

EDITORIALS & COMMENTS

What Do Readers Want?

Newspapers—big, small, dailies, weeklies, black and white—constantly have to ask themselves, as their readers and critics quite often do, do we select truly significant events of the day for prominent coverage or do we concentrate too much on our own presumed biases or what some might consider less important news?

On the other hand, what do newspaper readers really want? What do they consider to be "good news"—stories about the typical hard working citizens, the social activities of local churches, the actions and decisions of all levels of government or the involvements and issue concerns of individual corporate or elected officials?

We raise these questions because of the not uncommon experience of having some prominent citizen in the community to walk in or telephone on publishing day to ask for and expect the publisher to set aside well-planned and edited news copy to insert an issue-oriented new piece without the necessary minimum research and editing

to assure accuracy or the omission of unbiased related facts. This problem is particularly troublesome for the small weekly newspaper with limited staff.

It is because The Charlotte Post like most other newspapers, seeks to report unbiased, objective and accurate news that they are at time accused of being arrogant and insensitive to their readers' concerns.

Quite the contrary. The Post's concern for accuracy, fairness, a respect for the right of privacy, the avoidance of glorification and sensationalism of criminal or bizarre events, and a strong concern for local area news copy and national news events that may have a local impact, reflect its continued dedication to human rights that has its roots in the abolition of slavery over 100 years ago.

Objectivity, fairness, accuracy and compassion, in a timely manner, these are among the cornerstone foundations of The Charlotte Post, your community newspaper. These are what we believe our readers want.

Ethnic Politics May Void Issues?

The racial polarization that was allowed to become such an uninhibited aspect of the recent mayoral election in Chicago has been corned over as a smoke screen for a struggle between Harold Washington, mayor, and the old-line white controlled Democratic Party political machine. Fortunately, it was not Washington who created the ethnic political climate. It was a hard core of machine party politicians, mostly white, who simply sought every tactic possible to oppose a candidate challenging their authority.

Reduced to its simplest terms, if two children get into a fight at school and one happens to be black and the other white, the media and many adults tend to immediately conclude that a racial conflict was in the making. Likewise, in the Chicago mayoral race or other political races where at least one candidate happens to be black, the media, and some biased political groups and individuals tend to seek to make skin color to be the central issue as opposed to urban blight, traffic problems, a declining tax base, unemployment, property tax levels and a host of other urban concerns. The one near exception to this ethnic political game recently was in Wilson Goodé's Democra-

tic Party mayoral primary victory over the controversial former mayor Frank Rizzo in Philadelphia.

For the same reasons we find it very difficult to support all the talk about a black presidential candidate which by its very nature puts the emphasis on race. What America needs are candidates who clearly have identified issues and programs they favor supporting and seek voter support. Except for a small hard-core of racist thinking voters—some white and some black—most voters probably are not concerned about a candidate's race or sex if the candidate appears to be competent, honest and committed to the issues he or she is campaigning for.

Unfortunately, Jesse Jackson is in our opinion an opportunist seeking to build his case to be the so-called black presidential candidate no matter what the nation's black leaders conclude on the issue. To repeat our earlier statement, Jackson or any other potential candidates need to start talking about political issues not whether the candidate is black or white.

Issues of concern to the voters is what people want, no rhetoric about race, sex or hairlines or age.



WE HAVE TO DO IT BECAUSE WE CANNOT ASK OUR OLD PEOPLE TO SPEND THE REST OF THEIR LIVES PASSING THROUGH A GAUNTLET OF MUGGERS.

ORDE COMBS
NY MAGAZINE



Charlotte Crises Were Shared

Dear Editor:
I recall a long-ago telephone conversation between my mother and a local grocer, the late Charlie Campbell. The memory is triggered whenever I watch the old black and white film production of Thornton Wilder's "Our Town."

The phone conversation might have sounded something like this:
"Hello, Mr. Campbell—"
"Aah-right, Jewell."
"I'll have a pound of lard—"
"Aah-right."
"A five pound bag of flour..."

The owner of the Ma and Pa corner grocery store hardly large enough for a single cart to pass from front to rear, knew all the established community residents usually by voice and by genealogy. It still remains a wonder why his store never went bankrupt. Nearly all the customers charged their purchases and the benevolent soul kept extending credit. His usual customers were of the working class, widowed or separated.

Back then in Charlotte, crises were shared. Money was collected door-to-door in times of death, deprivation, disaster, etc. The singing blind strumming their guitars, the cripple, or the inopportune all found compassion and willing contributors on the streets, in the homes or at the churches.

