

From The EDITOR & PUBLISHER

# STUDY FINDS BLACKS NEED OWN PAPERS

"Black newspaper readers show increasing desire and need for their own community newspaper." Black readers will go out of their way to buy a black paper, and will pay a bigger price for it, according to a recently-released study by Amalgamated Publisher Inc., New York-based national advertising representatives.

The study, "Newspaper Readership Dynamics in the Black Community," is the first in-depth survey of newspaper readership among blacks, done by blacks and sponsored by black publishers.

Behavioral Systems, Inc., Chicago market research, management consultants, conducted the survey. The sample used 1,620 black residents, heads of households between the ages of 18-55, in 16 cities, selected for highly-concentrated black population and socio-economic distribution. Washington, D.C., Atlanta, New Orleans, and Detroit were the first

four in density.

An average of 101 respondents were interviewed in each city, and data were collected between December, 1973, and January, 1974.

Almost three-fourths of those interviewed were above high school level with professional or business training. About a fourth of the sample held administrative positions. A third of those questioned had incomes between \$8,000-\$15,000. Over half were married, and had homes of their own.

The study compared black papers to metro papers. Findings that 72% blacks purchase black papers from newsstands or stores. Metro papers were purchased, according to interviews, by subscription. 44 per cent indicated buying dailies by subscription and 47 per cent used the newsstand.

When and where were these newspapers read? Findings showed most

newspaper reading by the sample was done in the evening hours at home. And black newspapers (40%) are more likely to be read at this time of the day than are metro dailies.

71 percent of the respondents indicated first tendency to read the front page of black newspapers. 58 per cent indicated glancing at metro daily front pages. Sample showed a stronger tendency for black readers to browse through their own newspapers. The percentage was 42 per cent compared to 28 percent for metro dailies.

However, "reading the sports section is a relatively strong first tendency for regular readers of metro dailies (16%), but not so for regular readers of black newspapers (5%)." the survey concluded.

The survey also found: "While one out of two persons discards daily newspapers after reading them, one out of three regular readers of black newspapers

leaves the paper at home, and almost one out of five gives it to someone."

Are black readers familiar with black newspapers? According to the survey, "two out of three persons were familiar with at least one black newspaper in their city," and "men, those under 35" and "men with incomes of \$10,000 or more" were most familiar.

For example, over 90 per cent of the sample in four cities were familiar with their black community newspapers: 97% knew the **Call and Post** in Cleveland, Ohio; 92% knew the **Afro-American** in Baltimore; 92% knew the **New Pittsburgh Courier** in Pittsburgh; 91% knew the **Forward Times** in Houston.

The lowest sample of readers familiar with black community papers was in San Francisco, with 34% familiarity for the **Post** and 25 percent familiarity for the **Sun Reporter**.

Nearly a third, 31%, of the sample said they liked "local, community news and

news about blacks."

Overall the survey found "two out of five persons (43%) feel that black newspapers are about the same or better than metropolitan dailies." And almost one out of four rated advertisement in black newspapers "good-excellent." In fact the survey indicated: "one of three persons felt that ads make a bigger impression in black newspapers than metropolitan dailies."

Reasons for black readers to prefer ads in black newspapers cited "pride, progress, support of people and helping black businesses, and fulfilling black needs," as major criteria.

Interestingly the type of advertising, blacks would like to see more of in black newspapers was: in the areas of classified (35%), clothing (34%), food (30%), entertainment (24%), travel (18%), automobiles (11%), with lowest percentage going to alcoholic beverage ads (4%).

**"Tell It Like It Is"**

**Last Week's Capsule**  
by Alfred Hinson

**NATIONAL**  
Census Bureau surveys now show a surprising shift in the movement of both population and industry. The data reveals non-metropolitan areas growing at a faster pace than metropolitan areas.

There is no single identifiable reason for this shift in population. It is understandable, however, that industry will go where the people are. Nevertheless, it is speculated that some of the reasons for this shift can be attributed to the fact that people want quiet places in which to retire; people follow industry to find jobs; people are opposed to having their children grow up in an asphalt jungle, etc. There are many other reasons for this shift and the reality of the movement will soon be felt by both metropolitan and non-metropolitan areas.

**STATE**  
Health Education and Welfare Department (HEW) officials released a study last Sunday which revealed welfare waste that totals about \$1 billion a year. The waste is attributed to administrative errors and cheating by recipients.

The report further indicated a range of agency errors with Delaware having a low of 28.4 per cent - with a majority due to recipient error or cheating - to 72.9 per cent in North Carolina.

North Carolina's top welfare official, David T. Flaherty, said that errors in the welfare program cost about \$4 million a year. He further stated that to correct these errors would cost about \$16.9 million a year.

Flaherty said that the HEW findings were misleading and did not give an adequate assessment of the North Carolina welfare program. He does not deny that clerical errors are made in the program nor does he deny that cheating is done by recipients. He does feel it unwise however to employ 2170 additional persons to rectify the current problem at a cost of \$16.9 million per year.

Most errors were made with the Aid to Families with Dependent Children program. A "corrective action plan" has already been implemented by the state, but it is too early to evaluate its effectiveness, according to Flaherty.

Howard N. Lee, mayor of Chapel Hill recently announced that he would not seek a fourth term for mayor of that city. He stated that he loved being mayor of Chapel Hill but it is now time for someone with new ideas, new concepts, and new leadership to take the reins.

