



Carole's Corner



A Good "Pop" May Help!

Dear Carole,
There are times when I think that one good "pop" is all the psychology needed to straighten out some of these children of today. Now, I'm in my mid-40s and I don't have any children. But everywhere I go I see unruly children.

What I don't understand is why parents can't handle their children better.

Maybe the parents need to stop acting like everything their child does is cute. I'm interested in knowing what you think about children who don't know how to behave. Don't you think a good "pop" would help them?

Tired of Brats

Dear Tired....

A good "pop," placed where a child sits, may help the anger of the adult more than correcting the behavior of the child.

The anger and impatience of the adult may make it too easy for the adult to be excessive in the use of spanking. The age of the child, the circumstances, the personalities of the child and the parent are factors which must be respected. It is important for parents to learn a variety of methods for correcting a child's behavior. But first, it is important to look at a few reasons why children may misbehave:

1. Lack of supervision;
2. Inappropriate expectations for behavior for the age of the child;
3. Boredom or insufficient play or interaction with other children of a similar age;
4. Physical causes including illness, inadequate nutrition, inadequate sleep; and,
5. Lack of consistent routine of activities.

Learning how to love, understand, and guide a child into

adulthood are the awesome challenges of parenthood.

Carole

Dear Carole,

I've been told by a few well-meaning people that I need some counseling. If I decide to go for counseling, how long would it last?

Need Help

Dear Need Help,

The length of counseling would depend on your reason for counseling, the goals you set for making changes, and the time frame for those goals. You and your counselor would discuss each of these factors and estimate the length of time you may be in counseling. Situations which warrant counseling may vary. Some situations may be of an "emergency" nature. In that case, a crisis intervention approach is used in counseling. Relief from immediate stress may be a counseling goal.

Other situations may be subtle and ongoing. It may be necessary to set and work on several goals in order to ease the stress. On an average, the process of counseling may take from one session to 12 or more sessions. These sessions may span a few weeks or a few months. In my reply to you, I have enclosed a list of several counselors from which you may make a choice.

Carole

Editor's Note: Carole B. Ricks, A.C.S.W., is a marriage and family therapist with a private practice in Charlotte, N.C. If you have personal, parent-child, or marriage problems, write to:

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Black Cable Network Forms "Promising" Partnership

Black Entertainment Television (BET), the nation's only cable channel devoted solely to black programming, may soon expand its audience of more than nine million homes as three of the nation's largest media companies join in a partnership with BET.

Tele-Communications, Inc., Taft Broadcasting, and Home Box Office have invested a total of \$6 million into the Georgetown-based cable company run by Bob Johnson, a former vice president of the National Cable Television Association, according to a feature on Johnson in the November issue of Black Enterprise magazine, black America's guidebook for success.

Johnson came up with the idea for the black cable channel while talking with a colleague who was planning a channel for the elderly. "He had a theory based on the fact that the elderly watch a lot of television, that they're not properly treated in television and that the elderly represent 'x' amount of buying power," explains Johnson, who borrowed the colleague's notes and substituted "blacks" for "the elderly."

The main obstacles in

launching BET were in obtaining financing and finding black programming. When Tele-Communications, Inc., the largest cable system operator in the country, came to Johnson's assistance by arranging \$500,000 in financing, BET went into operation in January, 1980, just six months after being formed.

The bulk of BET's programming is music videos, but it also carries news, black college basketball and football, reruns of "The Bill Cosby Show" from several years ago, and a children's program hosted by Nipsey Russell. This fall, BET is also adding a call-in psychology show, a lifestyle program on black celebrities, and shows that were originally produced for network television but were never accepted, according to Black Enterprise.

While contracts with cable operators are BET's main source of revenue, the network has had problems in persuading operators to carry the channel. Johnson is hoping that the new partnership will push BET into new markets.

"Black consumers are tremendous supporters of cable. Nielsen estimates that 10 percent of the cable

audience is black," Johnson told Black Enterprise. "That's about \$500 million a year that black people put into the cable business. And all they have to show for that \$55 million is one black programming service that's not even carried in all of the markets."

The November issue of Black Enterprise is available on newsstands or by sending \$1.95 plus \$1 postage to the publisher, 130 Fifth Ave., New York, N.Y. 10011.

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