

Double Standard Exists For Black And White Reporters In TV, Radio

Radnor, Pa. - A veteran black radio-TV reporter charged today that there still remains a double standard for black and white reporters in radio-TV newsrooms despite the progress made over the last several decades, TV Guide magazine reported in its June 22 issue.

Mal Goode, 77, a National Black Network radio correspondent now retired from ABC-TV News, said: "Anybody who's honest will tell you that there are two standards, one for blacks and one for whites. (Marvin) Kalb's question about blacks being black first is patently ridiculous - on the surface. But a black network anchor who says his color is not relevant is out of touch."

"Sure, it's getting better in television, but it's a far cry from being perfect. You're damned right there's been progress in broadcast journalism; print journalism, too. But problems persist and there's no point in denying that," he continued.

Goode and other black reporters give their views in a "Perceptions" article by Claude Lewis, a veteran newsman who is a columnist and member of the editorial board of the Philadelphia Inquirer.

CBS White House correspondent Jacqueline Adams said she was insulted by the question of whether a black reporter is black first or a reporter first.

The question surfaced in April 1984 when presidential candidate Jesse Jackson was asked on "Meet The Press" if he was black first or an American first. The background for the query came when Washington Post reporter Milton Coleman reported about a private conversation with Jackson in which Jackson called Jews "Hymies" and New York City "Hymietown."

Said Adams: "Am I black first or a journalist first? Really, what am I to do with such a question? It came up in the Ferraro campaign when people asked if I was a woman first or a journalist first. I think opportunities exist for talented people. If you're willing to put the time in, to work day and night and to forget about days off, you can get good assignments if you're talented."

Emery King, an NBC Washington correspondent, said no one at the network questioned his loyalty. "Remember, I was black when they hired me. If they were going to be suspicious, it wasn't going to be on the basis of Milton Coleman," King said.

Ed Bradley of "60 Minutes" recalled when he began with a New York radio station (WCBS) and was regularly assigned "black stories." That has now changed, he said. "Today, I see black producers, correspondents and directors. I can remember back to the days when everybody had to have one black. I remember when a second black came into our shop, I thought, 'Oh oh, there goes my job,'" he said.

Among black reporters, there is still concern that Coleman's role in reporting Jackson's remarks set back black reporters. "It took us this long to get these kinds of assignments and Coleman has caused our bosses to worry about our objectivity," said a black TV reporter who asked for anonymity.

Lewis writes that Jackson's remarks to Coleman should have been reported. "Clearly, the answer is yes, however much one sympathizes with the historical importance of the Jackson candidacy and its significance to black Americans. Still, even today, a year after the campaign, there are blacks who continue to seethe at the racial implications of any kind of 'Are you a black first...?' question," Lewis said.



Members of the Delta Sigma Theta Sorority - Charlotte alumnae chapter pose for a picture prior to the last meeting of their fiscal year. (Photo by Peeler's Portrait Studio)

Sorority Presents Scholarships And Awards To Six High School Seniors

With the presentation of scholarships and awards to six high school seniors for their academic excellence and service to the community, the members of Delta Sigma Theta Sorority brought their fiscal year to a close.

Carol Currence, a graduate of North Mecklenburg High School and a considerer for an intern with the Fortune 500 Corporation; Cynthia Fant, also a graduate of North Mecklenburg High School who was selected for an internship with the Federal Reserve Bank; Zandra Johnson, a graduate of Garinger High School and a considerer for Inroads internship; Ursula Wright, a graduate of East Mecklenburg High School who is interested in an industrial engineering internship; Amanda Thompson, a graduate of Harding High School and a Morehead Scholar; and Camilla Potts, a graduate of Myers Park High School and a considerer for an internship with the Fortune 500 Corporation, all were chosen for their high academic standings and their service to the community through the Loaves and Fishes ministry of Statesville Avenue Presbyterian Church.

Officers for the year were: Elaine Brown, president; Doris Guess, vice president; Madge Hopkins, secre-

tary; Michel Vaughn, corresponding secretary; Toni Freeman, financial secretary; and Brenda Porter, treasurer. After attending the national meeting in Dallas, Tx., in August, the local chapter will resume its monthly meetings in October.



