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THURSDAY, February 8, 2018

Dodge chided for using King voiceover in Super Bowl ad

BY LAUREN VICTORIA BURKE
NNPA NEWSWIRE

There were ads with Morgan Freeman rapping and ads with babies from around the world and fast cars with singer Steven Tyler. There were ads with medieval themes, magic and song.

Then there was the ad using the words and voice of Dr. Martin Luther King Jr. to sell Dodge Ram trucks.

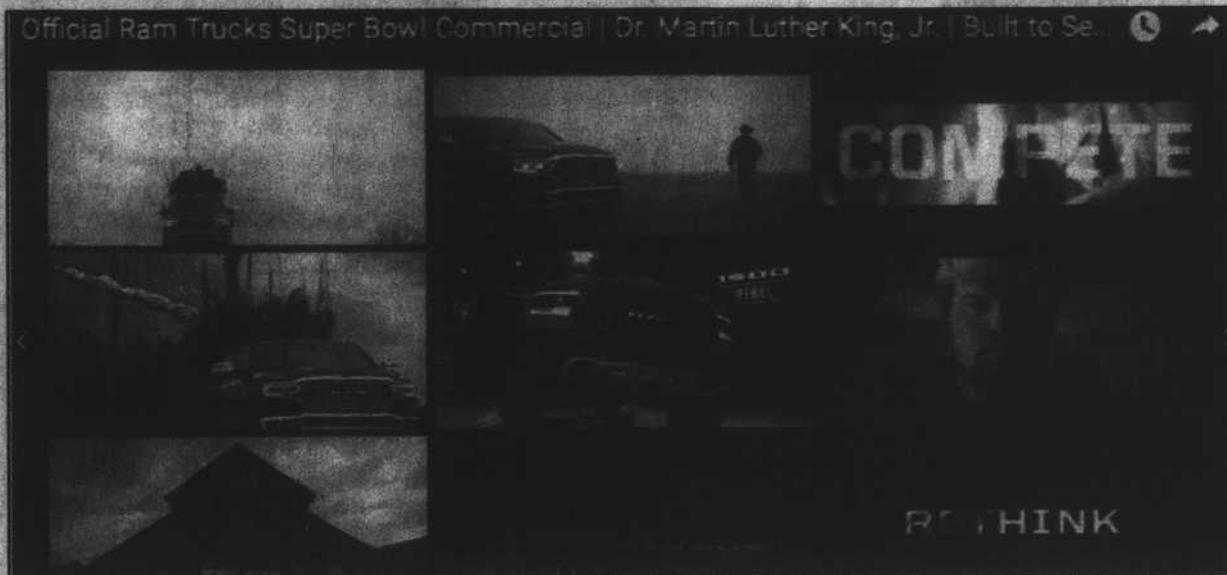
"Everybody can be great," Dr. King said in a speech in 1968, two months before he was murdered. "You only need a heart full of grace; soul generated by love."

The advertisement featured images of football players, cowboys, U.S. troops and first responders as a backdrop to King's voiceover. The advertisement ended with an image of a soldier, a Dodge truck, and the words "Built to Serve."

The commercial for Dodge trucks provoked protest on social media shortly after it aired from many Super Bowl LII viewers. It also induced a reaction tweet from the The King Center and Bernice King, the daughter of the late civil rights leader.

"Neither @TheKingCenter nor @BerniceKing is

See Ad on A10



Some Super Bowl watchers were dismayed by the use of a Martin Luther King Jr. voiceover in the Dodge truck commercial.



Photo by Timothy Ramsey

The award recipients hold their awards. They are, left to right, Nora Jones, Ben Piggott, Precious Quire-McCloud and Phyllis Ann Bridges.

Legend Ben Piggott gets Lifetime Achievement Award

BY TIMOTHY RAMSEY
THE CHRONICLE

Over the years, Ben Piggott has been honored many times for his work in the community. Now that he is retired from the Winston-Salem Recreation and Parks Department, the honors have not stopped. Piggott was honored with the Rhythms of Triumph Lifetime Achievement Award for his years of service Friday, Feb. 2 at the Greensboro Coliseum.

The Rhythms of Triumph, a celebration of Black History Month, has held this annual event for 18 years. It is sponsored by McDonald's and 97.1 WQMG in order to merge the concepts of music and community but more importantly to honor the unsung heroes in the community.

See Award on A10



Photos by Timothy Ramsey

Ben Piggott was honored with the lifetime achievement award at this year's Rhythm of Triumph awards ceremony.

With candidate filing Monday, court decisions loom large

BY CASH MICHAELS
FOR THE CHRONICLE

Monday, Feb. 12, is the beginning of the filing period for candidates for public office in North Carolina. Technically, that's when Democrats and Republicans, hoping to compete in their respective party primaries for a chance to be ultimately selected to run in the fall 2018 midterm elections, commit themselves for either statewide or congressional office.

But thanks to an unceasing plethora of court cases involving legislative, congressional and judicial redistricting, confusion has been the buzzword as to whether even the filing period would be allowed to commence.

At press time Tuesday, there was no official word of any delays that would disrupt the filing period. In fact, at least one court ruling last week cleared the way for several judicial candidates who originally were off the ballot.

U.S. District Court Judge Catherine Eagles partially granted a preliminary injunction against Senate Bill 656, which, when passed by the Republican-led N.C. General Assembly last year, eliminated judicial primary races. In her order, Judge Eagles said it made no sense to do away with primaries for statewide races for the state Court of Appeals and the N.C. Supreme Court (currently there are races for both) because neither post are depended on voting districts.



Eagles

See Decisions on A10

Program invites business pros to encourage young men

BY TEVIN STINSON
THE CHRONICLE

Earlier this week, AAMPED (African American Males Pursuing Educational Dreams), a program offered by the local Crosby Scholars Community Partnership, invited young men from schools across the district to sit down with local business professionals' to discuss their futures, and the importance of setting goals during the first

Tipping Point Series, a two-part event designed to prepare students and parents for the future.

Following a trial run in 2016, this school year AAMPED hit the ground running, looking to make a difference in the Winston-Salem/Forsyth County School District. Richard Watts, retired principal and AAMPED coordinator said that after seeing the number of African-American males enrolled in Crosby Scholars as high school seniors decline, they adopted AAMPED to

increase those numbers and encourage young men to continue their education after high school.

Watts, who retired from Winston-Salem Preparatory Academy following the 2016-2017 school year, said helping African-American males reach their full potential is work he has been doing for years and AAMPED is a continuation of that work.

See Program on A10

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