

First Black Paper in N.C.

# Chronicle Joins ABC

WINSTON-SALEM, N.C. -- The five-year-old Winston-Salem Chronicle has become a member in the prestigious Audit Bureau of Circulations, announced editor and publisher Ernest H. Pitt.

"It's one of the most important milestones we have ever reached," said Pitt. The Chronicle is the first black-owned newspaper in North Carolina to join ABC and is one of fewer than 20 nationally who belong.

"Our advertisers have already begun to take a new look at the Chronicle because of our membership," added the co-founder of the pacesetter weekly. "It says to them that we are serious

about reaching our market and delivering to the readers they want."

An initial audit was conducted at the Chronicle in October by ABC auditor O.J. Asbury, who complemented the paper on "one of the best record-keeping systems of any weekly I've seen."

His audit confirmed the success of the paper's home delivery campaign. "Now, our readers can be assured of getting their paper fresh on Thursday afternoon, instead of having to wait for the mail to deliver it on Friday or Saturday," said circulation manager Thomas E. Wilkins.

The Audit Bureau of

Circulations is an international association of newspapers, advertisers and advertising agencies founded in the early 20th century to allow an impartial and objective way of checking newspaper circulation.

"Our analysis of the economic situation told us that advertisers would be making their cutbacks with media for which they could not

conclusively measure their reach," added Pitt. "We decided to remove any hint of uncertainty with the ABC audit."

The audit was the icing on the cake for an extensive overhaul of the newspaper's circulation department. Wilkins, a

14-year veteran of the Piedmont Publishing Co. - an afternoon-morning combination newspaper owned by Media General Inc., was hired in September as circulation manager.

"Tom has put it all together for us; complaints are down and we can now track our circulation in a way we never could before," said Pitt.

Wilkins was not the only catch in a Chronicle fall talent raid on daily newspapers. Patrice E. Lee, a reporter with the Fort Myer News-Press, a Gannett Corp. daily in Florida, was hired in November to serve as criminal justice and city

See Page 8



## Checking

Audit Bureau of Circulation auditor O.J. Asbury reviews Winston-Salem Chronicle records along with clerk Lynn Halston, publisher Ernest Pitt and circulation manager Tom Wilkins. Asbury complemented the paper on having one of the best records systems he had seen at a weekly.

# Repair Bad Housing, Residents Tell City

By John W. Templeton  
Staff Writer

Neighborhood representatives have demanded that the city begin repairing instead of condemning substandard housing and strengthen housing code enforcement throughout the city.

The Housing Code Enforcement Committee of the City Wide Housing Coalition went to the Public Works Committee of the Board of Aldermen Monday night after an apparent rebuff from city staff in its attempts to schedule a public forum on the housing code.

Led by chairman Paul C. Shepard from the West End neighborhood, the group proposed seven recommendations to the aldermen. They include:

- use in relem powers of the city to repair substandard houses
- notify complaints of any hearings or inspections of substandard conditions.
- make inspectors accountable for specific areas of the city.

•publicize citizens rights and responsibilities under the housing code.

The committee also recommended that the city strengthen the code's standards of fitness for human habitation.

Other members of the committee are Louise S. Hamilton vice chairman from East Winston; Pansy Broughton, secretary from West Salem; William Hughes from Watkins Street and Sophia Brown from Piney Grove.

In a report given to the aldermen, the committee stated the city already has legal authority to repair homes. The report cited a state law: "Whenever any city or county of this State finds that there exists in the city or county dwellings that are unfit for human habitation... power is hereby conferred upon the city or county to exercise its police powers to repair, close or demolish the dwellings."

The committee called the repair procedure... "the only remedy which preserves rather than decreases the

See Page 6

## Energy Course Offered

Despite a consensus that the era of abundant cheap energy is over, there is still no agreement on the tough choices that will shape America's energy future.

As a public services to help readers of this newspaper examine these choices, the Winston-Salem Chronicle in cooperation with Winston-Salem State University's Economic Education Center and Courses by Newspaper (CBN) will present 15 weekly articles about energy beginning Saturday, Jan. 26 and concluding May 3.

The course, "Energy and the Way We Live," is open to all adults and should particularly to teachers, college students, clergyman, public officials, businessmen and senior citizens. Course requirements include a \$10 registration fee, purchase of a text and attendance at 8 1/2 hour class sessions in Coltrane Hall Room 217 during February 12 & 17, March 11-18, April 8 & 15 and May 6 & 13. Enrollees successfully completing the energy course will receive a certificate and two

continuing education units of credit from Winston-Salem University.

The 15 articles are part of a nationwide CBN sponsored by the University of California, San Diego and are authored by energy experts who explore the history of energy technology and consumption, the impact of often contradictory values on energy policy and the effects of current energy dilemmas on the national and international scene.

Newspaper readers who wish to enroll for this course should fill in the coupon below, mail it and a check for \$10 made out to WSSU Extended Education Division to Larry Hungerford, energy course instructor, Winston-Salem State University, Winston-Salem, N.C. 27102. The first meeting for students will be on a Monday or Wednesday night in February at a local location to be announced; subsequent meeting times and dates will be decided by the students in conjunction with Hungerford.



### NAACP's Hooks

Benjamin L. Hooks, executive director of The National Association for the Advancement of Colored People, will be the featured speaker when the High Point chapter of the NAACP holds its first annual Freedom Fund Dinner on Jan. 24, 1980.

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## City Hiring From page 1

mative action goals were set by former City Manager Orville Powell and former Assistant City Manager Jack Bond.

At that time Powell and Bond decided that increasing the number of blacks to 19.1 in each category--administrative, professional, technical and protective services--by 1980 would be "reasonable" based on employment figures for Forsyth County supplied by the Employment Security Commission.

Since 1975 the number of city employees has in-

creased by 95 and the percent of black employees has increased from 33.2 per cent to 35.4 per cent of 1973 employees.

While the city has bested the professional goal, only 15 per cent or six out of 45 administrators were black. Since Sept. 30, one of the six, former director of human services, Nellie Jones, has resigned.

Still serving the city are Beaty, Florence Creque, assistant director of community development; Lester Erwin, deputy fire chief; Herman Aldridge, director

of the human relations commission; and Walter Farabee, acting director of human services.

The three black aldermen have expressed dissatisfaction with the city's affirmative action plan in the past but City Manager Bryce "Bill" Stuart has said he is "committed to the principles of equality and fair play."

Representatives of the black community have scheduled a meeting with Stuart to discuss these and other concerns Thursday, Jan. 17 at 7 p.m. in the East Winston Library.

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