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At this Nov. 1978 press conference the Charlotte Broadcast Coalition charged local radio and TV stations with discrimination against blacks and women. Left to right: Rev. Lee Jessup, Charles Thomas (Equal Rights Council), Rev. James Barnett and Carrie Graves (People United for Justice). Revs. Jessup and Barnett have since left the Coalition. (Photo by Eileen Hanson)

Hooks Urges More Money For Civil Rights Efforts

...And Win?

"Little People" Take On Million Dollar Corporation

By Eileen Hanson
Special To The Post

Can the "little people" take on a multi-million dollar corporation, and win? The David and Goliath story of the Charlotte Broadcast Coalition is one that could have far-reaching effects on TV viewing in the years to come.

The Coalition recently negotiated an affirmative action settlement with Atlanta-based Turner Broadcasting Corporation, which owns WRET (Channel 36), estimated at \$650,000.

According to the Federal Communications Act, the airways belong to the American public, and corporations using them must renew their licenses every three years by showing they have served the needs of the people in their broadcast community.

"How can they serve the needs of the black community, 30 percent of Charlotte's population, when they don't have any blacks making decisions about programs?" asked Rev. James Barnett, former chair of the Coalition which includes the Charlotte Equal Rights Council; Metroline Chapter, National Organization for Women; People United for Justice; and several individuals.

The group filed petitions in November, 1978 with the Federal Communications Commission charging 13 Charlotte radio and TV stations with discrimination against minorities and women. Few people paid much attention.

While only one local station (WGIV) met federal guidelines for percentage of black employees, the Coalition found WRET had the worse record and asked the FCC not to renew its license.

The FCC agreed that WRET's three-year record for hiring blacks was below par and granted only a one-year license, with required reporting on improvements.

When WRET owner Ted Turner, who also owns stations in Atlanta and two sports teams, wanted to sell his Charlotte station to Westinghouse for \$20 million, he found his 3-year license blocked by the petition of the Broadcast Coalition.

Turner was forced to negotiate a 4-year agreement with the Coalition which then withdrew its

petition from the FCC. Provisions of the agreement include:

- black membership on the Board of Turner Broadcasting
- an affirmative action program for blacks and women at all Turner-owned stations
- back pay claims for 4 black former employees at WRET
- a management training program and scholarships for black interns in communications
- grants of \$100,000 to Johnson C. Smith University and \$25,000 to Clark College for their communications programs
- funds for community groups working to promote equal rights for minorities
- legal fees, Coalition expenses and future development grants.

The total package is estimated at \$650,000. WRET general manager Robert Schuessler said he could make no comment on the agreement and how it would affect WRET until after the sale to Westinghouse around the first of July.

The roots of the Broadcast Coalition goes back a decade, to 1970 when a group of whites and blacks from local churches and Johnson C. Smith University formed the Charlotte Committee for Better Broadcasting to investigate the programming and hiring practices of local stations. The United Church of Christ Office of Communications provided them with TV monitors and technical advice.

For one week JCSU students and a few community people sat in front of "the tube" from sign-on to sign-off, recording treatment of blacks by the media.

"It was the week that Judge McMillan handed down his school desegregation decision," said Sarah Spencer, one of the monitors. "The station I watched never interviewed any blacks about the decision. At that time the me-

dia were systematically unfair to blacks."

According to Jim Law, JCSU psychology professor, the group held several meetings with the management of local TV station.

"We wanted to make the public more aware that the public owns the airways, and use this leverage to make changes within the stations, both on the air and behind the scenes," said Law.

Profiles were developed on each station after study of their personnel and programming files. The results showed WSOC-TV (Channel 9) to be the worst offender. However, after much discussion, the group decided not to file petitions against the stations with the FCC.

Bob Valder, then staff of the NAACP Legal Defense Fund in Charlotte, turned to the Charlotte Chapter of NOW and together they worked up charges against WSOC-TV for alleged discrimination against women.

But again the petition was never filed. The station signed an agreement with NOW which Valder says "sounds good, but had no teeth and was not monitored."

The original committee disintegrated after 1972. No program monitoring or personnel studies were done before the 1975 license renewal date. No petitions were filed to the FCC.

