

More Black Graduates Eye Business Studies

A new trend is emerging at predominantly Black colleges and universities which will significantly increase the number of Black college graduates qualified for jobs in the business sector.

The 1979 annual statistical report just released by the United Negro College Fund Inc. reports that business is the most popular field of study at the UNCF's 41 private, predominantly Black colleges. Business majors accounted for almost one-quarter of the degrees granted in 1978, a dramatic increase over a decade ago when less than seven percent graduates received business degrees.

"Our students are looking at opportunities in the job market and are making very sophisticated choices about their futures," said Christopher F. Edley, executive director of the United Negro College Fund. "business recruiters are

confirming the wisdom of these choices because they hire a large number of UNCF graduates right out of school."

The annual statistical report is produced by the United Negro College Fund's director of research, Alan Kirshner.

Only 10 years ago, the most sought-after major at private Black colleges was education (over 40 percent of all baccalaureate degrees in 1969-70). By 1978, teaching had dropped to second place behind business. Other majors quickly gaining popularity, reports the study, are engineering (through 26 dual-degree engineering programs), health and medicine, chemistry and communications.

Providing facilities, publications, and faculty for these newly popular majors has not been easy. The financial resources necessary to create or transform academic

departments in a short amount of time are scarce at private Black colleges.

According to the UNCF report, the average revenue for a private Black college in 1977-78 was slightly over \$6.2 million. But UNCF schools had to rely on sources other than tuition for the bulk of that income.

"In 1975-76, the most recent year for which data are available, the nation's small private colleges received 63 percent of their revenue from tuition. In comparison, the largest share of tuition revenue at private Black colleges in recent years was 37.8 percent in 1977-78," the report explained.

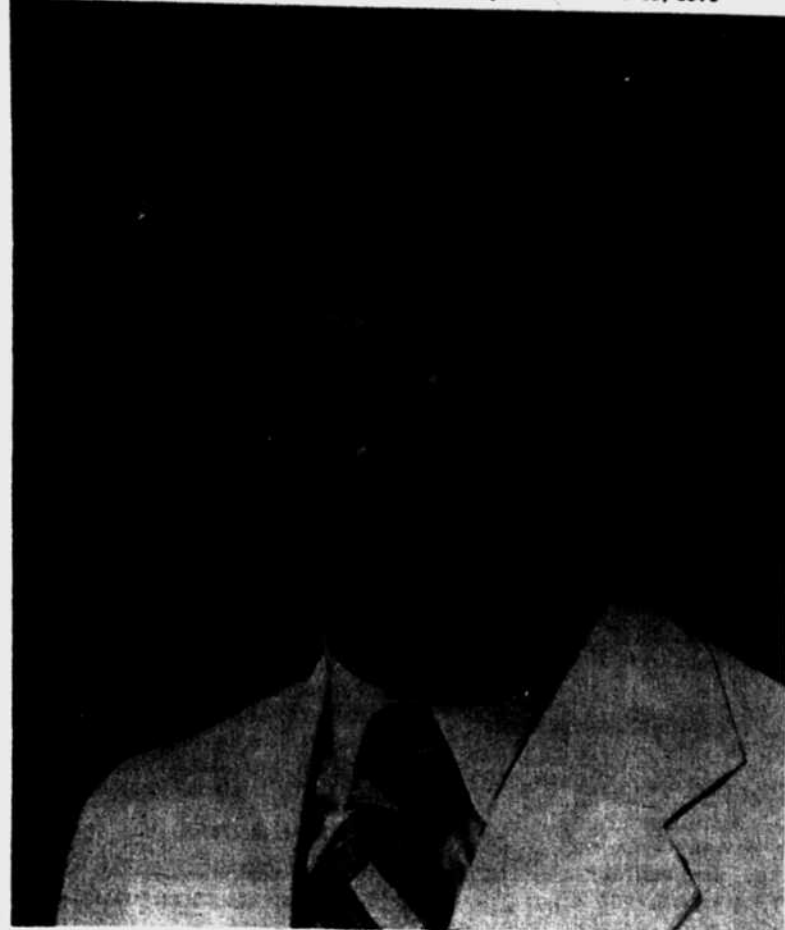
Tuition resources at UNCF schools are low because the financial resources of their students are minimal. For instance, in 1978, over half the applicants to UNCF colleges came "from families whose annual parental incomes were less than \$9,000, compared to only 13.7

percent of college-bound seniors nationally." Only five percent of prospective UNCF freshmen come from families with annual incomes of \$30,000 or more.

