

"Building Communicative Bridges
in A Tri-Racial Setting"

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With the Old Give-Away Newspaper Gimmick

OUTSIDERS TRY TO TAKE OVER THE NEWSPAPER BUSINESS IN ROBESON

by Lew Barton

Every now and then somebody pops up with a nutty solution to a knotty problem. Like a car which runs through the power of perpetual motion. Or a newspaper which may be written, printed and distributed without cost. Such ideas are beautiful and widely appealing. The only trouble with them is that they will not work. And the person who usually knows this better than anybody else, is the fellow promoting them...more often than not for selfish and/or dishonest purposes.

Just last week Robeson was hit by outsiders with a "free circulation" newspaper.

Now, James E. Milligan, publisher of the Laurinburg Exchange, doesn't give away free subscriptions to that newspaper. I was told by his girl in the office yesterday that three months by mail could cost me \$7.20. It's only his newspaper, which he calls, *The Community*

News-Advertiser that he proposes to give away "free."

The truth is, of course, there is no such thing as something for nothing. Somebody, somewhere along the line, has to pay. In the case of the Milligan operation, the subscription price would simply be passed on to the advertiser who would simply pass it on to the consumer. A consumer who got a newspaper he didn't ask for and possibly didn't want...and ended up paying for it, anyhow.

That rankles. If I live in Pembroke, Maxton, Red Springs, Rowland, McColl or Clio, Milligan is going to make me one of his paying subscribers whether I want to be or not! I have no say in the matter, whatever. Isn't James E. Milligan violating my rights? *Milligan Up-Stages Robeson Weeklies.*

James E. Milligan, of Laurinburg, is not only seeking to replace Robeson weekly newspapers with one of his own. He is also up-staging them, coming out

on Wednesday instead of their usual Thursday date of publication.

Said one Robeson newsman indignantly: "We've been invaded!"

Weekly newspapers in Robeson County include Pembroke's *Carolina Indian Voice*, the *Red Springs Citizen*, the *Fairmont Times-Messenger* and possibly several other periodicals like the *Robesonian*, the county's daily newspaper.

There is one thing outsiders such as Milligan don't seem to understand about the people of Robeson County. They will fight among themselves at times, that is true, especially when they feel that the best interests of their own particular groups are being threatened. But there have been times also when they banded together against outsiders whenever they felt that it was for the best good of all for them to do so.

Such independent papers as the *Indian Voice* have become legendary in this county. They were going strong when I was just a child--and I am now 63.

Prizes Valued at Nearly \$1,000 to be given away at LREMC's 41st Annual Meeting Oct. 20

by Jimmy Autry

Red Springs-Prizes valued at nearly \$1,000 will be awarded to member-consumers of Lumbee River Electric Membership Corporation who attend the 41st Annual Meeting of Members on Tuesday, October 20.

More than 25 suppliers of LREMC have donated prizes to be given away immediately following the business session of the Annual Meeting to be held at the Pembroke State University Performing Arts Center. Along with these major electrical and home appliance prizes, LREMC will draw for a \$200, a \$100, a \$75, a \$50 and a \$25 credit on the member's annual power bill.

The Annual Meeting of Members is a requirement of the By-laws of the non-profit corporation. Each year in October, members gather to elect four directors of the cooperative to three-year terms and to hear the business of the company which serves electricity to more than 19,000 rural consumers in Robeson, Scotland, Hoke and Cumberland Counties.

This year's program will feature a report on the Catawba Nuclear Station in which Lumbee River EMC is a co-owner, reports from participants in the 1981 Youth Programs of LREMC and other

pertinent business of the cooperative.

Registration for the meeting begins at 6 p.m. with the meeting to begin at 7 p.m. Members must use the card they received in the mail to register for the meeting and be in attendance to win the many prizes which will be given away. All members in attendance will receive \$1 when they register for meeting.

Four incumbents and one new member have been nominated to stand for election at the annual meeting by the Nominating Committee of LREMC.

The incumbents are Rev. Elias Rogers for the at-large seat; Bradford Oxendine and R.D. Locklear candidates in Area 3 which contains the townships of Back Swamp and Lumberton; Harold Dean Brewer as the candidate in Area 7 which contains all of Hoke County west of NC 211; and Marciea Lowery as candidate in Area 9 which contains all of Scotland County.

