

Winston-Salem Chronicle

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A major step forward

CITY officials are to be commended for their decision to move forward with a proposal to deed city land on New Walkertown Road to the East Winston Community Development Corporation for the construction of a shopping complex.

Officials have come up with a sound proposal which establishes a praiseworthy business relationship between the city, the CDC, and a minority developer.

It seems now that city officials are sincere in their efforts to revitalize East Winston.

Critics had opposed the deeding of the land to the CDC despite the fact that the land had been dormant for 20 years and was generating no income for the city.

Some people questioned why the city should give away land to minority interests while other developers are made to pay. We applaud the city's response to such critics.

The arrangement, as it now stands, provides for a percentage of the proceeds to go to the city, thus eliminating any criticism about give-a-ways.

The ten-year \$200,000 return that the city expects to bring in from the project will be reinvested in East Winston. This is particularly encouraging as the shopping center project can begin to have a domino effect for economic development.

Minority business owners and investors will be providing opportunities for other minority business owners and investors. The 150 new jobs that the development is expected to provide will also be a welcomed change in the area.

The city staff's recommendation for a \$350,000 loan and the extension of 14th Street indicates a commitment beyond what was originally anticipated.

We encourage the Board of Aldermen to approve the proposal when it comes up for consideration next Tuesday night. The \$4 million project is an ambitious undertaking and will require firm support from elected officials, city staff, and the residents of East Winston.

There have been those among us who are quick to point out that developers go where the money is. They have suggested that even hoping that someone would undertake a commercial project in East Winston is futile.

That's why we are particularly delighted that this project is being undertaken by minorities. It is imperative that they be given every chance to succeed in this endeavor.

We still contend that a commercial artery through East Winston would do much to stimulate development. There is a commercial parkway going in every direction in this city except East. Obviously, there is some slight here.

But, we recognize also that a major hurdle to development in the area is the objections of land owners to such ventures. If residents will not support efforts to bring the East Winston area into the economic mainstream, there is not much that city officials can do about development when it involves displacement.

We hope, however, that city officials and developers will continue to look at East Winston with an eye towards bringing in up to snuff economically in spite of itself.

CHRONICLE CAMERA

What one observance would best symbolize King Day?

Martin Luther King Jr. would have turned 60 years old this Jan. 15 had he not been killed by an assassin's bullet in 1968.

On Nov. 2, 1983, his birthday was declared a national holiday and Americans across the country, both black and white, now celebrate his life and his legacy.

Tributes to King are planned in cities large and small, and in some foreign nations. There will be private remembrances and mass marches and parades such as the observances scheduled in Atlanta. A full slate of activities has been set in the Winston-Salem area. King's eldest daughter, Yolanda, will participate in the local celebrations by delivering a keynote address on the Winston-Salem State University campus. Because the King observance is a new holiday, one specific method of observance as yet been attached to it. There is not clear-cut celebration that immediately brings to mind the King holiday the way that other symbols have been attached to holidays. Easter has its Easter bunny, the Fourth of July its fireworks and President's Day its "white sales." But one, identifiable symbol has yet to be associated with the King holiday.



"Everybody should get together and celebrate with a march."

Alford Grant



"People should think of the freedom and togetherness we have now. Blacks and whites are coming together."

Jeffrey Payne



"With a new awareness of what he stood for...that will help remind our kids."

Johnny Brown



"By going to church."

James Hampton



"By throwing a get-together or party."

Willie Massey

Reader responds to letter about chicken livers

To The Editor:

"Thank you for running Mr. Wellborn's letter complaining about Kentucky Fried Chicken on Waughtown Street not selling chicken livers any longer."

I can really sympathize because I can eat those livers day and night myself.

I was not going to say anything because I get tired of us fussing over a can of pork and beans.

