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Oscar "Big O" Robertson

NBA Pro Speaks At Minority Suppliers Dinner

National Basketball Association Hall of Famer, and minority business entrepreneur, will headline slate of speakers at the Carolinas MSDC's 10th Annual Awards Banquet at the Charlotte Marriott City Center September 10.

Former NBA great Oscar (Big "O") Robertson will be one of the keynote speakers at the 10th Annual Awards Banquet of the Carolinas Minority Supplier Development Councils, Inc. (CMSDC). Robertson, who is one of the NBA's all-time prolific ball handlers and play-makers, will share the 10th Annual Trade Fair kickoff duties with James M. O'Neal, senior vice president for Dallas, Texas-based Frito-Lay, Inc.

The CMSDC is a nine-council consortium of minority supplier development councils which operate within North and South Carolina. This private sector procurement association, headquartered in Charlotte, attempts to bring corporate purchasing departments together with minority businesses as a means of increasing the dollar volume, and frequency of the purchasing activity between the two. The CMSDC celebrates 10 years of purchasing advocacy at the banquet, and will host its 10th minority trade expo at the Charlotte Convention Center on September 11.

For information regarding the two events, contact the CMSDC office at 1816 Central Ave., Charlotte, or by calling 704-372-8731. Banquet tickets are \$30 each and the trade expo fair is free to the public.

Walk and Rally For Ron Leeper

There will be a Walk-A-Thon and Rally in support of Ron Leeper for City Council at-large on Saturday, September 5.

The walk-a-thon begins at 10 a.m. starting at the University Park Shopping Center on Beatties Ford Rd. and LaSalle St. Participants will walk to the Excelsior Club, located at 921 Beatties Ford Rd., where the rally will commence.

Refreshments including hot dogs, hamburgers, fish sandwiches and drinks will be for sale during the rally. Music will be furnished by the QCS Band.

The public is urged to come out and show their support for Leeper for City Council.

City Democrats Push For Support At Forum

By Herb White
Post Staff Writer

They had different ideas about what Charlotte's priorities should be, but Democratic candidates for mayor and city council gathered Aug. 27 to stump for support among party loyalists.

The candidates, appearing at a forum sponsored by the party at the Mecklenburg courthouse annex, drew candidates from Mayor Harvey Gantt to contestants for city council.

Even if they make the field for the Nov. 3 election, Democrats, especially Gantt, will have to run aggressive campaigns against Republican opponents, warned Dan McCorkle, a local precinct chairman.

Gantt is expected to face former council member Sue Myrick in the fall election.

"It's going to be real rough running against her. She's really feisty, the Republicans have a lot of money and they're going to be out to get him because he embarrassed them the last time," he said.

Gantt defeated David Berryhill 61%-39% in the 1985 mayoral election to win his second two-year term.

Councilman Ron Leeper, who is vacating his District 3 seat to run at-large also voiced concern about the cost of running a city-wide campaign, which he said is more expensive than a district race.

"I've had a lot of contact with voters of my district," he noted. Carr related that he would push

"We're looking at a \$20 to \$30,000 campaign," he stated. When I was running in District 3, all you needed was \$1000 or \$1500 to run a campaign. You have to generate money to run a city-wide election, which made it difficult for blacks to run. I feel that we're on the way to raising enough money for the campaign, though."

The closest primary race could be in Leeper's old district, where Ella Scarborough, Paul Recard and Sam Carr are vying to replace him.

Improving the image of District 3 was high on the list of concerns of the three candidates.

"It is important that District 3 looks good," Mrs. Scarborough said. "Do you know that someone can get off a plane at the airport, go to Carowinds and go back to the airport without seeing the rest of Charlotte? I'm running for District 3, but I'm running to make Charlotte look good."

Recard informed the spectators that controlling traffic in the area is just as important as cosmetics and would push to install traffic signals at Arrowood and Nations Ford Rd.

Carr, who is making his first venture into politics, said he may be a newcomer, but has met plenty of people in his job as a city sanitation worker and has an idea of what residents want.

