

EDITORIALS

Berry Was Complete Public Servant

Phillip O. Berry, affectionately called "Phil," by his many friends, is dead at a relatively youthful age - 44. Mr. Berry, a State House Representative since 1982 who

had no opposition for the State Senate 33rd District in the coming November 6 election, died Sunday night at Mercy Hospital.

While it may be an overworked cliché, Phil Berry might have been called "Mr. First." He was valedictorian of his class at the former Plato Price High School, the first black branch manager of a white-owned

bank, NCNB, in 1970, and two years later became the first black person elected to the local School Board. Five years later he became Board chairman, a position he held until his election to the N.C. House in 1982.

In 1973 Berry moved from NCNB to a

Your Vote Is Needed

Your vote, your ONE VOTE, is needed on November 6. Why? Because "your vote is your voice in the government of your

country." Nevertheless, many people think that their one vote will not make a significant difference. Yet, historians remind us that one vote has and can make a difference as the following facts show.

- 1776 - One vote gave America English as its native language instead of German.
- 1845 - One vote made Texas a part of the United States
- 1868 - One vote prevented the impeachment of President Andrew Jackson.
- 1876 - One vote gave Rutherford B. Hayes the United States Presidency.
- 1923 - One vote gave Adolph Hitler leadership of the Nazi Party in Germany.

It is thus quite possible that your one vote can be the difference in getting your candidate elected to the presidency, the Senate, the House of Representatives - both

Bond Issues Deserve Your Support

On the November 6 ballot there will be four bond issues that we suggest need the voters' support. Charlotte is a growing and progressing city. If this growth and progress is to continue, development necessary to enhance growth must keep pace, thus our support of the \$77.1 million bond issues.

In specific terms, the \$29.7 million in street improvement, water and sanitary sewer bonds will help to meet badly needed basic services that our growing community cannot do without.

The Coliseum bonds of \$47.4 million will bring to the City a public facility that any city of our size should have for its conventions, sports and other large audience facilities. Jobs and revenue for local go-

vernment and private enterprise and the numerous private developments around the Coliseum will serve to enhance the overall Charlotte economy. The current Charlotte Coliseum has served the community well in the past but cannot respond to the new and growing demands for modern up-to-date facilities.

A new coliseum will mean a new and needed dimension as Charlotte looks toward the year 2005.

Let's support the bond issues, let's be a contributing part of the Charlotte of tomorrow and the Charlotte of the growing and progressive New South.

Support the bond issue for a better quality of life for yourself and your offspring.

national and state - and the Mecklenburg County Commissioners on November 6.

Equally, if not more important, is the fact that in a free and democratic society, citizens are expected to assume a sense of responsibility to vote to assure and preserve their freedoms.

In spite of this, many citizens are lazy, indifferent, lack confidence in the electoral system, and simply won't vote. Interesting-

ly, when 36 percent of the black voters go to the polls in Charlotte it's considered a big turnout. However, in many smaller N.C. counties, in excess of 60 percent of the black electorate vote is a large turnout.

If you want honest, competent and responsive government now and in the future, vote to exercise your choices, don't vote and others will use your choices not for you but for themselves. VOTE - it's your duty, responsibility and privilege, use it or lose it.

From Capitol Hill

White House Underestimates Black Reporters?

By Alfreda L. Madison
Special To The Post

Twenty black reporters from across the country were invited to an interview and lunch with Vice President Bush and Secretary of Health and Human Services, Margaret Heckler, in the Roosevelt Room of the White House.

We saw no indication that Vice President Bush was even supposed to be there.

Secretary Heckler talked about the differences in the life span and health conditions of blacks and whites in the United States. She said that this administration has proposed a \$178,500 federal grant to help extend the benefit of individual health education and health promotion to more black Americans. A large part of the grant will go for a study to find ways to reach and motivate the black community toward better health care. The Secretary set up a task force in February to find the cause of the differences. She said the task force is working for completion by 1985. The force will make recommendations for health improvements of blacks. Mrs. Heckler announced that two black organizations will receive funds from the grant that will study the black community's health conditions. She stated the objectives of the project: identifying the best methods for encouraging black Americans to adopt health risk reduction behavior, use communications networks in the black community to reach people, and develop awareness and motivation among blacks.

