

EDITORIALS

Post Reaches Another Plateau

At a time when many businesses, big and small, including financial institutions, are failing under the weight of economic crisis that are too often hidden from large public view, The Charlotte Post has reached another plateau, a new beginning.

Ten years ago Bill Johnson, then editor of the absentee-owner Charlotte Post had a vision, a dream, that the black weekly newspaper could be an effective voice in the black community. Stepping out on faith and a \$50,000 government loan, Bill Johnson purchased the paper from the Belmont-based owners. With limited operating capital and a tireless effort, Bill Johnson began the difficult task of building a small business into a viable economic entity today with even greater potential.

The Post's attorney, D. G. Martin, called the newspaper's growth a success story. "The paper has had some problems, but it has continued to publish each week." Among the "problems" Mr. Martin was referring to was The Post's filing for bankruptcy in 1978 when its debts were \$83,000 and its assets were only \$70,000. "It is a badge of achievement to go through this kind of difficulty and come out of it," Martin added.

And come out of it The Post did, when U.S. Bankruptcy Judge Marvin Wooten dismissed the 6½ year-old legal protection from creditors. This action means the paper no longer needs the Court's help and direction to pay its bills. Judge Wooten also referred to The Post as a success story when he said, "I think the efforts and integrity of (the paper's) management, the legal advice that followed, and the cooperation of the creditors all brought about a successful bankruptcy proceeding."

Evidence is abundant to indicate that

Charlotte's only black-oriented newspaper is truly a success story and on the threshold of a new beginning. For example, when the bankruptcy petition was filed in 1978 the paper's circulation was 2,500; today it's 7,200. Furthermore, publisher Johnson now plans to hire a circulation director to increase sales to 14,000. In 1978, The Post had only eight employees; today it has 26. A \$55,000 loan from the City's economic development program in 1982 has enabled the newspaper to purchase up-to-date equipment and to accumulate working capital. During this time, too, The Post moved from a 1,400 square foot facility on West Boulevard into a 4,500 square foot site on Camden Road (at Tryon St.) in February, 1983.

Attorney Martin summed up this optimism that we all share for black-oriented weeklies when he said, "There are signals that The Charlotte Post has support from the community and gets strength from its readers and advertisers. Therefore, I'm not surprised at how strong the growth has been and how great the potential for future success is."

Finally, a black consumer market media guideline for the Charlotte area, developed by Burrell Advertising, Inc., suggests that as a local marketing and advertising tool The Post is highly useful for reasons of local emphasis, strong black household penetration, and a sense of immediacy.

Yes, The Charlotte Post has a potentially bright future, but that future depends largely upon you, the readers and subscribers. The Post is only as good as the people who read it and tell us what they think about what they read. Do this and you will have an even better paper.

Minority Job Gains Found

A study on employment in the 1970s reveals that minorities and women made significant gains largely due to the impact of aggressive affirmative action programs. The study noted that such programs should continue to assure continued success.

The 100-page study entitled, "A Decade of New Opportunity: Affirmative Action in the 1970s," was prepared by a former EEOC staff member. In specific terms, the study found that blacks' share of the job market increased by 15 percent during the decade, with the majority of those jobs in higher paying categories. Women increased their share of the job market by 19 percent and Hispanics' share of the market rose by a big 30 percent.

Not too surprisingly, Harold Fleming, president of the Institute, an independent organization that published the study, said, "Historically, this positive news has been met with the critics of affirmative action -- including the President, the Attorney General and other high government officials -- are waging a campaign to strip the program of basic

elements."

Attorney General Edwin Meese said the Reagan Administration is not seeking to dismantle affirmative action but does oppose quotas that have the effect of discriminating against whites (males).

Blacks' overall share of the job market rose from 10.1 percent in 1970 to 11.6 percent in 1980, with the increase concentrated in higher paid jobs. Black officials and managers rose from 1.9 percent to 4 percent in 10 years, while the number of black professionals rose from 2.3 percent to 4.3 percent.

Undoubtedly, too, this means that blacks were prepared by training and experience to be able to accept these job offers. This should serve as a note of encouragement for many of our black youth that training and preparation are always the first requirements for beginning on a road to success.

Affirmative action programs notwithstanding, blacks must fully prepare themselves for the opportunities ahead.

From Capitol Hill

Kennedy Shows Concern For The Unfortunate

By Alfreda L. Madison
Special To The Post

At 12:45, I entered Senate Office number 113. I was met by Bob Mann, a short of stature Texan, who is a most charming and delightful person. He said, "We'll be ready in a few minutes." After about five minutes, Bob ushered me into the next room where I was warmly greeted by Senator Edward Kennedy. After the greetings, we sat down to a delicious lunch of New England seafood. We talked while eating and I taped the conversation.

