

In Commemoration Of Dr. Martin L. King's Birthday

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Blacks Urged To Keep Fighting For Freedom



VALERIE PHIFER

Myers Park sophomore

Gorgeous Valerie Phifer Is Beauty Of The Week

By Teresa Simmons
Post Managing Editor
Being humane is as much a part of Valerie Phifer's nature as the sun is part of the sky.

The Myers Park Senior High School 10th grader's thoughts almost always concern others; even her ambitions involve caring for others.

"I either want to work in computer data processing or the field of medicine as a doctor or a nurse. I like being around people," Ms. Phifer stated. "I enjoy helping others and the thought of helping others in time of need."

In other ways Ms. Phifer is a rare one. Her thoughts about the betterment of the economy, the demise of discrimination, and the halt of crime seem to be far ahead of her youthful years.

Davidson Begins Serving Presidency

Mack L. Davidson, former vice president of financial affairs at Johnson C. Smith University began serving as interim president of the University on January 1.

He was named by the University Board of Trustees after Dr. Wilbert Greenfield resigned to become president of Virginia State University.

"I felt honored that the Board of Trustees showed that type of confidence in me. I am excited about the challenge because I have had a long time commitment to higher education, particularly at Johnson C. Smith," Davidson said.

During summer months, he has worked as a credit and cost analyst and marketing researcher at the Philadelphia National Bank, budget analyst at Inland Steel Company in Chicago, and an accountant for the U.S. Department of Agriculture.

Davidson, 46, and his wife Juanita, reside in Charlotte and are members of the United Memorial Presbyterian Church. They have three children.

Ms. Phifer is one who is willing to place the necessary energy into a commitment to make it a success. She has received outstanding awards in English, mathematics and orchestra during her junior high school years at North-east. She also received the perfect attendance certificate.

Sweet individuals such as Ms. Phifer may often experience the reality of being taken advantage of. In our beauty's case, however, she admits her kindness but also states that she can sometimes show a mean streak.

The daughter of Rev. and Mrs. R. B. Phifer, our beauty has two sisters. Her older sister, Vicki Phifer, 20, is one of her favorite people. "I can go to Vicki with my problems and she can help solve them," Ms.

Davidson received his bachelor's degree in business and psychology from JCSU in 1955, received his master's degree in business from Atlanta University in 1958, and has done further study at Temple University, the University of Pennsylvania, the University of Omaha and Wayne State University.

Since joining JCSU in 1958, Davidson has worked as an accountant instructor, assistant professor of economics, chairman of the department of business, director of development and vice president of financial affairs from July 1974 until being named acting president.

Black is known to many for his stimulating and often provocative "By The Way" commentaries, which are heard on Black-oriented radio stations, and published in Black newspapers throughout the United States.

Joining Greyhound Lines, Inc., the subsidiary bus company of the Greyhound Corporation in June, 1962, upward mobility advanced him from a Special Markets Representative to Director of Special Markets in September, 1963, and to Vice President for Special Markets, Greyhound Lines, Inc. in May, 1967. In March, 1969, he was promoted to his present position in the 55th largest industrial corporation in this country.

Food Stamp Redemptions Tighten

Administrators at the Food and Nutrition Service (FNS) of the United States Department of Agriculture announced recently they will be cracking down on fraud, waste and abuse in the Food Stamp program.

"We, with the cooperation of the states, are moving against fraud through legislation, regulations, demonstration projects and administrative activities," warned a spokesperson for FNS. The agency explained it is difficult to quantify the losses and determine a total dollar amount. However, it's known that food stamp dollars are lost mainly through recipient abuse, vendor abuse, human errors, criminal activity and through the mails. FNS has devised a method to control each of these problems.

Whenever there are unexplained irregularities in retailers' food stamp redemption levels or complaints of food stamp violations, FNS' compliance branch investigates. In fiscal year 1982, the compliance branch checked over 5,000 of the 228,000 retailers authorized to accept food stamps and found evidence of food stamp violations in 57.4 percent of the retailers investigated.

Compliance branch investigations resulted in 1,331 stores being disqualified from the program in the period from October, 1981, to June, 1982.

Phifer stated. Ms. Phifer enjoys working with numbers and taking mathematics courses. She also enjoys bike riding, meeting new people, dancing and listening to soul music.

Two of her favorite television programs include "The Jeffersons" because of the personality of George; and "Trapper John, M.D." This program gives me an idea of what the medical field may be like.

At school Ms. Phifer participates in Junior Achievement and plays the violin in the orchestra.

She is also a member of Greenville Memorial AME Zion Church where she is a member of the Young Missionary Society; the choir; the Usher Board; and the Girl Scouts.

Life continues to deal the hands of happiness and sometimes grief. Ms. Phifer's hand is a full house; one filled with much compassion for others and the will to share her talents to benefit others.

Joe Black Scheduled To Speak Here

Joe Black, Vice President of Special Markets of The Greyhound Corporation, will be guest speaker when the Optimist Club of Hidden Valley celebrates its third anniversary on January 23, with a banquet at the Teamsters Union Hall, Charlotte.

As a corporate officer of The Greyhound Corporation, Black heads a specialized department dealing primarily with the Black consumer market. To that end, he has created, developed and implemented programs to reach, assist and motivate minorities toward positive personal, community and consumer concerns.