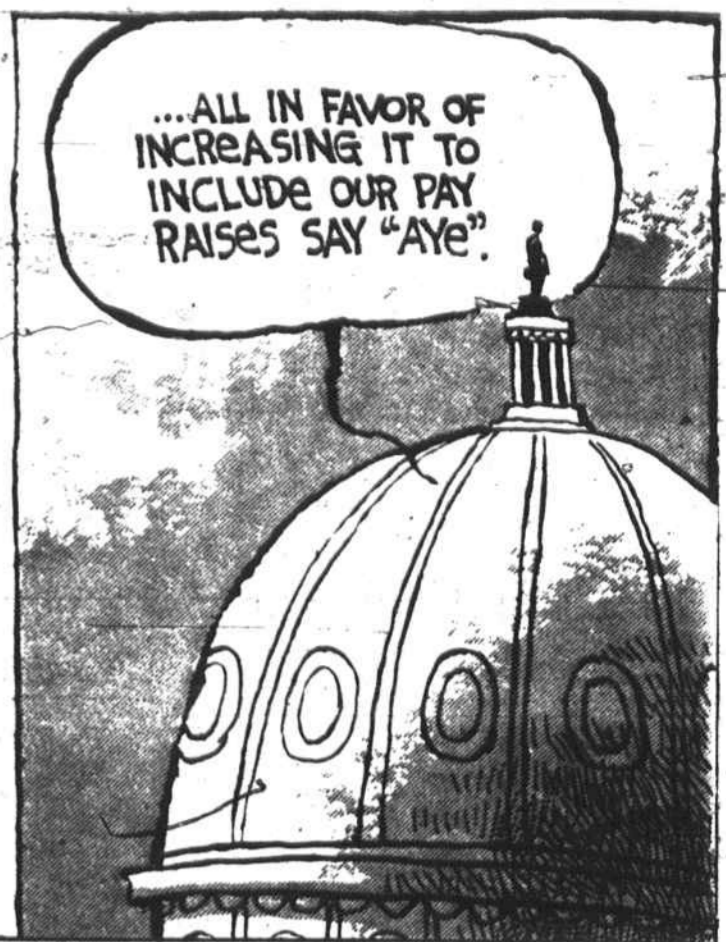
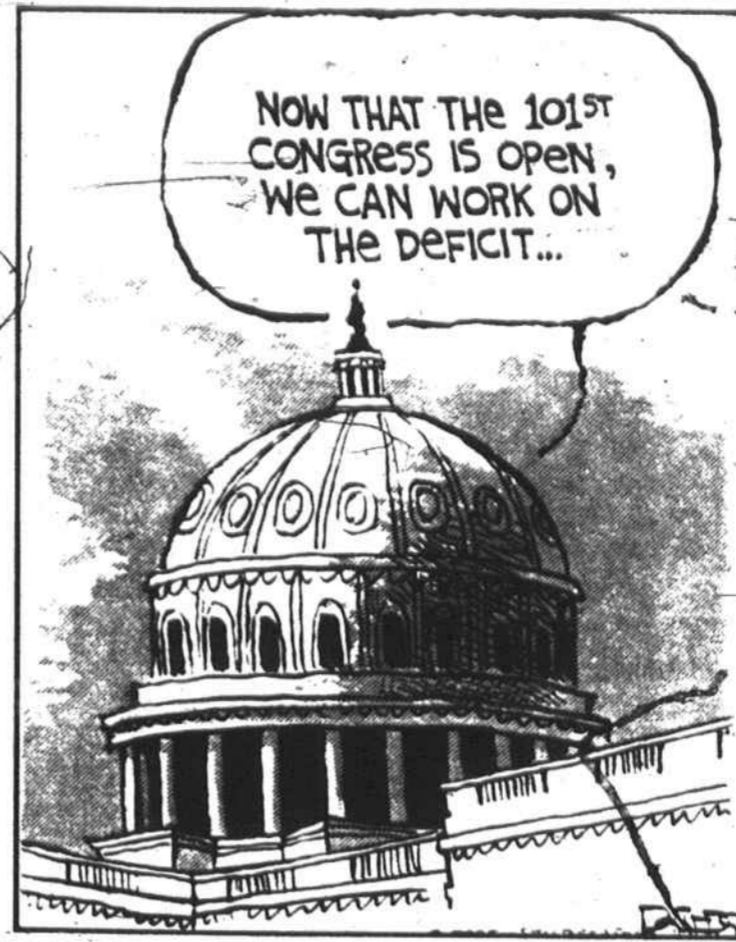
I certainly wish also that Kentucky Fried Chicken would again sell chicken livers at all of their restaurants, but maybe with a little less salt.

Shedrick Adams
Winston-Salem

About Letters

The Chronicle welcomes letters from its readers, as well as columns.

Letters should be as concise as possible and typed or printed legibly. They also should include the name, address and telephone number of the writer.



CHRONICLE MAILBAG Our Readers Speak Out

Columns should follow the same guidelines and will be published if we feel they are of interest to our general readership.

We reserve the right to edit letters and columns for brevity and grammar.

Submit your letters and columns to *Chronicle Mailbag*, P.O. Box 3154, Winston-Salem, N.C. 27102.

Not too early to think about the Class of 2000

NEW YORK -- The entire workforce of the year 2000 is alive right now -- and given the swift pace of technological change, government and industry had better make sure that it has the education, skills and training to ensure America's economic survival.

And that is doubly important for Afro-American people, whose futures depend on achieving educational excellence.

The bottom-line message for the Afro-American community is that the kids just entering school will be in the high school graduating class of the year 2000.

If current patterns hold, one-fourth of them won't stay in school long enough to get a high school diploma, and another fourth will graduate without the skills required to hold entry-level jobs. And many who go on to college will not have the credentials required by a high-tech economy.