Senator Kennedy is the most sought after person on Capitol Hill for interviews, so it is rarely anyone can get one with him. Bob Mann, the press secretary informed me when I requested the interview, that everybody wants to talk with the Senator, but that he felt I would have a high priority. Knowing this to be a rare occasion, I had to hit on many different areas.

Concerning his South Africa trip, Senator Kennedy learned firsthand that our policy "constructive engagement" is not working. He said that sanctions must be placed against that country. He was the guest of Nobel Peace Prize winner Bishop Desmond Tutu, so he stayed in the Bishop's home. He said he slept five feet away from the Nobel Peace Prize Winner. Bishop Tutu lives in the Black town of Soweto. The Senator saw great poverty there and a determination of people freeing themselves of apartheid. This was



Alfreda L. Madison

evidenced by Winnie Mandella, wife of imprisoned Nelson Mandella who has been in prison for twenty-one years. The Senator said that Winnie Mandella, is very strong in her fight to rid Black South Africans of apartheid. Senator Kennedy talked with Prime Minister Botha and other South African officials, but said he saw no evidence of a change in the country's apartheid policy. He feels that there must be prohibition of new investments by American corporations in South Africa. While the newspapers have reported that some Black South Africans, resented the Senators appearing before them, he said that was a small number, who resent all Americans, because they feel the United States supports the South African government.

Senator Kennedy has already introduced in this 99th Congress, the 1985 Civil Rights Restoration Act and the Anti-Apartheid Act of 1985.



Blacks Becoming Too Complacent?

Are blacks becoming too complacent? This is a question that has found its way into the minds of leaders, scholars, and business people.

One may ask why is this so. Merely because the black unemployment rate is increasing whereas the national unemployment rate is decreasing, teen pregnancy is highest among blacks, not as many college graduates are seeking business careers and key executive positions are not as readily pursued by black managers. The scenario is not completely bleak and dark, it merely creates a major obstacle for those striving to succeed.

Why have America's poor black not developed a desire to rise above and achieve? Frankly, it starts in the home. More children of the poor are born out of wedlock and/or not knowing a father than those of middle class. These children, both male and female, oftentimes grow up lacking in security, the spirit of achievement and persistence. Crude arrogance and the feeling of the world owing a debt to them are the attitudes of many of the



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youth and the adults. Poor blacks who are able-bodied are not so inclined to work as many other ethnic groups are. Many are very content receiving various sorts of public assistance such as welfare, Food Stamps, and Aid For Dependent Children (AFDC). Instead of spending the days in quest of betterment, the days are wasted in front of a television set, partaking in drugs or alcohol or just plain doing nothing but complaining about what "the man" will and will not do. The government makes grants, loans and other kinds of assistance available to those

wanting to "make it." This education system makes learning to read and write an American way of life. No one in this country is publicly denied an education. People deny themselves of education, jobs and independent lives. No one is to blame but the personal being.

Blind pride and false hopes are other reasons contributing to elevated unemployment. Everybody wants to be a chief -- well how can one be a chief if one is not qualified? Babies crawl before walking and adults must sometimes do the same. Less than one percent of the population can expect all the comforts of life to be given to them without really working hard. The others must pay dues. Getting an adequate and functional education is the start, taking on a not so glamorous or "suits" jobs is the middle and the goals achieved at the end are a matter of personal endurance and sacrifice. It sounds dumb but a person sometimes has to give a little to gain a lot. And gaining independence of total government financial assistance is a lot. Blind pride and false hopes can only be real pride and attainable hopes if one actively pursues them in a legal manner. Listen to the leaders, scholars, and business people, ask questions. The conclusion will more than likely be that they paid some "dirty dues" to get where they are.

The experiences should be shared as advice and not as boasting. Taken in the proper context it can and will be inspiring. Too often college graduates take positions that offer exceptional starting salaries and stay in those positions over a period of five years. They wait for a promotion to come to them instead of their going after it. Question: How is the supervisor or manager going to know one wants the promotion or is qualified for it if one does not tell him or her? The truth is those who toot their own horns to the key people move ahead at a rapid rate. Politics is the name of the game. And, honestly speaking, blacks have a tendency not to play the game among themselves and among their white counterparts and managers. "I'll do this for you and you do that for me, but you must guarantee X for my cause." This is how President Reagan got elected and reelected and how the nation's key, appointed people got their jobs: pure politics.

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