

OPINION

THE CHRONICLE

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Our Mission

The Chronicle is dedicated to serving the residents of Winston-Salem and Forsyth County by giving voice to the voiceless, speaking truth to power, standing for integrity and encouraging open communication and lively debate throughout the community

Guest Editorial

Ebony, Jet fire remainder of staff, may close its doors for good

It's official: Ebony Magazine—along with its sister publication Jet Magazine—has potentially closed its doors for good.

Former employees of the company took to Twitter last week using the hashtag #EbonyOwes to air out their frustrations with the company, as it has fired all of its employees with little to no notice.

According to USA Today, members of Ebony magazine's digital team say they've been fired and haven't received their final paychecks in the latest controversy to hit the struggling publication that has chronicled black life in America for decades.

Michael Gibson, co-chairman and founder of Austin, Texas-based Clear View Group, which owns Ebony, declined to comment to USA TODAY on the digital team's dismissal, citing a "policy of not commenting on any employment practices or issues."

The Chicago Tribune previously reported how Ebony was being pressed by the National Writers Union to pay more than \$200,000 it alleged the magazine owed to freelance writers who contributed stories back in 2017. The drama sparked the hashtag #EbonyOwes on Twitter.

According to a report on Ebony.com, the magazine's previous owner, Johnson Publishing Co., filed for bankruptcy liquidation in April, which Ebony said would not affect its operations.

"EBONY Media Operations, LLC brands, which include EBONY magazine, EBONY.com, digital magazine JET and jetmag.com and its related businesses, have viably operated independently of Johnson Publishing Company dba/ Fashion Fair Cosmetics (JPC) since black-owned Ebony Media Operations, LLC (EMO) purchased the media assets of JPC in 2016. Black-owned investment firm CVG Group LLC assisted in the formation of EMO," a statement read. "EMO is unaffected by the Chapter 7 bankruptcy announcement regarding the dissolution of JPC. EMO is not able to comment further and is not familiar with the facts or events of the JPC business."

The first issue of the iconic magazine hit stands 74 years ago and took the industry by storm. Founded by John H. Johnson in November 1945, the black-owned publication has striven always to address African American issues, personalities and interests in a positive and self-affirming manner.

Timeless editions of Ebony featured some of the biggest stars in Black America, including issues covered by Diana Ross, Sidney Poitier, as well as President & First Lady Barack & Michelle Obama.

Despite the possibility that the world may lose this national treasure, fans of Ebony Magazine and its lasting impact believe it will remain a staple of the black community and an ultimate expression of black excellence.

Miana Massey, *The Atlanta Voice*

We Welcome Your Feedback

Submit letters and guest columns to letters@wschronicle.com before 5 p.m. Friday for the next week's publication date.

