

# Educators: Budding journalists need more HBCUs

Chronicle Staff Reports

Journalism deans and department heads from 35 historically Afro-American colleges voted March 17 to form the first formal association ever to address their common concerns and needs.

Their action climaxed a two-day conference sponsored by the Gannett Foundation at its national headquarters in Arlington, Va. The "Summit on Excellence" marked the first time journalism educators from predominately Afro-American institutions had met. Thirty-eight delegates assembled March 15-17 to discuss topics such as accreditation, finances and fund raising, and curriculum and faculty development.

"This has been a historic gathering," said Orlando Taylor, dean of the School of Communications at Hampden University. "Not only have we vigorously discussed issues of mutual importance, but we have made important connections among ourselves, and by creating this association, we have recognized our strength in numbers and the need to tackle collectively the problems facing our institutions."

Mr. Taylor will chair the planning

committee of the newly formed group — the Association of Journalism and Mass Communication Programs at HBCUs (historically black colleges and universities). Other members of the planning committee are Elayne Hayes-Anthony from Jackson State University in Mississippi; Harry Amana, Clark Atlanta University; Dianne Cherry, Norfolk State University in Virginia; and Clarice Lowe from Texas Southern University.

Headliners speaking during the summit were Carl Rowan, syndicated columnist and Gannett Foundation trustee; Jay Harris, vice president of operations Knight-Ridder Co., Inc.; Charlayne Hunter-Gault, correspondent for the MacNeil/Lehrer NewsHour; Tom Morgan, president of the National Association of Black Journalists; Barbara Reynolds, editorial board member at USA TODAY; Loren Ghiglione, president of American Society of Newspaper Editors; and John Lavine, president of Accrediting Council on Education in Journalism and Mass Communication.

In his address, Mr. Rowan said, "Aspiring black journalists must walk boldly into the mainstream, including most of all, the social life of the places

where they work." He also exhorted journalism teachers to tell their students that "they must think equal to ever be equal."

"Historically black institutions are vital to increase minority representation in media," said Charles L. Overby, Gannett Foundation president and chief executive officer.

Mr. Harris agreed, saying a large number of Afro-American journalists do their undergraduate work at HBCUs. He said, "Fully 40 percent of all black college graduates each year graduate from one of these schools." The conclusion, he said is that "if you need to hire relatively large numbers of young black professionals — as American newspapers most certainly do — you'll have to go to black colleges to do it."

"In preparing our students to go forth as journalists, as leaders, we must get ahead of them and open some doors," Ms. Reynolds added. "It is still true that about 54 percent of all newspapers hire no minorities. And most that do, don't promote them. Ninety-five and a half percent of all newsroom managers are white. We have to do more than teach, but help bring down those dead structures of corpo-

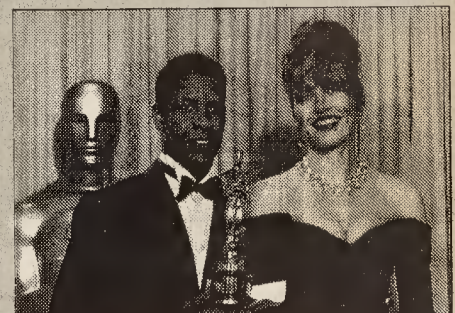
rate apartheid that don't make economic or moral sense."

During the conference, the Gannett Foundation announced that it will pay expenses for representatives from accredited schools to travel to journalism programs at HBCUs and help the educators explore accreditation. The foundation is also providing funding for the heads of black college programs to go on accrediting visits. The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) will be coordinating the arrangements.

Three of the historically black college journalism programs — Howard, Jackson State and Florida A & M universities — are currently accredited by the ACEJMC.

The Gannett Foundation is the nation's largest information-oriented foundation and the largest foundation in the Washington, D.C., area, with assets of nearly \$650 million and annual grants and programs of more than \$30 million. It has given nearly \$50 million to journalism-related programs, its primary national interest, and about \$2 million to historically black colleges and universities.