Black is known to many for his stimulating and often provocative "By The Way" commentaries, which are heard on Black-oriented radio stations, and published in Black newspapers throughout the United States.



Joe Black
Greyhound officer

Following his baseball career, Black entered the field of education, teaching school for seven years in his hometown of Plainfield, NJ.

Because of his determination and commitment to the betterment of the Black community, Joe Black has been honored by many civic, religious and fraternal organizations, and holds membership in many organizations.



Elaine Nichols
...Survey needed



Sam Young
...Prefers WGIV news



Veronica Dean
...Prefers WGIV's gospel

Post Survey Reveals WGIV's Losing Listeners Because Of Programming

By Rachel Swann
Post Staff Writer
Programming, and not sound, is what makes the difference to listeners of the two black-oriented radio stations in the Charlotte area, WGIV-AM (1600) and WPEG-FM (97.9), according to an informal Post survey taken last week.

What the station plays, listeners agreed almost unanimously, is more appealing than the quality of its sound or its commitment to community involvement. Listeners were asked to respond to issues raised in last week's article on WGIV's programming and community service and its uphill struggle to maintain and win back listeners from the 20,000-watt, stereo WPEG.

In that article, WGIV General Manager Hal Harrill and Station Employee Rhonda Anthony, both argued that the quality and strength of WPEG's FM signal is

eroding their listenership. The statistics support their views. In the last 10 years, AM listeners have decreased from 75 to 39 percent, while FM enthusiasts have increased from 25 to 61 percent.

Nonetheless, WPEG fans maintain the station's FM signal is not its main attraction.

Twenty-year-old Reginald Clarke, a Central Piedmont Community College student, says he used to listen to WGIV, but now listens to WPEG "six or more hours a day."

"WPEG plays better music," he claimed. "They play the type of music I like—jamming music."

"WGIV gives too much," Clarke continued, "they play off-the-wall music that people don't want to listen to."

"FM does sound better," he admitted, "but it's not really the sound that matters, it's what they're playing." He said of WGIV, "If they'd play music

people want to listen to, it wouldn't matter."

Wayne McCauley, 22, agrees. McCauley says he listens to WPEG "seven to eight hours a day."

"WPEG plays the songs I like to hear. Plus, they play more music and have less advertising," he stated.

"WGIV probably plays some of the same songs, but they have so much advertising you get bored."

WPEG is FM and stereo and it does pick up better," he added, "but I would listen to WGIV everyday if they played more music and had less advertising."

Ray Gooding, a WBT radio personality who has been in broadcasting for 22 years, explained that the clarity and fidelity of FM sound is probably most appealing to the younger listener. The older listeners, Gooding pointed out, the more interested they are in varied programming and other services such as news which the station offers.

"The younger listener is interested in beat and sound and so FM makes a difference to them" he stated, "but listeners 25 and older are out of the stage where they're just interested in music. They're more concerned about how that station suits their lifestyle."

In that area, WGIV gained more support. The listeners who said they listened to WGIV some or more of the time reflected Gooding's observations.

Sam Young, 34, owner of Davis-Young Realtors, says he is one of those listeners in that age group which listens to radio for more than just music.

"I'm at an age where I know what I want," Young related, "and I know I don't like a lot of boom-boom music all day."

For that reason, Young said, he chooses to listen to stations which feature jazz and classical selections. He listens to WGIV's Sunday afternoon jazz program and during the week switches hourly to its news.

Young, who listens to approximately three hours See WGIV Page 7

800 Attend Inspiring Program

By Karen Parker
Post Staff Writer
Nearly 800 people packed Mount Zion Baptist Church in Salisbury Sunday for the Martin Luther King Humanitarian Birthday Awards ceremony.

It was the eighth annual recognition for King, according to Rev. Dr. Sam Johnson, minister of the church. "The Awards Day program originated from the reasoning that a local event needed to be held in honor of King's birthday. It needed to be something to promote King's ideals about unity among races and Black pride," revealed Johnson.

Therefore, since 1975, people in the Salisbury community who have contributed to its growth, development and progress have been recognized and honored at the Martin Luther King Humanitarian Birthday Awards event.

Another highlight of this affair is the dynamic message that is delivered each year by a community leader. This year's keynote speaker was Robert L. Davis Jr. of Charlotte.

The chairman of the Mecklenburg County Democratic Party and principal of Spauth Junior High School stated in his address, he believes in two camps. "The first is made up of those people who believe civil rights is no longer needed. They feel Blacks have reached the mountain-top," Davis asserted.

He continued, "The second camp — the one to which I belong — insists that Blacks keep pushing and fighting for freedom." Davis reflected on all the goods that are produced in America, then pointed out that because of confused priorities there are still people in this country who are hungry and homeless. He raised the question, why seek to be most powerful economically, militarily and scientifically when the results are not even used to totally benefit citizens in the U.S.?

"Just as Martin Luther King pointed out for many years, there is no equitable distribution," Davis told his audience. "These are the things Dr. King visioned in his dreams and we must continue to fight and make them a reality."

Mayor W. I. Lash of Salisbury and Mayor B. F. Craig of East Spencer attended Sunday's celebration. Each of them read proclamations which established Martin Luther King Jr.'s birthday as a holiday in their cities.

Humanitarian awards were presented to Homer Lucas of the Salisbury See BLACK Page 8



Those fortunate enough to escape drowning during the swimming season will now run the risk of skating on thin ice

Exciting
Pages.....