

Local nursing sorority to hold annual Spring Gala

Special to THE CHRONICLE

The Chi Chi Chapter of Chi Eta Phi Nursing, Inc. will host its Fifth Annual Pre-Spring Gala at the Adams Mark/ Winston Plaza Hotel, 425 N. Cherry St, Saturday from 6:30 p.m.-midnight.

The gala will feature Uniqueness Unlimited Modeling Productions of Lexington, Ky. This is the fifth appearance of this dynamic and unique modeling group under the direction of William Parris.

The music will be provided by Canvass a local jazz group.

Proceeds from the event will go toward scholarships for nursing students locally and nationally and support the Sarah Y. Austin School here in the city.

Chi Eta Phi Nursing Sorority is a organization of professional nurses and nursing students with

the two-fold purpose of elevating the cause of nursing and increasing interest in the field of nursing.

There are more than 7,000 professional nurses and nursing students - both male and female - grouped into 5 regions geographically. There are more than 40 undergraduate and 80 graduate chapter located in 30 states, the District of Columbia, St. Thomas, U.S. Virgin Islands and Monrovia Liberia.

The sorority is guided by the motto "Service for Humanity" and members are dedicated to providing a variety of services to all who need or seek assistance from its membership.

The local chapter was founded Sept. 12, 1978 with Yetta Clark as the first Basileus. The chapter celebrated this momentous occasion at

the Banquet Center in Kernersville, with a "Stroll Down Memory Lane"

The elected officers of the local chapter are President, Robbie Irvin; Vice-President, Mildred Smith; Secretary, Phyllis Little; Corresponding Secretary, Willa Abbott Treasurer, Annie Alexander; Recording Secretary, Elleton McCullough; Dean of Sponsors, Joann Miller; and Beta Sponsors, Gloria Millner and Kanzenner Wilks.

The chapter is a member of the largest region, the Southeast Region. The sorority is very proud to have Elleton "Mickey" McCullough serving as the Southeast Regional Director.

She will be presiding over the regional meeting next month in Augusta, Ga.

Award

from page A1

and Eunice Dudley, entrepreneur Richard Davis, retired educators Palmer Friende and Maxwell Banks Grier and community activist Felecia Mack will be honored for lifetime achievements.

The Chronicle will also pay posthumous tribute to the Rev.

David Hedgley and Greensboro activist Vance Chavis.

"There's a lot of work to be done in our community," Pitt said. "Thank God, for those who are willing to



Pitt

commit their time and resources to getting it done. I'm proud to be associated with them. I respect them highly and I commend them and applaud them."

Tickets for The Chronicle's 16th annual Awards Banquet are \$25 and can be purchased by calling 723-9026 or in person at our offices at 617 N. Liberty St. Corporate tables are also available. For more information call 723-9026.

CIAA

from page A1

The Globetrotters will hold an autograph session after the event.

"This is something we think will benefit the community," Fuller said. "We are hoping that families come out."

The UniverSoul Circus is becoming legendary in its own right. The circus features a host black high-wire walkers, acrobats and aerialists, as well as a stellar light show and exotic animals. All the live action is combined with some of the best R&B music ever recorded, and the result is simply magical, according to those who have seen the show.

The circus will make its first appearance in Winston-Salem at Super Saturday.

"They are huge... They are wonderful," Fuller said of the circus.

Circus performers will also be featured during half-time at one of the semi-final games, Fuller said.

The Johnson C. Smith University Marching Band will bring its

own brand of music to Super Saturday. The university is one of the few schools in the nation that has a 120 person band for basketball events, Fuller said.

The band - which is also known as The International Institution of Sound - has performed around the nation and in Spain and Ireland.

The CIAA has also made an effort to get more students involved in the tournament. This year, a 3-point shooting contest was held on the campuses of eight CIAA schools. The winners from those schools have already won all expenses-paid trips to the tourney, but on Super Saturday they will have the opportunity to win much more.

