

## YES

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clearly demonstrated as the Jeffersons try, but don't quite make the assimilation process complete. Mix some more jokes and laughter and there you are.

**Stereotype No. 3: Sanford and Son**—Take one shiftless, lazy, somewhat drunken old man, give him a son to keep him out of trouble and a junk shop of his very own. For your matriarch figure, we'll add a loud, unattractive aunt. This show might have about ten good jokes and will touch upon a significant social issue about every ten episodes.

Got the picture? All of these productions

are creations of Norman Lear, who also created the comedy-drama "All In The Family. Any objective comparison will show the latter is clearly a superior production as far as dramatic situations, character development, and scripts. Every word is not a build-up for another punch line. The characters are more human, more dimensional, and have a wider range of emotions.

The Black Lear productions are pleasing to Blacks because it is gratifying to see Black faces in prime time segments. They are equally gratifying to white audiences because they depict the familiar, comfortable Black roles.

## NO

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male image—and about the dullest character on the program.

George's wife, Louise, is also positive, but critics claim that she is a "mammy" figure because she at times appears more sensible and level-headed than George. So what? If the situation had been reversed, some well-renowned member of the intelligentsia would probably label the program as "chauvinistic."

Moreover, do white viewers complain because Ted Baxter on the "Mary Tyler Moore Show" is a negative white image

(after all, he's about as dimwitted as they come)?

Or because Maude Finley dominates her husband Walter, is she labelled as a white mammy?

Must every television program be psycho-analytically examined?

More importantly, while Black parents and Black adults in general are so busy worrying about the kinds of images our children see on the television screen, they'd do well to realize who the most important Black images really are—they themselves.

## Exposure better in big school

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balance our programs to meet everyone's needs. I hope that your accounts in the future will be a little bit more objective.

Gary Shmerling  
Chairperson, Carolina Forum

### Broadway Clarifies

Dear Editor:

Certain remarks attributed to me recently in your publication are not entirely correct and I request a correction be published.

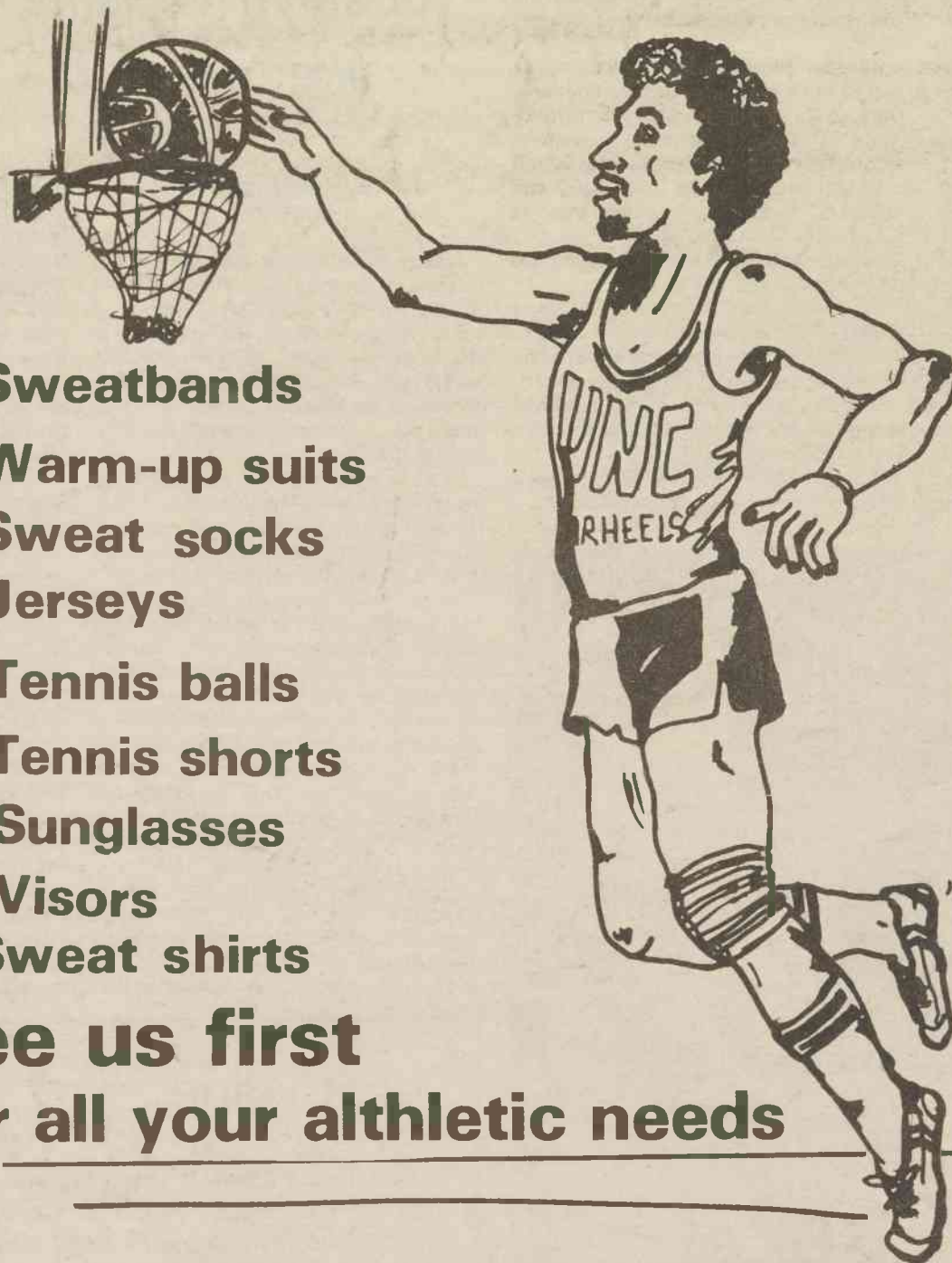
I did not say that a Black brother would be a fool if he went to a Black School. I did say that I would advise him to go to a white school because he would have more media exposure, and would in all probability receive a better deal as far as his scholarship goes. He would not be required to work at a part time job to make ends meet. In addition the facilities and the physical plant is usually in better shape because of more alumni support. You must remember that white schools have been in business longer and their graduates are usually more affluent and are able to make larger donations to their schools. Black schools are slowly building their plants but it will be a while until they can be com-

pared with the University of North Carolina, Harvard, and Notre Dame. But one day they should be on a par with these institutions.

There are two more points that I would like to make: exposure to mass media if you play for a "name" school is better and the professional scouts are usually at these games rather than those of a small Black school, unless it is Grambling. Your chances for a pro contract are better at a larger school. Secondly, when and if you play pro ball—those days end after a few years and then you must still think about making a living. Name schools, with large and active alumni groups can usually open doors in business and industry especially for a former athlete if he had done well while in school and did well in the pro ranks.

Please don't think that I am against Black schools. They have their place in the schene of things for now but for an athlete who aspires for greater things the only place is in a mostly white school, college, or university. They can open doors that other schools cannot. Then the Black athlete in turn can assist the Black sister or brother when he is in a position to do so, later in life.

Rod Broadway



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