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THURSDAY, OCTOBER 9, 2003

**Big names expected for Cole's swearing-in**  
Former Spelman leader will officially become Bennett head

CHRONICLE STAFF REPORT

Many state and area dignitaries are already confirmed to help Bennett College officially usher in its new leader Saturday. Education giant Johnetta Cole will be inaugurated at the school's 14th president this weekend amid a slate of activities that will bring out everyone from Gov. Mike Easley to Cole's good friend Maya Angelou.

Cole came to Bennett in April of 2002 and has been credited with changing the school's fortunes. Cole has kicked the fund-raising machine at the school into high gear and has reengaged the school's successful alumni.

Cole was cited for similar accomplishments at Atlanta's Spelman College, where she served as president for a decade. Like Spelman, Bennett is a historic institution for African-American women.

Cole came out of retirement to lead Bennett. She has spent the bulk of her adult life in education, serving as both an educator and administrator.

Cole will be officially sworn in on Saturday at the Koury Convention Center in Greensboro. The installation convocation will include an honor guard consisting of female presidents from colleges and universities and greetings from a host of well-wishers, including Easley, Greensboro Mayor Keith Holliday and Angelou. The event will begin at 10 a.m.

See Coleman on A10



Carol Moseley Braun talks to women at Goler on Sunday.

## BLACK LIKE ME

# Crossing the Color Line

**Experts say race, skin color bias may be here to stay**

BY COURTNEY GAILLARD  
THE CHRONICLE

This is the final article in a series about the experiences of light-skinned African-Americans and the prejudices they face.

My 4-year-old niece, Maddie, recently told her mother, "You're white, daddy is black, and I'm both. So what's the big deal?"

When my sister-in-law Deborah shared this with me, we both laughed but then agreed that she had a valid point — "out of the

mouths of babes."

If only it were true. If only there was no "big deal" to be made about race or skin tone or complexion in this country and abroad. But there is a "big deal," as was made evident in the previous stories in this series.

Cedric Herring, professor of sociology at the University of Illinois at Chicago would like to see a colorblind society evolve eventually, but he believes we are far

from it happening. He writes about the fact that race and skin color are very much

still a big deal today in a book titled "Skin Deep: How Race & Complexion Matter in the 'Color-blind' Era."

"We all aspire to have a society where not only does race not matter but color doesn't matter. We now have this ideology that's prevalent in our society where people quote Dr. Martin Luther King's state-

ment of judging not by the color of your skin but by the content of your character. The problem is that you still have whopping differences (between whites and blacks) in terms of earnings, educational attainment, discriminatory treatment — all of these kinds of things that are still clearly there," Herring said.

In "Skin Deep," he and the other authors tackle race and colorism in American society. Col-

orism, which refers to the differential treatment among people of the same race, is just another extension of making racial distinctions, Herring said. He also pointed to findings from the most recent U.S. Census, which for the first time allowed people to check all races that apply to them and not just the "other" box. He argued that this new option on the census is proof that many still feel the importance of distinguishing themselves in terms of race and color.

"When you look at African-Americans, estimates are that 75 percent of African-Americans are of mixed ancestry some way or another," said Herring, who is also a professor in the department of sociology at the University of

See Black on A11

## First of its kind jobs program creating a buzz

Winston-Salem Minority Business Association, Forsyth Tech hope to start classes in January

BY T. KEVIN WALKER  
THE CHRONICLE

Thelma Westbrook wore a neatly pressed matching skirt and top last Thursday to the Joel Coliseum to sign up for a new program that will provide hands-on manual labor training to those eager for jobs that will pay above average wages.

Westbrook studied sociology in college, but her education has not helped her in this turbulent job market. She has been unemployed for some time.

"Sometimes you have to revamp and get skills in other areas where the jobs are," said Westbrook, who is a resident of Happy Hill Garden. Money from the U.S. Department of Housing and Urban Develop-

ment is covering the registration fees for Westbrook and other public housing residents interested in the program.

The Apprenticeship Training Program is mainly targeting public housing residents, ex-felons, welfare-to-work mothers and other hard-to-employ people. Public housing residents came by the vanloads to the Joel Coliseum last week, where applications were being taken for the program. A representative from the N.C. Department of Labor was also on hand to answer questions about the program, which is being made possible through a partnership between the Winston-Salem Minority Business Association (WSMBA) and Forsyth Technical Community College.

Those in the Apprenticeship Training Program will receive classroom instruction through FTCC while the WSMBA will line up employer sponsors to take on apprentices in order to teach them certain trades. With the help of grants, tax credits and other

See Jobs on A9



Rex and Ellen Morgan own one of the sponsor companies, Turnkey International Inc., that has joined the Apprenticeship Program. Here Rex Morgan gives his wife instructions on how to operate machinery.

## Hear her roar

Democratic hopeful focuses on women during visit

BY T. KEVIN WALKER  
THE CHRONICLE

In a Democratic presidential race in which the names and faces are hard to keep up with, Carol Moseley Braun stands out to voters, even those not familiar with her extensive public service record or campaign platform.

Of the nine Democrats vying to take on President Bush in 2004, Braun is the only one who wears a skirt instead of a suit and tie. Braun told worshippers at Goler Memorial AME Zion Church Sunday that those looking for a leader totally different than Bush can't find a candidate that is more opposite than the president.

"I'm the clearest alternative to George Bush," said Braun, who also stands out from the pack because she is one of only two African-American women running for the nomination.



Gaither

The Rev. Al Sharpton is the other.

Braun was in the city last weekend visiting city residents Lafayette Jones and his wife, Sandra Miller Jones. The Jones

ses are longtime friends of Braun's who met her long before Braun made history in 1992 by becoming the first black woman elected to the U.S. Senate. Lafayette Jones said some private fund-raising events were scheduled to be held for Braun during her visit.

North Carolina's primary comes so late in the game that candidates rarely campaign here. However, candidates Al Sharpton and John Edwards have made campaign stops in Winston-Salem this year.

Braun's speech at Goler and a reception after Sunday's service were Braun's only public appearances in the city. Braun spoke for about five minutes

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