TO BE EQUAL By JOHN E. JACOB

Afro-American economic survival depends on changing those patterns, so that today's first-graders stay in school and graduate with the knowledge and skills that equip them for the jobs of the future.

That is behind today's emphasis on education by virtually every Afro-American organization and community group, especially since the National Urban League kicked off its Education Initiative, aimed at bringing Afro-American educational achievement to parity with national standards.

Fortunately, the private sector is also involved in improving minority education. A number of major corporations, foundations and individual philanthropists are helping the cause of Afro-American educational excellence. They range from the extraordinary gift of \$20 million to historically

black Spelman College by the Bill Cosby family to the new Scholarship-Builder program of the Merrill Lynch Foundation.

That program, announced in November, is an imaginative way to ensure that at least some kids get full financial scholarships for college or advanced training while inspiring others to strive for success and encouraging other corporations to become involved.

The program benefits 25 first-grade children in each of 10 cities -- 250 inner-city students in the "Class of 2000." The National Urban League and its affiliates in the 10 cities worked with school officials to select the schools and the students. The Merrill Lynch Foundation will make annual contributions on the children's behalf into a special investment account over the next 16 years.

On graduating from high school, those youngsters will be assured of college or vocational training or, if

they decide to take full-time jobs or enter military service, they'll get a one-time stipend.

The League will administer the program, providing mentoring and counseling for each of the youngsters throughout their school careers, and will work with the schools and parents to encourage continued participation.

The kids were selected to ensure a proper mix of inner-city first-graders at schools which exhibited effective learning programs, sending a message to educators that the better their schools are, the better chance they have to attract outside resources and interest.

ScholarshipBuilder is unique in that it starts in the first grade -- early enough to make a big difference.

It should be a model for other companies to take the long view and invest in the nation's future. John E. Jacob is president of the National Urban League.

Spotlighting young leaders for the 1990s

This week, I'd like to highlight a number of young leaders for the 1990s.

Work with them. Hold them accountable. Give them running room, support them and help them grow.

The Rev. Sheridan Knight: Rev. Knight arrived at St. James AME Church several months short of his 30th birthday. He found a hemorrhaging congregation providing members to every church in town and an empty bankbook. Nothing in seminary provided lessons in stabilizing a church, but he did just that. St. James is now strong and growing. Unlike some of his higher-profile colleagues, Rev. Knight prefers quiet effectiveness.

Angela Wright: It didn't take long for the new managing editor of the *Winston-Salem Chronicle* to make her mark in town. Ever vigilant about insuring accountable elected officials, she broke through the "president-for-life" syndrome that shields black

VERNON ROBINSON Chronicle Columnist

politicians from just criticism to call several officeholders and candidates on the carpet. A former White House staffer, Wright will likely press for a more cohesive political leadership in our community.

Emery Rann: Emery came to Winston-Salem from Gov. Martin's office to continue his career of public service in the Twin City's Office of Human Relations. A native of Charlotte, Rann brings a statewide network of resources and a close relationship with Gov. Martin that began as an intern in then Rep. Martin's Washington office.

Norma Tanner Smith: Norma Smith hails from a long line of community servants. Her mother, Mrs. Hattie Tanner, directed Virginia Newell's 1977 campaign for alderman. A Winston native, Smith directed Newell's 1981 campaign. She also



Robinson

was founding chairman of the Neighborhood Justice Center. Norma is on everyone's short list to eventually serve on the Board of Aldermen from the East Ward.

Deirdre Guion: One of Wachovia's finest, Ms. Guion is walking testimony to the superstar product produced of late from Spelman and other historically black colleges. She has won professional acclaim for writing about the banking industry, is the youngest member of the Winston Lake Board of Management and finds time to serve with St. Benedict's lay organization.

Thomas Cornell: Mr. Cornell is the kind of guy you'd like to move in next door. An independent contractor, he not only does great work, but also has a sense of community that leads

him to help the elderly. Cornell is part of an expanding group of native-born entrepreneurs who aren't looking for a job at Reynolds for their salvation.

Carlton Crump: As the local Scouting executive of Boy Scouts of America, Mr. Crump is in the vital business of helping community self-help Scout troops and Cub packs turn boys, especially black boys, into men. Carlton is also a member of the Kiwanis Club.

Roosevelt Perry: As one of the operatives who moved with the Jackson campaign as it marched across America in 1988, Perry has a unique perspective on contemporary grassroots politics. Most importantly, he combines this populist political view with the economic nationalism of the Buy Freedom Campaign. He puts those views on the bottom line with a new hair salon start-up, Studio One.

Vernon Robinson is a former candidate for the North Carolina Senate.