

Editorials & Comments

To Save A Generation

With education playing such a well-known and important part in the lives of many people, a single look at the average school educating young Blacks today shows some indication of the depth of our problem. In most instances, Black students are finding themselves educated in spite of the public schools, rather than because of them.

There are unbelievable problems of wine, drugs, violence and racism confronting our children. Add this to the well documented mis-orientation of most public school curricula and one is led to seriously ponder whether or not such a situation could even in the wildest dreams pass for an educational one.

The present public school system has failed to play a constructive educational role in the lives of Black youths. The growing imprisonments, renewed gang warfare, increased dropouts and continued "disciplinary problems"—young

Black hopelessness—evidence that. It is time for a change.

The call for community control is not a new one, but it still has its relevance. It offers to the Black community an opportunity to seriously and constructively fashion a curriculum and program which makes sense to our reality and speaks to the problems we see before our children.

But it will also force us to come to grips with ourselves, taking responsibility for trying to create among our own a kind of system which will show the seeds of solving the many social problems faced in our community.

Simply installing black faces, black books, black holidays, and black talk will not eliminate drugs, dope, wine and gangs. The school will have to be made part of a broader community seeking change. That is the challenge to all Blacks.

Don't Be Fooled That Blacks Are Middle Class

The news media has, from time to time, published articles that give many people the idea that the black middle class has moved over the hump. Well, you had better get another thought coming.

E. James Forradyce, a University of Utah sociologist, has published some sobering information. He found that over the past 25 years, the infant mortality rate for black babies has worsened in comparison with that of Caucasians.

This is true, he indicated, even though the United States has the best developed medical technology in the world. And, may we add, that this fine medical system costs too much

for poor people to get adequate health care. And Dr. Forradyce placed great emphasis upon family earnings.

The study indicated that once families reach \$7,000 to \$10,000 income levels, the difference between infant mortality rate disappears. But, millions of black families are below the \$7,000 income bracket.

Blacks have endured, for a long time, a debility in standard of living status. As long as we have this condition, our health and medical system will fall short of the mark it ought to reach in being responsive to the health needs of black people. (guest editorial from the Carolinian)

The NAACP Puzzle Are Most Blacks Uncle Toms?

One of the most complex puzzles of the past 60 years in why blacks, including part of the so-called elite and the intellectuals, do not in larger numbers, join and support the outstanding work of the National Association for the Advancement of Colored People (NAACP).

Since 1910, a relatively small group of blacks and whites—never more than 450,000—has made up the membership and support force of the NAACP. Though 64 long years, it has been the main prong of the civil rights thrust, knocking down the barriers to first-class citizens for black Americans.

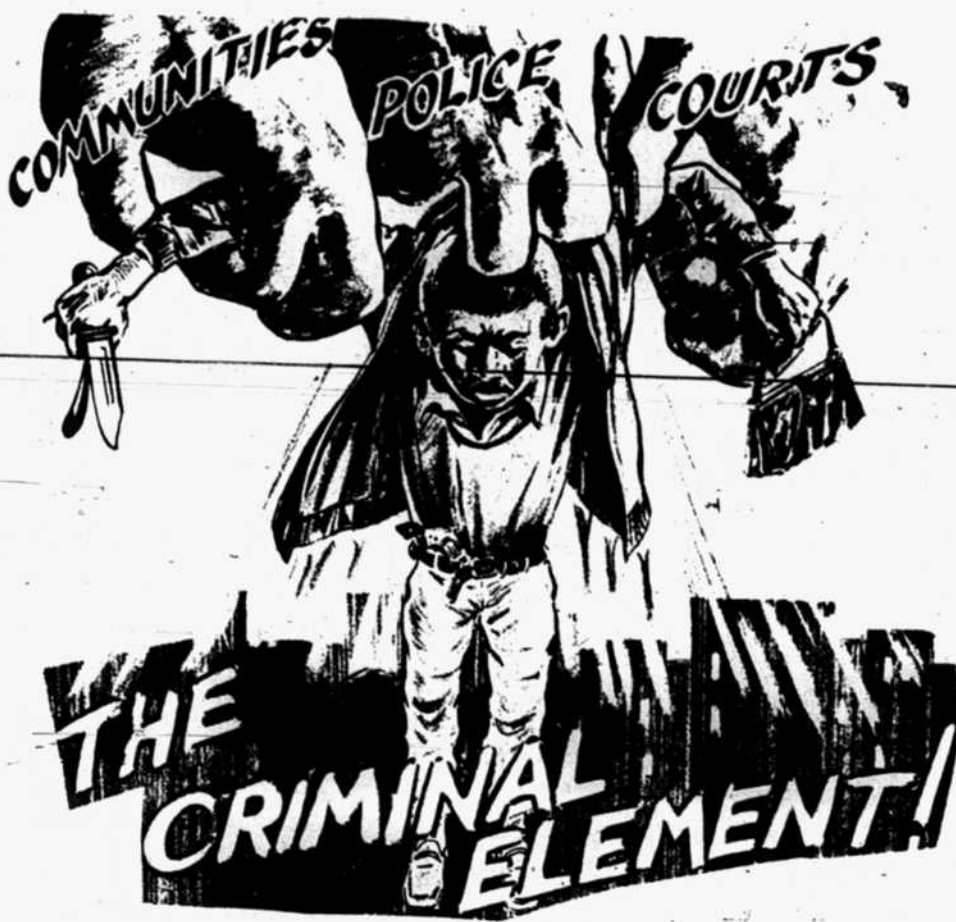
The NAACP knocked out white primaries and housing covenants in the 1940's, killed dining car segregation in the early 1950's, landed a bombshell in 1954 with its school desegregation victory, and played a major role in the legislation of 1964 and '65 which abolished segregation and discrimination in places of public accommodation and also opened the way for blacks to vote in the South where racist registrars had