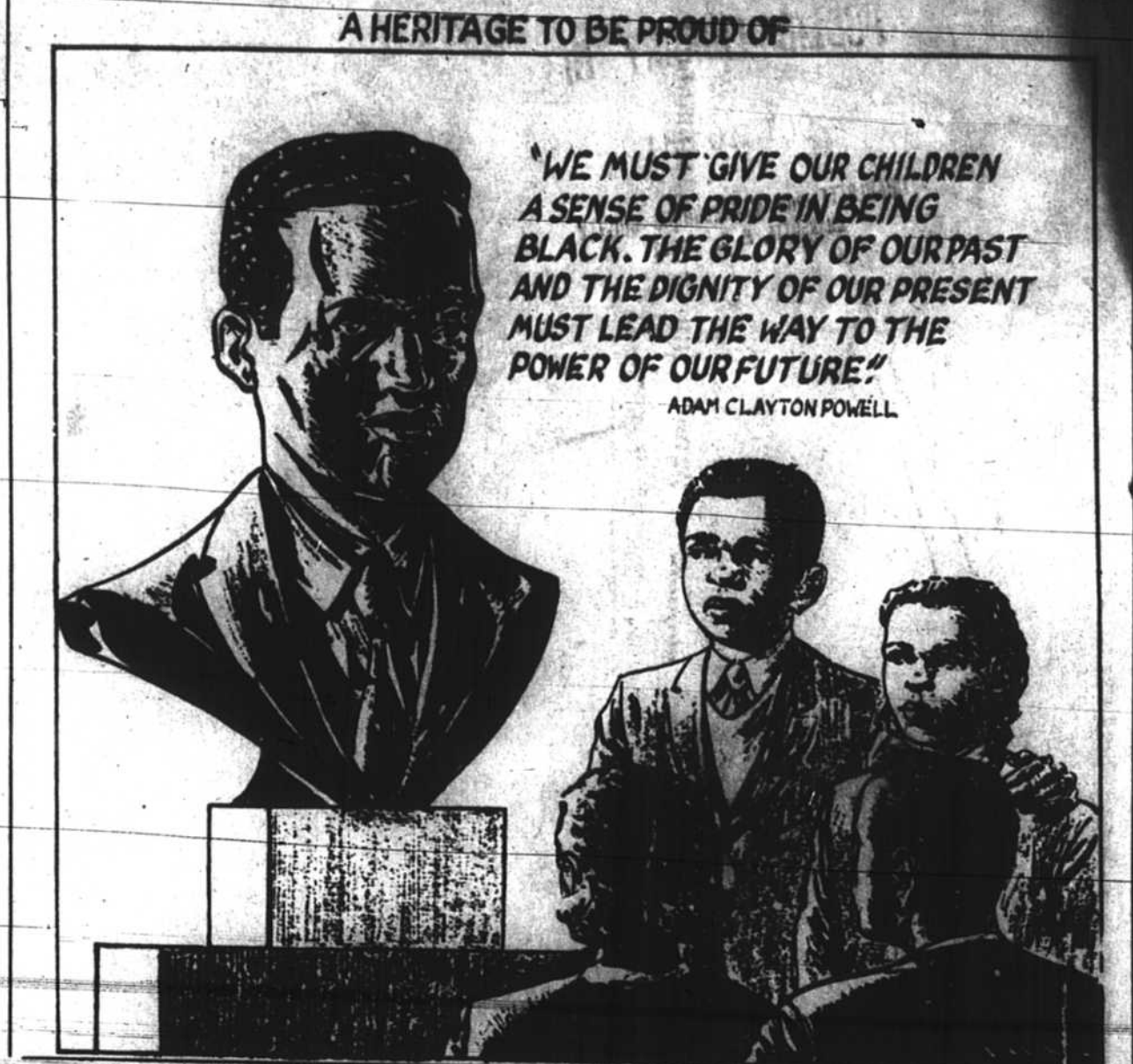
The reporters questioned Secretary Heckler on the need for further study of the causes of the health differentials of blacks and



Alfreda L. Madison

whites. She has been given reports from Marian Wright Edelman of the Children's Defense Fund, the House Education and Labor Subcommittee on Equal Employment Opportunities, and members of the Congressional Black Caucus stating the causes of the conditions. The reports showed that 75 percent of all waste sites are located in predominantly black communities, DDT contamination of blacks is three times that of whites because location of toxic industries are located closer to black communities, shortage of doctors in minority communities since only about three percent of health care professionals are black and Hispanic. The great disparity in infant deaths is caused by a cut off of funds for pre-natal clinics by this administration. All of this coupled with the high rate of unemployment and President Reagan's setback of affirmative action. Marian Edelman said, "The problem is not unknown facts but inaction."

