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Section

Black colleges are trying to diversify

THE ASSOCIATED PRESS

ATLANTA—Faced with stiff competition for their traditional students, historically black colleges are now making a push to recruit Hispanics.

Black colleges that want to shore up enrollment numbers are revising recruitment strategies to include more members of the nation's largest and fastest-growing minority. The campuses are hiring Hispanic recruiters, distributing brochures that feature Hispanic students and establishing special scholarships for Hispanics.

"I tell them 'There's a place for you and a need for Latinos to be present on (historically black) campuses,'" said Nelson Santiago, a Puerto Rico native and recruiter for the historically black Howard University in Washington, D.C., which has about 170 Hispanics out of 11,500 students.

Santiago and recruiters from other schools, including the all-male Morehouse College in Atlanta, are visiting predominantly Hispanic high schools and setting up booths at college fairs to recruit Hispanics. Morehouse sends recruiters to high schools in southern Florida, New York, eastern Texas and Los Angeles - areas with large Hispanic populations.

"Considering Latinos and African-Americans share a lot of history together that they don't realize, I think it's a good idea," said John Miranda, the 21-year-old son of Brazilian immigrants who is one of 15 Hispanics enrolled at the 2,800-student Morehouse.

Miranda, of Silver Spring, Md., said he picked Morehouse because he was offered a full scholarship funded by an Atlanta foundation that promotes the education of Hispanics.

Morehouse's goal is for at least 5 percent of its student body to consist of Hispanics within five years. If its current overall enrollment holds steady, the school will need 125 more Hispanic students by 2011 to reach that goal.

In the 1990s, Hispanics surpassed blacks as the nation's largest minority. The number of Hispanics in the United States grew by nearly 60 percent that decade, while the number of blacks only grew by about 15 percent.

At the same time, the competition for black students has increased as public colleges nationwide try to improve diversity by recruiting more minorities. Federal courts have forced some state higher education systems, especially in the South, to meet specific black recruitment goals under desegregation lawsuits from the 1960s.

The number of Hispanic students attending historically black colleges increased more than 60 percent from 1994 to 2004, while the number of black students grew by 35 percent, according to the U.S. Department of Education.

Some students and alumni worried about the new recruitment strategy.

"I do have concerns," said Earl Nero, a retired Atlanta businessman and 1974 Morehouse graduate. "Since the college has determined they want to stay the same size they are, that would take away space from qualified African-American students."

But having other minorities attending a historically black

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LIFE



IN RELIGION
Where has down home gospel music gone? Churches talk about songs.



PHOTO/CALVIN FERGUSON

Influence Entertainment co-founders Larry Moore, Scott Bishop, and Damon Nash created a line of tee-shirts with positive messages aimed at the hip hop generation. "Stop Celebrating Ignorance" is the line's best seller.

Gear fits to a T(shirt)

Positive slogans point out a message of empowerment

By Cheris F. Hodges

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By now, everyone is familiar with the "Stop Snitching" tee-shirts that many in the hip hop generation wear. But wouldn't it be something if someone made a shirt that said "Stop Celebrating Ignorance?"

And instead of young women wearing shirts with suggestive slogans like "Look at These" across their breast, they wore "I Am Stronger Than My Situation?"

Somebody has, thankfully.

Raleigh-based Influence Entertainment Inc. has created a line of hip-hop tees that are trendy and positive at the same time. From the

baby dolls for women to oversized shirts for guys, these shirts have a message that looks good with jeans.

But shirts are just the beginning. Influence Entertainment, headed by Damon Nash and George Bulgin, is a team of hip-hop motivational speakers who believe in creating a positive influence for the community.

"Since we are influenced by our environment, we strive to make our environment an empowered one," they say on their web site, www.hiphopsmotivation.com.

When Nash and his speakers talk to churches and schools, they do it free of charge, he said as he sold shirts at the Charlotte Literary Festival in NoDa.

"We use the tee-shirts as a fund raiser," he said.

When people see the shirts, Nash said, their response is often, where can I get one.

"While we were in Charlotte, we went to Concord Mills Mall and we sold two shirts out of the trunk of our car, just because people were interested in what our shirt said. We weren't soliciting or trying to make a sale," he said.

Nash and his partners wore the "Stop Celebrating Ignorance" shirts at the time and the customer who bought the pair told Nash that he'd been thinking the same thing.

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AIDS COCKTAIL

Study finds no advantage to 4th drug

THE ASSOCIATED PRESS

CHICAGO—A four-drug cocktail is not any better for treating newly diagnosed HIV infection than the standard three-drug regimen, according to a study that followed 765 patients for three years.

The finding is welcome news to patient advocates, despite the lack of a step forward in treatment. Adding a fourth drug would have raised costs in an already overburdened system in which some states report waiting lists of uninsured patients who need help paying for their HIV drugs.

The annual cost per person for antiretroviral drug therapy in 2001

was about \$11,000 a year, according to a previous study.

Murray Penner of the National Alliance of State and Territorial AIDS Directors estimated that adding more drugs to already complex regimens could cost health systems millions of dollars more.

"Keeping treatment regimens as simple as possible is also good news for people living with HIV/AIDS as adherence (taking drugs as prescribed) is better with easier and smaller regimens," Penner said.

Adding a drug to the cocktail also could increase side effects and the potential for dangerous drug interactions, said Jim Pickett of the

AIDS Foundation of Chicago.

The new study clears up a lingering question posed by the conflicting results of prior studies. Some smaller studies had found a quicker effect at beating back the virus when more drugs were added to the cocktail, while others found no added benefit.

"Triple drug therapy has been the standard approach to treatment of HIV infection for a decade or so, but there's always been a question about whether we could do better with more drugs," said study co-author Dr. Dan Kuritzkes of Harvard's Brigham and Women's Hospital.

"This reaffirms the potency of the current standard of care," Kuritzkes said.

See STUDY/3B

Study: Teens tap into internet alcohol market

By Cheris F. Hodges

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Underaged drinkers don't need a fake ID to get alcohol anymore. All they need is an internet connection and a credit card.

According to study by Teenage Research Unlimited, 3.1 million minors know a friend who's ordered alcohol over the internet. Two percent of all minors who participated in the study said they have purchased alcohol online.

Key findings from the report show that once teens buy alcohol online, they share with friends.

"This is a dangerous situation. For the first time we have hard evidence that millions of kids are buying alcohol online and that the Internet is fast becoming a high-tech, low-risk way for kids to get liquor delivered to their home with no ID check," said Wine and

Spirits Wholesalers of America chairman Stan Hastings. "This landmark data is alarming because state legislatures are rushing to allow wine and other online alcohol sales at a time we know regulatory agencies are telling us they are unable to monitor these types of sales because they lack manpower and resources."

On the web site www.pointclickdrink.com, which is sponsored by the Wine and Spirit Wholesalers, a video shows a FedEx delivery to a minor who ordered liquor online. The driver never checked the girl's ID.

In North Carolina, a law was enacted in 2003 that allows direct shipping of alcohol to consumers, but limits it to two cases per month. Across the border in South Carolina, a con-

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PHOTO/THE STOCK MARKET

A study says that teens who buy alcohol share it.

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