Page 2A - THE CHARLOTTE POST -Thursday, October 25, 1984



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 cliche, 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

position as assistant vice president at Mechanics and Farmers Bank and subsequently began operating his own school supply business in 1977.

In another quest to offer public service, Mr. Berry assumed the directorship of the beleaguered non-profit agency, MOTION, in December, 1983. Criticized in part for poor management of the agency by City officials, the agency's board refused Berry's

offer to resign. Still other public service was provided by Berry in serving as a member of the Charlotte-Mecklenburg Community Relations Committee and the Greater Charlotte Foundation Board of Directors.

Mr. Phillip O. Berry, a complete public servant for all seasons, will be missed for his deeds and remembered for his potential and willingness to serve.

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 . it's native language instead of German.

- ... 1845 One vote made Texas a part of the **United States**
- ... 1868 One vote prevented the impeach-...ment of President Andrew Jackson.
- ... 1876 One vote gave Rutherford B. Hayes
- ... the United States Presidency.
- ... 1923 One vote gave Adolph Hitler leader-
- ... ship 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

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 turn out. 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.

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.

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.

********** **Tradition In The Making**

A HERITAGE TO BE PROUD OF

WE MUST GIVE OUR CHILDREN

BLACK. THE GLORY OF OURPAST

AND THE DIGNITY OF OUR PRESENT

ADAM CLAYTON POWELL

A SENSE OF PRIDE IN BEING

MUST LEAD THE WAY TO THE

POWER OF OUR FUTURE!

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 publicprompted 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....



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.

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-

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

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.

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-

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, commi sion chairman, informed UNCC Chancellor E. K. Fretwell Jr of the selection. UNCC is one of 20 in-

stitutions 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 stu-dent 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 ob-tain information on how to assess their own responses to non-tradi-tional students, UNCC is the only university in the four states to be chosen by the commission as a prototype.

Other reasons for the University sion to conduct the study ude the fact that "America is so graying," Frankle said.

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

From Capitol Hill

We saw no indication that Vice President Bush was even supposed

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.

tary 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 proessionals 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

Nº S.

reporters gave specifics to prove that he actually cut off funds for nutrition programs, health care centers and scholarship grants that enable minorities to get training in the health professions. Finally, the Secretary had to agree with the reporters.

Secretary Sam Pierce of Housing and Urban Development tried to impress the group with the administration's housing program. He was given facts that the President had actually cut down on the produc-tion of low rent housing and that even in the available low rent housing, the rent has been raised, when the economic conditions of these people has worsened. Art Fletcher, a black Republican

who works in the Transportation Department, told the group that DOT has awarded a large number of contracts to blacks and he invited them to accompany him to Philadelphia the next week he will sit across the table with a number of minority contractors for the purpose of awarding contracts. Reporters did not have the opportunity to ask him any questions. This reporter would like to know how Art could tell just how many DOT contracts blacks had received, when just one week prior to the press conference the department officials had testified before Representative Parren Mitchell's committee, acknowledging that they did not keep statistics on black and Hispanic contract recipients.

Carol Dinkins, who has been Deputy Attorney General for around, nine months, represented the Justice Department. After comparing the United States' freedom with that of the Soviet Union, she

began relating the President's civil rights record. She spoke of his very strong commitment to affirmative action, but that he was just op-posed to quotas. She told that the Courts have said that quotas are to be used in extreme cases, but the administration has refused to set up goals and timetables, and the Justice fails to enforce the affirmative action laws, but instead seeks to circumvent, practically, all of them. Ms. Dinkins seemed entirely unfamiliar with the recent study by Representative Hawkins' committee, which investigated 43 agencies

on affirmative action and all of them came up short, because the Justice Department fails to enforce the laws; that Justice had the worst fair hiring record of all 43 agencies. Dinkins could not give any statis-tics on the number of blacks and whites in the Justice Department. The reporters questioned her state-ment that the Department believes the best way to correct racial injustices is by agreements. Her attention was called to the fact that the Justice Department is to enforce the laws, instead of acting on its beliefs.

At the close of the meeting Donna Bloom a Deputy White House Assistant Chief of Staff, said that it was impossible to have Mr. Bush and he President meet the group because of their busy campaign schedules. Her attention was called to the fact that black reporters had tried for almost two years for an interview with them. Why was it that six weeks before the election an interview was set up with low level Cabinet members and they were told that George Bush would be there?

White House Underestimates Black Reporters? more money for health care, the

Room of the White House.

to be there.

The reporters questioned Secre-