"Because nobody put pressure on the stations, by 1978 the market-wide figures were startling," said Valder. "When the stations didn't hear from any community group, they thought nobody could touch them."

During the summer of 1978 Valder worked hard to pull together the Charlotte Broadcast Coalition, aiming at the December 1 renewal date. He persuaded four black employees who had been fired from WRET to join, as well as the Charlotte ERC, Metroline NOW, and People United for Justice.

Red Cross Needs Blood Donors

By Susan Ellsworth
Post Staff Writer

Blood. It maintains life. Red Cross officials are concerned about shortages over Independence weekend.

Since the Piedmont Carolinas' Park Road blood center will be closed July 4-5, the Red Cross is launching a public awareness drive to recruit donors for Sunday, July 6 from 1-5 p.m.

"We are very concerned," says Elizabeth Hilton, director of blood services. "It's imperative to get 100 donors from Mecklenburg County or we will have to cut hospital orders and delay surgeries."

Mrs. Hilton emphasized the difficulty in securing donors that weekend. Many businesses are closed.

Textile factories where the Red Cross frequently recruits donors shut down Independence week, she said.

While employees make a mass exit to the beach and other states, the Red Cross must struggle to obtain blood donations, according to Ms. Hilton.

"Although the Sunday programs with the churches are thriving," Mrs. Hilton said, "sometimes they are not enough."

Independence weekend is one of those times.

If you are in good health, weight at least 110 pounds and are 18-65 years old, Ms. Hilton encourages you to consider donating.

To schedule an appointment on July 6, contact Vera Wilmer at 376-1661, ext. 202.

Carter Appoints 3 Blacks To Advisory Council

President Carter announced this week that he will nominate three black women to be members of the National Advisory Council on Women's Educational Programs.

The National Advisory Council on Women's Educational Programs was established by the Women's Educational Equity Act of 1974.

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MRS. PATRICIA POTTS ALEXANDER
...An outgoing person

Patricia Alexander Is Beauty Of Week

By TERESA BURNS
Post Staff Writer

It's good to know that someone cares about the children of today. That someone is our 24-year-old beauty, Mrs. Patricia Potts-Alexander. She plans to open a day care center in the near future.

She received her Early Childhood Development Degree from Central Piedmont Community College and is presently working at the YWCA, Alexander Street Center. "I've always admired children so," Mrs. Alexander began. "At the Y we go camping, work with arts and crafts, swim, and we help them with their homework. I always thought that I would have enough patience to work with children and I do."

When her day care center opens it will probably be a much needed institute. Even today, Mrs. Alexander revealed that many day care centers are closing down. "Presently, they are closing - mostly social service day care centers," she continued.

But work isn't the only thing in our Leo beauty's head. She dreams of sharing her life with her

husband, William Alexander, having a family, and one day driving an Eldorado - even with the gas prices the way they are. "That's just something I've always wanted to have."

Mrs. Alexander is an outgoing person who enjoys talking. She gives you the impression that she could make friends with even the most timid person. She also likes to sew, swim, play tennis, and travel.

Her favorite person musician is George Benson. Her favorite person is her aunt, Ms. Curley Davis. "She's good to me," she explained.

Standing 5'6" at 130 pounds, Mrs. Alexander is one of three children of Mrs. Charlie Mae Potts. She attends Greater Sinai Baptist Church and would like to become an usher in the church. Why is church important to our beauty? She answered with the following: "I go to give my thoughts and praises to God. He helps my life, weeks and days become better."

Another thing, according to Mrs. Alexander, that keeps her life lighthearted is a simple facial expression and that is a smile.

Carter Urged To Allocate Additional Operating Funds

Benjamin L. Hooks, Executive Director of the National Association for the Advancement of Colored People, has called on President Jimmy Carter to allocate additional operating funds to the Office of Revenue Sharing (ORS) and to the Law Enforcement Assistance Administration (LEAA), so that these two agencies can rule on a reported backlog of almost 1,500 cases against state and local municipalities where racial discrimination has been documented. Without these additional funds Hooks charged, "this shameful state of affairs at the Office of Revenue Sharing on September 30 would be automatically dropped, and LEAA would simply remain in its present state of being officially tied down by bureaucratic red tape."

