And what company did you say you are representing?"

She repeated the information, anxious to get started with the questions again.

"Why are you doing this research?" I wanted to know before sharing any information.

Here is a "no-sales" sales call, masquerading as research. Before allowing her to resume asking questions, I wanted to know one thing. I thought it was a reasonable request: how long would it take to answer the questions?

She didn't answer. "I was told you were the person who handles advertising and could answer these questions," she told me again.

If someone wants information from me, wants to sell me something or to interest me in trying a product, at least address me by my name, ask me if I have time to answer a few questions and tell me what the call is about. A little common courtesy is a minimum.

I was trying to help her by understanding what she wanted and why. I could have saved us both some time. She had interrupted me and I was not helping her.

Usually, by this time all I want to know is the bottom line. Stop reading the script. What are you selling? Why are

you calling? What do you want? That's the result of too many calls at work and at home, at all times of day. With a few exceptions, I tell the caller - most likely a telemarketer - that I appreciate the call and will give the caller the opportunity to call someone else.

And then I give them the "weakest link" response: Goodbye!

Before I could get to that point with this caller, she was pressing forward with her questions. "Are you head of marketing... advertising...?" and so on down her list of titles.

"No, I am not," I answered, to her surprise. I didn't fit in any of the boxes she had read from her list.

"I guess you can't help me," she said. Whether I had that authority to or not, she didn't see the need to continue her research.

Who was I to argue?

Nigel Alston is a radio talk show host, columnist and motivational speaker. Visit his Web site at www.motivational-moments.com.

The deadline for news articles is Monday 5 p.m.

The Chronicle's new e-mail address for news items is

news@wschronicle.com

TWANDA STALEY Attorney & Counselor at Law



Practice Areas:

- Child Support
- Child Custody
- Divorce
- Traffic Tickets
- Personal Injury
- Wills

Phone: (336) 723-6626
Fax: (336) 723-7323
Email: tmsq1029@cs.com
545 North Trade Street Suite 2 L
Winston-Salem, NC 27101

The minority-majority game



James Clingman
Guest Columnist

Some black people have been so well programmed that they have allowed themselves to be thrown into this vast category called "minorities," and are the only ones leading the fight to "level the playing field" (an over-used and meaningless term) for all so-called minority groups. Some of us also refer to ourselves with that despicable term despite the fact that we comprise the majority of the population in some cities.

How could you even use the term for yourself, as a black person, if you live in a city where more than half of the citizens are black? I was participating in a panel discussion in one of these cities where blacks outnumber whites, and I heard a brother who lives in that city refer to his people as "minorities."

Our dear brother Walter Smith, publisher of the New York Beacon newspaper, in an editorial in the June 27-July 3, 1996, edition, cited a very important point. He said, "We are the only ethnic group in America who are defined by our deficiencies. The word that most defines us is 'minority.'" He went on to give more "deficiency" information by citing the data such as annual household income and our "minority" stake, as black people, in the total American economy.

We have fallen hook, line, and sinker for this minority thing, and we are paying for it every day. The folks on the City Council of San Diego recently called for a ban on the term "minority." Too bad others haven't followed their lead.

Now here's the real kicker. The term "minority" is often used by those in power to keep various ethnic groups in constant competition for that proverbial "piece of the pie." They set up efforts called economic inclusion for minorities and include themselves by adding white females to the mix - and



Students at this California high school illustrate the nation's growing diversity.

black folks lead the charge in support of such nonsense. Since when have white females suffered from discrimination and injustice? Since Susan B. Anthony? And if white females have suffered, then they need to have a heart-to-heart talk with their white men, many of whom may be their husbands.

Check out the "minority" programs in corporate America. Look at who is at the helm of such offices in chambers of commerce. Even worse, more times than not, these positions are occupied by black folks, some of whom are afraid, or at least reluctant, to even use the word "black" or the term "African-American." They say things such as, "We want economic inclusion for minorities, small businesses and females." They never get around to standing up for their own people and saying what they want for black people.

Back when the 13th, 14th and 15th amendments were written, everyone knew they were enacted for black people, not minorities. We all know that so-called affirmative action was established for black people because of past unfairness and mistreatment, not

for white females and other "minorities." What went wrong, folks? Why do we allow our numbers and ourselves to be dispersed and misused?

The other very important consideration is this: What Pat Buchanan writes (and fears) in his book "The Death of the West," and what our dear sister Francis Cress-Welsing wrote in "The Isis Papers," is fast becoming a reality. In the aggregate, all so-called minority groups in this country will soon comprise the majority. Just as blacks comprise a majority in some cities and still call themselves minorities, certain ethnic groups collectively allow themselves to be called minorities even though they are moving swiftly toward becoming the majority, as Buchanan is sounding the alarm on all the talk shows.

