

EDITORIALS

Dr. Benjamin E. Mays—Part II

The life of the late Dr. Benjamin E. Mays is a study in the black struggle at its extremes to confront the injustices and inequities of the American society's practice of its constitution.

We note the period of maximum participation by blacks in the political life of this country and warn that we not experience the same again—even though there may exist similarities in the settings. The following excerpts appears in Dr. Mays' "Born To Rebel," his autobiography:

"Even while Negroes were voting and holding high political jobs in (name of state)...1868-1902, Negro-white relations were far from ideal. By and large, white people in (state) were not happy to have Negro congressmen in Washington and Negroes in the (state) General Assembly. It did not please them to have Negro postmasters, sheriffs, clerks of court, school commissioners, and probate judges. After all, just a few decades ago these Negroes had been slaves, and it irked white people to have ex-slaves and sons of slaves ruling over them...it was almost inevitable that the tide would turn viciously against the Negro."

We must be on guard against a repeat of this kind of thinking today with the significant potential strides that blacks can make in the political arena of this country. The vestiges of America's cancer remains and must be crushed at any and every corner from which it seeks to emerge. A hint to the wise should be sufficient.

Other comments of reflection and vision by Dr. Mays include:

"Negroes of today who insist on being called black should give credit to Marcus Garvey for promoting this usage over a half century ago. He urged that all men of African blood refer to themselves as black men—not Ne-

gro men, not colored men. The Negro, he insisted, must not belittle his past in Africa but rather be proud of it...He did for Negroes what no other leader before him had done and what no black leader would do again until the 1960s."

Dr. Mays sets forth the prescription for black progress in America:

"What the black man needs most are: a better education; technical skills to enable him to live comfortably about the poverty line; adequate housing, with the consequent abolition of slums and ghettos; political strength to influence voting to his benefit and to defeat racist politicians; a sense of pride, self-respect, and self-identity; and a sense of solidarity."

The challenge to the black man in America, according to Dr. Mays, is: "...what [can he] do to enlarge his freedom, to create in himself a sense of his inherent worth and dignity, and to develop economic and political security."

Other observations by Dr. Mays:

"I would not choose to be locked up and chained in again, but I am mighty glad I had this experience. One in this way could I understand..."

"I believe in black power...the white man has made his way through history on white power...I interpret black power as a good thing. It is a blessing if it convinces black people that their strength lies in solidarity, and that black men can never get political and economic power if they are divided and fighting among themselves."

"I have not considered by social standing enhanced either by association with distinguished Negroes or by association with distinguished whites. I have enjoyed and appreciated my friends regardless of their stations in life. People are people."

Well stated, Dr. Mays.

A Possible Contribution To Our Community

Daily we read the obituaries of outstanding members of our community who made significant contributions to the growth and development of our institutions, pioneered into fields previously closed to blacks or because of their dedication and sacrifice, life has been made better for all of us.

Once the eulogy is read and the obituary discarded, except for those who knew the person, they are soon forgotten.

We are not concerned enough to establish memorials and causes in their memories.

However, there remains a need to pass this heritage on to future generations.

Why not establish a "Hall of Fame" in the community wherein these lives can be recorded and kept for the benefit of coming generations.

A setting in which memorabilia, records, papers and documents, and vital bits of history can be presented would be a valuable contribution to our community.

This should be a project for a community minded organization—realizing that it is going to call for a lot of vision and work—but receiving very little help from others.

However, if it is a good deed that could be done, someone, please, consider it.

Jackson Versus Prior Commitments

One black big city mayor was heard recently to say that he was supporting one of the Democratic Party's established presidential candidates because he could win the party's nomination and would unseat the present White House administration.

These were his reasons for not supporting Rev. Jesse Jackson.

A score of 50 percent is not bad in the basketball, baseball or football arenas. But in politics, as in the classroom, you have to do better than 50 percent to win.

We therefore declare this black mayor's way of thinking a losing proposition.

The fact is that it will be Jackson who unseats the Reagan administration in the fall if the Republicans are to be ousted from the Pennsylvania Avenue.

Jackson's presence in the 1984 presidential race represents increased registration and voting strength, a stirring of vital issues which results in voter interest, and political excitement and momentum—which are needed in what was about to be a dull campaign regarding commercials, i.e., beef, fuses and telephones.

The Republicans are clearly the potential vote that may be cast against them as a result of Jackson's foray into the political arena. One of their reactions has

been to mount a registration drive for non-black conservative votes. Rev. Jackson points to the Republican's weakness each time he recounts the margin by which President Reagan won in 1980.

Consequently, it will not be the party's nominee that will bring the victory in November, but rather the soil turned and uprooted by Jackson before November.

