

Ebony And

Essence

From Page 10

The *Essence* people are equally optimistic about their product.

"We're really, really excited," said spokesperson Terrie Williams in a phone interview last week from her New York office. "It's kind of an extension of what we do in our magazine, so we have every reason to expect that it will do very well."

"Essence," the television program, will follow a broadcast magazine format, Williams said, and will be hosted by *Essence* Editor-in-Chief Susan Taylor.

Among its departments will be a celebrity interview called "Spotlight" and a speak-out segment called "Essence Up Front," which, Williams said, "will provide a forum for black men and black women to talk to one another."

Topics addressed in the segment will include relationships between older women and younger men and color discrimination among black people.

Although *Essence*, if nationally syndicated, could bump heads with the "Ebony/Jet Showcase," in some markets, neither Davis nor Williams foresaw major problems.

"We don't see them as direct competition," said *Ebony's* Davis, who added that her firm is working on other television projects, but declined to elaborate.

"I always think there's room for different areas to be covered," said Williams, noting that the programs' formats and target audiences will differ much in the manner that their magazines differ.

Prime Time TV

From Page 10

the popular "Gimme A Break" and followed by the acclaimed "Hill Street Blues," it has performed miserably in the ratings.

It is just a matter of time before NBC points "Cheers" to the exit.

Even if "Fame" and "Cheers" fall to poor ratings, "Hill Street Blues" will be around for a good, long while. Daniel J. Travanti (Capt. Frank Furillo) and company inhabit New York's toughest police precinct, the Hill Street station. With real characters who react to our less-than-perfect world just as the public they protect and the criminals they seek do, "Hill Street" ranks as the most watchable drama on TV. In the fashion of "Dallas" and "Dynasty," "Hill Street" is a serial, that is, a series of continuing episodes. But unlike other prime-time serials, reruns of "Hill Street Blues" are just as good as the first time around.

As for second and third places, enjoy "60 Minutes" and "Trapper John, M.D." on Sundays, "St. Elsewhere" on Tuesdays, "Dallas" on Fridays, and "Mama's Family" on Saturdays.

Spend the rest of your time reading, sleeping, writing letters to the *Chronicle* and other worthwhile activities.

Ask Yolonda

From Page 10

Dear D.B.: First, I hope you've notified the police of all this. Second, have you considered the possibility of finding someone with whom you can share your home? If you have no available relatives, consider seeking out another senior. Perhaps you can post a sign on your church's bulletin board.

Hopefully, you won't be harassed as much when it's seen that you're not alone.

The 'I Can' Spirit

Dear Yolonda: I'm writing in reply to the letter from the woman who wrote saying her daughter wanted a career in the ad business -- commercials, I believe. The mother was discouraging to her daughter because few blacks make it in this business.

I'm afraid that you didn't give the mother all the advice she needs.

Following that old "can't-achieve-because-you're-black" philosophy, Jackie Robinson should have never picked up a bat. After all, he was a first. Arthur Ashe would be teaching school, or in some profession popular for blacks.

Maybe I'm crazy, but I can't see anything wrong with trying to make it in previously limited fields. That's the only way they open up.

Robert

Dear Robert: I don't think you're crazy. In fact, your advice is right on the money. Our kids need to hear this echoed as much as possible.

Yolonda Gayles discusses matters important to you. Write Ask Yolonda, P.O. Box 112, Chicago, Ill. 60619.

Spotlight

From Page 10

"WatchOut," with none other than Smokey Robinson Jr. sharing the lead vocals. That track is challenged by the unabashed rock n' roll of "F.M.," featuring the sax of Junior Walker, not to mention the punch of "Pocket Rocker."

No question about it -- streamlined music for progressive times, and, as one can clearly states, you gotta "Put Up Or Shut Up."

"When you listen to this music, you're hearing the results of six creative people doing what they do best," Ashby says. "You can believe it is the best we had to give, and it'll go a long way for it."

