

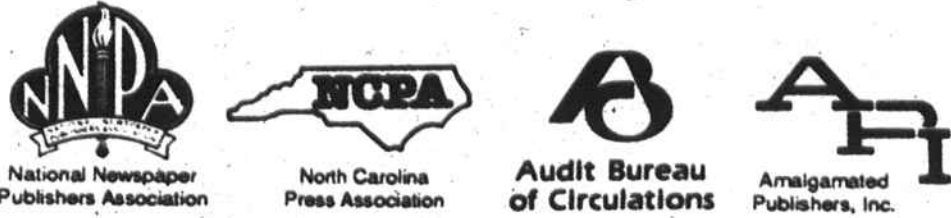
Winston-Salem Chronicle

"The Twin City's Award-Winning Weekly"

Established in 1974

Ernest H. Pitt • Ndubisi Egemonye
Editor/Publisher Co-Founder

Member in good standing with:



Commitment

Education is Good Business

Sustaining economic activity and prosperity in the United States in the next century will require the talent of every one of us, and American-based businesses may be forced to lead the way. It is imperative that they understand the importance of bringing minorities fully into the nation's economic and educational mainstream.

Our opinion
Businesses must actively support historically black colleges.

Nearly one-third of all new entrants into the American labor force will be minorities. Between 25 and 30 percent of adult African Americans are semi-skilled or unskilled. Many earn only minimum wages, many work two or more jobs. Although minorities and immigrants are the fastest-growing segment of the workforce, they are the most at risk of suffering from the economic undertows of our time: plant closings, the rise and fall of industries, skyrocketing housing costs.

The wholehearted support of the business community is critical to black colleges and to support organizations such as the United Negro College Fund. Since 1944, the United Negro College Fund has raised well over \$600 million for historically black colleges and universities.

Ninety percent of UNCF students require scholarships and loans. If not for UNCF, an education beyond high school would be impossible for many black students. Because tuition at UNCF colleges represents less than half of total revenue, these institutions are more dependent on gifts and grants than are other private colleges.

Is UNCF important? About two-thirds of UNCF students are the first in their families to attend college.

Historically black colleges enroll 35 percent of all black students in four-year colleges and graduate about 33 percent of all blacks earning bachelor's degrees in this country. If businesses expect to tap the resources of bright young minds which happen to be housed in black skins, they must commit to aggressively supporting black colleges.

Locally, Winston-Salem State University is conducting a \$26 million fund raising campaign to help the school develop the resources it has and attain the level of excellence it deserves. Our local businesses must rally to this cry, and realize they bear a clear responsibility to assist Winston-Salem State become the community resource it aspires to be.

While the recent boycott of Family Dollar stores seems to be at least partially unwarranted, one fact remains: American-based businesses have a duty to reinvest in the communities which patronize them. They must respond in a responsible manner to the educational needs of the area, and they should be proud of their contributions. We look forward to the day when businesses, when called upon to compare the percentage of their profits to the percentage of their social responsibility programs, can proudly sound their trumpets.

About letters . . .

The Winston-Salem Chronicle welcomes letters from its readers, as well as columns. Letters should be as concise as possible and should be typed for printed legibility. They also should include the name, address, and telephone number of the writer. 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 1636, Winston-Salem, N.C. 27102

Groups and churches need help also

When you benefit the community, you benefit everyone in it, not just a few individuals or businesses. Another term for community development is "macro" economics.

In "macro" development, "community" can be broken down as churches or mosques (which build our spiritual selves and teach the correct values) and groups or organizations which build social and human potential: anti-drug programs; literacy programs (such as AOIP); and programs to help young people develop.

To stimulate "macro" or community development, The Buy Freedom 900 Network (BFN) is offering a FREE 900-number capability to churches (mosques) and community organizations that directly benefit our people, either spiritually or materially or both. BFN will start in January on Martin Luther King's birthday, utilizing AT&T's finest technology.

Therefore, these 100 groups and churches will have their own specialized means of nationwide promotions and will earn money (\$1) every time they receive a phone call. Callers will get information on their activities and, if they do desire, can also send a donation.

This offer is only made to readers of the newspapers in which this column appears. Inquiries for this FREE service must be made in the form of a letter on you organization's

letterhead to: Buy Freedom Network, 1501 Broadway, Suite 2014, New York, NY 10036. No phone inquiries.

