

## Subtle Racism

proach by the University, not even considering the present lack of fairness and concern for ALL students, is not positive for its image. The racial incidents that have occurred this school year are fostered by such attitudes and these incidents will only continue to occur, probably in greater numbers and to greater extents, until a change of policy is made. An active effort to address concerns of diversity on this campus would be an opportunity for UNC to set an example for other universities and be recognized for that. Instead, newspapers across the state and even outside of the state publicize the pathetic condition of race relations on this campus, possibly causing some to reconsider applying to UNC. If the University worries about offending white alumni or prospective white stu-

dents who do not see the points in affirmative action policies and the development of a multicultural educational curriculum, then it should not. Until whites are challenged to accept progress toward working away from what their ancestors created and what they allow to continue, then these whites will simply choose not to accept such "revolutionary" ideas.

When the eyes of administrators are opened, and they address what desperately needs to be addressed, they will receive credit for any positive change they finally allowed to occur.

Whites behind The F. W. Woolworth Company do not take credit for the Greensboro Sit-Ins exactly, but when the 30th anniversary of that historical event was celebrated a year ago, representatives of the store that once refused service to African-Americans were among those sponsoring the event, as if they had not been inspired by

Franklin McCain, Ezell Blair, Jr., David Richmond and Joseph McNeil, the four N. C. A & T State students who staged the initial Sit-Ins. (When Richmond died this winter, despite his contribution to Greensboro's history, the News & Record did not give front page coverage—coverage that was given to the death of actress Frances Bavier who portrayed Aunt Bea on "The Andy Griffith Show.")

At any rate, regardless of whether race is a factor in issues, politicians (not limited to those in public office) will always take credit for positive events that occur while they are in charge—regardless of whether they had any responsibility for the event. By the time a true commitment to positive change is made and certain issues are addressed, we probably will not care too much if the administration does take some credit. We will be content in our thankfulness that progress has finally

come.

Until then?

Know what is going on. Ignorance of attitudes and events can be dangerous. Those who think conditions on this campus and in this nation are acceptable now probably stay inside all the time and have not opened up a newspaper nor a current events magazine in a long time or simply have just ignored the "ugly" stories. Even in a media source dominated by white perspectives, much is reported about negative racial issues. Waiting to become fully aware of what's going on around you until you are a parent concerned about your child's future is not acceptable.

Read letters to the editor and opinion columns. Ignoring what concerns others and what they think about issues will not make those concerns and attitudes go away. Respond with your own letters to the editor. Everyone has knowledge and ideas that can be

used to enlighten others. And even if you don't change racist attitudes in one person, you may have the power to affect another person who has neutral views about racial concerns. Avoid personal attacks. No matter how angry or hurt you are by *what* someone else thinks, make sure it is *what* they said that you attack. Let others be offensive in their presentation of ideas, do not lower yourself to "ugly" approaches.

Discover your strengths and use them to combat the attitudes that may have negative effects upon your life ahead. Knowing the "enemy" and avoiding ignorance is a start, as I indicated above. I personally am inclined to the power of written communication. You may be stronger in inspiring others through powerful, emotional speeches. Whatever you do, don't be guilty of ignoring what is out there. If you do, it is likely that you will suffer and not overcome.

## Gospel

tion to his Savoy salary, he moved to Los Angeles to become the pastor of the New Greater Harvest Baptist Church in 1963 where he remained for seven years. By 1968, he was one of the highest-paid singers in gospel music earning a salary in the six figure range. Everything he sang or wrote seemed to sell well.

In addition to performing his own music, James Cleveland developed the Gospel Music Workshop of America. The workshops were designed to instruct aspiring singers and musicians on the finer points of gospel music. The workshops were supposed to deal with solo singers, choirs and choruses, but eventually it became a place for black gospel singers to showcase their talents. When the first workshop was held in 1968, 3,000 people attended it. Other workshops have attracted 15,000-25,000 singers from the U.S. and abroad over the years. The Gospel Music Workshop now has over 20 chapters with about 20,000 permanent members nationwide. And each year for the past 22 years, black people have gotten together to sing and receive instruction from one of the greatest gospel singers of all time.