Even more to the point, "median expected parental contribution of prospective UNCF freshmen was \$380" in 1978, compared with college bound seniors nationally whose median parental contribution was expected to be \$1140.

The results of this inequity is that UNCF colleges and universities rely more on private contributions to balance their budgets than do small private colleges nationally. In 1977-78, private gifts and grants accounted for 19.1 percent of total revenues at the private predominantly-Black colleges.

In 1975-76 (the latest year for which figures were available), only 16 percent of revenues at small private colleges nationally were derived from similar gifts.



Rob Hinton

...Personal life suffers

Hinton Isn't Just Another

WRET-TV News Reporter?

By Teresa Burns
Post Staff Writer

Rob Hinton isn't just another WRET-TV news reporter. He is also an accomplished pianist of both classical and pop music.

"I love piano and do it pretty much as a hobby. I release tension and frustrations this way," he said.

Hinton is 26 and still single. He says he stays that way because of the "business."

"You have to be open for mobility in this type of job. I think personal lives suffer - moving every 3 or 4 years, sometimes people with families don't like to uproot."

Hinton recently moved from Houston, Texas and states that as far as media jobs are concerned, Charlotte is a better place to be than in Houston.

"There are more Blacks here per population. It's a good market for Blacks to start in and the chances of staying and getting promoted are greater here than in Houston."

For four years, Hinton has reported in either the radio or television media.

According to Hinton, "In radio you're more in tune to what is going on locally and nationally because you have to produce your own newscast. Whereas in television, I do two or three assignments per day and spend most of the day covering the assignments. If I don't take time to catch our newscast or read the newspaper, I miss out on keeping abreast on what's happening."

As far as advice goes, Hinton says, "You can't be in this business for money - it takes a while."

"The glamour may be there but initially there's not a lot of money. It's not a stable career and it's very competitive. You have to be good at what you do."

Black Atlanta

Judge Tapped For

District Judgeship

From the White House
Special To The Post

Washington-President Jimmy Carter has nominated Horace T. Ward, of Atlanta, Georgia for use Northern District of Georgia. This new judgeship created by Congress.

Ward has been a judge of the Superior Court for the Atlanta Judicial Circuit since 1977.

He was born July 29, 1927, in LaGrange, Ga. He received an A.B. from Morehouse College in 1949, an M.A. from Atlanta University in 1950, and a J.D. from Northwestern University School of Law in 1959. He served in the U.S. Army from 1953 to 1955.

Ward practiced law with the firm of Donald L. Hollowell, Ward, Moore, and Alexander from 1963 to 1966, and with Ward, Moore and Alexander from 1963 to 1966, and with Ward, Moore and Alexander from 1966 to 1969. From 1965 to 1974 he served as a Georgia state senator.

From 1969 to 1970 Ward was deputy city attorney for Atlanta, and from 1969 to 1973 he was in private practice. From 1971 to 1974 he was assistant county attorney for Fulton County, Georgia. From 1974 to 1977 he was a judge of the State Court of Fulton County.

GREATER PROVIDENCE

Greater Providence Baptist Church presents the Barber-Scotia College Choir Sunday Nov. 18 at the 11 p.m. worship.

The choir's presence performance is a 'thank-you' note for the work of the women of the church in 1979.

Rev. Johnnie W. Wallace Jr. and the congregation of Greater Providence Baptist Church on 1829 Cleveland Avenue would like the public to come an experience the beautiful music of their guest choir.

Canned Goods

Canned goods and staple products such as flour, pasta, cereal and sugar generally will keep a year or even more if stored tightly closed in a cool dry place.

Check the ads in the Charlotte Post each week for the best bargains in town.



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