"I've had a lot of contact with voters of my district," he noted. Carr related that he would push



City councilman Ron Leeper Precinct 91 Chairman Dan McCorkle share notes after the Democratic candidates forum last week in Charlotte.

to improve the treatment of the city's elderly, whom he says deserve to be able to live without fear of crime.

"They are the ones who have made this country--this city--what it is today," he stated.

Leeper, who has been a council member eight years, said there are a number of issues that the city needs to address in the coming elections.

"The issues across the city are pretty consistent," he noted. "We

have a broad section of people who want housing for our poor."

Leeper acknowledged that Charlotte has grown by leaps and bounds, but some areas should get more of that expansion.

"We should try to redistribute growth from southeast Charlotte to other areas of the city," he said. "When that happens, we'll have balanced growth and spending patterns."

Charlie Dannelly, the incumbent in District 2, echoed Leeper's

assessment of Charlotte's growth, adding that his district doesn't always receive the funding that goes to other areas.

"My constituents say that whatever we get is always what's given last," he said.

Dannelly said improving roads is an important priority that he will work for if re-elected.

"All I can promise is that I will work cooperatively with whatever body is responsible for improving roads," he stated.

Relic Enjoying New School Post, Sees Challenges Ahead For System

By Herb White
Post Staff Writer

After two months on the job, Charlotte-Mecklenburg Schools Supt. Peter Relic is enjoying his new position.

"There have been no big surprises," he said. "Starting with the board of education right down to the professional level, I think people here have gone out of their way to be friendly."

Relic stated that his goal as head of the nation's 29th largest school system is to help every student reach his or her potential academically.

"The goal has to be to reach every child," he pointed out. "Some children are very talented but aren't challenged. We have to stress more teamwork and have people thinking in terms of 'we' instead of 'you' and 'me'."

As a hands-on-type of administrator, Relic said he plans to visit all 104 schools in Charlotte-Mecklenburg this year even if it means cutting into other plans.

"Initially I said I'd spend 20 percent of my time the first year in the



Dr. Peter Relic

schools, but now I'll spend more time," he acknowledged.

There are still enough controversial subjects surrounding the public schools to occupy Relic's attention.

The situation regarding Derek Barnes, a ninth grader at McClintock Junior High, who was denied membership to the National Junior Honor Society last year has been blown out of proportion, he

charged.

The NAACP is investigating the selection process at McClintock as well as other Charlotte-Mecklenburg school chapters.

"I can't see what the faculty committee did wrong," Relic remarked. "I believe they acted professionally."

The committee, which voted 5-2 to deny Barnes admission to the honor society, did so after following NJHS guidelines, Relic maintained. The vote was split among racial lines, with both black board members supporting Barnes.

The media, alleges Relic, has tried to make a big deal out of the case when the case is closed according to the honor society and school system.

"I think it's unfortunate that we've had so much media attention on a child who is suddenly thrust into the spotlight like that," he said.

Student promotions based on teacher recommendations rather than standardized testing is a positive step to ensure fairer promotions, Relic believes.

Since 1978, the California Achievement Test (CAT) determined whether students moved up or were held back. A score above the 25th percentile of the national average was required for promotion, while a score below 25 percent required holding students back.

Relic said the change in policy was an idea whose time had come.

"When the policy was initiated, it served its purpose," he stated. "What we've essentially done is put (promotions) back in the hands of the teacher and principal."

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A Horse Of Different Color In 1984 Presidential Race

During the 1984 presidential primaries, television news coverage both hurt and helped Jesse Jackson's campaign. This is one of the findings in a major study released today by the Joint Center for Political Studies.

The study, *A Horse of a Different Color: Television's Treatment of Jesse Jackson's 1984 Presidential Campaign*, was prepared by C. Anthony Broh, a political scientist at Princeton University.

Broh analyzed 2,189 national television network news broadcasts and compared the coverage received by Jackson and the other four leading Democratic contenders, etc.