All a church, group or organization must do to take advantage of this offer is to use its membership to drive calls to its extension number on the

are absolutely no up-front fees, set-up fees, equipment costs, monthly fees or call minimums! The BFN even pays all of the appropriate telephone company charges.

Suppose its a church. How can this same AT&T state-of-the-art tech-

low-up with a mailing or a phone call.

The ability of any organization or church to generate calls is built in: the membership. For example, if each of Galilee's 4,000 members calls the church's 900 extension once a week, the church's general fund will be richer by \$1 or more per call.

That \$4,000 a week in extra income from calls alone — or \$16,000 a month. If each member get one non-member to call, that amount would double to \$8,000 a week or \$32,000 a month.

After hearing the inspirational message and church activities, many of those non-members would start attending services. If so, the membership would grow by leaps and bounds. The Network provides a closer contact with the pastor while extending the church's outreach program.

Thanks to the latest in advanced technology, the church can, for the first time, minister to its congregants and witness to the community — anywhere in the United States — 24 hours a day, 7 days a week. Any former church members who have relocated to other cities can now stay in touch via the telephone broadcasts.

The BFN is, therefore, designed to build up the total community. That's why we call it The 900 Number That Pays Off.



TONY BROWN

Syndicated Columnist

telephone network.

One example is a community organization in Washington, D.C., Courtesy For Kids Ministry, Inc. Rev. Bobby Drayton has 1,000 young people in his program that teaches them how to go into business and how to develop a business plan.

The program needs money and volunteers. So, when you call extension number 0512 on 1-900-976-6670 (after January 15), you will hear Rev. Drayton explain the need to help young people go into business and how his ministry is helping them and ask for volunteers. He may offer the caller free information via mail.

If all 1,000 of his youth get two people to call his extension on the Network once a month, his ministry will receive \$2,000 a month. There

nology work for your church? Take for example, Rev. James Deleston's Mt. Moriah Baptist Church in Jamaica, New York, which has extension number 0511 on the BFN or the Galilee Baptist Church in Suitland, Maryland with 4,000 members.

Callers to the 900 Network from all over the United States will be able to hear a recorded message in the preacher's own voice. They can hear scripture readings, an inspiring prayer, get church news of the sick and shut-in, choir practice, special events, weddings, information on fundraising efforts — or receive an invitation to visit next Sunday's service.

The BFN extension even captures the name, address and phone number of each caller so you can fol-

Black Universities' lawsuit for equal rights

Is Mississippi providing fair and equal funding for each of its state-assisted colleges and universities — black and white? Do the students at Mississippi's three traditionally black universities get an education equal to that provided at Mississippi's five traditionally white universities?

These two questions are parts of the large issue now before the U. S. Supreme Court. All states that fund traditionally black universities will be affected by the Court's decision. These seventeen are the fifteen old slave states, Pennsylvania and Ohio.

The 1954 school desegregation decision resulted in some states' merely admitting blacks to the predominantly white colleges and assuming they had complied with the law. The change allowed any student with acceptable grades to attend whatever university he or she desired.

But blacks in Mississippi and elsewhere argue that black universities are unable to provide an equal educational opportunity for their students because the state funding formulas are rigged to produce more money per student for the white colleges which

reject some black students on the basis of entrance requirements.

Local public school districts in Mississippi (as elsewhere) are not uniformly funded, so some students always get better primary and secondary school education than others.

Because the Supreme Court usu-

ally considers public opinion in making its decisions, these factors could be involved in its deliberations: 1) Some Mississippi whites want to keep the white colleges better funded than black colleges because they do not believe in racial equality and have said so. Within the last few days the governor of Mississippi has called for the repeal of the Voting Rights Act; 2) Some Mississippi whites want to make the black colleges apparently equal because they think black stu-

denis may deluge the white campuses to get a better education if they believe white universities are really superior. With black colleges equally funded and obviously so, some white think, black students would tend to "stay put" in the black universities; 3) Some black college teachers fear that money and keep black student power and leadership experience; 5) One black college president said "A black student doesn't have to sit next to a white student in order to learn." (Was this man more concerned about his job than about the students?); 6) Recently a black colleges said, "I would not want to be in a room with a person who did not want to be in the room with me."; and 7) Another black professor at a black college said, "blacks have special problems that can be addressed better in their own separate setting."

Meanwhile, other black educators in Mississippi, seeing better buildings, equipment and other facilities at the predominantly white schools, are suing for equal funding.

