

EDITORIALS & COMMENTS

We Salute The Churchwomen!

The Second Annual Charlotte Post "Churchwoman of the Year" Contest, begun 11 weeks ago, will reach its climactic peak at a banquet on Friday evening, July 23, at 7:30 p.m. The gala event will be held at McDonald's Cafeteria, the popular dining facility on Beatties Ford Road.

The Post takes this opportunity to publicly thank the more than 81 churches, contestants and scores of ministers and

others for their untiring efforts in helping to make the contest a success. By success, we mean increasing the number of subscriptions to The Post, creating spirit of friendly competitiveness among churchwomen and sharing in a banquet that will personify Christian fellowship, recognition for the efforts of the contestants, and to open their minds to new challenges and new opportunities of the 1980s.

Tobacco Tax Is Discriminatory

Sometime this month the U.S. Congress will consider a bill to raise \$21.1 billion in new tax revenue. Included in the bill is a provision to increase by 100 percent the Federal excise tax on cigarettes - from eight cents to 16 cents per pack. Unless other consumer products are equally taxed, this is a blunt case of tax discrimination.

A doubling of the excise tax on cigarettes is discriminatory because it would force 55 million Americans who choose to use tobacco products to bear a disproportionately larger tax burden to help solve the Federal budget deficit that they did not create.

At a time when low and middle

income consumers are already being required to bear the brunt of cutbacks in many government programs, this tax proposal provides them with an additional

tax burden. The proposed legislation would fall heaviest on poor Americans who choose to use tobacco products. This would clearly force low and middle income smokers to pay a greater percentage of their income in taxes than those who are more affluent.

We strongly oppose this tax and urge the public to contact their senators and congressmen to ask that they vote against this unfair and discriminatory legislation.

Messages To Black Preachers

In America, there are almost 16 million black Christians. Less than two million are members of predominantly white denominations. The black church has always kept the flame of freedom burning in the hearts of our fathers. In a sweep of prophecy the Apostle Paul hailed the preacher as God's agent for the saving of humankind. As a black

preacher, I am of the belief and opinion that we must lead the black church away from a future of being an imitation country club. White Christianity is primarily middle class oriented. The black church cannot take on this kind of characteristic simply because so many in the black community are not middle class.

The white church has historically been ineffective and or silent on the great issues of racism, war, poverty and injustice, with a few exceptions, such as the United Church of Christ, a young denomination. On the other hand

these issues have been the life blood of the survival of the black church. We have had to address these issues because these are the issues that are afflicting our community.

We of the black church have the unenviable responsibility of providing the fulcrum on which black liberation and self-determination must rest. Our ministries are inextricably tied to politics, economics and social values.

There was a time when the black church was alive and awake. It simply is not enough to call ourselves a sleeping giant, as we so often do and yet continue to sleep.

My brothers and sisters of the black clergy, if we the black church are this sleeping giant, then we have the responsibility of waking the black church and making it the giant it once was and ought to be. This is our challenge.

The Conservative-Liberal Switch

The long time supporters of district representation have expressed strong opposition to a so-called district plan because they have argued - and rightly so - that the plan, which calls for district nominations with at-large elections is not really district representation. Fortunately, the County Commissioners voted on Monday past to consider some alternate prop-

osals in two weeks.

Significantly, both issues - the housing location policy and the district representation plan for the County - both have racial overtones. One may have an impact on the amount of low income housing in black neighborhoods, the other may determine the more equitable opportunity for blacks to serve on the Board of County Commissioners.



Tony Brown's Comments

Black Movie Stars Need History Lesson

The idea of economic boycotts has caught on in the Afro-American community. The most recent segment designated for hard rhetoric and economic pressure is the movie industry.

Aside from the risks of splinter boycotts, there are the very real risks of a lack of unanimity and the organizational inability to carry them out. After all, the black consumer cannot be expected to boycott everyone or even to keep track of who is on or off the current hit list.

That confusion notwithstanding, economic boycotts are short-ranged. And they neither build a production capacity nor an economic foundation.

Take the movies, for instance. Some 43 movies have been "whitelisted," including everything from "National Lampoon's Class Reunion" and "Blade Runner" (no black people in the future) to Woody Allen's "Manhattan" (no black people in New York City).

The new emphasis on more jobs for black actors, actresses, stuntmen and women, directors, writers and producers will produce some accommodation. A select, and few, blacks will be seen and fewer black directors and producers will be brought in temporarily.

