

Forum

Hospice: Thanks for coverage

To The Editor:

We should like to express our appreciation to the *Chronicle* for the recently published articles on Hospice of Winston-Salem/Forsyth County Inc. We believe that many more people in the community could benefit from our services (i.e., caring for the physical, emotional and spiritual needs of terminally ill patients and their families).

We depend on the support of the community. We are currently in

CHRONICLE MAILBAG Our Readers Speak Out

need of more volunteers. Anyone interested in becoming a Hospice volunteer should call our office at 768-3972 for more information. Our next training session runs from April 30 to May 28.

Special thanks go to you, Mr. Ernest H. Pitt, for giving us some concrete, sage advice on how to get our message out to the community;

to Ms. Angela Wright, *Chronicle* managing editor, for interviewing our patients, family members, volunteers and staff and for writing two excellent articles about Hospice; and to Mr. Mike Cunningham, who, with Ms. Wright, took the photos that added so much to the stories.

Mary Jackson Pohl
Volunteer Program Coordinator
Hospice of Winston-Salem/Forsyth County

Hunger taking on a new face in America

WASHINGTON -- The face of hunger is changing in America.

More and more of our citizens who have worked and saved and struggled to support themselves still cannot feed their families. A new report from the Physician Task Force on Hunger in America, "Hunger Reaches Blue Collar America," tells us about some of these families:

"The bankrupt farm family that swallowed its pride to apply for food stamp assistance learns that it is not considered worthy of help. The household has no income, but governmental regulations say that their farm machinery disqualifies them for help..."

"The hotel maid works six days a week to support her family, but learns that her children can no longer get school meals..."

"The medically insured miner cannot afford to feed his children properly due to the expenses of his wife's surgery..."

Hard-working Americans like

CHILDWATCH By MARIAN W. EDELMAN

these, the report tells us, are now reluctantly taking their places at the end of our swelling bread lines. In region after region of this nation, economic hardship is robbing families of the means to survive on their own.

In the South and Southwest, the decline of the oil industry has led to hundreds of thousands of lost jobs. In Texas alone, requests for emergency food have doubled since 1983.

In the Farm Belts many family farms go under each year. Little wonder that doctors in Iowa and Minnesota are now remarking that rates of childhood malnutrition, anemia and growth failure (all related to hunger) are on the rise.

In the Rust Belt, many miners and steelworkers are left stranded in the wake of cutbacks and plant closings. In Allegheny County, Pa., requests for emergency food have gone up an astounding 1,742 percent between 1979 and 1986.

We cannot sit back and watch as hunger sweeps across our nation. It is, as the report points out, "a preventable epidemic." We can eliminate hunger by strengthening our commitment to government programs that have been proven effective in fighting this problem: Food Stamps, the Special Supplemental Food Program for Women, Infants and Children, known as WIC, and the School Lunch and School Breakfast programs.

Let your senators and representatives hear from you that you oppose all budget cuts and support desperately needed increases in these successful programs.

Winston Churchill was right when he said: "There is no finer investment for any community than putting milk into babies."

Marian Wright Edelman is a National Newspaper Publishers Association columnist who is president of the Children's Defense Fund, a national voice for youth.

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hands with other supporters in a circle of prayer for justice. It was all these mothers could do to hold back their tears, but the outpouring of unity and support from their neighbors helped to comfort them.

We support the call for freedom for the Robeson 3. We further believe that a congressional investigation is in order. We must not allow

any version of apartheid to exist in this nation. In the wake of the incident that led to the Robeson 3 case, we have now learned that a Native American leader in Robeson County has been assassinated. Attorney Julian Pierce, a Native American candidate for Superior Court Judge, was running against District Attorney Joe Freeman Britt. Pierce was

recently shotgunned to death in his home.

This kind of political violence and this kind of racial injustice must not be tolerated.

Benjamin F. Chavis Jr. is executive director of the Commission for Racial Justice of the United Church of Christ.

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twilight of the Civil Rights era, it was difficult for many Black Studies Departments and programs to survive, much less develop and expand. Within BSUs, interest in maintaining student involvement and support for all Afro-American academic programs declined.

In order to reverse the trend toward institutional racism in white higher education, Afro-Americans must recognize the connection

between political struggle, institution building and educational change. Without strong Afro-American student organizations, there is no viable constituency which can reinforce Afro-American educators. Without strong and assertive Afro-American academic and student supportive services institutions on white campuses, affirmative action programs are meaningless.

It makes little sense to recruit

Afro-American students into white universities, only to see them drop out within months because of the absence of strong, supportive institutions within their campuses. Afro-American educational progress for Afro-American youth depends fundamentally upon political and academic awareness and self-organization.

Dr. Manning Marable is chairman of the Black Studies Department at Ohio State University.

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good without public relations. Enough public goodwill will force the e to change and/or will reject their goods and services.

Cohen's article in *The Wall Street Journal* reflected Afro-Americans who felt deprived of business opportunities by white gatekeepers of advertising who had shifted their priorities and resources to the Hispanic market because Hispanics needed to be reached in another language, they argued.

Those Afro-Americans in Cohen's article responded with the four Ps strategy: The Afro-American consumer market is \$200 billion; the Hispanic market is \$134 billion. Yet, you increased Hispanic advertising by 23 percent to \$490 million and Afro-

American advertising by only 2 percent to \$350 million.

That logic lacks power and public relations. Jesse Jackson's pre-presidential tactics ignored traditional marketing and employed megamarketing tools. Which is why only a phone call from the "tree shaker" sent fear and reaction through corporate corridors.

Jackson's logic of public relations was simple, a page taken from the old NAACP boycotts: "If they don't spend with you, don't spend with them."

Afro-American radio stations and newspapers will not get a fair share of advertising until Afro-American people become educated in the use of their consumer

income. I chuckle when I think of one Afro-American radio station owner who rejected Buy Freedom messages on his station out of fear of alienating his white advertisers.

He screams louder than most for more advertising, while he does the most to keep Afro-American people from demanding that he get it. With power and public relations tools in hand, he, like many Afro-American broadcasters, publishers and ad people, refuses to use them in their own behalf.

Tony Brown is a syndicated columnist and television host, whose program, "Tony Brown's Journal," appears at 7:30 p.m. on Wednesday, on channels 4 and 26.

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Nancy Holland of the City Revenue Department, Susan Joyner of Wachovia Bank and Trust Company and Geneva Simington of Southern National Bank can help you buy a WSTA pass.

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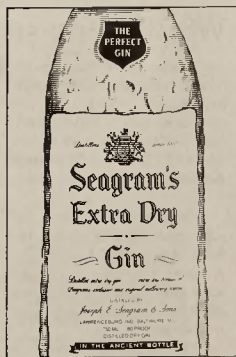
Ten-ride, monthly and discount passes sold at 17 locations throughout Winston-Salem make riding the bus easy.

Downtown locations where WSTA passes are sold include the City Revenue Department, Southern National Bank and Wachovia Bank and Trust Company.

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