

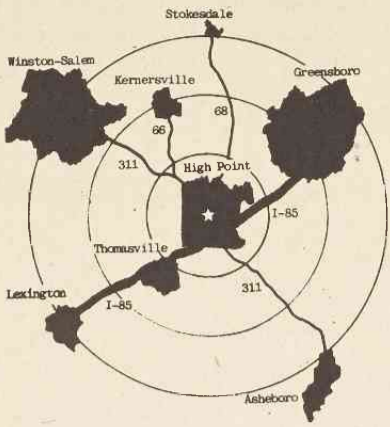
# THE TRIBUNAL AID

Serving Guilford, Forsyth, Davidson and Randolph Counties

VOLUME II, NO. 14

WEDNESDAY, AUGUST 28, 1974

15 CENTS PER COPY \$5.00 PER YEAR



## Black Press Praised And Challenged By Speakers At 34th Annual Convention

As the black press continues to grow in size and influence, it not only needs to keep pace with the economic and political changes in America, but to use its considerable power to help initiate the changes most beneficial to blacks.

This was the continuing refrain heard of the 34th annual convention of the National Newspaper Publishers Association - the black press of America - held in Pittsburgh

speakers were: Dr. Leon Sullivan, founder and national chairman of Opportunities Industrialization Center (OIC); U.S. Judge Damon Keith of Michigan, who was presented the NNPA Distinguished Service Award;

Mrs. Beulah Sanders, chairperson of the board of the National Welfare Rights Association.

The first general session was devoted to the kinds of problems faced by black newspaper publishers, and featured a panel of three publishers and one banker.

The four principal areas covered included the high rates of defection of black staff from black newspapers; inadequate coverage of national and international news in the black press; lack of adequate and readily available finances, and the problems associated with the increasing cost of operation, coupled with continuing low profits.

John H. Murphy III, chairman of the board of the Afro-American Newspapers, opened with a discussion of personnel problems, pointing out that the black press has shown a very poor record in the recruiting, hiring and placement of black personnel.

Murphy urged that the local labor market, college journalism graduates, and NNPA scholarship recipients be among the chief sources of labor for the black press.

Another panelist, Don Alexander, assistant vice president of the First National Bank of Seattle, urged blacks to make use of other blacks already employed in banks to get the kind of financial savvy that would help them acquire loans and financial backing.

Alexander urged that more black college students make business their major, follow through by working for black businesses, or starting their own. His advice to the delegation was that they could be of considerable help if their publications would devote more space to black business ventures.

Bill Walker, editor/publisher of the Cleveland CALL AND POST, stressed the need for the establishment of a black news bureau. Walker stated that the proposed bureau would not only disseminate news that black papers are generally unable to cover, but would also get a black perspective on the news.

Cutting the costs of press runs through cooperative press ownership was the thrust of remarks made by Frank Stanley, LOUISVILLE DEFENDER editor and publisher. Stanley stressed the advantages of investment in a central plant. "As an investor, you can consolidate costs through selective buying," Stanley said. He urged that central plant ownership be seriously considered as a method for cutting operating costs.

In his keynote address, Dr. Leon Sullivan urged NNPA delegates to recall their heritage, and fulfill their mission of reporting the news of Pan-Africanism to their black constituency in the United States. His message also noted, "If you want better schools, more political strength, better jobs - help yourself." Automation, Sullivan explained, is another danger to blacks. "Already, one of every four blacks in America is receiving support from our government, and here lies the danger: in the future, those who are not useful to society will not be tolerated by society," he said. In his address, Sullivan also said blacks should turn their massive consumer power into ownership or economic control. "The black press and the black church are the only two free voices in America," Sullivan said. "Let us keep our voices free, tied to no man, and let them be heard."

## Fall Enrollment At A&T Could Surpass 4,600 Mark

GREENSBORO, N.C. -- An enrollment projection made by the chancellor of A&T State University 10 years ago moved nearer to realization today when a record 1,100 freshmen reported to begin orientation activities.

Dr. Lewis C. Dowdy, had projected an enrollment of 4,655 for the university, and officials at A&T today predicted that the goal might be reached this time. William H. Gamble, director of admissions, said a number of trends are noticeable in this year's freshman class.

"We are expecting an increase in female students, more returning service veterans and more transfers from the area's technical institutes and junior colleges," said Gamble.

He said A&T admitted more than 1,800 students which give the university more than 1,100 students. Gamble also said that two

new programs, a major in driver's and safety education and a major in food science, are attracting a number of new students.

The freshmen were welcomed to the campus Monday by Dr. Glenn F. Rankin, vice chancellor for academic affairs. In his talk, Rankin cited the historical connection of A&T and the city of Greensboro (Greensboro citizens donated land and money to bring the university here).

He then challenged the students to employ "curiosity and imagination" in pursuing their studies at A&T.

"Be conscious of the impact you will have on other people," Rankin told the students, "and try to gain meaning for your life. That is not something you stumble on, but you build it with talent, values and understanding."