Mayor Howard Lee implied during the morning news conference that he is seriously considering entering the race for the Democratic nomination for lieutenant

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## Graduation Becomes A Reality To Mother

**HIGH POINT** - On the afternoon of May 18, a long, hard struggle became a reality to a dedicated mother, age 41, of five children ranging in ages from 12 to 18 years.

Mrs. Delia Harris of 1521 Graves Avenue, graduated from High Point College with a Bachelor's Degree in Sociology.

"Deedee", affectionately

called by her friends, decided after 12 years of family raising to return to school and complete her formal education. She first attended Ohio State University for one year in 1969, but unable to continue, she dropped out.

For ten years, she had to double as both mother and father to her children. After the youngest became old

enough, "Deedee" enrolled in High Point College where she recently graduated.

As a reward to her from some of her friends, Mrs. Harris was honored with a luncheon at the home of Mrs. Betty Dockery. Following the meal, "Deedee" was presented gifts from her mother, Mrs. Esther Tyson; her sister, Mrs.

Emmoline Alston; Sister-in-Law, Mrs. Odessa Tyson; and friends, Mrs. Yvonne McCall, Mrs. Ernestine Dockery, Mrs. Geneva Randall, and Mrs. Elizabeth Sharpe.

Sharing in her joy are her five children, Ronald L., age 17; Jessie D., age 15; Johnnie L., age 14; Jacqueline L., age 13; and Randall, age 12.



## Black Culture Week At Sandhills

by Gaye Payne, Chapel Hill Correspondent

**SOUTHERN PINES** -- "Blackness means we are sensitive to what's happening to brothers and sisters in other parts of the world, in rural America, and in urban America," said Kelley Alexander, Jr.

### 'A Very Present Spirit'

by C. Warren Massenburg  
**RALEIGH** - Shaw University was founded December 1, 1865 as an institution to teach freedmen to read and interpret the Bible. This led to the formal training of ministers and teachers followed by the preparation of doctors, lawyers and pharmacists. Through the decades the university has continued to adjust its goals and

objectives within the general framework of its motto, "Pro Christo et Humanitate" - "That Religion and Learning may go hand in hand and Character grow with knowledge." The institution is recognized as one of the foremost institutions of higher learning in the United States.

The largest graduating class in the history of Shaw received degrees Sunday

during the annual Convocation for the Conferring of Degrees at Memorial Auditorium. The Convocation exercise climaxed three days of activities which were sparkled with celebrities from throughout the country.

### 'A Very Present Spirit'

Over fifty retired educators who are graduates of Shaw University were

longer passive, but active. In his speech, Alexander told an audience of about 100 people that if things continue as they are now, the day of reckoning is not far away.

"We cannot continue to exhaust our natural resources or to have as many children as we want," Alexander said. In comparing the world to a space ship, Alexander said no one can leave this planet without help -- be it airplane or rocket.

"There is not a person who can escape the consequences of any of the social wrongs in the world," he said. "Uneducated people, people going to bed hungry at night, and the population boom are, and should be, active concerns for all of us.

Alluding to ideas found in the book, 1984, by the Victorian author, George Orwell, Alexander talked about reversals and the day of opposites.

Alexander told the audience of mostly college students that there were three answers to avoiding the terrible consequences that would beset our grandchildren.

"We can choose to separate ourselves from the rest of the world. But do you remember when you attended the separate but equal school? Remember that you couldn't get the courses you needed to get into college. Remember when you really had no idea what was going on in chemistry because there weren't enough chemicals to do experiments," he asked.

"Also, separate could be avoided if we could

bring about a change in the way we live. We can choose to separate ourselves from the rest of the world. But do you remember when you attended the separate but equal school? Remember that you couldn't get the courses you needed to get into college. Remember when you really had no idea what was going on in chemistry because there weren't enough chemicals to do experiments," he asked.

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## Bennett College Graduates 122

**GREENSBORO** - Bennett College for Women awarded 122 degrees at its annual Baccalaureate-Commencement Service on last Sunday. Guest speaker for the exercise was Miss Ethel Paine, associate editor of **Sengstacke Newspapers** and commentator of "Spectrum" a CBS opinion program out of Chicago.

The newswoman challenged the graduating class to join the fight against governmental insensitivity to the problems of the blacks, the elderly, and the poor. She proposed a nationwide convocation of 1975 graduates to start action on issues which are "threatening to erupt like a volcano."

Miss Payne said such a convocation should utilize "the best minds" in the nation's private and public sector to cause a turnaround from national policies leading to "abandonment of the needy."

Stressing that the nation needs "new kinds of strategies to face the new world, she stated that the United States cannot retreat into some type of post-Vietnam isolationism. Miss Payne, who was a reporter during the Vietnam and Nigerian civil wars, urged the graduates to use the Bicentennial to reaffirm their determination that the mistakes and inhumanities of the past

## Watergate Guard To Play Himself

Frank Wills, the Washington security guard who discovered the Watergate break-in will play himself in "All the President's Men", the forthcoming Wildwood Production, based on the noted investigative reporting book by Post newsmen Bob Woodward and Carl Bernstein.

Robert Redford and Dustin Hoffman will star in the Warner Bros. picture in the roles of Woodward and Bernstein, respectively. Jack Warden will portray Harry M. Rosenfeld, the metropolitan editor of the Washington Post during the Watergate period. Warden can be seen

currently as the philandering and philandered husband in the film, "Shampoo". The actor's many screen credits include

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