frustrated out right to register. And on Capitol Hill, where important legislation affecting the lives of blacks in enacted, the only continuing safeguard for our people is the NAACP's dynamic lobbyist Clarence Mitchell Jr., often referred to as the 101st Senator.

But, in spite of its enormous contribution to the advancement of blacks, the NAACP's membership represents only a little more than one percent of the 25 million black Americans. Why? Why? Could it be that most of us are Uncle Toms? This is a real puzzle.

A great many of us talk boldly about civil rights and our own militancy, but it's mostly talk. Ask one of us to show you his NAACP membership card. That's the shibboleth—the proof of where we really stand. Get your proof today! Join the NAACP. And for Christmas, instead of giving your friends neckties and earrings, give them a \$4 or \$6 NAACP membership.

How About it! Guest editorial from the Carolinian)



IT'S TIME FOR BLACKS TO DO SOMETHING ABOUT CRIME IN THEIR COMMUNITY

ROY WILKIN'S COLUMN

United States citizens, especially members of so-called black extremist groups, woke up one morning to find that the Internal Revenue Service was keeping watch over them.

Authority for the special unit came on July 2, 1969, from a suggestion from the White House, then under the administration of President Richard M. Nixon. Those who belonged to or supported 99 various groups, such as the National Council of Churches, the National Urban League and the Americans for Democratic Action, found that their interests suddenly became the interests of the IRS.

The special investigative unit within the IRS called these 99 organizations "ideological, militant, subversive and radical." The White House is alleged to have asked that the IRS "move against leftist organization," and the IRS documents refer to the organizations on the list in such terms as "subversive organizations of all kinds." The word "revolutionary" is used repeatedly.

Few people know for certain just what the National Council of Churches did, or just what trend in the organization was noted to warrant its listing. People have become used to charges leveled against Americans for Democratic Action, but no one has accused the ADA of being subversive, of selling out America.

To a great many American blacks, the inclusion of the National Urban League is both an indictment of the whole list and a warning of special in-



vestigation by Big Brother no matter how clean one's record. The Urban League was organized in 1910 to minister to the needs of thousands of black people who were part of the migration from the rural areas to urban centers. It has both white and black officers and staff, both nationally and in its 100 local offices.

One does not wish to take anything from the League at this point, but it has pretty much stuck to its knitting. It has asked equal opportunity for people. In fact, it adopted and made popular the equal opportunity slogan. As the second oldest (by a year) national organization given the needs of the black population top priority, it has worked closely with the federal government. A favorite speech theme of Whitney M. Young, late executive director, was a Marshall plan for America's blacks, based upon

the hundreds of million dollars this country invested in the rebuilding of Europe.

American Negroes know that at the very time the administrative machinery of former President Nixon was keeping a dossier on the Urban League, other parts of that machinery were giving out contracts to the League for projects requiring its special expertise.

The information on the other black organizations is not as clear as it is on the Urban League, except for the Black Panthers. Since the IRS list was started in 1969, the Panthers of Oakland, Calif., have run a candidate for mayor, Bobby Seale, who got 40,000 votes. This was their experiment with "ballots not bullets."

The Nation of Islam, popularly known as the Black Muslims, was also listed. They have been known for minding their own business, except when stepped on, and for setting up retail shops of every kind.

The Student Non-Violent Committee (SNCC) is listed, although it has gone out of business.