Another neo-Blaxploitation genre will last about as long as the last one - briefly from 1970 to about 1974. It will end in another temporary cycle of "Negro progress." In another 10 years, we'll be back protesting and complaining for more "opportunity" - and boycotts.

When will African-Americans wake up?

Italian-Americans make Italian entrepreneurs; Asian-Americans produce Asian entrepreneurs; Jewish-Americans create Jewish entrepreneurs; etc. Every ethnic and racial group in America produces their own business sector - save Afro-Americans. Blacks, in their purchasing patterns, are punitive towards black business people.

And it's because blacks do not identify themselves as a market. Instead they behave as a "minority," seeking majority approval and acceptance.

A very conservative estimate is that blacks spent \$700 million dollars a year on movies. Another estimate is that over 50 percent of the tickets to all movie theatres are purchased by Afros between 12 and 24-years-old. A significant 26 percent of the movie audience is under 17 and over one-half of all blacks is under 19. The Afro-American market is a natural, ready-made movie market - even when it means learning self-hatred.

If the black creative community could or would abandon its obsession with being temporary tokens in the latest white-movie world trend, it could build its own. However, they must first realize that they do not need white people. And they must educate their own community-market to the relationship between the price of their movie ticket and the self-image of their children because movies, along with television, largely shape black opinion.

On the subject of self-image, you constantly hear black actors complain that the race of a character

should be irrelevant. "He wasn't a black detective," one is quoted as saying. "He was just a guy doing his job." Blacks are currently getting only three percent of all speaking roles with that logic.

Instead of begging for generic characters, we should insist on parts that are specifically black, and our percentage of the population - 11 percent. We would still get the three percent, because of connections.

Conversely, since the Supreme Court has ruled that race is a decisive factor in American life, why not make it a decisive factor in a marketing approach to our own community. We aren't going anywhere trying not to be black. Why not combine our efforts, draw attention to race and make race relevant and profitable?

While Diana Ross' disastrous "The Wiz," a \$30 million racially schizophrenic "crossover" attempt, became the financial disaster of the decade, movies with a definite black attitude made a sizeable profit on a modest budget. "If you make a movie today for \$3 to \$4 million for the black community, and if the film is even moderately entertaining, there is no way to lose," explained Sidney Poitier who directed five which made a tenfold return.

Put the best black producer, the best black director, the best black writers, the best black actor and actress in the same room and they will consistently fail to realize that recognizing blackness as an asset is their ticket to a See Black Movie Stars, P-4

Professional Advisors Are A Must In Business

By Luanna C. Blagrove
Business Consultant
Special To The Post

Mid the fallacy, misconceptions, and indoctrinations that black businessowners have a business problem, economic and political viewpoints and the many aids to teach the black businessowner true business, professional advisors (accountants, attorneys and consultants) have failed to notice that not only blacks but whites, too, who are classified as in the "small business" segment of business have become a scapegoat or coverup for what is in actuality existing a universal business problem due to lack of understanding the proprietor-business structure which is not taught by society.

Thorough research and investigation into the ever present business problems of incompetence, lack of business knowledge, and insufficient operating capital revealed several facts of truth which explains why not only blacks, but whites too, are finding it difficult to own and operate a competitive business and make a profit.

It is no secret that a business, embodied with constraints and restrictions, belongs to its owners who must perform, or have someone else perform definite functions, roles, duties and take responsibility for the business. It is also true that proper business dictates that there are certain professional advisors every business must have at some point in time, namely an accountant and an attorney.

The inability of society to recognize the make-up of the so-called "small business" group as proprietors, partnerships, and corporations that are in essence proprietors-partnerships have brought forth little, if any, constructive academic instructions and informative research material available to both the businessowners and their professional advisors should they employ them.

Concentration in the theoretical corporation business structure and the inability to recognize the proprietor-partnership structures leaves unknown the true functions, roles, duties, responsibilities and interrelationship of both the businessowner and his professional advisors.

Specialization in the various fields of taxes, cost, management, and financial investment which have emerged from the giant corporations, legal laws, internal revenue services and personal preference for corporate life have further weakened the gap between the proprietor-partnership businessowners due to the lack of stress or concentration in the study of the proprietor business structure.

The proprietor business structure have a basic language, basic laws with accompanying advantages and disadvantages that govern it, basic customs and basic habits which is the foundation to every business structure or what is known as management of a business.

