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PUSH Expo '74

SAVE THE WORKER



By Lewis Tucker
&
Michael Wright

(Editors note: Chronicle special correspondents, Coleman Freeman, Albert Porter, Lewis Tucker and Michael Wright, attended PUSH Expo '74 and interviewed artists, celebrities, and members of the PUSH staff. A series of articles will appear in the Chronicle on the activities, accomplishments, hopes, fears and failures of the event.)

The glory of work is an untold American story. Yet the need to work is a human reality, the need to feel useful to be productive, to be recognized and compensated for work produced.

We are all workers in the fires of injustice. We must renew the dignity of jobs well done and reaffirm our commitment to the unfinished work of the late Dr. Martin Luther King Jr. "Save the Worker from Hunger."

Now in its six year, PUSH Expo, a business and cultural trade exposition, is the largest cultural trade exposition, is the largest cultural dimension of Blacks in America. It opened Wednesday, Sept. 29th at Chicago's International Amphitheater.

The fire day event, sponsored by Operation P.U.S.H. (People united to Save Humanity) focused on the economic dimensions of American Blacks. It represented a bringing together of black people taking pride in current accomplishments by blacks.

The call of the Rev. Jesse Jackson president of P.U.S.H. was "Save the Worker." These were the watch words of the multifaceted Expo 74.

There were over 600 displays by minority businesses, national cooperations and industries,

government agencies, community organizations, educational institutions and career schools; a bazaar for the sale of wares produced by minority business.

Cultural displays which paid monumental tribute to the achievements of American Blacks; from the politics of C. Delores Tucker, to the record breaking of sports superstar Hank Aaron.

A breakfast series which served as a synthesis for blacks and whites in the fields of business, labor and theology were held.

Entertainment, the leading attraction to the Exposition, was provided by top name artist in the world of show business; from the soothing blues of B.B. King to the exciting sound of Isaac Hayes; from the hilarious Richard Pryor to the beautiful, sexy Nancy Wilson.

Save the worker was selected as the theme for 1974 because "The working people of America are faced with crisis conditions which are destroying gains made over the last twenty years."

Rev. Jackson points out that PUSH Expo demonstrates the impact of black businesses as a major force in American economic life.

Designed by PUSH Expo Cultural Chairman, Jacqueline Jackson, wife of Reverend Jesse Jackson, the Cultural Exhibit was conceived as a tribute to living black Americans who have struggled above their roots in poverty and achieved excellence in their professions. In addition to the Women's Exhibit, individuals from the fields of business, entertainment, sports, and publishing were also honored. Mrs. Jackson explained that the display was intended "to depict the heroes by whom a culture survives."

The Rev. Jesse Jackson, founder of People United To Save Humanity (PUSH), raps to followers at PUSH Expo '74, Chicago.

Grant for Minorities Available at UNC

Graduate business fellowships for minority students are available through the UNC School of Business Administration in Chapel Hill. Blacks, American Indians and Spanish-surnamed Americans are eligible for the fellowships which provide tuition and living allowance of \$2,000 for the first year of the master of business administration (M.B.A.) program and \$1,000 for the second year.

Financed by grants from approximately 140 U.S. corporations, the fellowships are sponsored by the Consortium for Graduate Study in Management which UNC joined in 1973. The Consortium is a six-university program to encourage minority

men and women to enter management careers in business. In addition to UNC, it includes Indiana University, Washington University in St. Louis and the Universities of Rochester, Southern California and Wisconsin.

Students may apply to the M.B.A. program of any Consortium universities. Twenty fellows are enrolled now at UNC-Chapel Hill.

Persons wishing further information should write to the director, Consortium for Graduate Study in Management, 101 N. Skinker Blvd., Box 1132, St. Louis, Mo. 63130; or executive director, M.B.A. Program, UNC School of Business, Chapel Hill, N.C. 27514.

Mobile Van Will Help Businesses

Some minority businessmen and women will get help in improving and building new businesses as the Mid-west Piedmont Area Business Development Organization, Inc. launched a mobile opportunity unit.

The unit will give aid to small business operators in improving businesses. The Travelling Opportunity van is manned by James Graham, Quether Wilkins, Norman Williams and John Duncan.

Mid-west Piedmont, sponsored by the office of Minority Business Enterprise of the U.S. Department of Commerce, will continue to reach out to the minority businessman if the program proves to be successful.

The Winston-Salem organization is located at 623 Woughtown Street. John Duncan is the executive director of the organization.

State SGA to Host Radio Program

Winston-Salem State University SGA will be hosting a radio program soon.

The purpose of the program "Back to the People" is to inform the community of events

happening on campus that will effect and involve them. The program will be both informative and entertaining. It will be divided into three parts: (1) NEWS (2) FEATURE (3)

SPORTS.

The news will be centered around activities on and around campus. "In our first program, we will said program spokesman,

See SGA - Page 2



John P. Bond III, Assistant City Manager, tells what being a part of the "establishment" is like for a black man. See story page 7.

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