EDITORIALS & COMMENTS

dollars.

owes the station something. She

said, "We've tried to make the community happy, but then I

wonder where they are when we

need them." The fact is, as noble

as these community projects are

they are in effect a part of the

community affairs endeavors

that should result in listeners and subsequently advertising

A fourth point involves Mr.

Harrill's statement that WGIV is

"the only Black station on the

AM dial. We have no competi-

tion." This has little meaning for

a couple of reasons. To begin

with, the illusion that WGIV has

no competition may have led to

complacency and thus became

less competitive. In addition,

there is in fact competition be-

tune in to other AM stations or

The hard fact is, if WGIV

hopes to maintain itself and grow

in the Charlotte area radio

market if must develop policies

and programming formats that

will attract and maintain listen-

ers based on quality and a

competitive spirit, not on a

"community owes-us" attitude.

broadening its programming to

appeal to the full range of the

Black community. Similtaneous-

ly, it should vehture into pro-

gramming that may attract some white audiences, after all

Black announcers on "white

stations" can and do develop a

In our opinion one example of

improvement in program quality

would be the station's Sunday

hight call-in talk show. Since Jim

Black's "Black Rap" days there

has not been a show host with

sufficient knowledge of current

events and social and economic

issues to be able to discuss

anything with any degree of

We also believe that it is time

for WGIV to develop competi-

tive contemporary business

practices-programs with great-

er variety and audience appeal

and to employ and or develop

anhouncers who identify with

can develop a loyal listening

audience. This is the American

ments of the community and

depth or understanding.

white listening clientele.

socio-economic-educational

The station needs to consider

cause some Black listeners

flip to FM stations.

WGIV Needs A New Focus!

In times like these, when the nation is in the depths of a depression, it appears characteristically common to find in a recent three part Post series that radio station WGIV has experienced difficulty in meeting its financial obligations and was thus offered for sale on the action block. The possibility of new ownership of the station has focused attention on the station's role in the Black community says Post staff writer Rachel Swann in part two of the series.

In the series, WGIV's generalmanager, Hai Harrill, and station employee, Rhonda Anthony, credited the strength of station WPEG's FM signal from Concord for eroding their listenership. Reportedly, statistics support their viewpoint in that in the last 10 years, AM listeners have decreased from 75 to 39 percent, while FM listeners have increased from 25 to 61 percent.

There appears to be little reason to accept the more powerful FM signal of station WPEG or the status of the economy for WGIV's apparent decline. First, WPEG's listeners reportedly claim its station programming, not the stronger FM signal. which influences their radio preference.

Secondly, with a knowledge of this decline in its listening audience, and a subsequent decline in its advertising, WGIV's Hal Harrill nevertheless maintains the station will not alter its programming, will not change any of its personnel and will continue its involvement in the Black community. Mr. Harrill even says, according to our series, that these conditions won't change even under a new ownership.

We find it difficult to believe that with or without new owners WGIV will continue to follow the same policies and programming when in effect they are not revenue producing for profit as any privately owned business needs to be in order to survive.

Station employee Rhonda Anthony has expressed the view that because WGIV has sponsored the annual Mountain of roou prive, summer ne hood block parties and provided people with rides to polls on election days, the community

Changing American Scene

Twenty years ago Governor George Wallace told the people of Alabama and promised the world "segregation forever." This week, on Monday, the day most of the nation was honoring the contributions of the late Dr. Martin Luther King Jr., George Wallace sat in a wheel chair on the same spot where he gave his "segregation forever" speech, to be inaugurated for a fourth term

as governor of Alabama. Ironically, Wallace had been

elected with major Black voter support. Consistent with this irony, a Black led the Pledge of Allegience, another Bläck man gave the benediction, and a Black man was sworn in as a justice of the Alabama Supreme Court, all on the same platform with Wallace. This is truly a changing scene for America.

By Alfreda L. Madison Special To The Post While more than 12 mill-

ion American citizens are languishing in devastation for the lack of bare neces-

sities of living, this Administration is attempting to brainwash the American

people with its world dan-ger communist phobia.

President Reagan is lob-bying members of Con-gress and he has also taken

to the air waves in push-ing for funds for his huge

military build-up. Is this

because the Administra-

because the Administra-tion finds it easier to lead the people into believing that the Soviets are stand-ing just outside our borders ready to blow us to bits any minute, than it is to provide the citizens with means of securing the meager neces-sities for living?