Nominated by petition as a candidate in Area 9 (which contains all of Scotland County) is Frank Jacobs, Jr.

One note in election procedure is that members must vote for 4 candidates or their ballot will be thrown out as invalid. The procedure denies one the privilege of "single shot" voting for instance.

Marciea Lowery



Marciea Lowery

Marciea Lowery has announced her bid for re-election to the Lumbee River Electric Membership Corporation Board of Directors. Mrs. Lowery released the following statement:

"I would like to take this opportunity to thank you for your support during my first successful election to the Board of Directors of LREMC.

"These past three years have provided me with the opportunity to learn more about LREMC, how it operates and how I can best serve you and protect your interest. With this experience I am asking for your continued support and vote of confidence as I announce my intention to seek this office for a second term.

"During my first term as a member of this board we have been successful in purchasing into a nuclear generation plant, approving and distributing capital credits and instituting new policy which provides for better control for the cooperative.

"With your second vote of support and confidence I will continue to protect your interest as a consumer owner of the LREMC."

LREMC CANDIDATES ANNOUNCE...

Rev. Elias Rogers



Rev. Elias Rogers

EDITOR'S NOTE: As in past years the *Carolina Indian Voice* in a spirit of fairness, allows each candidate to announce his (or her) statement of candidacy. We are continuing this tradition in this issue of the *Carolina Indian Voice*.

first Indian to serve on the Lumbee River EMC Board of Directors in 1967.

Although legal action was necessary in order for him to be properly seated in his duly-won position, he has since become one of the most knowledgeable men on the rural electrification program. The history of the legal battle he instituted is a testament to Rogers' self-determination and his belief in principle and the rightness of legally-constituted bodies being representative of the members they represent. As part of his annual report to the member-consumers of LREMC, Rogers released the following statement:

"Our concern with the operation of Lumbee River EMC goes far beyond the money and the electricity. As a cooperative, we see the need for education for our young people and the fulfillment of needs for all members served by Lumbee River.

"Youth programs in the schools and working with members on an individual basis will remain high priority items for the employees of your cooperative. Service and a true and honest concern for all of the members will continue to provide the goals for our management and our Board of Directors in the future.

"Electricity in our homes is a valuable commodity which we have all come to expect. Some of us remember the days before electric service and some of us don't. But the electric service is no greater an asset than the people who bring it to our homes. And through our cooperative, that service comes to us with a concern about our well-being and living conditions."

Rogers is a "self-made" man, educated primarily in the "School of Hard Knocks." He resides with his wife in Hoke County and serves as pastor of Sandhill Community Church. Rogers has no official opposition. He encourages your support and vote on October 20 for continued growth and progress at LREMC.

Bradford Oxendine



Bradford Oxendine

A six-year veteran director of an electric co-op is trying for his third term on the board of Lumbee River Electric Membership Corporation. Bradford Oxendine of the Raft Swamp Community, northeast of Lumberton, is seeking the support of co-op members and is opposed in the upcoming election.

Oxendine says that during his past two 3-year terms on the board of directors of Lumbee River, the co-op has made significant progress. The load management program has been put into place. He says the weatherization loan program has benefited both members and the co-op is helping to reduce electric power usage and thus reduce bills for the members.

On the subject as to whether electric bills will be going down, Oxendine says his co-op does not have full control of producing its electricity. It must purchase power from Carolina Power and Light Co. When their rates to the co-op goes up, the co-op has little choice but to pass the increase on to its customers. Oxendine says that recently when CP & L tried to raise rates to his co-op, the board of directors wrote to the Federal Energy Regulatory Commission in Washington and won a five-month delay on the rate increase. He says that saved co-op customers about one million dollars.

Oxendine reports that suits have been filed against CP & L in an effort to

control that utility's increasing electric rates. An anti-trust suit, he reports, is also pending against CP & L.

The Lumbee River has purchased into a nuclear power plant, Oxendine says. However, it will be 1983 before the plant can be brought on line to give the co-op some independence in setting electric rates.

Some good news is coming to consumers of Lumbee River who were on the lines during the years 1959 and 1960, according to Oxendine. The co-op will be mailing out checks for capital credits to those members.