As a tool for analyzing television coverage of the campaign, the author outlines four roles in which television reporters can be said to have cast the candidates. The four roles are:

Horse-Race Roles -- stories which show the candidates as competitors seeking to win the race for the nomination;

Democracy Roles -- stories which describe the candidates as potential political leaders in a democracy;

Personality Roles -- stories which show the candidates in terms of their personality; and

Outsider Roles -- stories which describe the candidates as politicians who deviate from accepted norms of political behavior.

After analyzing the coverage, Broh concluded that, as a whole, television news coverage both helped Jackson and hurt him. It helped him in a general way by legitimizing his candidacy, portraying him as the same kind of candidate for president that the

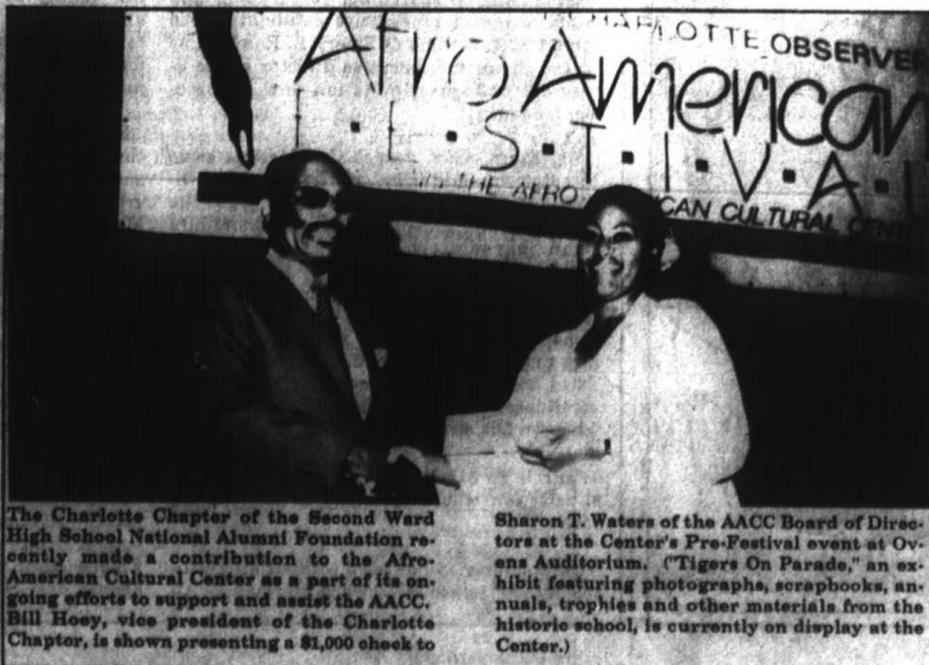


Jackson

others were: a democrat, someone who had a right to be in the race and who was to be treated as a full-fledged participant in the electoral process. It hurt him by the way it set him apart from the other leading Democratic candidates.

Commenting on Broh's study, Eddie N. Williams, president of the Joint Center for Political Studies, said: "The success of candidates for public office is greatly influenced by the type of media coverage their campaigns receive, and particularly by coverage from television news. Yet, few, if any, scholars have looked at how television affects the electoral prospects of minority office-seekers, as Broh has done. The framework he uses has great value as a tool for analyzing media coverage of any primary or presidential campaign."

Copies of *A Horse of a Different Color: Television's Treatment of Jesse Jackson's 1984 Presidential Campaign* may be purchased for \$7.95 from the Joint Center for Political Studies, Publications Office, 1301 Pennsylvania Avenue, N.W., Washington, D.C. 20004.



The Charlotte Chapter of the Second Ward High School National Alumni Foundation recently made a contribution to the Afro-American Cultural Center as a part of its on-going efforts to support and assist the AACC. Bill Hoey, vice president of the Charlotte Chapter, is shown presenting a \$1,000 check to

Sharon T. Waters of the AACC Board of Directors at the Center's Pre-Festival event at Owens Auditorium. ("Tigers On Parade," an exhibit featuring photographs, scrapbooks, annuals, trophies and other materials from the historic school, is currently on display at the Center.)

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