We have no doubt that the mayor can see this. Apparently his is another case of "prior commitment" as voiced by too many other black local leaders. This situation allegedly facing some of the black leaders of having committed themselves early to a candidate could work to the black communities disadvantage under some circumstances.

A prior commitment which is not in ones best interest is self-defeating. If a politician is not able to realign himself afterwards if found in a compromising situation, hopefully he would at least wait quietly on the side while progress marches on.

Possibly this situation will not occur again as black politicians are made aware by Jackson's campaign that no certain groups of individuals have a lock on bids for certain offices. We can thank Jackson for opening up our minds to that revelation.

BIBLE THOUGHT

And the word of the Lord came unto me, saying, Son of Man, set thy face toward the mountains of Israel, and prophesy against them, and say, Ye mountains of Israel, hear the word of the Lord God; thus saith the Lord God to the mountains, and to the hills, to the rivers, and to the valleys; Behold, I, even I, will bring a sword upon you, and I will destroy your high places.

Ezekiel 6:1-3

A Dark Point Of View

BY BILL MOSES

LETS STOP BEGGING THE QUESTION

Unfortunately, there are some of us (blacks) who still raise the question, should Jackson run for president?

The bare facts are: Jackson wants to be president and Jackson is running for president.

Enough. Let's stop begging the question. The three remaining authentic contenders of a cast of eight originals all want to be president and are busy running against each other for the Democratic nomination and they will vigorously continue to run through the remaining primaries and caucus up to the Convention itself. Incidentally, one contender is black. Does he deserve some special onus because of this?

If, at convention time, no contender can claim a clear-cut majority of the delegates, then all sorts of pressures will be let loose on the contenders: from efforts to pair and combine voter strengths and proposals for drastic change in the party's structure, rules and platform, to the choice of a vice presidential running mate (possibly a woman). Call it a dilemma, or power brokering, if you will, but it has been a common practice before Mr. Jackson appeared on the scene.

The choice and decisions that the Rev. Jackson may have to make at the convention will be independently his own. Rest assured that whatever happens at the convention—thanks to Rev. Jackson's involvement in the process—the white versus black issue in the Democratic Party will have turned a corner in its evolution and a change for the better in the American society may take place.

Tony Brown's Comments

THE MOST BEAUTIFUL BLACK MAN IN AMERICA

It was 9 p.m. on Monday when I turned the television to MY New York CBS station. Later that night it would become important that the date was April 3, 1984.

As the announcer introduced the finalists in this year's NCAA basketball finals, I remembered the words:

"I, like everybody else, work for money. And I want to be paid very well for what I do. But I certainly do feel that if I do the things that I do well, I'll get what I deserve. But I don't want money to be the only thing that directs what John Thompson does."

As Georgetown's coach paced nervously on the sidelines, giving signs and verbal commands to his five best Hoyas on the floor, my nerves caught up with me also. I do not under normal conditions watch sports events in their entirety. Most are meaningless, a steady stream of black athletes working for white colleges as unpaid, semi-professionals who will never graduate from the same schools that they enrichen.

I flashed back again to that conversation with Coach Thompson in 1980 when he explained how more than 90 percent of his players graduate:

"I think, Tony, that we have to redefine what college athletics is. I think we tend to look at it as recreation, and it's by no means recreation. I think that that's where the problem comes with the black or white athlete, just as in anything in our society. If something is bad, the blacks in most instances are going to get the short end of the stick."

"The pressures of college athletics is today a tremendous thing. And to expect anybody to go through pressures of college athletics and to get an education the same way a normal student would is difficult. So, I think that you've got to supply certain supportive services and things of that nature. We've had a very high percentage of our kids graduate."

I also knew that Thompson was playing down his role, but that's his nature. Just as embracing Fred Brown two years ago after he made a crucial mistake that lost the championship. Or helping two of his players who were unhappy find a new home at another college. You might say that a basketball coach who can share players is a man who can be trusted.

Integrity. That's what allows Thompson to answer some of the racist and unfounded criticisms of sports writers with success. However, two years ago, Georgetown got to the championship—but that's all. Fate, it seems, had other plans.

On this night, I wondered if God had molded John Thompson into the shape He desired. Without the slightest understanding of that process, I hoped so. I wanted to see John Thompson become the first black man to coach a winning NCAA team.

Houston by this time held a 10-point lead. But those cool, self-confident, young black men from the Washington-Baltimore area closed the gap and raced to a 10-point lead of their own. Then, surprisingly, Thompson switched strategies.

The lead fell to five points and the annoying chatter and obvious need of the "color" commentators to outguess Thompson frayed my nerves to distress. His strategies had "backfired" they railed.

Thompson coached one of the most brilliant games of basketball ever seen. Not once did the CBS know-it-alls acknowledge it nor did they ever admit that they were wrong.

