

EDITORIALS & COMMENTS

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 general manager, Hal 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 Food Drive, summer neighborhood block parties and provided people with rides to polls on election days, the community

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 dollars.

A fourth point involves Mr. Harrill's statement that WGIV is "the only Black station on the AM dial. We have no competition." 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 become less competitive. In addition, there is in fact competition because some Black listeners tune-in to other AM stations or flip to FM stations.

The hard fact is, if WGIV hopes to maintain itself and grow in the Charlotte area radio market it must develop policies and programming formats that will attract and maintain listeners based on quality and a competitive spirit, not on a "community owes-us" attitude.

The station needs to consider broadening its programming to appeal to the full range of the socio-economic-educational Black community. Simultaneously, it should venture into programming that may attract some white audiences, after all Black announcers on "white stations" can and do develop a white listening clientele.

In our opinion one example of improvement in program quality would be the station's Sunday night 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 depth or understanding.

We also believe that it is time for WGIV to develop competitive contemporary business practices—programs with greater variety and audience appeal and to employ and/or develop announcers who identify with segments of the community and can develop a loyal listening audience. This is the American way.

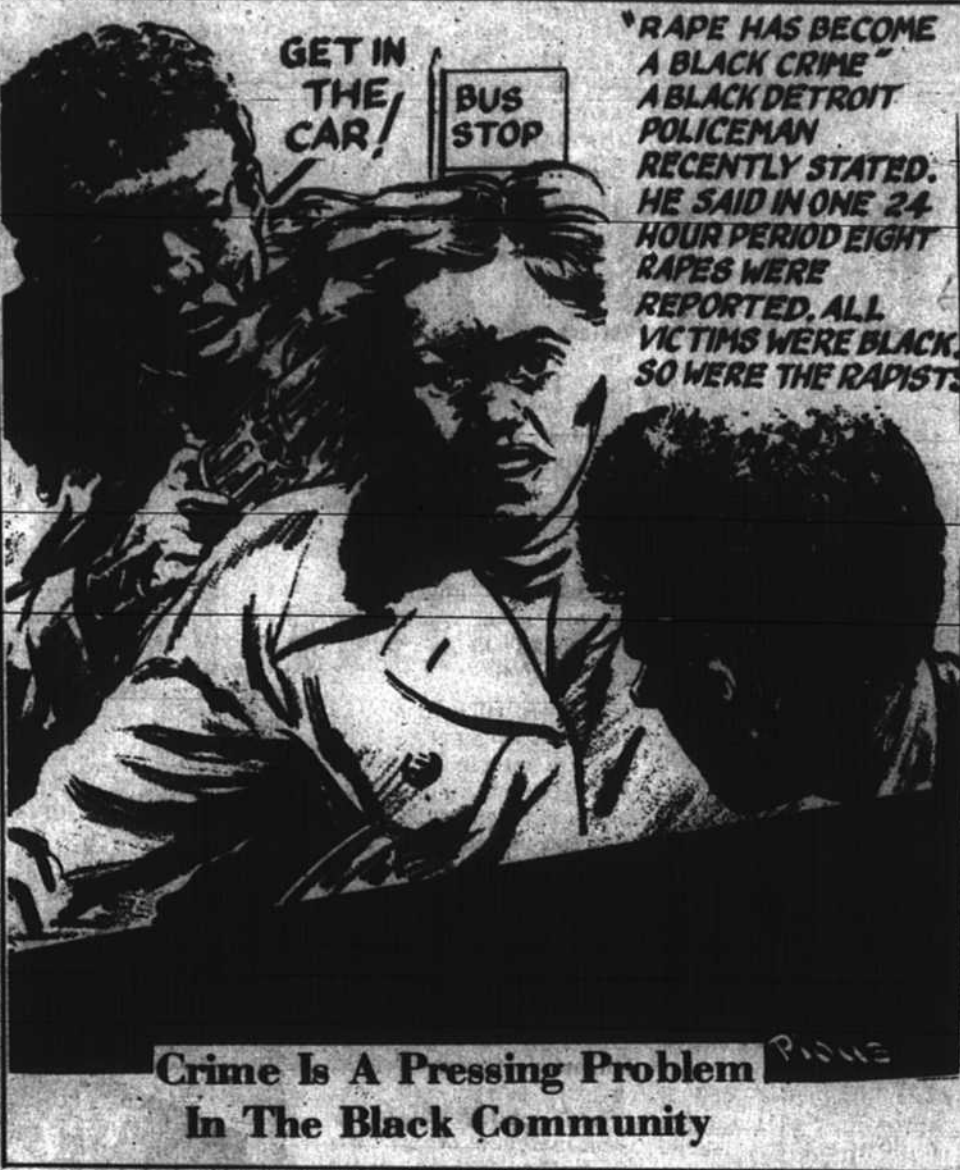
Changing American Scene

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

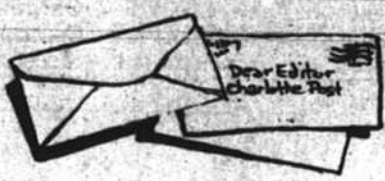
as governor of Alabama.

Ironically, Wallace had been elected with major Black voter support. Consistent with this irony, a Black led the Pledge of Allegiance, another Black 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.



Crime Is A Pressing Problem In The Black Community

Letters To The Editor:



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 positive. After reading the article, I came to the conclusion 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 Suburban Radio Group, a white radio chain, which does not have any station other than WPEG with a black format. The company has no blacks on the local level in upper or middle management; WPEG employs three full-time and one part-time black people out of 15 employees. 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 cultural interest to blacks; WPEG does not consider itself a black radio station. Now, why should The

Charlotte Post support this radio station?

It saddens me to think that a so-called black newspaper would play up and degrade a fellow black owned media outlet. The purpose of a black newspaper is to support issues and events from a sensitive black point of view. That was clearly not done by this article. I would expect the Charlotte Observer 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

because we are both in this struggle together.

(The preceding comments were written by Mel Kilgore, an employee of WGIV. The comments were purely personal and do not in any way represent the opinions of the staff, management or sponsors of WGIV.)

—Melvin Kilgore

Editor's Note: The series of articles written by Rachel Swann on WGIV, were reflective of the widely-known problems facing WGIV and numerous other small businesses. The intent of Ms. Swann and The Post was not to support either WGIV or WPEG. These articles were written objectively. We do not support "issues and events" from a "sensitive black point of view." We support the facts.

