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THE CHARLOTTE POST

"Charlotte's Fastest Growing Community Weekly"

BLACK NEWSPAPERS
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BLACK CONSUMERS

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ALURING CASSANDRA BARNETTE
...Spirited mademoiselleCassandra Barnette
Is Beauty Of WeekBy Debra Stanley
Post Staff Writer

"Never give up until you give out, regardless of the hardships or disappointments in life; having the strength and willpower to accept these things, a person can achieve any goal they so desire." "Self confidence," she stated, "plays a major role." These words of wisdom are from our sagacious Beauty for this week, Cassandra L. Barnette.

This spirited 27 year-old mademoiselle is an office clerk for Pelton and Crane. She graduated from West Charlotte High School and attended Central Piedmont Community College where she directed her energies to studies in the Human Services Program.

A well-rounded individual, Cassandra acknowledged that her interests include tennis, sewing, modeling, decorating, growing house plants (of which she has a wide variety), fashion, traveling, and listening to music with favorites being disco, George Benson,

and Al Jarreau.

Speaking of her interests, Cassandra professed, "I like music which is soothing and relaxing for the mind." She also enjoys sewing, when in the mood, and has made some outfits for modeling scenes she has done. Cassandra has been modeling with the G. H. Limited Modeling Agency for about five months, and expressed that she plans to excel to the fullest in her modeling, with hopes of making it a future career.

The mother of an eight year old, Kevin, Cassandra enunciated that she "likes men who are intellectual, sincere, loving and understanding, and have a sense of humor. Love, peace, and happiness," she said, "are of most importance to me because without these things life is not complete."

A native of Charlotte, Cassandra is the daughter of Mr. and Mrs. Harvey Barnette.

She is a member of Steel Creek A.M.E. Zion Church, and resides at 4401 Roseridge Place.

Unemployment Rate For
Black Workers Unchanged

Washington - The unemployment rate in May for Black workers remained about unchanged at 12.3 percent, the U.S. Labor Department's Bureau of Labor Statistics reported.

For white workers, the unemployment rate also remained unchanged at 5.2 percent.

For Black men, 20 years and over, the unemployment rate was 8.8 percent. For women, 20 years and over, and for 16-19 year-olds, the rates were 10.9 percent and 38.4 percent, respectively.

Among white workers, the rate for men 20 years and over was 3.6 percent; for women, 20 years and over, 5.4 percent, and for teenagers, 13.8 percent.

On a national basis, BLS reported that employment

continued to rise in May and unemployment edged up slightly as the Nation's labor force surpassed the 100 million mark.

The unemployment rate was 6.1 percent; it has shown little movement since February, following more than a year of fairly steady declines.

Total employment - as measured by the monthly survey of households - was 94.1 million in May, up 310,000 over the month. Over the past year, total employment has grown by 3.6 million.

Nonfarm Payroll employment - as measured by the monthly survey of establishments - advanced by 175,000 to 85.3 million. Payroll jobs have grown by 3.5 million since May 1977.

The number of persons unemployed in May was up slightly from the previous month, returning to the 6.1 million level that had prevailed in February and March. The unemployment rate, as 6.1 percent in May, has been in the 6.0-6.2 percent range over the past 4 months, after falling gradually throughout most of 1977 and into 1978. The rate had been 7.8 percent at the end of 1976.

The unemployment rate for adult males (4.2 percent) was unchanged from April to May, as a sharp drop in joblessness among 20-24 year-olds was countered by an increase among 25-34 years.

NAACP Sets
69th Annual
Convention

The NAACP's 69th annual convention will be in Portland, Oregon this year, under the theme "...till Victory is Won." The dates are July 3 through July 7.

Some of the highlight speakers will include Patricia Roberts Harris, the Secretary of the Department of Housing and Urban Development; Donald Woods, the banned editor of South Africa's East London Daily Dispatch; Federal Communications Commissioner, Tyrone Brown; Eddie Williams, President of the Joint Center for Political Studies and Arthur Fleming, Chairman of the U.S. Commission on Civil Rights. NAACP Executive Director, Benjamin Hooks will speak on July 4, while Board Chairman Margaret Bush Wilson will address the anticipated 8,000 attendees on Monday, July 3.

This year's convention will also introduce to the delegates and attendees, the finalists in the organization's first nationwide ACT-SO competition. ACT-SO is the NAACP's academic olympics, in which children in grades 9 through 12 are encouraged to compete academically for prizes and scholarships.