Parents and elders took responsibility for the safety and conduct of either children. Somehow we all felt responsible for one another. It is during these nostalgic moments, however, I often wonder how much longer it would have been before I had my first experience shopping in a

large supermarket.
When I was 15, Charlie Campbell was robbed and murdered by an unknown assailant. Today, neighbors in my town (Charlotte), now guarded behind bolted doors, look upon their neighbors suspiciously and move swiftly away.
Alice H. Martin

Improving Level Of Education

Dear Editor:
I have been disappointed with the aftermath of the recent announcement by the National Education Commission on the status of education in this country. Each reporter, national and local, has focused on the cost, rather than the method of improving the level of education.

The closest anyone has come to discussing a better method has been the suggestions to spend more time and more days in school. The Governor suggests paying certain teachers more money.
When we had one of the highest levels of education in the world, our school year was the same as it is now. Also, the teachers of that era made less than they do now. Spending more time and days in a non-productive classroom will not improve education. It should be obvious by now that most teachers don't enter or leave the profession for the money.
I would like to hear a

discussion of how we can improve the education level without quickly getting into the alleged costs.

It was almost a mortal sin to have a blue ribbon group such as the National Education Commission at our disposal and no one asked them how to get the job done.

Is anyone else interested?

Sincerely,
Howard Reeves

LETTERS WELCOMED

Do you have something to say? Then do so for everyone to read. The Charlotte Post, the only other voice in town, welcomes all letters on various subjects.

Letters to the editor must include your signature and address, both of which may or may not be used per request. For purposes of identification only, writers should include their telephone numbers.

All letters are subject to editing for grammar, libelous content and, when necessary, brevity.

THE CHARLOTTE POST
"THE PEOPLE'S NEWSPAPER"
Established 1918
Published Every Thursday
by The Charlotte Post Publishing Co., Inc.
Subscription Rate \$17.68 Per Year

Second Class Postage No. 965500
Postmaster Send 3579s To:
1531 Camden Rd., Charlotte N.C. 28203
Telephone: 704-376-0496
Circulation 11,023

105 Years of Continuous Service

Bill Johnson Editor, Publisher
Bernard Reeves General Manager
Fran Farrer Advertising Director
Dannette Galther Office Manager

Second Class Postage No. 965500 Paid at
Charlotte, North Carolina
Under the Act of March 3, 1878

Member, National Newspaper
Publishers' Association

North Carolina Black Publishers Association

Deadline for all news copy and photos is
5 p.m. Monday. All photos and copy
submitted become the property of The Post
and will not be returned.

National Advertising
Representative
Amalgamated Publishers, Inc.

2400 S. Michigan Ave. Chicago, Ill. 60616
45 W. 45th St., Suite 1403 New York, New York 10036
Columet 5-0200 212-489-1220

From Capitol Hill Reagan Has Policy For White Males

By Alfreda L. Madison
Special To The Post
Assistant Attorney General William Bradford Reynolds has, at last, let the cat out of the bag on President Reagan's civil rights policy. In a speech at Amherst College Mr. Reynolds said affirmative action is immoral and a racial spoils system. He stated that the Reagan Administration would attempt to make whole actual victims of discrimination, but would do nothing to help groups overcome centuries of discrimination.

Reynolds' statement raised the ire of chairpersons who represent extremely large segments of the U.S. population. Julian Dixon, Chairman of the Congressional Black Caucus, Congresswoman Pat Schroeder, Chairperson of Congressional Women's Caucus and Representative Robert Garcia, Chairman of the Congressional Hispanic Caucus, jointly, called a press conference at which they strongly denounced the Reagan discrimination policy by "raining down fire and brimstone" on William Bradford Reynolds for his brash naivete. They emphasize that the Assistant Attorney General was blind to the centuries of discrimination; slavery, Jim Crow, housing segregation, job discrimination and other



elements of this country's tarnished history in which these groups of individuals have been denied equal protection under the law. Blacks are discriminated against because they are members of a group of blacks, women because they are part of a group of women and Hispanics because they are members of the Hispanic group. These chairpersons say, "group problems require group solutions. Without well-designed affirmative action, equal protection under the laws of the land will never come."

William Taylor of the Leadership Conference for Civil Rights and Theodore Shaw of NAACP Legal Defense Fund both took the Reagan Administration, led by Assistant Attorney General William Bradford Reynolds to task for the Department of Justice's shift from 20 years of alliance with the victims of

historical discrimination to one in which it represents those who have historically been the beneficiaries of racial discrimination.

Both witnesses cited a litany of the Reagan Administration's attempt to resegregate schools; support of tax exemption for announced racial discrimination of Bob Jones University, Baton Rouge School System, where Mr. Reynolds was ordered by the school board, to take his plans and return to Washington; to Norfolk School case, an integrated plan that has been working well for 10 years. However, because of this Administration's busing attitude, the board asked the Court to dismantle the present system. Reynolds filed a response asking that the board's case be dismissed. The thrust of the Justice Department's position is that the Norfolk School Board could implement re-segregated plans without asking the courts.