The concern, according to NAACP officials, grew out of information from the National Black Police Association that the Office of Revenue Sharing had a backlog of over 900 current complaints, with another 300 being monitored.

"In spite of this extremely heavy caseload," Hooks said, "the Office of Revenue Sharing's Office for Civil Rights has only 31 investigators. This means that the vast majority of the complaints most of which have been submitted by members of the minority community, will probably never be resolved."

In addition to the 1,200 cases pending at the Office of Revenue Sharing, the NAACP's Executive Director noted that the National Black Police Association said there were another 225 cases pending in the Law Enforcement Assistance Administration (LEAA), where there are only 5 investigators in their Office of Civil Rights Compliance.

James Hargrove, Chairman of the National Black Police Association (NBPA) said that LEAA could not solve their problems simply by employing additional staff. "They also have to change the manner in which they accept discrimination cases - since they now restrict individual allegations to the aggrieved individual." In addition Hargrove charged that there was a general "lack of competency" in LEAA, and in the direction given by top LEAA officials.

According to NAACP officials, the Office of Revenue Sharing and the Law Enforcement Assistance Administration "are the two government agencies most ideally suited to investigating charges of discrimination since they are the only federal agencies governed by mandatory civil rights enforcement statutes that require a cut-off of funds on a finding of probable cause."

State and local governments, according to the NAACP source, "have always opted to eliminate the probable discrimination when faced with a threatened loss of their federal funding."

Hooks concluded by stating, "Justice delayed is as explosive a situation



Benjamin L. Hooks,
NAACP director

today as its complete denial was to Miami just recently. We cannot afford to allow these backlog of cases to trigger other urban unrest."



Mrs. Renee Hill
First black elected

Mrs. Hill Named

To CPCC Board Of Trustees

Highlighting Central Piedmont Community College's history from 1976-80, Mrs. Renee Hill became the first black woman to be elected vice president by the Board of Trustees.

A former State Commissioner for Social Services, Mrs. Hill joined CPCC in 1977.

She attended several universities, among them Duke, John Hopkins and N.C. Central as well as the Julliard School of Music and the Caputo Conservatory at Carnegie Hall.

Mrs. Hill has served on the Advisory Committee on Family Violence, as president-elect of Florence Crittenton services and with the American Cancer Society.

Gov. Jim Hunt was honored in 1979 with a plaque and key to the old Central building for his support of the community college system.

The old Central building was renamed Garinger Hall on behalf of Dr. Elmer Garinger.

Another name change came about when the Music Library was renamed the Russell P. Shriner Music Library for the man who donated thousands of records to CPCC.

Other events included the birth of the weekend college program, the openings of Taylor Building on the

see HILL on Page 2

Here June 21

"Juneteenth" Celebration Will

Commemorate Emancipation Of Slavery

By Eileen Hanson
Special To The Post

"Juneteenth," a day commemorating the emancipation from slavery, will be celebrated in Charlotte Saturday, June 21 with a disco-tea to raise funds for the John McCombs, Jr. Legal Defense Fund.

The disco-tea will be held at the Roseboro Inn, 237 S. Brevard St., from 4 p.m. to midnight. A \$2 admission covers refreshments and music. The event is co-sponsored by the McCombs Defense Fund and the Charlotte Equal Rights Council.



Mrs. Jesse McCombs
...John McCombs' mother
"Juneteenth" came to be
celebrated in the Negro

folk tradition of Texas as Emancipation Day, and its observances - usually picnics and rallies - spread to other parts of the South, and more recently to northern cities with large black populations.

A century later, on June 19, 1964, the U.S. Senate finally passed the Civil Rights Act, after 736 hours of heated debate.

According to the ERC, "Freedom did not come from signing a presidential proclamation or passing a congressional act. Real freedom can only be guaranteed in fighting the

day-to-day struggles for equality and economic justice."

That is why the Charlotte ERC has devoted this year's celebration of Juneteenth to raising funds for John E. McCombs, Jr., a 24-year-old Charlottean sentenced to 65 years in Central Prison for killing a police officer.

McCombs claims he thought the plainclothes officer was an intruder when he broke into his college apartment in Durham in April, 1976.

"The man looked dangerous, shabbily dressed

TURTLE-TALK



HEREDITY is something every MAN believes in until his own SON begins acting like a DARN FOOL.