Other attendees at this year's convention will include Douglas Fraser, President of the United Auto Workers; Alexander Barkan, Director of the AFL-CIO's Committee on Political Education; U.S. Department of Labor Assistant Secretary, Ernest Green; HUD Assistant Secretary, Chester McGuire, Reginald Bryant, co-producer of the television series Black Perspective on the News; Ms. Alexis Herman, Director of the U.S. Labor Department's Women's Bureau; Norman Hill, Executive Director of the A. Philip Randolph Institute; and Weldon Rougeau, Director of the Office of Federal Contract Compliance.

The dates, July 3 through July 7, will mark the first for Benjamin L. Hooks as Executive Director of the 450,000 member organization, and the fourth for Margaret Bush Wilson as Chairman of the Board.

The station is located on the corner of Remount Road and Toomey Avenue. The Party lasted from 10 a.m. to 5 p.m.

Here Sunday Afternoon

Mayfield Memorial Baptist Church

To Honor Rev., Mrs. H.S. Diggs

On Sunday, June 25, at 6 p.m., the Mayfield Memorial Baptist Church will honor Pastor and Mrs. H. S. Diggs in their Annual Appreciation Day service.

The call was extended to Rev. Diggs to become the Pastor of the newly organized Mayfield Memorial Church in June, 1969. The call and challenge was accepted and on the first Sunday in October, 1969, Rev. Diggs assumed full duties as the first and only Pastor of the church.

The church, at the time of Pastor Diggs' installation, claimed a membership of approximately 400 persons. The church had no congregational home but held weekly Sunday worship services at Oaklawn Elementary School for 5 years.



Post photographer Milton Hinnant caught a first of a series of Block Parties Radio Station portion of the large crowd who attended the WGLV is sponsoring this year.

Jim Black Accuses Charlotte
Police Force Of Being BiasedBy Linda Florence
Post Staff Writer

Jim Black, public affairs director at WGLV radio, has accused Charlotte Police of being biased because they did not patrol the Summer Block Party held Saturday on the station's lawn.

Several thousand people attended the Block Party which included a live band.

According to Black, several thousand people attended the Block Party which included a live band and disco on the lawn. On several occasions the announcer stopped the music to request and some times plead the traffic to move on and not block the streets.

"Had this been a white function, the police would be here patrolling the traffic," Black charged.

The station is located on the corner of Remount Road and Toomey Avenue. The Party lasted from 10 a.m. to 5 p.m.

Sgt. L. E. Lewis contacted Monday, denied the accusations, saying, Black's statement "has no substance. We

are trying to serve all the citizens no matter whether they are black or white," Lewis explained.

Lewis is the officer in charge of the Crime Prevention Van which was on display at the party. The van was one of a dozen community agencies which had booths or displays on hand.

Both Black and Lewis made reference to the van.

"They have their van here. So they know we are here. They should also have someone here directing the traffic," Black said.

Black said there needed to be someone with authority to direct traffic. "If I go out there and try to direct the traffic, they'll tell me, 'you are no cop,' he explained.

"What if someone gets hurt, how could an ambulance or emergency vehicle get through here?" Black questioned while pointing to the jammed traffic. He also said two police officers were assigned to attend the event prior to Saturday.

Sgt. D. L. Beaver, super-

visor for officers in the Remount Road area said that Black had apparently contacted two off duty officers, "and for some reason they didn't show up."

However, Beaver said that an officer did patrol the area for a while Saturday. "But, I'm not sure for how long," he added.

Lewis said there probably was a misunderstanding concerning the assignment of the two officers.

He said he would contact Black to see what the problem might have been. Lewis said the limited manpower "probably contributed to the problem."

"With our limited manpower, we probably just didn't have the manpower to tie up two or three officers for that amount of time," Lewis said.

At this time of year, Lewis said a lot of people are putting in vacation requests and a lot of officers are tied up in Investigation School and Academy.

"But to show how anxious See Black on Page 4

Blacks Purchasing Power
Increases By \$40 Billion

In less than ten years, Black Americans have increased their purchasing power by \$40 billion, and the Black consumer market is projected to grow faster than the white in the next ten years, are among the facts in D. Parke Gibson's new book, \$70 Billion In The Black, being published this month by Macmillan Publishing Company (\$10.95).

According to Gibson, who heads his own management consulting firm in New York, is a pioneer in advising on how Blacks spend money for goods and services, "with our buying power we are the equivalent of the ninth largest nation in the world."

"As a Black," says Gibson, "I am conscious of how we spend, and why we need to know the outgo from our communities if we are ever to build a strong economic base."