The student winners will compete for up to \$3,000 in prize money as well as an assortment of other goodies.

"This was a huge campus promotion," Fuller said. "We thought this was a great way to get the (students) excited about the CIAA

tournament."

Super Saturday - which starts at 8 a.m. - will also feature cheerleading exhibitions and CIAA legends men and women basketball games.

The schedule for Super Saturday is as follows:

- 8 a.m. - 9 a.m. - Student 3-point Shot Contest
- 9 - 9:45 a.m. - Cheerleading Exhibition (6 squads)
- 9:45- 10:15 - JCSU Marching Band
- 10:15- 11:30 - Men's Legend's Game
- 11:30- 12:15 - UniverSoul Circus
- 12:15- 1:00 - Cheerleading Exhibition (6 Squads)
- 1:00- 2:30 - Women's Legend's Game
- 2:30- 3:00 - Harlem Globetrotters
- 3:00-3:15 - Autograph Session in LJVM main lobby

Publishers blast Toyota over ad

By MICHAEL J. ROCHON
THE PHILADELPHIA TRIBUNE

A controversial advertisement printed in Jet Magazine has erupted into an avalanche of outrage among African-American publishers and business leaders, with many referring to the ad as "blatantly racist."

Recently, Toyota Motor Sales Inc. placed an ad in Jet Magazine, the weekly periodical, featuring the catchphrase, "Unlike your last boyfriend, it [the car] goes to work in the morning."

African-American leaders say the ad is an overt jab at Black men, who are often stereotyped as shiftless and lazy.

Dorothy Leavell, president of the National Newspaper Publishers Association, said the advertisement "stinks of racism."

"I am outraged," Leavell said. "To imply that Black men wouldn't work, but yet the car would be an example of blatant racism, and displays insensitivity and irresponsibility towards African Americans."

"I'm just trying to imagine what [Toyota and Jet officials] were thinking. I feel the ad is just totally irresponsible."

The controversial advertisement appeared in the Jan 25 issue of Jet, one of the top-selling magazines aimed at an

African-American audience.

The uproar from Black leaders prompted Jet and Toyota to print two full-page retractions in the Feb. 15 edition, apologizing for an apparent oversight.

In Jet's retraction the magazine said they "do not approve" of the ad and "regret that it escaped our attention."

Leavell questions why an oversight of such a magnitude could have been made.

"Jet Magazine said the ad was one that 'fell through the cracks,'" noted Leavell. "It's very hard to believe they let such blatantly racist material simply fall through the cracks."

Diana DeJoseph, senior media relations administration for Toyota Motors Inc., said the advertisement was never meant to appear in print. Scrapped after failing pre-publication test screening, the ad still found its way to Jet Magazine, and to Jet Magazine alone.

"At the final litmus test of review, the ad was determined to be inappropriate and was pulled," said DeJoseph. "Due to a clerical error, it was printed in Jet."

According to DeJoseph, the ad was not aimed at African-Americans or other minority groups, but was intended to attract a young, female audience. Since being printed, she

said the automotive company has felt significant amount of pressure from African-American organizations, and has vowed to increase sensitivity in future advertisements.

David Brown, president of Beach Advertising, notes that such "irresponsible advertising" helps to perpetuate the popular stereotypes that have victimized Black men for more than a century.

"Ads like that reinforce all types of negative things, and to associate unemployment with African-American men are just terrible," said Brown, noting that Jet should also bear a substantial amount of blame. "The unfortunate thing is that there are a lot of people out there who wouldn't be offended by such a racist ad, and those are the images we are trying to fight everyday."

Jet Magazine declined several request by The Tribune's for comments.

NNPA president Leavell intimated she may soon demand a formal meeting with Toyota Motor Sales Inc., adding that the automotive company might owe more than just an apology.

"I hope to meet with them to make sure these people realize that when they put out advertisements, they must always be sensitive and aware of the Black community," said Leavell.



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