Oxendine says inflation is hurting everyone, the co-op included. Yet, he says a program is underway to help the aged to manage their light and fuel bills in cases of unusual hardships. He says his company is trying to maintain these programs despite ever-rising costs in all areas of the company's operation.

Lumbee River Electric Membership Corporation is one of the best co-ops in the state of North Carolina, Oxendine feels. He says it is recognized nationally and has had foreign visitors studying its operation. Oxendine feels that much of this improvement has come about through the dedication of the board of directors and the care and support of members.

Oxendine says he has prepared himself for his job as a director of a co-op by completing training courses. He now has a certificate as a certified director from the National Rural Electric Cooperative Association. Any new person elected would have to start at the beginning and go through the process that he has already completed.

Oxendine is a farmer in the Raft Swamp Community. He is married to the former Macy Oxendine and attends Evergreen Holiness Church. He has had 17½ years experience as a guard in the North Carolina prison system where he says he met many people who live in communities served by the Lumbee River Co-op. He represents Area 3 that covers Raft Swamp, Long Swamp, areas around Lumberton and into South Robeson County.

The election will be held on October 20 at the PSU Performing Arts Center in Pembroke. Oxendine says he feels good about the election as he feels certain his record is going to go in his favor.

PEMBROKE SENIOR HIGH SCHOOL
WARRIOR OF THE WEEK ON PAGE 2

Frank Jacobs



Frank Jacobs, Jr.

Frank Jacobs, Jr. announces his bid for a seat on the Lumbee River E.M.C. Board of Directors. Jacobs is not a novice, he served as a member of that board from 1976-1979.

Jacobs owns and operates Jacobs' Steel Company, Inc., a closely-held family corporation located in Maxton, N.C.--work area encompasses North and South Carolina and Virginia. This corporation has just been approved as a minority materials supplier and also approved as a minority business entity by the State of North Carolina. The Jacobs Steel Company, Inc. has also been approved by the Southeastern District Corporation of Engineers, Savannah, Georgia to bid on any federal contracts. The company has just satisfactorily completed a Warf Innovation for the United States Army, Sunny Point, N.C. Has just been awarded a million dollars-plus contract to build a gasahol facility in Outer Banks, N.C., and several other on-going contracts. Jacobs Steel Company, Inc. employs 3 persons.

In making his announcement for election to District 9, Jacobs released the following statement:

"If elected to District 9 of the LREMC Board of Directors, I am committed to continue to represent member-consumers with an open-ear policy. I will continue to work towards the solving of problems which relate directly to the member-consumer. I will strive to keep member-consumers informed about decisions which directly involve them and their hard-earned monies. As a bill-paying member-consumer myself, I understand the concern our inflationary conditions which cause everything seemingly to soar. Although, it appears nothing can be done to prevent rate increases because of the economic condition of our Country, I still believe in the basic idea of providing electricity to rural areas at the lowest possible cost."

The election for board members will be held October 20, 1981 at the PSU Performing Arts Center. Registration for this annual meeting will begin at 6 p.m. The meeting will begin at 7 p.m.

Jacobs concluded by saying, "I will appreciate your vote and support. A vote for me is a vote for experience, concern and dedication."

R.D. Locklear



R.D. Locklear

R.D. Locklear of Raft Swamp Township has been nominated by the Nominating Committee of Lumbee River Electric Membership Corporation for the Board of Directors, District 3.

Mr. Locklear returned to North Carolina in 1972 upon his graduation from Iowa State University. He has served North Carolina in many capacities. A Jaycee since 1974, he served in various positions and received numerous forms of recognition while associated with the Pembroke, Raleigh and Mt. Airy Jaycees. He has served as organist and as a Sunday School teacher in Mt. Airy Baptist Church. In 1980 he was elected to the Board of Directors of the North Carolina Employment and Training Association. In 1981 he was appointed Registrar of Raft Swamp Precinct. His political career began in 1973 when former N.C. Representative Joy J. Johnson sponsored his appointment to the North Carolina Insurance Advisory Council by N.C. Insurance Commissioner John Ingram.

Mr. Locklear is presently employed with the Robeson County Department of Human Resources. Before his employment in Raleigh with NRCD's Division of Community Employment, he worked for the towns of Pembroke and Maxton. Since graduating from Iowa State, he has pursued studies in economics and business at Pembroke State University and North Carolina State University.