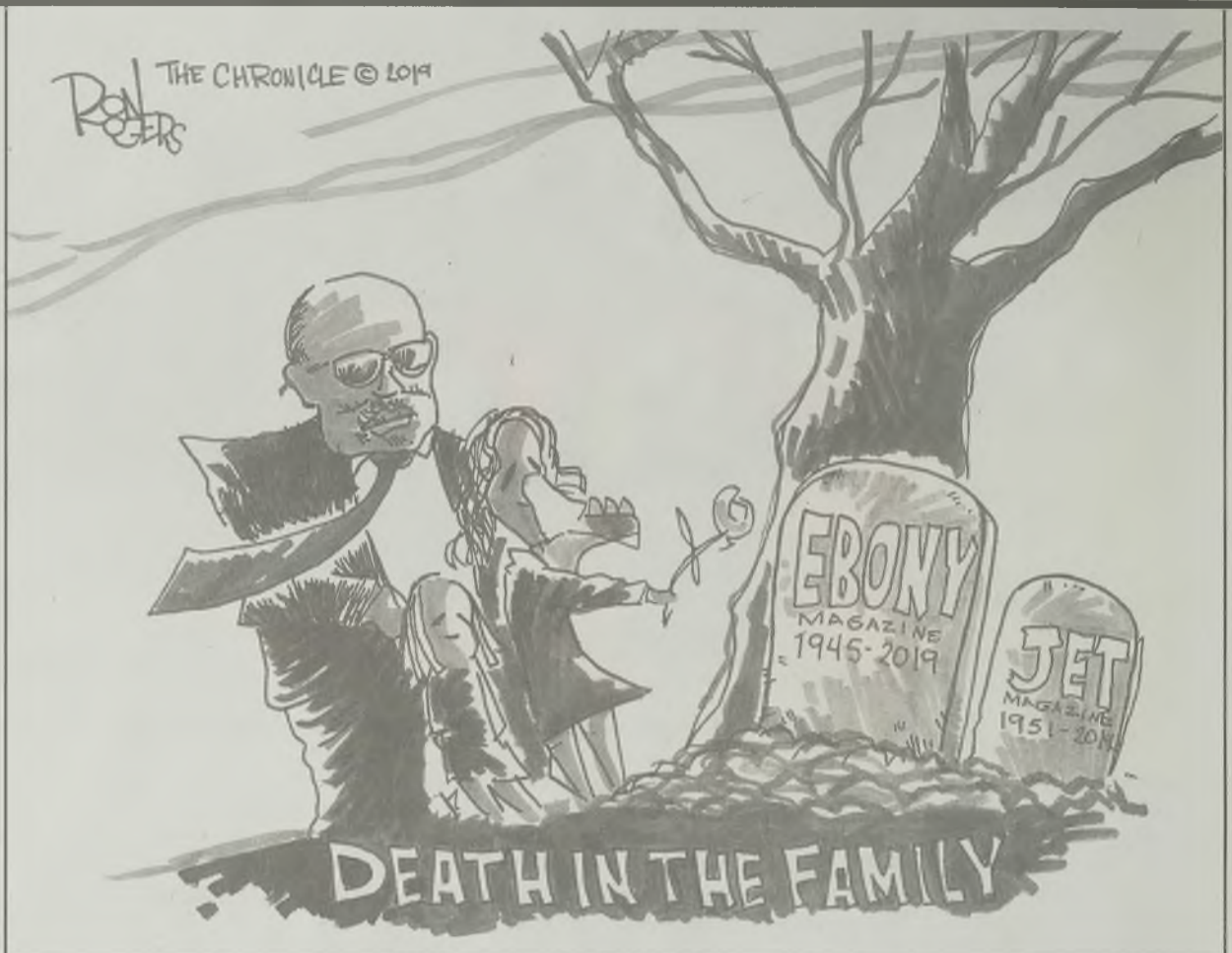
Letters intended for publication should be addressed "Letters to the Editor" and include your name, address, phone number and email address. Please keep letters to 350 words or less.

If you are writing a guest column, please include a photo of yourself, your name, address, phone number and email address. Please keep guest columns to 550 words or less. Letters and columns can also be mailed or dropped off at W-S Chronicle, 1300 E. Fifth St., W-S, NC, 27101; or sent via our website: www.wschronicle.com.

We reserve the right to edit any item submitted for clarity or brevity and determine when and whether material will be used.

We welcome your comments at our website.

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LETTERS TO THE EDITOR

To The Editor:

America at the point of no return

It is sad to say, but on the 243rd anniversary of the birth of this great nation, America, has (possibly) reached the point of no return.

Added the word possibly, because there is still a glimpse of true active believers left somewhere. And we, of course, know that all things are possible to God, the creator of all.

But perhaps, like the Prophet Jonah, who wanted the great wicked city of Nineveh destroyed, we are reluctant to inform America of the coming destruction. We know of such destruction because we read the book, the Word of God, the Holy Bible.

God directed Jonah to go to Nineveh and warn that idol-worshipping city to repent or He would destroy that city after forty days. Jonah fled from God instead. God finally got his attention by forcing Jonah to live inside a big fish for three days.

That terrible experience prompted Jonah to complete his assignment. So he rushed to Nineveh and he went

throughout the city announcing God's warning. After that, not expecting that sinful city to repent, he went to a high place outside the city to observe the destruction. But the whole city repented and God gave that city 200 more years of life before it was destroyed.

The Holy Bible contains many other instances where mankind became so wicked that finally God had to punish such nations or destroyed them, including His beloved nation of Israel.

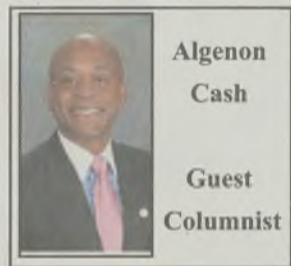
America has gone from being a God-loving nation from its beginning to a God-hating nation in many respects. Many Americans now not only tolerate what God calls abomination, but they publicly support and consider them as rights.

While America is incurring the wrath of God, because of his love, He is sending warnings in many different ways. But eventually, as prophesied in the Word of God, the day will come when Jesus will start breaking each seal on the Book, and with each seal broken bringing calamity upon man on Earth, and on God's universe.

WILL AMERICA REPENT?

Manuel Ybarra, Jr.
Coalgate, Okla.

Local baker overcomes adversity to grow business



Algenon
Cash
Guest
Columnist

Deciding to launch a new business requires courage, never ending passion, and unparalleled talent. Entrepreneurs must have vision, knowledge, and resources to establish a pathway to success. Socially conscious entrepreneurs often leverage their internal abilities to improve the surrounding community - investing in blighted areas, creating new jobs, and mentoring the next generation.