"As a businessman," Gibson goes on, "I advise business on how we spend our money, and what they and our communities must do for this to be a successful and sustained relationship."

\$70 Billion In The Black describes how business gives recognition to Black and other ethnic groups as consumers, and why they should. "The message to Black Americans," says Gibson, "is to understand how much we are worth as a market, and how this 'worth' can be translated to improve the quality of life in our communities."

For those who are interested in how companies use Black models in advertising, what the future holds for Black consumers, and how some companies pinpoint efforts toward Blacks, \$70 Billion In The Black takes you behind the scenes of New York's Madison Avenue and other advertising centers, and describes how advertising and public relations campaigns are developed.

In talks throughout the U.S., Gibson advises minority businessmen and women to use the Black consumer market and the growing Hispanic market as starting points for new business development, but not to limit thinking, dreams, or actions to these markets.

"Building consumer demand for any product is what it takes, but most important is finding a need and filling it."

That goal should be paramount in selling to the Black community, no matter who is doing the selling Black or white. Blacks in business, however, are best able to articulate the needs of the market, and effectively sell to it. And regardless of what we think, it is still one of the richest and most diverse markets in the world.

D. Parke Gibson is president of D. Parke Gibson International, Inc., a firm advising domestic and international clients, and publisher of two management newsletters, The Gibson Report on marketing to minorities, and Race Relations & Industry on human resources communication.

Gibson's clients include such organizations as Avon Products, Brown & Williamson Tobacco Corporation, Combustion Engineering, Heublein, Miller Brewing, National Guard Bureau, Pan American World Airways, Inc., Peter Martin Associates, Jamaica Government, and

Westinghouse. \$70 Billion In The Black is based on his 25 years of management and marketing consultation with these kinds of clients.

This is Gibson's second book; his first The \$30 Billion Negro was published by Macmillan in 1969.

Dr. J. B. Humphrey
Mecklenburg moderator

Shaw Initiates

Emergency Fund

Campaign

By Sidney Moore
Post Staff Writer

One-half million dollars is the statewide goal of an emergency fund campaign being conducted on behalf of Shaw University of Raleigh.

Dr. J. B. Humphrey, moderator of the Mecklenburg General Baptist Association, is heading the campaign in this county. He is also pastor of First Baptist Church on Oakland Avenue.

Other Baptist ministers involved in the campaign are the Rev. Robert M. Young and Dr. L. D. Parker. In addition to church officials, Humphrey has involved friends, alumni, business and industry.

Mecklenburg is expected to produce \$25,000 towards the overall goal, said Humphrey. The remainder is expected to come from other counties in the state. Reports are due by Friday, June 30.

The private church supported liberal arts college has an enrollment of 1,453, according to material supplied by Humphrey. It is accredited by the Southern Association of Colleges and Schools.

The university is the oldest black in North Carolina, according to its 1977-78 annual report. It is 113 years old this year.

Its budget anticipated revenue of \$5.4 million. Included in that amount were student tuition and fees, \$2.6 million; endowment, \$18.5 thousand; restricted gifts and grants, \$1 million; auxiliary enterprises, \$1 million; and unrestricted gifts and grants, \$775 thousand.

Of the \$775 thousand, the budget noted anticipated gifts from churches, alumni, friends and the United Negro College Fund (\$185,000).

Expenditures were listed as instruction, \$1.8 million; administration, \$2.4 million; other, \$1.2 million. These figures included utilities, telephone, maintenance, taxes, travel, administrative salaries and note (mortgages).

No information was supplied to indicate whether the current campaign is to make up for a revenue shortfall or unanticipated expenses.

Dr. Harold Pinkston
Special guest

When the energy crisis came, and no heat could be obtained, the Mayfield Fellowship was forced to seek quarters in another place. On the

Rev. H. S. Diggs
Honored guest

second Sunday in January, 1974, the Mayfield congregation began holding worship services at the former Sugar Creek Baptist Church. In

August of the same year, the Mecklenburg Association, owners of the Sugar Creek facility, made the decision to sell the building and the Mayfield Church family voted to purchase it.

The facility purchased, with a chapel seating more than 400 people and 54 rooms to be used as an educational facility, was plenty adequate at the time of purchase. But, with the membership constantly growing, and the overall program of the church expanding, the church found it necessary to build a new Sanctuary and additional rooms which are now under construction.

Under the leadership of Pastor Diggs, the membership rolls now total more than 1,400 persons, the total budget See Mayfield on Page 6

TURTLE-TALK



A handful of good life is like a bushel of learning. A good man is like a turtle and an ill man is like a turtle.