

Gerald Long to students From Page A1

company. The rest is history, Long said, referring to his move through the ranks at R.J. Reynolds from vice president of marketing, to vice president of marketing and sales, to executive officer, president, chairman of the board, and finally president of the international corporation.

You can do the same, the father of six children said, encouraging the students.

"I learned that if you maximize your productivity and utilize every asset and start planning you can succeed," he said. "If you never settle for anything less than the very best, you can do it."

It takes guts, desire and brain power, he said, motivating students to aspire to be on the school's honor roll.

"The better you do in class, the better college you'll get into and this is the formula for the rest of your life," he said. "Why settle for second or third best when you can be a successful achiever."

Don't do it all for yourself, either, because you can enjoy your life by doing things for others, he said.

"It's not up to me, it's not up to your teachers, neither is it up to your parents, it's all up to you," Long said. "Remember, no matter how much you do, you can do better. It's a matter of commitment."

Long's lecture kicked off the Womble Carlyle Lecture Series, pre-



Photo by Charmane Delaverson
On hand to kick off the lecture series were, from left, Linwood L. Davis of Womble Carlyle Sandridge and Rice law firm, Commissioner Gerald H. Long and Robert D. Deaton, principal of R.J. Reynolds High School.

sentations by persons of importance on topics of current interest, said Linwood L. Davis, a firm representative. It is a part of the firm's Partnership in Education with the high school.

"Our partnership with Reynolds will take several forms," Davis said. "A primary focus will be the School Improvement Plan, which has been developed by the school staff as a means of providing recognition and incentives to the students to improve their academic performance."

Womble Carlyle Sandridge & Rice fund the costs associated with the plan, including several ways in which recognition will be given to students and teachers for achievement, Davis said.

"It is expected that certain school classes will visit our offices, and a number of our personnel, both attorneys and staff members, will participate in classroom instruction at Reynolds," said Davis.



Talking About Women

Photo by Charmane Delaverson

Alderman Virginia Newell, far right, Gariene Grogan, center, and Judge Loretta Biggs were panelists for last week's discussion of women in the local political process sponsored by the American Association of University Women. The panelists suggested that women actively express their views in the political arena. Mrs. Newell said also that women are just "scraping the surface" of their political potential and encouraged women entering politics to be prepared for criticism but competent in their service.

'Black Issues Forum' returns to public television

Now that the elections are over, where does the American political system go from here? That question will be addressed Friday, Feb. 3, at 9:30 p.m. when "Black Issues Forum" returns to North Carolina Public TV.

Taped for a live audience at N.C. A&T University, the hour program surveys the American political scene and possible future imperatives for the black voter.

As part of a "Black Issues Forum" continuing series, "Election '88 -- Where Do We Go From Here" looks at current trends and social problems from the perspective of the black community. Valeria Lee, chair of the University of North Carolina Center for Public Television Board of Trustees and program development officer at the Z. Smith Reynolds Foundation, will again moderate the panel

discussion. Panelists on the forum are Pluria Marshall, chair of the National Black Media Coalition; Sen. Frank Ballance, North Carolina second district; Dr. Linda Faye Williams, associate director of research, Joint Center for Political Studies in Washington; Dr. Lee Moore, senior educational advisor to N.C. Gov. James Martin; and Congressman Charles Hayes of Chicago.

Black aldermen respond From Page A1

tively on business that employ many of our members and constituents.... In addition, other businesses which employ our members benefit from the spin-off dollars which are spent."

Organizations such as the NAACP, the United Negro College Fund, the United Way and the Red Cross have benefited from billboard publicity donated to them as public service gestures by outdoor advertising companies, Marshall continued. "Since all of us depend on the public for our financial and volunteer support, we depend upon the generosity of the mass media to help us spread our message," Marshall said.

Outdoor advertisers' supportive role toward the NAACP includes a billboard on U.S. 52 last summer to publicize the organization's national membership radio fund, he said, adding that a total billboard ban would be "counter-productive" to the city's economy.

"...somebody said we need a break," Marshall said. "I think the black community also needs a break, but not a break from visual pollution, but from poverty.... the New Walkertown Shopping Center that you just agreed to finance will depend greatly upon billboards for their advertisements. As a matter of fact, the economically-induced homicide is running rampant in the black community and the most

destructive form of pollution which faces this earth is not signs pollution, but poverty again."

In his address to the board, Schatzman said billboards "help break up visual fatigue" that some motorists experience during long road trips.

"...in an increasing service-oriented economy, many industries like the hotels, convenience stores, fast-food establishments that use these billboards employ many blacks and women who comprise the majority of my organization's membership," said Schatzman.

Alderman Newell said she is shocked and embarrassed by the statements from both NAACP officials.

"I, for one, would like to see some good old hard data to support those allegations," Newell said. "A substantial decision can't be made on the livelihoods of people based on 11 miles of billboards that aren't there and a highway that doesn't exist."

"I was absolutely appalled by the lack of information and callousness used based on sheer opinion to hoodwink black people and for them to think that people would believe them."

Billboards along the interstate would not have a cluttering effect, said Alderman Burke explaining why she voted against a total ban of

billboards along the bypass. She added that because Afro-Americans are often those who have jobs without benefits and are often temporary employees of restaurants, hotels and motels they could be the first axed if business slacked up because of a ban on outdoor advertising.

Alderman Hairston said he also was against a total ban.