## Winston-Salem Chronicle NewsUpdate



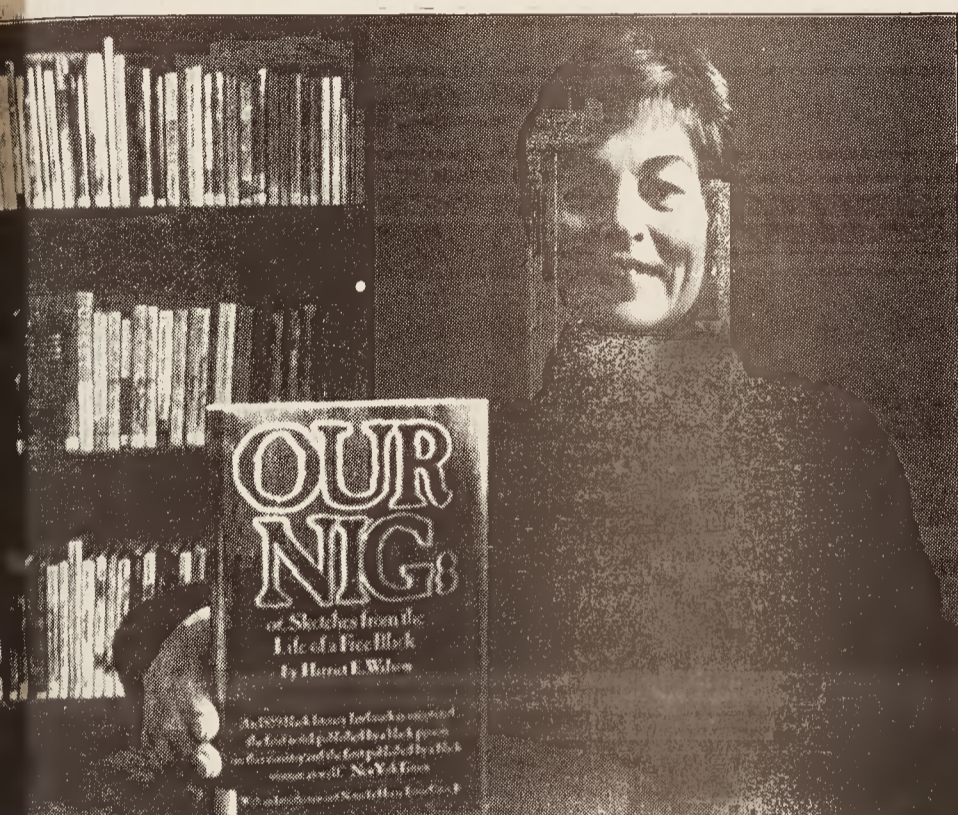
**Washington wins Best Supporting Actor**  
Actor Denzel Washington displays his Oscar for Best Supporting Actor for his role in "Glory" at 62nd Annual Academy Awards in Los Angeles Monday night. At right is actress Geena Davis, who presented the Oscar.

**Rebel priest starts Baltimore temple**  
BALTIMORE -- Rebel Washington priest the Rev. George Stallings is expanding his breakaway African-American Catholic Congregation to Baltimore and Norfolk, Va. Stallings has charged that the Catholic Church is racist and has failed to meet the needs of its black members. He was recently excommunicated from the Washington Archdiocese.

**Black woman will lead Haiti**  
PORT AU PRINCE, Haiti -- The poverty-ridden and politically troubled island nation of Haiti got its first female president in history recently. The swearing-in of Hertha Trouillot also marks the first time a black woman has headed a government in the Western Hemisphere.

**Factional fighting kills 30 in S. Africa**  
NATAL PROVINCE, South Africa -- A new wave of black-on-black fighting left at least 30 blacks dead in white-ruled South Africa recently. The serious incident came when a group attacked the home of Zulu Chief Gatha Buthelezi.

**DID YOU KNOW ...** that a banana a day could help prevent heart attacks and stroke? The potassium in bananas is great for clearing clogged arteries which can lead to heart attacks or strokes.



### Rare Book

Irma Johnson, librarian at the Amherst Library displays a copy of "Our Nig," written by Harriet E. Wilson. The book is believed to be the first novel ever published in America by a black person.

Associated Press Laser Photo

## Sara Lee donates \$2.5 million to WSSU

Chronicle Staff Reports

Sara Lee Corp. announced last week that it will contribute \$2.5 million to Winston-Salem State University's Centennial Campaign.

The gift was announced by the president of Sara Lee, Paul Fulton, last week at the convention center.

Mr. Fulton, a university trustee since 1985, is honorary chair of the Centennial Campaign, which seeks to raise \$25 million in private donations toward a total goal of \$55 million. The funds will be used to establish Winston-Salem State University as a regional university serving the Western Piedmont.