It was highly emphasized that the Reagan Administration hasn't instituted a single school desegregation suit. Its hollow rings of a shift from integration to "quality education" where the Administration has drastically reduced funds, is nothing more than a return to the "separate and unequal" segregated schools.

Directors of the handicapped and mentally retarded related sad but documentary stories of the Administration's departure from upholding the statutes that protect their constitutional rights to one of subverting and denial of the laws.

When Assistant Attorney General Reynolds appeared before the committee, he was furious over stated allegations that the present Justice Department is attempting to reverse all civil rights gains. He termed as ridiculous Tom Arkins NAACP Chief Counsel's request that the enforcement of civil rights laws be removed from the Justice Department and given to the various agencies. Reynolds strongly advocated the Administration's voluntary, school integration method. Reynolds was seriously chided for the Administration's affirmative action reversals, of agreements and court decided affirmative action cases. Reynolds said that the Administration has an outreach program of requiring agencies to recruit a roster of women and minority employees. Yet, the Administration stops after a roster is compiled.

The Reagan equal rights and justice policy is geared more to the protection, only, of white males, who have no physical handicap.



Summer Before College

Okay, seniors, the writer knows that your priorities at the present are the prom and graduation exercises: summer employment is not a priority at the moment. Well, summer employment should be a major concern, especially in the fall. Now is the time to start looking for a job.

QUESTION: Where do I start? Start with yourself. Devise a short resume (one page) with the most important information about you - general personal information, education, job experience-voluntary and paid-two or three major organizations involved in and three reliable references. Type this information (on white typing paper) in the traditional resume style and check your spelling! Make ten to fifteen copies of the resume so that you can submit a resume with each job application.

Next, look at your appearance. Being "Vogue" or "G.Q." does not get a job - simple and basic does - simple and basic colors and cuts. Females should dress in a simple but elegant manner - straight skirt with no splits, a blazer with the collar down, blouse and pumps or dressy sandals. Her make-up should enhance her features, not emphasize them. Males should dress in straight, simple slacks, blazer with the collar down, shirt and tie and basic black, brown, beige or grey dress shoes. For both males and females, cologne should not be over-powering, nor jewelry flashy - in other words take most of those gold and silver trinkets from around your neck, wrists and out of your ears!

Where do I look for a job? Start with your family and friends; ask if they know of any job openings at the places of employment that you may be qualified for. Then consult the newspaper want ads each day, circle and inquire about the jobs that fall within your skill range. Finally, get up off your pride and "pound that pavement." Go to department stores, newspaper companies, travel agencies, bakeries, factories, city employment offices, record stores, amusement parks, hotels, camps and companies looking for people like you. There are jobs out there, just be willing to do just about anything.

Do not expect to land a glamorous job. Remember, you are not making a career of it. The purpose of the job is to receive working experience and make some money for school. If one does not want to work he will not find a job.

Upon approaching potential employers be confident. Look at him or her in the eye when speaking and being spoken to. Entrance salutation should be accompanied by a brief introduction of yourself and a firm handshake. An exit salutation should include a thank you, repeating of the person's name and again a firm handshake. Most importantly, use standard American English when speaking to someone. "You know what I mean," "dig it," "cool," and other such colloquialisms tend to provoke others into believing that one is an incompetent communicator. Lastly, do not be afraid to ask questions of the employer about policies, hours and potential salary: You also may want to ask if you may return to work during the December break.

I, the writer, am not advocating fifty hour work weeks; I merely want to encourage and stress the importance of working and how it too can help relieve the strain of paying for an education. By all means recreate this summer but work also. There is a certain feeling of accomplishment and achievement when one receives his first paycheck and sees his bank account balance increasing week after week.

Patrol To Focus On Safety

The North Carolina Highway Patrol will again join a nationwide effort to reduce traffic accidents on the highways during Memorial Day weekend.

Called "Operation CARE (Combined Accident Reduction Effort)" the program will include strict enforcement of state laws covering driving under the influence, exceeding the speed limit and hazardous moving violations.

According to Crime Control and Public Safety Secretary Heman R. Clark and Patrol Commander J. T. Jenkins, all highways will be heavily patrolled during the weekend, with certain highways designated as "Operation CARE" highways to receive special attention.

Jenkins said the designations were based on accident experience or the heavy volume of traffic anticipated. The holiday weekend begins at 6 p.m., Friday, May 27, and ends at midnight Monday, May 30.