LeTasha Truesdale Holds "Presidential" awards

Truesdale Honored For Academic Accomplishments

As each of the five awards were presented to LeTasha Truesdale during Derita Elementary's graduation awards day the smiles on her parents' faces grew larger.

Not only was she receiving five awards, including the Presidential Academic Fitness Award for academic achievement, but rising seventh grader LeTasha also gave the devotion and scripture during the graduation program.

During her sixth grade career Miss Truesdale received 16 A's and the rest B's. The Presidential Academic Fitness Awards were presented to 15 students at Derita Elementary... all with at least a B plus average, from grades one to six accumulative. The students also had to score at least 85 percent on the California Achievement Test (CAT).

Why has Ms. Truesdale's academic accomplishments been so outstanding? "I give most of the credit to my mother," she began. "She keeps at me about studying and she helps me a great deal."

The parents of Miss Truesdale are Isaac and Deloris Truesdale. "They have taught me that education is important. I also try to be the best that I can be. I'd like to be the best in whatever career I decide to pursue."

Presently, Miss Truesdale is contemplating a career as a surgeon. And whether she ends up in the field of medicine or not she plans to continue the excellence of her grades.

"In the future I believe it will

become harder and harder to find good jobs, especially for blacks," she continued. This is one reason why her education strategy is so well planned.

Along with the Presidential Academic Fitness Award certificate (signed by President Ronald Reagan), William J. Bennett, U.S. Secretary of Education and Derita Elementary School's principal, Robert H. Massey), and the gold and blue pen, Miss Truesdale also received several other certificates of merit.

The school awarded Miss Truesdale the Scholarship Certificate for scholastic excellence; she received the Safety Patrol certificate of merit the perfect attendance award for three years, and the Media Assistant Certificate of Merit.

She also played the flute in the band and attends the House of Prayer of All People. At church she is a McCullough Maid and is the majorette in the McCullough Concert Band. In her spare time she enjoys listening to music, striving for good grades in school, being a majorette, attending Johnson C. Smith Sport Camp, swimming, badminton, tennis and watching television.

Miss Truesdale is a shining example for her younger brother, Marvin, and for others who will have to come through the ranks of elementary school. She is an excellent example of persistence and determination to be the best... and even at this early age, being the best is a high honor.

McCrorey Sleep-Ins

The McCrorey Branch YMCA will host sleep-ins for youngsters ages five to 14 and also trips for families and youth this summer.

On Friday, July 5, the sleep-in for children will consist of a trip to Carowinds from 5 p.m. until closing time. A \$25 fee includes admission to the amusement park, transportation, one meal and supervision. The price is \$15 with a pass. On Friday, August 2, the sleep-in will be movie night and \$13 covers admission, transportation, one meal and supervision.

On August 17 to 18, the YMCA will host a trip to Kings Dominion Amusement Park for families and youth. The price is \$75, which covers transportation, one night's lodging, two-day admission based on four per room, rates higher for fewer people per room. A \$30 deposit is due by July 15 with the balance due by August 5.

On Tuesday, July 23, a trip will be taken to Cherokee Indian Village. Cost is \$20 per person, which includes admission, transportation, and supervision.

For more information, please contact: Susan House at 394-2356.

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By the way...

By Joe Black

I know that many of you have heard the expression "everybody wants to go to heaven, but nobody wants to die." It depresses me to see that those words often reflect the attitude of too many Black Americans.

In the Black community, an individual is greeted with laudatory shouts of "right on" or "stay on the case" as long as he is elucidating about racism. But woe unto the Black person who dares to challenge or point out weaknesses that Black people can improve upon. Quickly the cheers change to jeers and "Tom," "Oreo," "Negro," or bourgeoisie, the villifying names we now hear.

However, I remind those name-callers that we, as a race, are doomed to second-class status as long as we refuse to admit that we are not perfect. I am the first to admit that Black Americans have made great socioeconomic gains during the past 3 decades, but we cannot afford the luxury of living on our victories of yesterday. The battle for equality of opportunity and justice is still being fought. We must strengthen our battle lines by making the family — father, mother, and children — strong and united. To achieve this goal, we must be willing to admit that many Black babies don't go to bed hungry because of racism. No, they lack food because a Black man has failed to fulfill his responsibilities as a father and a husband.

Think about it. Do we Blacks have the courage to reduce the number of single-parent homes in our community?




Joe Black
Vice President
The Greyhound Corporation

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