

Bernard Reeves Is Key Personality In Operations

By Teresa Simmons
Post Managing Editor
Getting up early Thursday mornings and having the paper on the press by 6 a.m. might not sound like too much fun for those late night movie watchers, but for Bernard Reeves, General Manager of the Charlotte Post and employee for 11 years, the process has become second nature.

Reeves, one of the key personalities in the operation has knowledge about just about every vein of the paper. He is chief dark room technician and head of the Production Staff. He has the talent to fix any machine that even acts like it doesn't want to work. Reeves also screens applicants, budgets and completes forecasting and reviewing for the company's financial aspects. Also in the absence of the publisher-editor, Bill Johnson, Reeves directs the overall operations and participates in planning for changes in operation.

Being able to utilize both of his bachelor of arts degrees: one in Business Administration and the other in Afro-American Studies (UNC-Charlotte), is not the only reason Reeves feels his job is an enjoyable one.

"I work at the Post because I like the work... most of all I feel that I am giving something to the black community. There is a vital need for the services that the Post provides."

The Black press has been important for past generations and will be for future generations. The reason for this is because the black press fills a void that is created by the traditional white media - both print and electronic.

"The black press is a ve-



Robert Bernard Reeves
.....Post's General Manager

hicle," Reeves continued, "by which blacks can tell their story or express their opinions. Most of all I feel the paper stands firm beside its motto: "For and About The People You Know."

Reeves has praise for the

versatility of other Post employees. On most weekly newspapers it is taken for granted that an employee will learn various aspects of the business. Even though many employees don't have as many responsibilities as

Reeves, the hands-on experience in various areas is as real as the paper produced each Thursday.

In referring to his co-workers, Reeves commented: "It takes a special person to work for a newspaper." Reeves is no exception.

An active gentleman in the world of civic duties, Reeves is the church clerk, vice president of the Christian Education Department and Cub Scout leader at Steele Creek AME Zion Church.

He is a member of the Charlotte Alumni Chapter of Kappa Alpha Psi Fraternity, where he holds the office of Keeper of Records and is Editor of the Province newsletter. He also advises the Zeta Delta undergraduate chapter at the University of North Carolina at Charlotte. As a result of his caring nature, he received the "Advisor of the Year" award for the province, 1984-85.

As a member of the black tennis association of Charlotte (BATC), Reeves has a smart collection of several trophies. For this organization, he serves as treasurer. He is

also treasurer of the Southeastern Racquet Association (SRA).

Reeves is president of the UNCC Black Interest Group and serves on the Board of the UNCC General Alumni. Married to Deborah, a Charlotte-Mecklenburg School teacher, the couple has two children, Jermarr, nine, and Tarryn, six. Hobbies for Reeves include playing tennis, fishing, photography, and meeting people.

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