While Margaret Heckler stated that President Reagan had proposed



ADAM CLAYTON POWELL

Tradition In The Making

By Sabrina Johnson

It's becoming an American tradition: the newspaper, coffee and scissors. How so, you may ask? Modern Americans, looking for ways to stretch their shopping dollars - look to newspapers for sale information and coupons.

Advertisers spend billions of dollars yearly to comprise some type of campaign that will effectively and efficiently market their products. Coupons for free samples, samples at cheap prices, public demonstrations, celebrity endorsements and much, much more are tools used to capture the audience's attention and create a need or desire to try that product. This public-prompted propaganda has found that newspapers reach a variety of people in an inexpensive way. So that must be the right medium to focus on. And the saga continues on and on and on and on....

Truth is that newspapers do have a special bond and obligation to its reading audience: weekly newspapers, more so than daily papers. The reading audience of a weekly newspaper look to it for direct infor-



Sabrina Johnson

mation pertaining to the community and for information on consumer products, i.e., ads. For some almost unexplainable reason - businesses that advertise with weekly newspapers receive high consumer loyalty. That's what makes or breaks a business - large or small. Consumer loyalty because an advertisement in a weekly publication means the company has a vested interest in the community and its consumers. And the community can look to the company to fulfill needs and desires.

Occasionally companies forget that success or failure is a two way street. For example, a company may run ads catering towards specific groups of people to entice them to indulge in a particular product. Yes, the

campaign goes over well and the bucks roll in. Well, what happens when the community - the origin of bucks - needs the support of the company and the company says no way? Revenge can be so sweet sometimes - the simplest way to remedy that problem and change the answer is to say we support you financially all year round and now we need you and you can't come through - then that means you do not need our bucks. Point - money is a powerful tool and can alter lives.

The tradition continues; buy newspapers, search through for bargains, specials and coupons. The new American way to shop - savings! Deals start on the shelves, racks and lots but they do go farther than that. Consumer loyalty and consumer demands are very important in the world of retailing and wholesaling. Advertisements are beautiful, appealing and all the other nine yards, but, the grassroots is "does the product successfully fulfill one's needs and/or desires? If it does great, if not find the product that will.

Also bear in mind the one hand washes the other - the community supports thus meaning the company should support it (the community). When and if that does not occur then demand such at the negotiating tables over drinks filled with dollars, cents and facts.

An American tradition continues on stretching shopping dollars via using the newspaper to find the best at the best price: mixed with certain amounts of loyalty.

Higher Education

The National Commission on Higher Education and the Adult Learner has selected the University of North Carolina at Charlotte to serve as a model for other institutions in studying the needs of non-traditional students.

Dr. Morris T. Keeton, commission chairman, informed UNCC Chancellor E. K. Fretwell Jr of the selection. UNCC is one of 20 institutions chosen nationally.

The 20 colleges and universities will assess their responses to the needs of students who do not fit the mold of the traditional college student and report their findings to the commission, which will share the information with other institutions.

In addition, UNCC will host a commission workshop in January, 1985 for institutions in the Carolinas, Virginia and Georgia to obtain information on how to assess their own responses to non-traditional students. UNCC is the only university in the four states to be chosen by the commission as a prototype.

Other reasons for the University decision to conduct the study include the fact that "America is so gray." Frankie said.

The Charlotte Post
North Carolina's Fastest Growing Weekly
704-376-0496
"The People's Newspaper"
106 Years Of Continuous Service
Bill Johnson Editor, Pub. Bernard Reeves Gen. Mgr. Fran Bradley Adv. Mgr. Dannette Gaither Of. Mgr.
Published Every Thursday By The Charlotte Post Publishing Company, Inc. Main Office: 1531 S. Camden Road Charlotte, N.C. 28203
Second Class Postage Paid at Charlotte
Member, National Newspaper Publishers' Association North Carolina Black Publishers Association
National Advertising Representative: Amalgamated Publishers, Inc.
One Year Subscription Rate One Year - \$17.76 Payable In Advance