On November 22, Presi-

dent Reagan addressed the nation on television, show-

ing charts and explaining that the United States is

almost batting zero in de-fense, while Russia is bat-

ting just about a thousand

The Center for Defense

which is a non-profit, non-

partisan research organiz-ation which believes in a strong defense, but it op-

*RAPE HAS BECOME **GET IN** A BLACK CRIME BUS A BLACK DETROIT POLICEMAN RECENTLY STATED. HE SAID IN ONE 24 HOUR PERIOD EIGHT RAPES WERE REPORTED, ALL VICTIMS WERE BLACK SO WERE THE RAPIST Crime Is A Pressing Problem In The Black Community



WGIV Series Angers Station Employee

Dear Sir:

I was appalled, angered and extremely hurt by the story written by Rachel Swann of The Charlotte Post on Thursday, January 14, 1983 entitled "Post Reveals, WGIV Losing Listeners Because of Programming." It was not only the worst piece of journalism that I have ever read, but some of the comments and quotes printed were silly and untrue.

The article does give, a positive and negative view of WGIV, but the negative clearly outweighs the posi-tive. After reading the article, I came to the con-clusion that it was trying to say that "WGIV is inferior to WPEG." Now, here are some facts about WPEG that you may not know: WPEG is white-owned; WPEG is owned by the Surburban Radio Group, a white radio chain, which does not have any station other than WPEG with a black format. The com-pany has no blacks on the local level in upper or middle management; WPEG employs three fulltime and one part-time black people out of 15 em-ployees. These employees are on-the-air personnel, creating the fallacy that WPEG is a black radio station; WPEG has no blacks on the sales staff; WPEG never has anything in its programming of cul-tural interest to blacks; WPEG does not consider itself a black radio station.

Charlotte Post support this because we are both in this struggle together. radio station?

It saddens me to think (The preceding comthat a so-called black newsments were written by Mel paper would play up and degrade a fellow black Kilgore, an employee of WGIV. The comments owned media outlet. The purpose of a black newswere purely personal and do not in any way reprepaper is to support issues and events from a sensisent the opinions of the staff, management or tive black point of view. That was clearly not done sponsors of WGIV.) -Melvin Kilgore by this article. I would ex-Editor's Note: The series pect the Charlotte Observof articles written by er to play up something negative about the black

community, but not The Charlotte Post. Rachel Swann and The Charlotte Post if you are going to be the voice of the black community, you cannot continue to write articles like this. WGIV has been in your corner for about 30 years now; we need your respect and support. Let's work together

sitive black point of view."
We support the facts WPEG Not Responsible

WPEG is not responsible for the failure of WGIV nor can you blame the listening audience or your advertis-ers. I feel that WGIV failed because it lost per-spective of its main goal to cater to the listeners' enjoyment.

Blaming WPEG for taking your business is poor sportsmanship. For in-stance, it's like McDonald's telling its customers "if you hadn't gone to Bur-ger King we'd still be the number one burger seller.

WGIV has been on the air for a lot longer than

changed its format to meet the changing desires and needs of the black popu-

Rachel Swann on WGIV,

were reflective of the wide-

ly-known problems facing WGIV and numerous other

small businesses. The

intent of Ms. Swann and

The Post was not to sup-port either WGIV or WPEG. These articles

were written objectively.

We do not support "issues

and events" from a "sen-

WGIV should have realized that the competition was going to be tough: a long time ago especially when the advertisers began to leave and take their business elsewhere.

WGIV should have mad improvements then instead of pushing the blame on someone esle when it's too

Frances Wright

NEWS & VIEWS Investment Tax Credits

Many of the tax benefits of the 1981 tax law have been changed or modified in the new tax law the Congress passed September, 1982. Some of the major 1982 changes refer to reduction in investment incentives, pension fund limitations, restrictions on tax free acquisitions, withholding of dividends and interest, and acceleration of corporation tax payments and deferral of construction period expenses. If you are not sur how these items affect your business, it is a good idea to contact your CPA or tax attorney to discuss these new changes.

The 1982 law reduces the depreciation deduction to eliminate a portion of the investment credit. A business firm should make a discounted cash flow present value analysis to determine the best tax advan-tage in combining depreciation and the investment tax credits.

A major change in investment incentives is the reduction in depreciation expense. Under the 1981 law, deductions for depreciation were planned to be increased in 1985 and 1986. These depreciation deduction increment increases in 1985 and 1986 have been cancelled.

The 1982 law sharply reduces the permissible employer contributions to pension and profit sharing plans and defined benefit pension plans. The maximum contribution plans have been reduced from 145,475 to \$30,000 per employee. This amount will be raised under a cost of living formula after 1985. The prior law allowed a defined benefit pension plan to fun retirement benefits of as much as \$136,425 per year, starting at age 55. The new law limits this amount to \$90,000 and has penalities if you use the plan prior to age 62.

