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RJR Nabisco Announces New \$1 Million Pledge

Chicago - RJR Nabisco, Inc. has announced a new \$1 million pledge to the United Negro College Fund (UNCF). Prior to making this commitment, the company was already the largest annual contributor to UNCF - and had donated more than \$3 million to the organization.

RJR Nabisco's new \$1 million pledge to UNCF was announced November 16 at the Ebony Fashion Fair in Chicago's Aris Crown Theatre.

Marshall Bass, senior vice president of RJR Nabisco, said, "RJR Nabisco believes that education is the primary tool that will help minorities carve a larger presence in the mainstream of the American economy. One important target for

our company's broad support of higher education is historically black colleges, including the 43 schools served by the UNCF."

C.F. Edley, president and chief executive officer of the UNCF, commented, "Black colleges must have high-caliber instructors, facilities, and programs if they are going to attract top students. And it's very important that financially disadvantaged black students have the opportunity to attend college. I salute RJR Nabisco's dedication to education and to minority enterprise."

RJR Nabisco's new pledge will be paid to the College Fund in four equal installments over a four-year period, beginning in 1987.

RJR Nabisco also presented its

final \$250,000 payment on a previous \$1 million pledge to UNCF during the Chicago performance of the Ebony Fashion Fair, which is sponsored by Ebony magazine. Ticket proceeds went to the Lois R. Lowe Women's Division of the UNCF. More cigarettes, and R.J. Reynolds Tobacco Company brand, was a major participant in the Fashion Fair.

The Ebony Fashion Fair is the world's largest fashion extravaganza. Twelve models will make approximately 250 changes during each show in its 1986-87 international tour of 183 cities. Since the Fashion Fair was established in 1955 to raise funds for local civic and charitable organizations, it has raised more than \$23 million for charity.



CHICAGO - RJR Nabisco, Inc., the largest annual contributor to the United Negro College Fund (UNCF), recently announced a new \$1 million pledge to UNCF. During the Ebony Fashion Fair on November 16, the company announced the new pledge after making its final \$250,000 payment on a previous million-dollar commitment to UNCF. Referring to minority higher

education as "a valuable investment in the future of American society," Marshall B. Bass (left), senior vice president of RJR Nabisco, paid off the previous pledge by giving 5,000 shares of RJR Nabisco common stock to C.F. Edley, president of UNCF. Bass presented Edley with another certificate for 20,000 additional shares to symbolize the new million-dollar grant.

NCBA Starts Minority Training Program In Long-Term Care

Expressing a growing concern over the continued "death of black professionals in the administration of nursing homes and life-care facilities," Samuel J. Simmons, president of the National Caucus and Center on Black Aged, Inc. (NCBA), recently issued an urgent public call for minority applicants to apply for the training and development program in long-term care being sponsored now by NCBA.

"Current data indicate that less than four percent of the nation's full-time licensed nursing home and life-care administrators is black," Simmons said, adding that "this has been an NCBA concern for some time." Additionally, of those more than 18,000 facilities (more than 80 percent of which are for-profit), less than one percent is black owned, he added.

To begin addressing the problem, Simmons said the NCBA has secured funding recently to enroll seven minorities in a rigorous 12-month internship training program for licensed nursing home administrators.

During the training program, enrollees will be assigned for on-the-job experience in nursing home administration, and will be paid \$12,000 a year plus benefits.

Applicants must have a master's degree in a related field (i.e., gerontology, social work, business, health care, public administration, etc.) or a bachelor's degree and a minimum of two years' experience in a nursing home or life-care facility. Additionally, applicants must have a commitment to work in the field of long-term care.

The need for increased minority

administrators and professionals in the field of long-term care has been documented in a policy position paper issued in 1985 by the American Association of Homes for the Aging (AAHA), as well as by the American Association of Retired Persons (AARP), the nation's largest organization of the elderly, and other agencies involved in elderly care and welfare.

In 1984, NCBA's Committee on Long-Term Care and the Black Aged, chaired by Dr. Eugene Callender, director of the New York State Office for the Aging and an NCBA board member, held a special hearing as part of NCBA's annual conference. A total of seven position papers were presented by noted gerontologists citing the need for minority professionals in long-term care.

Research reveals that old-old (85 and older) have the highest incidence of chronic illness and are in the greatest need of long-term care. Because of historic discrimination which has relegated many blacks to lower paying lifetime jobs and income, inferior medical care and treatment, older blacks on the average are bedridden approximately 50 percent more than aged whites, according to the National Center for Health Statistics (1985). Additionally, nearly 45 percent of black elderly live in poverty or near poverty compared to 19 percent of aged whites.

Simmons said old persons would prefer to remain in their community, when institutionalized, and that it would be desirable to have more long-term care facilities and services located in minority communities.