"Sara Lee's gift is another demonstration of corporate support for this university and what it seeks to accomplish for the good of this and neighboring communities," said WSSU Chancellor Cleon F.

Thompson, Jr. "These donations will greatly enhance our ability to attract and retain both outstanding faculty and students, as well as improve our campus facilities and strengthen our academic programs."

The \$2.5 million contribution, the largest single donation ever made by Sara Lee, is the second major corporate contribution the university received in as many weeks.

In making the announcement, Mr. Fulton called WSSU "the most under-leveraged asset this community has."

"We need Winston-Salem State University," he said. "We need it to supply workers to local business. This is very important as we try to attract new industry. We need it to retain more of the young people of this area. We need it to support our growing medical industry and our public school system, and we need

it to be the best it can possibly be, serving a broad base of the community."

Dr. Thompson described the Sara Lee gift as "another leap forward for Winston-Salem State University."

He applauded Mr. Fulton for his commitment to Winston-Salem State.

"Paul's tenacious and action-oriented," Dr. Thompson said.

His belief in the viability and potential of Winston-Salem State has led to cooperative education experiences for our students at Sara Lee, to endowed scholarships for our business majors and to continuous financial support for on-going programs.

Dr. Thompson said that Mr. Fulton "is not just an astute business person. He is astute about education and about the interdependent relationship between the two."

## Afro-Americans should check 'black' box on Census

Chronicle Staff Reports

Because the terms "Afro-American" and "African-American" do not appear as options for people to identify their races, some black officials across the city and country think "other" will be written, and another massive undercount of the minority group will result.

"There is not a category on the form that says black American," said Lynda Seymour, manager of the Forsyth County U.S. Census Office. "But we do have brochures that people who consider themselves to be Afro-Americans or African-Americans can use if they want to be identified that way. I would think most Afro-Americans

would consider themselves black and check the blank marked 'Negro/black.'"

In the April 2, 1990, issue of "Jet," the magazine quotes Afro-American officials urging members of the race "to be black until April 1," Census Day. Ms. Seymour said she's not predicting the racial-term question to be a problem, however, she added, "if anyone senses that it is, we urge them to please call our 1-800 (999-1990) number to get the assistance they need. I don't see this leading to people not filling out the forms or it leading to an undercount."

"In any case, I spoke (Wednesday) with representatives from the local NAACP and the housing

authority and they are both working hard to see that all blacks are counted. We're sponsoring joint efforts to assist people in filling out the forms."

Census forms were mailed to more than 100 million homes across the country this week. Census data is used to determine federal and state fund appropriations and is important when considering the redistricting of state and local election districts.

The race question is number four on the short form of the Official 1990 U.S. Census Form and Afro-Americans, African-Americans and the like are urged to fill in the space marked "black or Negro."

### TRANS WORLD FASHIONS

Trans World Fashions Latest Fashionable Clothes, Hats & Wigs! Big Savings For Easter!

Dresses, Dresses, Dresses for Easter, Easter, Easter  
**\$24.98 to \$79.98**

We Carry Children's Sizes to Plus Sizes!  
**20% to 50% Savings**

Latest Hats, Wigs, Jewelry, Belts & Accessories  
Great Savings at Transworld Fashions  
Hurry! Come & Lay Away Now for Easter  
**Trans World Fashions**

3565 Northside Shopping Center 767-6739  
3053 Parkview Shipping Center 784-9653

M-F 10-8  
Sat. 10-7

## MARCH INTO SPRING

### 1990 SABLE

MSRP .....17,583  
FACTORY SAVINGS ..... 700  
LIBERTY SAVINGS ..... 1,143  
FACTORY REBATE .....750  
**You Pay \$14,099**

Includes: Power Windows, Power Lock Group, Air Condition, Speed Control Rear Window Defroster AM/FM Radio Cassette Player, Light Group, Front and Rear Floor Mats 6-Way Power Driver's Seat, Cast Aluminum Wheels, 3.0 V-6 Engine Bodyside Accent Stripes, Automatic Overdrive... and Much More!

**TEN BEST**

## MOTOR TREND CAR OF THE YEAR

### 1990 TOWN CAR

MSRP .....\$17,583  
FACTORY SAVINGS .....700  
**\$25,990**  
**You Pay**

**LIBERTY** LINCOLN MERCURY MERKUR

PETERS CREEK PARKWAY / WINSTON SALEM 725-0411

**Come In Soon!**