Many business firms will now be required to withhold 10 percent of interest and dividends paid to individual investors of debt holders. This rule applies to interest and dividends paid or credited for lowincome and older recipients who must files exemption requests. Interest and divident recipients are exempt from the 10 percent withholding if they are tax exempt institutions, or corporations, or who receive less than \$150 per year.

Administering these new withholding rules will be difficult, but business firms will be able to delay payments of the amount withhold, and use the "float" to help pay or offset this additional cost of doing business. These withholding changes will probably require extensive and exi ive computer programming to modify your accounting system. Since the program starts in less than six months you may want to plan now for computer program revisions in your credit financial management

The tax changes also accelerate the payment of corporation taxes. The old law required firms to pay 80 percent of their current year tax liability in quarterly estimated payments. The new law places the minimum level at 90 percent of the tax liability.

For additional information, contact the Economic Development Division, Center for Improving Mountain Living, Western Carolina University, Cullowhee, North Carolina 28723, 704-227-7492.

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Now, why should The

Alfreda L. Madison poses excesses made and it gave an analysis of the

President's speech.

In the report retired Rear Admiral Eugene Carroll said the President's statement, "...while the Soviet Union has raced, we Soviet Union has raced, we have not," is high inaccurate. President Reagan said, "In virtually every military power, the Soviet Union enjoys decided advantages," and yet he has selectively ignored the many significant areas in which the U.S. has a clear advantage." said Carroll.

advantage," said Carroll. The report states that the U.S. has always had more nuclear weapons than the Soviets. The Soviets have more delivery power. We have more warheads on our missiles and bombers, which give us a significant

edge in the number of nuclear weapons we can explode on the Soviet Union. The Soviet Union has been playing "catch-up" since 1945. The U.S. has stayed two to five years ahead of Russia in every major arms race. Secretary Weinberg said, "Soviet missile improve-ment is based on technology that they got from us." In addressing a congressional committee in 1982 he stated that he wouldn't trade nuclear arsenals with USSR because we have an immense edge in tech-

Mr. Reagan's chart which showed the down-ward trend in America's defense spending during the 1970s ignored the fact that Soviets must address our NATO allies as well NATO has always out the Soviet Warsaw Pact. The Pentagon reported that NATO outspent War-saw Pact by \$300 billion

during the seventies.
The President's statement that the U.S. has deployed no new strategic bombers for 20 years, while the Soviets have built backfire bombers is disputed by the Defense Center. The U.S. has built

Administration Should Reveal Facts On Public Defense F-111 strategic Air Command Bombers which are comparable to the Soviet's Backfire bomber in bomb load, speed and perfor-mance with an additional advantage of being re-fueled in flight which the Backfire bombers cannot

Mr. Reagan said many of our strategic bombers are than their While ours are old the Soviets are older. His statement that the Soviets have 600 intermediate range missiles based in Europe, ignores the fact that the U.S. and its NATO allies have more than 2,000 nuclear weapons and mis-siles, long range aircraft in Europe and submarines off the coast for use against

the Soviets.
The Defense Center criticized Mr. Reagan's charts as being one-sided and quite different from charts based on Pentagon statistics. Retired Rear Admiral La Rocque said the President "in his televised address gave the false impression that the States is weak and practically defenseless."

In commenting on the President's television broacast, Ron Dellums

said, "in a series of repeated, deliberate distor-tions and outright falsifications of recent history and current, easily veri-fiable facts, the President and his national security advisors have committed a collective crime of conscience against the citizens of this country and by ex-tension, the world at-

Rear Admiral Carroll said the Administration's aircraft carrier concept still displays World War II thinking which is a losing strategy, today. We cannot attack Russia with seabased weapons. He said our Geneva nuclear weapons proposal was so one-sided that the Soviets could not accept it. The President's

call for zero, zero option is not zero, zero at all. He wants the Soviets to take out their intermediate ballistic missiles out of Europe, while we maintain our aircraft, submarines, and the French and English will also keep theirs. Mr. Carroll said we have all the military equipment and military men that we need. The United States is the most powerful military nation on the face of the earth. Mr.

Carroll continued, "We are selling weapons to other countries, giving the im-pression that it is a deter-

rent to communism."
The Center for Defense says there is no such thing as superiority and inferior-ity in this nuclear war thinking. Both Russia and the United States have more than enough warfare to destroy each other

several times.

At present there is strong debate going on in debate going on in Congress over financing the MX missile. Major General William Fairborn said, "for the short-term gain of trying to sell the MX to the public, the President is apparently willing to sacrifice the good name and reputation of our armed forces, and of the armed forces, and of the men and women through the years, who helped build America into a strong and confident nation."

The Charlotte Post