"The stark reality, however," he said, "is that in most instances the black elderly are placed in facilities which are located outside of their communities and operated by non-black administrators." This institutionalized, the black elderly are separated from their familiar support systems, a separation which has been shown to be detrimental to their mental health, according to a study made in 1984.

Interested applicants should call Kinnard D. Wright, project director, 202-697-6400, or write to: NCBA, 1424 K Street, NW, Suite 100, Washington, DC 20005. NCBA is the only national organization that deals exclusively with the problems of the black elderly.

Training in long-term care administration opportunities presently are in New York, Northern New Jersey, Southern California, Northern Florida and Washington, DC. Training programs do not provide relocation costs.

Alonda Barrett Studies To Protect Rights Of Innocent People

By Russell Clark
Post Staff Writer

Mayor Harvey Gantt and the Charlotte Police Department have established a new anti-drug hotline to help reduce drug abuse in the city, but a UNC-Charlotte student is studying to do away with more than drug abuse.



Alonda Barrett is a sophomore majoring in criminal justice and she has plans to become a lawyer. "Law seems to be a career where I can use my skills to help protect the rights of innocent people and put the bad ones in jail," pointed out this week's beauty. "You can set up all the treatment centers and other institutions for people with drug problems, but they must make up their minds themselves. No one can do it for them. I believe that by majoring in criminal justice, I will get a foundation for a solid law career," she added.

A native of Orange, New Jersey, she is adjusting well to the Queen City. "I like the atmosphere here better than back home because people here are more hospitable. Before coming here, I had misconceptions about the South. I thought Charlotte was just another small, hick town, but it's very different than I expected."

A graduate of Orange High School, Alonda was very active in school. "I was a member of the track team, cheerleading squad, student council, Glee Club," remembered Barrett who was also a member of the National Honor Society.

The 19-year-old beauty is from out of state, but she has relatives in Charlotte.

Gwendolyn Barrett of Orange, New Jersey, the 19-year-old beauty has relatives in Charlotte. "My uncle is Antonio Barrett and I see him occasionally. He visits me sometimes and he usually brings all of his six children with him. I also have an aunt, Alita Barrett, enlightened Alonda who gets a lot of support from

from her family. "My parents have inspired me to be the best that I can be and they support my decisions. Last year, I went home about every break in the school year, but this year I have not been home yet because I have more responsibilities. I will probably go home for Christmas," she noted.

UNC-Charlotte, the youngest institution in the state's university system, has an enrollment of more than 11,500 and was recently named one of the Southeast's top-10 public universities by U.S. News & World Report.

"I decided to attend UNCC after looking through a brochure in the guidance office at my high school. I liked the atmosphere on campus because it's peaceful which helps me concentrate on my studies," added Barrett who declares there is not a major drug problem at UNCC. "Students do consume a lot of alcohol on the weekends, but I haven't noticed a drug problem on campus," revealed the 5'4" beauty.

When not studying or working as a cashier in the University Cone Center, she enjoys singing, dancing, modeling and sports. "I also like watching soap operas because it shows me how ruthless people can be. I know that most of it is overdramatized, but it helps me relate with people in real life situations," says Barrett who describes herself as an independent person.

Blacks, Women Absent In Highest Levels of Postal Service

Washington, DC - "It is incredible to find no blacks and now, with Jackie Strange's resignation as assistant postmaster general (not PMG), no women in the highest level of decision making in the U.S. Postal Service—a factor which has to have a demoralizing impact on blacks and women in the postal service workforce," Robert

L. White, national president, National Alliance of Postal and Federal Employees (NAPEF), warned recently.

"This is particularly alarming when coupled with the fact that, despite minorities constituting 33.5 percent of the appointments made under last year's reorganization, not one black was appointed to an executive position of director in places such as Pittsburgh, PA, or Atlanta, GA, even though blacks constitute a substantial percentage of the population and workforce in those cities," said White. He added, "It is equally disturbing that as a result of reorganization many blacks in decision making positions were reassigned to non-decision making positions."

Postmaster General Tiesch has espoused a belief in affirmative action during congressional hearings but to date his actions are not commensurate with his rhetoric," added White. The NAPEF president also said, "With the creation of two new Asst PMG slots, the Postmaster General has missed an opportunity by not appointing blacks and women to the new positions. Moreover, the Postmaster General should correct this situation in the future as well as encourage and foster the appointment of minorities, particularly blacks and women to post office department level directorships."

The union leader has voiced concern for the employment practices and patterns of the Postal Service in the past.

Post To Close For Thanksgiving

In observance of the Thanksgiving holiday, The Charlotte Post will be closed Thursday and Friday, November 27-28. The office will resume its regular schedule on Monday, December 1.



There are two days about which nobody should ever worry, and these are yesterday and tomorrow.