This farce that has been created and perpetrated against black people should be stopped. And it will be stopped only when black people stop it. Why would we allow others to place us in this "minority" category, along with white females in some cases, especially when most of us know it is not for our benefit? It simply helps the establishment to main-

tain the status quo and to keep doling out small portions of the wealth and resources of this nation to "minority groups."

Resist the title of minority. You are much better than that. Rebuff anyone who refers to you as a minority. It carries no benefits. It only stigmatizes. Stop being timid when it comes to speaking up for your own people. Stop saying "minority" when you really mean "black."

Check all the statistics, folks. We are on the bottom, even among so-called "minority" groups, when it comes to net worth, median income, unemployment, and other negatives. We are on the top among so-called "minority" groups when it comes to annual spending power (\$600 billion). Don't you think there is something drastically wrong with that picture? We must help ourselves before we can help anyone else, so get off this minority kick, brothers and sisters, and get about the business of helping your own people - black people.

By the way, who will be the minority 40 to 50 years from now? Maybe that's the end game for the use of the term "minority." Hmmm.

Victory-Masonic Mutual Credit Union



Your Community Credit Union
Our strength comes from our members.
With you, Victory can be your full service community credit union.

*Located inside 5 Star International Market

Your savings federally insured up to \$100,000
NCUA
National Credit Union Administration
A U.S. Government Agency
Victory Masonic Credit Union
P.O. Box 232
Winston-Salem, NC 27102
Phone: (336) 784-5702
Fax: (336) 785-0668



Come and experience the best soul food in town!

Featuring
New Breakfast, Lunch & Dinner Menu
New Soul Food Menu (available 'til Closing)
New & Improved Atmosphere
Soul Food Menu for the Week Starting March 5, 2002
Tuesday through Saturday From 11 am - 2 am
Breakfast starts at 7:30 am

Fresh Turnip Greens	Fat Back Meat	(Hot, BBQ, Honey Mustard)
Fresh Green Beans	Fried Corn Bread	Salmon Patties
Potato Salad	Meat Loaf	Ribeye Steak
Rice & Gravy	Baked Chicken	Pork Chop
Candied Yams	Filet of Whiting	Beef Stew w/veg.
Corn on the Cob	Croaker Bone Fish	Creamed Potatoes & Gravy
Fried Okra	Chicken Gizzards	
Mac & Cheese	Chickerr Livers	
Pinto Beans	Fried Chicken Wings	

Buy 1 breakfast sandwich and receive 50% off on another of equal or lesser value with this coupon.
We also deliver free with 8 or more orders.
Available for Catering & Private Parties

Prime Tyme Soul Cafe
3229 Old Lexington Road
Winston-Salem, NC 27107
336-785-4300

THE CHRONICLE

The Choice for African-American News

617 N. Liberty Street
Winston-Salem, NC 27101

The Chronicle was established by Ernest Pitt and Ndubisi Egemonye in 1974, and is published every Thursday by Winston-Salem Chronicle Publishing Co., Inc.

The Chronicle is a proud member of National Newspapers Publishers Association • North Carolina Press Association • North Carolina Black Publishers Association • Inland Press Association

National Advertising Representative:
Amalgamated Publishers, Inc., 45 West 45th Street, New York, NY 10036 212/869-5220

CONTACT US:

phone number: 336 / 722-8624
fax: 336 / 723-9173
Web site address: www.wschronicle.com
email address: news@wschronicle.com

Sports Editor 723-8428 SAM DAVIS
Copy Editor 723-8448 PAUL COLLINS
Circulation 722-8624 VICKIE WARREN
Sales Staff 722-8628 ANTHONY TUCKER
NIE Coordinator 722-8628 SYBIL LYNCH
Business Office ERICKA ASBURY
PAULETTE LEWIS

THE CHRONICLE

HOME DELIVERY SUBSCRIPTION ORDER

- YES, Please send me *The Chronicle*
- 2 years: \$40.95
 - 1 year: \$30.72
 - 6 months: \$20.48

Out of County/State	
2 years	\$45.95
1 year	\$35.72
6 mos.	\$25.48
3 mos.	\$15.24

Name _____
Address _____
City _____ State _____ Zip _____
 VISA Mastercard American Express Check enclosed Please bill me
Account Number _____ Expiration Date _____ Signature _____

SEND TO: *The Chronicle*, P.O. Box 1636, Winston-Salem, NC 27102