Calendar

From Page 5

masonic lodges' wishful masters and their affiliated Eastern Star chapters' worthy matrons are asked to select three representatives to serve on the committee.

•The East Winston Library will sponsor all-day films at the library at 1110 E. Seventh St. as part of National Library Week activities. The public is invited.

TUESDAY, APRIL 19

•Volunteer fathers will read stories to their children in the Children's Room of the East Winston Library at 1110 E. Seventh St. during "Read To Me Daddy," to be held from 5-8 p.m. The program is open to the public.

WEDNESDAY, APRIL 20

•The Winston-Salem State University Business Department and the East Winston Library will sponsor "Black Executives Climbing The Corporate Ladder" at 7 p.m. at the Library at 1110 E. Seventh St. For more information, call 727-2202.

The Chronicle welcomes community calendar notices. Announcements should be concise and typed or neatly printed. They should also include the day, time, place and sponsors of the event, plus a number to call for additional information. Announcements should be addressed to the Winston-Salem Chronicle Community Calendar, P.O. Box 3154, Winston-Salem, N.C. 27102. The deadline for announcements is Mondays at 5:30.

Herpes

From Page 5

tional Hotline, says that herpes has reached almost epidemic proportions in the United States, but speculates that it "doesn't affect one race more than another."

In Forsyth County, health officials declined to report the black/white percentages of herpes sufferers treated in public clinics or hospitals. They also chose not to make judgments on whether the middle-class dominance holds true for this area because herpes isn't a "reportable" disease.

There are no laws requiring data on herpes cases to be recorded, so even an approximate number is difficult to keep track of.

Dr. Lynn Hale of the Forsyth County Health Department estimates that 50 cases were diagnosed by her agency in the past year; but she is uncertain of the number of blacks included in that figure.

Another county official says that the actual problem the black and white communities are having with

herpes is hard to determine because many herpes cases are never reported to physicians or to clinics.

There are many more herpes cases than medical reports can account for, says Genie Sloan, director of the Health Education Division of the health department. Using figures for city populations from the National Center for Disease Control in Atlanta, Sloan estimates that a city like Winston-Salem could have 8,200 people with herpes, many of whom have not gone to a doctor.

"Most people who have herpes don't go to the doctor for it," Sloan says. "There's no cure for it, so they say, 'Why go to the doctor?'"

Lee England, a Planned Parenthood representative, says the organization has treated a few cases, "but we have a very low percentage in the black community."

England estimates that four or five cases are treated at Planned Parenthood each month. "We may get three or four a

week, and then we don't see any for a couple of weeks, and that is out of 10 regular patients per day," she says.

According to student health services reports at predominantly white Wake Forest University and at predominantly black Winston-Salem State University, herpes isn't a major problem for black college students, either.

"Dr. Mary Ann Taylor, director of student services at Wake Forest, says the number of herpes cases at the school has decreased in the past year but, for the most part, these students aren't black.

In fact, Taylor could not definitely recall if even one black student had been diagnosed as having herpes at Wake Forest last year.

"If there are any cases on the campus, they haven't presented themselves here," says Dr. James M. Jones, university physician at Winston-Salem State University.

Jones adds, however, that many WSSU students still see private physicians

and may have taken their problems there.

Donald Benson, dean of housing at WSSU, also says there have been no verified herpes cases at the school. Benson says there have been a couple of students who thought they had the disease, but found out differently.

Inetta Hauser, head nurse at WSSU, says that there was one case at the school a couple of years ago, but that recently, there have only been rumors of herpes sufferers on campus.

Dr. James Peacock of Baptist Hospital, who has researched herpes trends in one North Carolina town, says that the virus may not necessarily be mostly a white, middle-class problem.

Peacock, who compiled information on herpes patients while in Chapel Hill, says his experiences suggest that white, middle-class people make up from 60 to 75 percent or less of herpes victims, but not the 80 to 95 percent figures he has read in national surveys.

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