"When it comes to jobs, we're the ones who suffer the most because we're last on the totem pole," Hairston said. "Hotels, motels are the businesses that use billboards and a lot of blacks work there. When there are layoffs or cutbacks, it's the blacks who were the last hired and the first fired."

Two days after the aldermen's meeting, Schatzman lashed out at Alderman Wood calling her a racist.

During the meeting, Wood quoted information from an article appearing in the July 5, 1987 edition of the Los Angeles Times, which suggested that advertisers of alcoholic beverages seek out Afro-American consumers.

In an open letter to Wood, Schatzman demanded an apology from her because he said, "The reality is, however, that blacks are not the only ones who buy and drink alcoholic beverages in Winston-Salem or anywhere else."

Alderman Wood could not be reached for comment.

Two blacks approved From Page A1

if the contractors we've dealt with have made commitments to hiring minorities, to find one even if it does mean going the extra mile," Roseboro said. "This denial may be just the top of the iceberg, chipping away at some of the gains we've made."

The M/WBE advisory committee works with the city's director of the minority contracting program, Betty J. Hanes, to supervise efforts to share city business with Afro-Americans and women. The program is based on voluntary participation, and because of the recent U.S. Supreme Court ruling, it's doubtful that any specific mandatory quotas will ever be enacted, Hanes said. The court ruled against a Richmond, Va., ordinance that set specific quotas for participation by Afro-American-owned businesses in city contracts.

Grace said he had no reason to doubt Hilton's making a good-faith effort to hire minorities.

"I have no question about what Chris Hilton said. He said he made a good-faith effort. He sent out (210) letters, what more of a good-faith effort could he make?" Grace said. "Good faith just isn't enough. Good faith is so subjective and difficult to prove or disprove."

"I don't like the (city's) system. Mine (vote) was a more symbolic gesture putting the burden back on the

city. If the city wants minority participation, it can continue to do what it's doing now or come up with a way to ensure that women and blacks get to participate in city projects. I don't think they (majority contractors) are going to do anything voluntarily."

Using a list of minority subcontractors who had bid on his project in Greensboro and a list of about 50 M/WBE approved firms, Hilton mailed his letters soliciting bids, said Hanes. He received 11 replies, three of which called back saying they would not submit bids. The other nine were cut because they didn't present the lowest bid, she said. Hilton submitted the minority and majority bids he received as documentation that some Afro-Americans and women had applied, although none had submitted the lowest bid, Hanes said. She talked to some of the subcontractors who had submitted bids.

But can Afro-American subcontractors compete against white firms in a "low-bidder gets contract" project?

"Most can't," said Afro-American contractor James H. Moore of Metropolitan Drywall and Ceiling Systems.

When Moore submitted his bid on Hilton's project, the total estimate included costs for materials, taxes, direct labor, material handling, clean up, supervision, overhead and includ-

ed a profit margin.

"That's how I'm set up. But there are people out there who do work based on the cost of material and direct labor," Moore said. "When they bid on that job against me, I can't get that job because it costs me more because I have administrative costs they don't have. When I turn in a bid to Chris Hilton, I can't operate any lower than that to produce the job."

For three years Moore has tried for a subcontracting spot on one of Hilton's projects, he said. The city's program only succeeds in helping general contractors escape from dealing with minorities, Moore said.

"A minority competing in the low-bid process can't compete because there are a lot of blacks with their own businesses and expenses and they just can't submit the lowest bid," Moore said.

Moore, Grace and other members of the minority contracting community are awaiting the upcoming evaluation of the effectiveness of the city's M/WBE program, scheduled for release sometime this month.

Stating the advisory committee's purpose, Grace said, "Ours is hopefully to bring together the two sides and change and forge new attitudes. I haven't seen the stats but we'll know whether we're effective or not when they come out."

Blacks lose out on programs From Page A1

tional questions on ancestry, employment, education, income, type of housing and utilities may appear on the longer form.

Once the bureau receives the questionnaire a census employee checks for complete forms and then answers are compiled to produce statistical totals for various geographic areas. The combined numbers, not personal answers, are published and put to thousands of uses, Derrickson said.

All census information is confidential, he said. Census personnel take an oath to uphold this confidence and failure to do so can mean five years in prison and \$5,000 in fines.

In addition, Title 13 of the U.S. Code prevents any agency, such as

Immigration, the Federal Bureau of Investigation or the Internal Revenue Service, from getting any specific information about persons reporting census information, Derrickson said.

The questionnaire information tells the government how the nation is changing, housing conditions and gives an area's education and employment information.

"It's just a snapshot of the United States taken during a certain period of time and when that snapshot is taken April 1990 the figures will be locked in for the next 10 years," Derrickson said.

On Feb. 10 in the Forsyth County Main Library's auditorium at 660 West Fifth Street, the Census Bureau will sponsor a city-county Communi-

ty Network meeting to develop an action plan to assure the best count in the Twin City area, and to obtain assistance commitments from local organizations, Derrickson said.

Sarah Knopf of the Greater Winston-Salem Chamber of Commerce and Addie Todd, of the city-county planning board are scheduled to make presentations at the meeting.

In future months, Derrickson is planning to air information on WAAA and WSMX radio stations and make a presentation to Urban League.

Persons interested in being census takers or assuming other mid-management jobs with the Bureau of Census should contact Derrickson at (919)274-0158, or write to P.O. Box 21303, Greensboro, N.C., 27420.

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