The freshmen will spend Continued on Page 5



**BOLD BRONCO!** Lovely and luscious Helen Jones, Kinston, N.C., strikes a sassy pose for the lensman. Fayetteville State University [N.C.] senior from Registration for the fall semester is in progress at FSU

[FSU Photo by John B. Henderson]

## Newspaper Readership Surveyed Among Blacks In 16 Cities

Sixteen U.S. cities with black populations of 13 percent or more were surveyed recently to document the newspaper readership patterns of black communities. The survey, prepared by Behavioral Systems, Incorporated for Amalgamated Publishers of Chicago, was reviewed at

last month's convention of the National Newspaper Publishers Association. The survey showed that: The extent to which black readers are aware of the black newspapers in each city varies, often with correlation between the percent of familiarity and the percent of blacks which constitute the total city population. Ranking highest in familiarity, at 97 percent, was the Cleveland CALL AND POST, a newspaper in a city which is 38.3 percent black. Lowest was a 34 percent familiarity rank for the San Francisco OAKLAND POST, in a city which is 13.4 percent black. Negative attitudes to-

ward black newspapers are seldom voiced, but when they are, they tend to be moderated by an understanding of the financial problems of black publishers.

Ads are generally perceived to have greater impact and are more impressive when they appear in black newspapers.

The black newspaper symbolizes a sense of black autonomy among the mass media, filling a communications void in the community.

More advertising is desired in the areas of food, clothing, personal care, travel, entertainment and

classified. The functional role of the black newspaper has been inadequately defined. Many readers would prefer a black newspaper with an underlying philosophy (i.e., MUHAMMAD SPEAKS).

Positioned against general market media, black newspapers are rated relatively high in terms of their news and advertising value.

In terms of readership habits, the survey found a sense of demographic segmentation regarding loyalty to newspapers in general. It found that while most would rather have a subscription to black news- Continued on Page 5

### News and Notes

A recent survey of the incidence of violence on television showed that the frequency of violent episodes has only decreased minimally since 1967. Made over a one-week period in Seattle, the study gave the average number of violent occurrences over the three networks as 7.3 per hour. The 1967 figure was 7.5 per hour. ABC had the least violence, with 5 episodes per hour, and CBS led with a 9 per hour average. Children's cartoons received the highest violence ratings.

GREENSBORO - Hayes-Taylor YMCA Introduces two new after-school programs:

After-School Kinda Program - for youth in public school kindergarten and first grade.

After-School Fun Club - for youth in the 2nd thru 6th grade.

These recreation programs will meet Monday thru Friday from 2:00 - 5:00 p.m. For \$7.00 a week your child can experience friendship and fair play through a wholesome well-rounded recreational program.

Some 72,000 Vietnam-era veterans residing in North Carolina are now eligible for a new low-cost insurance program which offers as much as \$20,000 coverage, according to Veterans Administration Regional Office Director H.W. Johnson. Nonrenewable, five-year term Veterans Group Life Insurance is available for persons discharged from military service since April 2, 1970, who must apply for the coverage before August 1, 1975.

The new VA-supervised program, according to Johnson, was recently authorized under the Veterans Insurance Act. Policies offer coverage in amounts of \$5,000, \$10,000 and \$15,000. Rates for the maximum \$20,000 coverage are \$3.40 per month for veterans aged 34 and under and \$6.80 for those 35 and over.

Application forms for veterans discharged prior to August 1, 1974 are available from VA offices or from the Office of Servicemen's Group Life Insurance, 212 Washington Street, Newark, N.J. 07102. Applicants must furnish evidence of good health. However, VA-rated service-connected disabilities will be waived.

Servicemen discharged after August 1 will receive application forms automatically. H.W. Johnson pointed out. Personnel leaving active duty are permitted 120 premium-free days to convert Servicemen's Group Life Insurance to Veterans Group Life Insurance without medical examination.

RALEIGH -- All new emergency medical vehicles will be identified by a six-barred blue cross called the "Star of Life" emblem which has been adopted by the U.S. Department of Transportation. Announcement of this change was made by the Office of Emergency Medical Services (OEMS) of the N.C. Department of Human Resources.

This emblem replaces the traditional four-barred cross which was on most ambulances.

The change was made after an investigation by the Red Cross which indicated that use of "A cross of reflectorized Omaha orange on a square background of reflectorized white" might violate a Congressional grant to the Red Cross to exclusively use this emblem.

As a result of this legislation, the National Highway Traffic Safety Administration adopted a separate symbol which clearly and distinctly identified an emergency care vehicle or ambulance within the total Emergency Medical Care system.

The "Star of Life" has already been identified by the medical profession as a medical emergency symbol, and its highway related use encouraged by the American Medical Association.

Steve Acai, transportation specialist for OEMS, stated that while new vehicles will bear the "Star of Life" emblem, older vehicles will not be required at present to change their emblems but they are encouraged to do so.

### ANNOUNCEMENT

The TRIBUNAL AID would like to initiate a "What's Happening" social column. If you would like to submit an item, please telephone 885-6519 or stop by the office.

The TRIBUNAL AID announces its 1974 10 speed bicycle contest. See details on Page 7

Continued on Page 2

**What's New?**  
**Dear Debbie**  
 on page 3.  
**Horoscope**  
 on page 6.

**"We must give our children a sense of pride in being black. The glory of our past and the dignity of our present must lead the way to the power of our future."**

ADAM CLAYTON POWELL