Now, two questions arise: 1) How do you think the Supreme Court will rule on the matter of equal funding among all state-supported colleges within the respective states; and 2) How do you think Justice Thomas will vote on the matter? Hint: The Bush administration recently changed its mind and assigned lawyers to help the black plaintiffs get more money.



MINORITY REPORT

By JAMES E. ALSBROOK, Ph.D.

School boards can now end corporal punishment

Has your child been hit with a paddle or experienced another form of corporal punishment this year? If so, you might be able to stop such an approach to discipline.

The 1991 General Assembly changed a longstanding North Carolina law that made spanking a routine part of school discipline. Now, for the first time, local school boards have the power to restrict or abolish corporal punishment in their systems. At least 12 North Carolina school systems have banned corporal punishment, in both urban and rural areas, and others are considering this change.

Overwhelming evidence shows that reward, praise and promoting positive self learning, are the most powerful motivators for children to learn. Similarly, research has demonstrated that corporal punishment promotes violence as a way to education. Corporal punishment is often the first punishment imposed for non-violent and minor misbehaviors, rather than a last resort as many people mistakenly believe. Twenty-two states, including Kentucky and Virginia, have banned corporal punishment statewide.

If your local school system has not banned corporal punishment, North Carolina law provides some protections for pupils who may be punished physically. Here are the primary protections. 1) The force used to discipline must always be "reasonable," which broadly prohibits severe malicious beatings. 2) Corporal punishment may not be administered in front of other children. 3) All students and parents must receive notice of what types of misconduct could lead to corporal punishment. 4) Another school official must witness the corporal punishment. 5) Parents must receive notification when their child has received such punishment.

If a teacher or principal fails to follow these guidelines, or the force of the punishment is "unreasonable," then parents may complain through a

assault charges against the teacher or principal who administered the beating.

Assault charges can be either

THE LAW AND YOU

By GREGORY MALHOIT And LOUIS TROSCH

series of procedures. Generally the parent must first complain to the principal. If the situation is not corrected at this level, parents can explain the problem to the system's superintendent and finally to the local school board. If school officials fail to correct the problem through this process, parents have the option of bringing

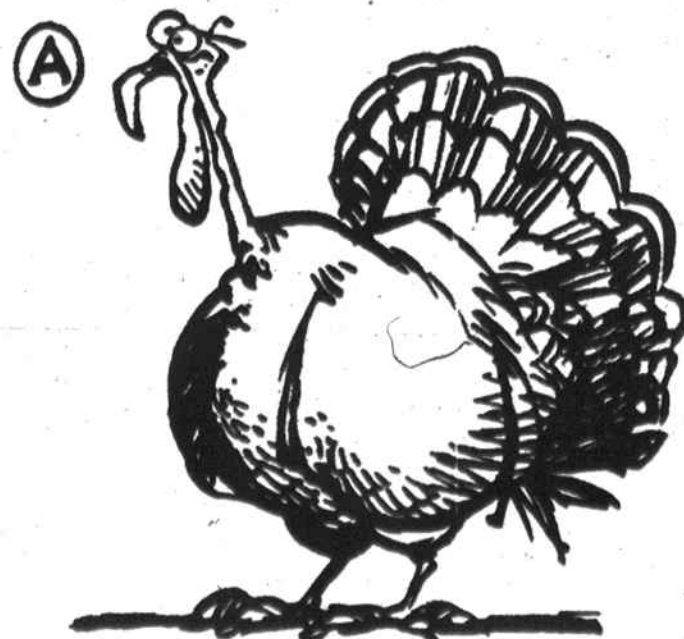
criminal, in severe cases, or civil, with the child receiving money damages for his pain and suffering. Until recently, courts have required particularly severe mistreatment before deciding that the force used was not "reasonable." North Carolina's courts have begun showing increasing sympathy to children abused in the name

of "reasonable" school discipline.

Research has shown that schools with high rates of corporal punishment have high rates of suspensions. Minority and poor white children receive paddings four to five times more frequently than middle and upper class children. Boys are hit more frequently than girls. Corporal punishment often increases violence, aggression and vandalism among school children. Spanking sanctions violence as a way to control children that can escalate into child abuse.

Parents interested in restricting or abolishing corporal punishment now have a new legal right to assist them. If you have questions about your legal rights concerning corporal punishment, contact a local attorney, your local Legal Services office, or a local children's organization.

Which Turkey Has The Best Chance of Surviving The Holidays?



UNITED PICTURES (SMITH BARNEY) DALLAS, TEXAS