WPEG Not Responsible

Dear Sir: WPEG is not responsible for the failure of WGIV nor can you blame the listening audience or your advertisers. I feel that WGIV failed because it lost perspective of its main goal to cater to the listeners' enjoyment.

Blaming WPEG for taking your business is poor sportsmanship. For instance, it's like McDonald's telling its customers "if you hadn't gone to Burger King we'd still be the number one burger seller. WGIV has been on the air for a lot longer than

WPEG. WGIV should have changed its format to meet the changing desires and needs of the black population.

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 made improvements then instead of pushing the blame on someone else when it's too late.

—Frances Wright

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From Capitol Hill

Administration Should Reveal Facts On Public Defense

By Alfreda L. Madison
 Special To The Post
 While more than 12 million American citizens are languishing in devastation for the lack of bare necessities of living, this Administration is attempting to brainwash the American people with its world danger communist phobia.



Alfreda L. Madison poses excesses made and it gave an analysis of the President's speech.

President Reagan is lobbying members of Congress and he has also taken to the air waves in pushing for funds for his huge military build-up. Is this because the Administration finds it easier to lead the people into believing that the Soviets are standing 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 necessities for living?

On November 22, President Reagan addressed the nation on television, showing charts and explaining that the United States is almost batting zero in defense, while Russia is batting just about a thousand. The Center for Defense which is a non-profit, non-partisan research organization which believes in a strong defense, but it op-

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 improvement 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 technology.

Mr. Reagan's chart which showed the downward trend in America's defense spending during the 1970s ignored the fact that Soviets must address our NATO allies as well. NATO has always outspent the Soviet Warsaw Pact. The Pentagon reported that NATO outspent Warsaw 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

F-111 strategic Air Command Bombers which are comparable to the Soviet's Backfire bomber in bomb load, speed and performance with an additional advantage of being refueled in flight which the Backfire bombers cannot do.

Mr. Reagan said many of our strategic bombers are older than their pilots. 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 missiles, 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 United States is weak and practically defenseless."

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

said, "in a series of repeated, deliberate distortions and outright falsifications of recent history and current, easily verifiable facts, the President and his national security advisors have committed a collective crime of conscience against the citizens of this country and by extension, the world at large."

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 sea-based 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 impression that it is a deterrent to communism."

The Center for Defense says there is no such thing as superiority and inferiority 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 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 men and women through the years, who helped build America into a strong and confident nation."

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