A warning, if any were needed, is sounded on the need for protection from our government, the Big Brother scrutiny of every letter. If black citizens were inclined to think of the Nixon plan as "white folks' business," the naming of a conservative black group as "subversive" will teach them that Watergate included them too.

as i see it

The Job Market And Black Colleges

By Gerald Johnson

With the current recession this country is presently facing and the job market squeeze which is a direct consequence of the recession, the college graduate is confronted with a serious problem. A J.O.B.

In a recent release by the Southern Regional Education Board it was reported that a survey taken by the Western College Placement Association of the leading industrial and governmental firms regarded fine arts, humanities, education ethnic studies, and social sciences as the least desirable backgrounds for employment. The survey went on to indicate that the college graduates will far exceed the available jobs produced through 1985.

This fact places most Black colleges and the students who attend them in a predicament. Namely a very high percentage of the graduates from predominantly Black schools go jobless.

The particular economic climate this country now faces puts a strong challenge right on the shoulders of these institutions, a challenge which I



feel has an easy remedy. The remedy lies in a shift of emphasis on the curricula at such institutions.

Referring back to the survey, it was reported that communication is the only course of study traditionally grouped with liberal arts that received a favorable rating from employers. Other courses that were preferred but considered more technical were engineering, business, computer science, and mathematics.

Obviously, if you consider the fact that most colleges are used as preparatory basis for the job market then you have

to agree that course emphasis should be placed on those courses which are most desired by the job market. This means that instead of requiring college students to take one year of French, or one year of Religion, or the like; you make courses optional and require them to take accounting, communications or the like. The worst thing that could happen is your students are better prepared to step into a position.

With employers no longer in demand for employees it is mandatory that the college take over the role of training. The days of hiring a humanities major and giving on the job training for a technical position are probably forever gone as well as the opportunity for a humanities major to find decent employment. That is unless he is given some background on job demand courses. To ensure that he gets this background it is up to the college to make job demand courses a requirement.

Many Black colleges already have started making preparations in this line. But most are doing too little, too late.

TO BE EQUAL



VERNON E. JORDAN JR.

Blacks And The Tubes

The ambiguous relationship of black people with the television industry continues.

In many areas blacks made up a majority or large minority of television viewers. Nationwide, blacks form a disproportionate market for products advertised on the home screen. Most blacks rely on television broadcasts for their prime source of news.

But within the television industry and related businesses, blacks are few and powerless. Studies indicate that a fifth of all television stations have no minority employees, a third of all stations have no minorities in higher salaried positions, and four out of five and none in managerial positions.

It is clear that the television industry, like so many other businesses, has relaxed its initial push to recruit, train and hire black employees. The difference though, is that television stations operate under government license and their hiring practices should be taken account of when the Federal Communications Commission reviews license renewal applications.

The FCC Has Been Noticeably Lax

The FCC has been noticeably lax in this. FCC denials of license renewals were unheard of until this fall when Alabama's state educational network was reportedly denied renewal of its license for its blatant discrimination in hiring and programming practices.

License renewal time is the period when minorities and other citizens' groups have maximum leverage in pressuring stations to fulfill their stated obligation to substantially meet the community's needs and interests. Now Congress is about to extend license periods from three to five years, and it will also ease qualifications for such renewals.

This will put the industry further beyond the reach of citizens seeking changed policies and greater access. It remains to be seen whether the FCC will continue its all but automatic renewal of license applications or whether it will apply the new, looser standards, with more zeal.

The Commission should adopt a strong affirmative hiring policy, and it should also be more aggressive in assuring that stations carry out their obligations to the public by providing educational and quality children's programming, in addition to its entertainment broadcasts.

The FCC recently adopted a new policy statement on children's broadcasting, after a long fight by concerned parents' groups. It cut the allowed advertising time on children's programs and, without getting very specific, says that broadcasters "have a special obligation to serve children."

Advertising directed at children is a live issue not adequately dealt with by the FCC. Cutting commercial time by a few minutes still doesn't deal with the high pressure tactics used in selling to children, who are not capable of understanding all the nuances of ads.

Advertisements are often unscreened for health and safety factors, often make exaggerated claims and hook kids with offers of free toys or gimmicks. Children thus demand products that have little nutritional value and are bad for their growing bodies.

Most vulnerable to these pitches are minority and low-income youngsters, who watch television more often than others. The average first grader has already spent more time in of the tube than he later will in a college classroom. Along with high pressure commercials that make them want to buy things their parents can't afford or are not good for them, these kids are also learning distorted values. In a few years, their realization that they've been exploited will breed cynicism and mistrust of adults.

In its hiring practices, its stereotyped programming, its influence on children, and its commercial messages, the television industry has yet to merit the trust of the people it supposedly serves. This is something that should concern the industry itself, the FCC, and you, the viewer.

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