However, the intangible of character showed in the winning Georgetown players. You could tell that they had not been "psyched" out of shape with the wrong emphasis on winning. They were normal and very elated, but basketball, you could tell, had not replaced the real issues in life.

Houston's players seemed to have had no focus on life after basketball. Tears and sobs showed that no one had coached them into maturity.

Finally, Brent Musburger announced what should have been made clear from the very beginning. Not only was John Thompson the first black coach to win, but he was the first to be given the opportunity to win.

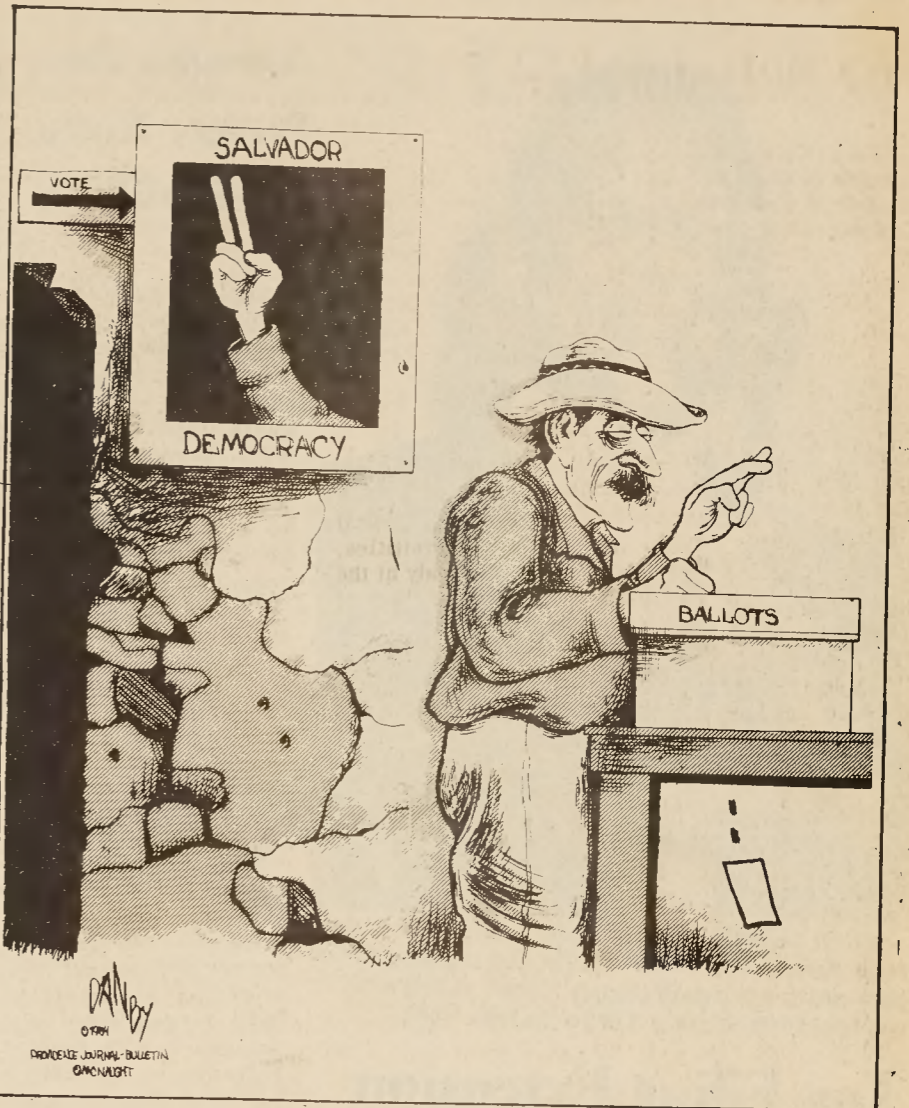
With this announcement, I shot both arms into the air, fists clenched—and cheered. It didn't bother me that I was alone.

Somehow I knew that God had just baptised John Thompson as "The Most Beautiful Black Man in America."

Tony Brown's Journal TV series can be seen on public television Sunday, on WUNC-4 at 6:30 p.m. Please consult listings.



William Howard Taft is the only man ever to have been both Chief Justice and President of the U.S.



NNPA FEATURE
COPING
by
DR. CHARLES W. FAULKNER

PSYCHOLOGICAL MANIPULATION: Tricks of the Trade

In my last column I told you how important it is for you to learn the techniques that advertisers (and your friends) use to manipulate your behavior. If you learn these techniques, you will be able to protect yourself from being manipulated. And you will be able to improve the quality of your life by being able to present yourself in the most positive manner possible.

Following are commitments which you must repeat over and over again until you have committed them to memory. Then practice, practice, practice... There may be times when you question whether the technique is working. In spite of your anxiety, continue to follow the script. Often, other people are being psychologically influenced by your presentation even though the outward signs are not obvious.