Retired business owner and former head of the Liberty Street Community Development Corporation, Jim Shaw established Brake World as a go-to destination for mechanic services during the heyday of bustling small businesses on Liberty Street. Over time Shaw grew the business and the garage was often a gathering place for men in the adjacent neighborhoods to assemble and discuss what's happening in the community.

I grew up on Liberty Street in a shotgun house located behind the Minute Market across from Salem Seafood. I vividly recall buying the latest music from the Record Boutique, picking up food at Ma Chris or Zesto, and Saturdays were often dominated at the Imperial Barber Shop before grocery shopping at Paragon Foods.

The Liberty Street corridor today is just a remnant of what it once was in the past. Undoubtedly the economically depressed area requires significant investment to jumpstart re-

talization. However, such a critical sub-market rarely attracts entrepreneurial interest; starting a business is a monumental challenge, so most business owners choose to locate in more fertile areas.

Ta'Nisha Monique, a former Blue Cross Blue Shield customer service agent and mother of two, started baking in 2012 to share more quality time with her mom after her grandmother passed. The hobby quickly manifested into a new excitement and Ta'Nisha found herself baking and "hustling" savory products in her free time.

Ta'Nisha made the uncomfortable choice to liquidate her 401(k) in 2018 to acquire and rehab the building that once housed Brake World - 1318 North Liberty Street. A compromise that not only placed her future at risk, but she also gambled with the ability to care long term for her son and daughter.

Converting the old garage into a retail bakery approved by the North Carolina Agricultural Department proved to be a daunting challenge. But in September 2018 Ta'Nisha Monique Cupcakes became reality when she celebrated a grand opening attended by family, friends, and at-large supporters.

Ta'Nisha grew up in East Winston-Salem and strongly felt led to make a difference in the community that raised her. Naturally, she faced naysayers and many advisers who cautioned her not to locate a business in a stagnant location. Nevertheless, Ta'Nisha pressed on under the determination that her bakery could ignite positive change in a corridor long forgotten by most.

Ta'Nisha Monique

Cupcakes is not just another bakery, it's more of a ministry. Ta'Nisha uses the business to engage the men and women congregating in the neighborhood, she provides small jobs to those down on their luck, she mentors young women about running a business, and of course, she hands out the occasional complimentary treats to those who may be homeless and hungry.

Ta'Nisha does not possess a deep background in business; in fact, she is not a professionally-trained baker, but overcomes whatever she lacks in technical resources through an unmatched network of relationships. Ta'Nisha is resourceful, humble, always open to assistance, and those qualities have led her to success. Not surprising, The Chronicle recognized the bakery in June as the Business of the Month.

In the early morning hours of July 8, the bakery experienced a break-in; a suspect cut a hole into the kitchen wall to enter illegally. The suspect wrecked the production area while they hunted for valuables and left traces of blood that damaged supplies. In the end, only a mobile phone was stolen, no money was taken, but enough damage occurred that contractors were called for repairs to the kitchen.

Ta'Nisha was notified the morning of the break in around 3:00 a.m. when an unknown man contacted her to explain he just purchased her mobile phone from the suspect.

The man offered to meet and return the phone - most people would have declined for safety reasons - but not Ta'Nisha. She sprang into action, determined to protect her business. After giving the man

\$40 to recover her phone, she went by the bakery to investigate what happened, which is how she discovered the robbery scene.

Ta'Nisha notified the police, but crimes of this nature rarely get solved and fall off the radar quickly. Undoubtedly the feeling of being violated along with necessary repair costs will linger far longer.

Many people would give up, but that's also the reason many people don't own a business - it's highly difficult and challenging almost daily. Of course Ta'Nisha didn't quit; instead, she posted online about the incident to generate a conversation about why she was motivated to open a business on Liberty Street, not to mention inform her large following the bakery would reopen in two days.

People responded in droves, causing news about the break-in to go viral with many local groups rallying to support the newbie baker. The store robbery is now trending under #BuyOutTheBakery.

I encourage you to visit and support Ta'Nisha Monique Cupcakes, not because she is a victim or needs your sympathy, but moreover Ta'Nisha is an inspiring business owner demonstrating compassion for the community. You'll find her in a small kitchen attached to the retail area or possibly working the register, but I can assure she will be smiling, no matter what she is doing.

Tell her I told you to stop by!

Algenon Cash is a nationally recognized speaker and the managing director of Wharton Gladden & Company, an investment banking firm. Reach him at acash@algenoncash.com