

Livingstone College Students Hear Koontz

Ken Koontz, president of Ken Koontz and Associates, a Charlotte-based Public Relations firm, was the guest speaker during the Livingstone College 4th annual Black College Day Celebration.

"Establish realistic goals and determine your priorities," he urged the students during the morning assembly.

Defining success as "getting what you want" and happiness as "wanting what you get," Koontz indicated that by having realistic goals, "what may appear as failure may just be an alternate route to your ultimate goal."

Relating his experiences from his native Beaumont, TX, to his migration to Charlotte, Koontz cited his matriculation at Lamar University, a predominantly white institution in Texas, to his transfer to Johnson C. Smith University in Charlotte where, as a student, he began working part-time for WBTV in Charlotte.

Although Koontz aspired to be a daily anchorman on the evening newscast, he eventually was promoted to Director of Community Affairs for the station which provided him with greater freedom of expression and creativity than he anticipated.

Upon re-evaluating his goals, he assessed that with his talents and skills he could form his own public relations firm.



Ken Koontz
Black college day speaker

Koontz maintained that "the work ethic was very important for as he had shown initiative and determination, there were other persons watching his progress and willing to lend a helping hand." He then opened the floor for questions which ranged from his experiences in television to tips on starting one's own business.

Students gathered at 2 p.m. in front of Varick Auditorium and marched to the steps of the Price Administration Building where

Koontz again addressed a mass rally.

In his remarks he stressed that "the college and community must maintain a sense of pride and mutual understanding in order that resources, facilities and service will benefit everyone."

He challenged the audience to "support higher education and legislation which will benefit colleges and universities across the nation and that to be able to do this one must register and vote."

Black College Day was a result of the nation's 107 traditionally black colleges and universities seeking to draw attention to the threat to their continued existence.

On September 15, 1981, President Ronald Reagan signed an Executive Order to advance the development of human potential, to strengthen the capacity of historically black colleges and universities, to provide quality education and to overcome the effects of discriminatory treatment.

Dr. William H. L. Greene, president of Livingstone, encouraged the students to "prepare for leadership positions and seek excellence in all their endeavors."

Seth Lartey, president of the Student Government Association, exhorted the crowd with a rendition of the now famous "I Am Somebody" recitation.

Democrats Plan Neighborhood Parties

Democrats all over North Carolina are planning parties in every county for Sunday night, October 7, the night that presidential candidates Fritz Mondale and Ronald Reagan will debate on national TV.

The neighborhood parties are planned to promote Democratic Party participation in the November 6 election, with the added incentive of getting acquainted, getting organized, and raising money for the "Get-Out-The-Vote" effort.

"The idea is for people to organize parties in their own neighborhood, working through precinct organizations," said Ruth McGaw, coordinator. Party organizers are asked to invite from 10 to 25 people

into their homes, and to provide refreshments for the evening. Those attending will pay a modest amount, \$10-\$25, which will be used for the Get-Out-The-Vote campaign.

Any Democrat interested in holding a neighborhood party should contact McGaw in Raleigh at 919-821-2777. More details are readily available, together with such materials as buttons and bumper stickers.

The program is part of the "America for Mondale-Ferraro" effort. The majority of the money raised at the gatherings will be used in North Carolina. The effort hopes to raise \$5 million nationally at 20,000 gatherings.



By the way...

By Joe Black

Well, the two national political conventions are now a part of history and the public is waiting for November to cast their ballots. As I sit and review the rhetoric that has been projected by the various candidates, I draw one conclusion: it's time for Black people to stand up and use the power of the vote.

That statement makes me recall some of the clichés that I would hear and use during my "hustling" days. Statements such as: "Money on the wood makes the bet look good," "winners laugh and grin," "put your money where your mouth is," and "put up or shut up." Some people may think that those old hustler quotations are funny, but they really tell it like it is. It's 1984 and we are challenged to do more than talk loud to draw a crowd. Did Reverend Jesse Jackson really awaken us to the realization of the power of the vote? Do people really mean it when they chant "Reagan must go," or is that lament just for show?

I believe that Black people will use the enthusiasm from shouting "Run, Jesse, Run!" and convert it into a positive force in November. However, you must remember not to gear all of your time and efforts to the selection of a president. No, you must use your voting power to elect members of Congress, as well as state and local officials. If you do this in November, then you will be helping to eliminate the feelings of hopelessness and helplessness that shackle the poor and elderly.

Joe Black

Vice President
The Greyhound Corporation



Anthony and Yolonda Brown find a convenient seat to wait for their mother to catch up with them. Five year old Yolonda got into the spirit of having her picture taken, but her three year old brother wasn't too thrilled at the prospect. The children were on a shopping trip with their parents, Madison and Mary Brown, of 1419 Ventura Way.

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