The so-called impossible task by many professional advisors of working with "small business" clients is possible and can be both financial and personally rewarding when a professional advisor knows and understands the true functions, roles, duties, responsibilities and interrelationship of both the businessowner and professional advisor and apply the same.

It is true that the present economic conditions may appear bleak for many businesses, but like the oil crisis which covered up the Watergate case for so long and disappeared, so will present economic conditions.

From Capitol Hill

No Black Newspapers Are Read By The White House Staff?

By Alfreda L. Madison
Special To The Post
President Reagan has held 11 press conferences. He has called on black reporters in four of them and he has taken only five questions from blacks. No black newspapers are read by the White House press staff.

After trying for more than six months to get an appointment with David Gergen, all to no avail, I wrote him a letter on April 5 asking the following questions:

1. Why is it that only reporters who work for the rich media have seats in the daily briefing room?
2. I was informed that we (the lower media income reporters) don't attend everyday, so we don't have seats. However, we would be allowed to take the seats of the absent rich media people since all of them don't come everyday. Why do the rich media persons have assigned seats, allowed absences, and the lower income press people are being denied that privilege?
3. Why did this Administration change the White



Alfreda L. Madison House practice of previous presidents, from allowing all White House correspondents the same seating privilege, in the daily briefing?

4. Don't these actions contribute to a cast system, which is against democratic principles?

5. Why are only the rich media White House correspondents invited to state dinners?

6. Isn't this treatment of the press an example of the Administration's catering to the rich?

I've not received any response to my letter.

Even though Mr. Reagan says he is unprejudiced he also seems unconscious of his actions. Doesn't he

realize that at every press conference he calls on, by name, several people from each of the rich media? Doesn't he know that middle and lower media income contribute financially to all White House activities, while the rich media has an escape tax loophole hatch? Doesn't he also realize that the hometown voters feel more of an intimacy with the hometown newspapers, than they do with the big media? Certainly, blacks are greatly influenced by the black media, because they have always known the white media to have a bias concerning them.

In the last press conference the President defended his tax credit for private schools by saying that 40 percent of the students in Chicago Catholic schools are black. That is a very small number compared with the overwhelming crowd of blacks and others who comprise the Chicago public school population. Mr. Reagan says the tuition tax credit does not hurt the public schools. When \$500 per pupil is taken away from the school sys-

tem, there can only be financial loss. Such actions also contribute to a school caste system, program discrepancies, and the perpetuation of racism.

Mr. Reagan became very upset when a reporter noted that black leaders are greatly concerned about his commitment to civil rights. In his response, he challenged the leaders to point out a single instance that shows he is racially prejudiced or not in full accord with civil rights. The President said, as governor of California, he appointed more blacks than any of his predecessors. As President of the United States, he has made fewer black appointments than several former Presidents.

With black unemployment more than twice as high as whites, surely Mr. Reagan knows that racial discrimination is a contributing cause to the disparity. Yet, he is against affirmative action - even voluntary remedies between labor and management, and he has made no attempt to come forth with any program to replace his

opposing affirmative action views. His new federalism without any guidelines, is nothing more than a return to the old states rights policy, which is only racial discrimination for perpetuity. The President meets every morning with his staff, and no blacks. On his recent European trip, not one black was among his 300 member White House entourage. Blacks do not play an important role in the President's policy-making.

If President Reagan isn't prejudiced, he needs to take a serious analytical view of his actions, because while his intent may be unprejudiced, the effects are just plain racist. Of course, it is impossible for the President to know all that happens down the line; a suggestion would be to investigate the linesmen and make them shape up or ship out. The Administration's chief civil rights assaulters are Attorney General Smith and his assistant William Bradford Reynolds, who are charged with implementation of civil rights. Representative Fautroy says, "There is greater distance between

this Administration and blacks than we have had in the last 50 years." Norman Hull says, "Ronald Reagan may go down in American history as the person who

most undermined the racial progress our country has made since the 1950s." The President said black leaders are doing some image building about him. Is it really image building or instead isn't it just revealing his true picture?

All this can be changed if the President would decide to listen to blacks, read black newspapers and magazines, listen to black radio stations' news and comments, call on black reporters at his press conferences and include blacks in all important positions of policy-making. It will be then and only then when President Reagan will prove to the world that he does not have a racist bone in his body.



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