1) Have a winning smile. "I will display vibrance, and vitality in the company of my client." Repeat it to yourself. Your initial objective is to make your client smile. This is the first sign that you have broken through the defenses. The rest should be fairly easy. Most prospective clients expect a hard-selling, single-minded presentation by the salesperson. Don't fulfill their expectations. Instead, relax them; learn a few lighthearted jokes or comments; appear happy and self-assured; refrain initially from referring to your product. Forget the cliché that people are too busy to listen to your presentation. Everyone has the time to relax and enjoy your easygoing, stressless company. You might bring your client such pleasant relief that the client will agree to purchase your product without your having to make a sales presentation.

2) Escape your inhibitions. "I will step out of my own personality, in which there may be limitations, and adopt a new, self-assured, assertive personality." Repeat it to yourself. Successful salespeople are actors. They perform. They play a role. They work out a script, which portrays them as exuberant, resourceful and excited about their endeavors. They practice until they master the role, until the role becomes natural, just as an actor would. People often pay thousands of

dollars to public relations firms which can portray them to the public as successful and confident (even if, in fact, they do not personally feel this way). You can formulate such an image for yourself without spending a cent but by using your common sense.

3) Have self assurance. "I can sell any item regardless of its quality or popularity." Repeat it to yourself. Contrary to what you have been told, it is not necessary for you to believe your product to be worthwhile before you can sell it. Salespeople everyday and everywhere sell items that they would not themselves purchase under any circumstances. It is important for you to believe that you can sell the product rather than to believe that your product is a good one. It is clearly best, however, for you to adopt a product that is of high quality, durable, useful to your client and one that you also use. But it is not necessary.

You can sell yourself the same way. If you are offered a job which pays \$50,000 annually, would you turn it down because you are not trained for the particular requirements of the job? Or would you accept the job and pay experts to advise you? Be realistic. Many people are firmly entrenched in jobs for which they have no specific training. The president of the United States hires high-salaried advisors to tell him how to carry out certain functions required of the job. Advisors even carry out many functions of the presidency. If it's good enough for others, why not for you?

4) Have an expression of friendship. You might say "Isn't this a beautiful day? It is a pleasure to meet a relaxed, secure person as yourself. How have you been?" Throw your client off guard. Do not be predictable. Most clients who are initially aware of your intention to sell your product have established a solid defense. If you initially focus on something other than the sale, you will probably avoid an inevitable confrontation. If you instead display sincere interest in the interests and welfare of your client you will gain a friend and will penetrate the defenses. The client might later enjoy discussing your product with you. If you begin to discuss your product immediately, you might be walking into a trap.

CAPITOL COMMENTS

BY JOHN W. LEWIS, JR.

WASHINGTON, D.C. — Black infants in America are twice as likely to die before their first birthday than white infants. Each year 70,000 black babies are born with low birthweight, under 5.5 pounds.

Of these, it is estimated that in 1984, 15 percent or more than 10,600 babies will die. Others face lifelong problems—mental retardation, birth defects, blindness and cerebral palsy.

In spite of these grim statistics, the Reagan administration has cut funds for virtually all health care programs for poor mothers and children and has opposed congressional initiatives that would help reduce infant mortality. The administration has cut Medicaid, supplemental food under the Women, Infants and Children immunization programs, and has opposed the extension of federal payments under Medicaid to poor women and children not currently

covered.

Congressman Julian C. Dixon, chairman of the Congressional Black Caucus, has asked Congress to take immediate action and pass the Child Health Assistance Program, which would provide 100 percent matching funds for first-time mothers who do not usually qualify for AFDC spending. In addition, he stresses the need not to just prevent the Reagan cuts, but to increase funding for Medicaid, WIC and the Maternal Child Health Block Program.

Congressman George W. Crockett, Jr., announced recently that he will oppose the 1985 foreign aid bill when it comes before the U.S. House of Representatives. The Detroit representative, who serves as a member of the House Committee on Foreign Affairs, said he opposes the bill because it provides for nearly \$4 billion in military assistance to foreign governments while

providing an insignificant amount of economic assistance to poor countries, and because it includes one-sided restrictions on aid to Egypt but carte blanche aid to the Israeli government.

The foreign aid legislation would authorize \$9.4 billion in U.S. economic and military assistance for foreign governments. More than \$4.4 billion is "earmarked" for Israel and Egypt, while the 45 nations of sub-Saharan Africa would receive a total of less than \$850 million in development assistance.

Crockett criticized other aspects of the bill including its lack of attention to the African famine situation, reduced funding for health care in Africa and a Reagan administration proposal to give special attention to African countries which adopt "free enterprise" policies.

"Forget injuries, never forget kindness." —Confucius