James Cleveland always stressed the importance of motivating young black kids to achieve their goals. He believed that more black youth should become involved in singing and composing

gospel music.

"The kids that are coming up with gospel, don't know the pioneers. Many of the pioneers are still living so we try to acquaint people with the living and those that have passed on."

He continued his commitment to helping blacks make it in the gospel music industry. His gospel workshops inspired the formation of many smaller workshops and choirs. In 1969, he founded the Southern California Community Choir to consolidate the music of African-Americans in that area. One of the most successful choirs he started was the Northern California Community Choir, which recorded the hit song, "Oh Happy Day." The choir eventually became the Edwin Hawkins singers. In 1983, he released an album titled "Breath on Me", which combined the Southern and Northern community choirs. Almost all of the choirs were comprised of young people aspiring to become gospel recording artists.

In 1970, he founded the Cornerstone Institutional Baptist Church in Los Angeles. The church's congregation grew to be the largest in the city. In 1983, the congregation moved into a \$2 million dollar church that seated 1250 people. He also built himself a large house, which was featured in the December 1984 issue of Ebony. He often said that his church and home were his greatest joys.

James Cleveland has always

been a man who took care of his family. He bought homes for his two sisters and provided an apartment for his father until his death. He is believed to have accumulated millions of dollars but never admitted it.

"I'm not as poor as I used to be, but I don't think it's in very good taste ... to talk about how much you're worth. It can all disappear overnight you know."

James Cleveland produced hit songs for over 40 years in the gospel music world. Whether as a solo artist or with a choir, people listened to his music. He was credited with writing over 400 songs including hits such as "Everything Will Be All Right" and "The Love of God." He release of the album "I Walk with God" in 1979, helped secure his place in gospel music. He also accumulated numerous awards including four Grammys and the NAACP Image Award in 1976.

He continued to hold music workshops and help young black singers despite his ailing health. He suffered a heart attack in 1985, but still managed to sing during the Harlem Week celebration. Doctors told him to slow down, but he paid their advice no attention. Perhaps he felt he had a job to do. His heart could no longer survive the strain of performing gospel music. He died of a heart attack at Brotman Medical Center in Los Angeles on Feb. 9.

"The focal point of my life is music... I never tire of it. An artist

must be in love with what he or she does."

Reverend James Cleveland dedicated his life to spreading peace and harmony through gospel music. His work enriched the lives of everyone he touched, whether they knew him personally or not. James Cleveland guided the careers of famous black singers such as Aretha Franklin, who is considered the "Queen of Soul"

music. The gospel world owes many thanks to the man who sang a special kind of baritone. He had a gift, which he utilized to the fullest, and his legacy of singing gospel will live on in the hearts of people everywhere. The Reverend James Cleveland set a standard of excellence in gospel music, which will inspire future generations of African-American performers to fulfill their dreams.

**The Office for Student Counseling provides free academic counseling to students on both North and South Campus. Scholastic Advancement Sessions (SAS) are held weekly throughout the end of the semester. Please refer to schedule for location of sessions.**

**Scholastic Advancement Sessions are held three nights per week and provide academic assistance in the following areas: natural sciences, math, English, social sciences and foreign languages.**

### Office for Student Counseling SAS Spring 1991

**Monday 6:30-8:00 p.m.**

James Dorm Coffee House  
Biology, Chemistry, Biochemistry  
with Thomas Maynor

Greenlaw Hall 314, 316, 321  
Math, Statistics, Economics  
with Sherry Fields

**Tuesday 6:30-8:00 p.m.**

Morrison Dorm Library  
English, French, Spanish, Political  
Science, with Anita Brown

Greenlaw Hall 314, 316, 321  
Biology, Chemistry, Math  
with Adriene King

**Wednesday 6:30-8:00 p.m.**

James Dorm Coffee House  
Math, Statistics, Economics  
with James Lindsay

Greenlaw Hall 314, 316, 321  
English, French, Spanish  
with Helena Woodard