

Fair Coverage Needed

Jesse Jackson Lashes Out At Media

BY PAUL ROCKWELL
Special To THE CAROLINIAN
An Analysis

In 1983, Ben Bagdikian, dean of the Graduate School of Journalism at the University of California, Berkeley, published his pioneering work, "Media Monopoly." Bagdikian described the awesome centralization of media power that has taken place since World War II.

"By the 1980s, the majority of all major American media—newspapers, magazines, radio, television, books and movies—were controlled by 50 giant corporations. These corporations were interlocked in common financial interest with other massive industries and with a few dominant international banks."

Notwithstanding the clarity and significance of Bagdikian's research, few Democratic Party candidates

have dared to take a clear stand against "media monopoly" and media bias. It is true that Gary Hart, caught with his pants down, lashed back at the media for personal reasons. The self-serving pot-shots that candidates take at media coverage from time to time are a far cry from true media reform.

So far there is only one candidate with a clear, well-researched, comprehensive position on media bias and power. That candidate is not Gary Hart. It is Jesse Jackson.

In 1978, four years before Bagdikian wrote "Media Monopoly," Jackson gave an eye-opening media critique at the annual convention of the Associated Press (reprinted in Jackson's new book, "Straight from the Heart"). Jackson recognized that corporate media power is more centralized than ever before, and that it

is difficult to find significant dissent on the networks. Jackson argued that fairness within the media is integral to genuine freedom of speech for all

Jackson made another point which most media critics—including Bagdikian himself—tend to overlook: The U.S. media comprise one of the

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Americans. In essence, he said, monopoly of communications and freedom of speech for everyone cannot survive together.

last bastions of institutional segregation. Ownership and control of the media is virtually all-white.

At the time that Jackson gave his

address to the AP, the Hollywood Reporter listed the top executives at the three major networks—ABC, CBS and NBC. Of the 133 top network executives, only one was black—"a scandalous eight tenths of one percent," as Jackson put it.

"Although ABC's 'Roots' set television viewing records," Jackson said, "Few know that there were no black producers, assistant producers, writers or directors involved. The only thing black in 'Roots' were the actors seen on the screen. And even there, two white actors received more money than all of the black actors combined."

Jackson is the only presidential candidate who consistently exposes media racism and bias. In a 1980

speech at the Capitol in Washington, D.C., Jackson analyzed the prevailing media imagery of blacks and minorities:

"We are projected as impotent when we're important, and projected as liabilities when we are in fact assets. The media constantly engage in five aggressive acts against the black and brown community. We are projected as (1) less intelligent than we are; (2) less hard-working than we are; (3) more violent than we are; (4) less patriotic than we are; (5) less universal than we are.

"They do not call Sen. Kennedy a 'white senator' or the president the 'white president' because their skin color is self-evident. When they refer (See JESSE JACKSON, P. 2)

Wake Public Schools Pilot Project Will Assist Black Males

Superintendent Robert E. Bridges announced last week that the Z. Smith Reynolds Foundation has provided a \$30,000 grant for a new pilot project in the Wake County Public School System. The pilot project is designed to help black male students take greater advantage of learning opportunities.

Called the School/Community Helping Hands Project, the new program was initiated this school year by the school system with the recognition that the development of black male children historically has been hindered by a variety of factors. Participating students are matched with caring black male educators and ultimately with community role models in an effort to provide sturdy, accessible role models for these youngsters.

"A network of negative factors significantly affect the development of young black males," Dr. Bridges explained. "Those negative factors in the community and in school compel us to develop a new type of response to the obstacles facing the black male child as he struggles to become an adult. Through this pilot program, we will develop a case management model aimed at positively influencing black male youngsters at the middle school level who are growing up at risk of school failure."

Dr. Bridges indicated that the \$30,000 grant will be used to hire a coordinator for the project. He also announced additional grants received from the program, which include the following:

- \$1,500 from Kaiser Permanente.
- \$1,000 from the school system's Division of Principals, which is headed by Hunter Elementary Principal Sue King.

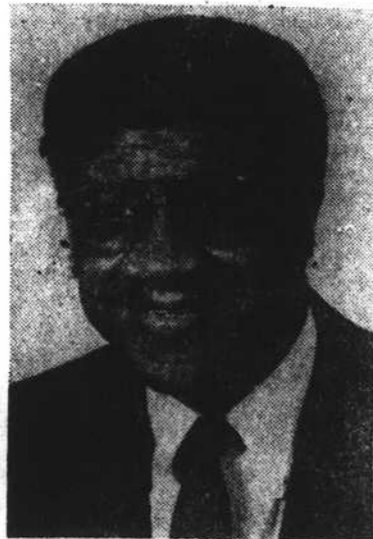
• Interest earned from a \$100,000 endowment given by Capitol Broadcasting Company, Inc. The endowment was given by Capitol Broadcasting to the Wake County Education Foundation earlier, but a decision on how the interest would be used

was just made recently.

• \$100 each from the PTAs at Wiley Elementary and Martin Middle.

Other commitments have been received from community organizations. Dr. Bridges said, but have not yet been finalized.

Eighty black male sixth-graders are participating in the program, with eight personal models working with them. The models include black male teachers, assistant principals,



DR. ROBERT E. BRIDGES

and principals. All project activities are conducted during non-school time.

The models have been working with the students for approximately two months, focusing on the development of skills in leadership, academics, and self-concept.

The personal models meet regularly with the superintendent to review progress and to plan. Models have met with parents and the teachers who work with each student to assess performance and work habits.

Dr. Bridges began the program after conducting formal and informal observations and study of the development of young black males over the period from 1978 to 1986.

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Apparent Drowning

Raleigh Man Found Dead

No Foul Play Is Suspected

Police found the body of a Raleigh man in a creek behind Washington Elementary School last week.

Police said there was no evidence of foul play.

James W. Thorb, 22, of 468 Dorothea Drive, was found about 3:30 p.m. Thursday lying face-down in a shallow creek, his body partially submerged, said Sgt. C.E. Lewis. The creek runs between the school and the Dawson-McDowell connector and is near the Heritage Park Apartments where Thorb lived.

Police told the family there were no apparent signs of foul play and that it looked like Thorb slipped and fell and drowned, according to Thorb's sister, Goldie Simmons.

Ms. Simmons said she last saw her brother Tuesday shortly after 6 p.m. as he headed toward the school with some friends. The family became concerned when Thorb did not return home Tuesday night and began searching for him Wednesday morning, his father, James Thorb, said.

Ms. Simmons said she had reported Thorb missing to the police Wednesday night.

Thorb's body was spotted Thursday afternoon by a woman who had been looking for him, Lewis said. Thorb's younger brother, Nate Forbes, identified the body at the scene.

The banks of the creek are steep, but the water is very shallow and footprints along the bank indicate (See POLICE, P. 2)



RACIAL PROBLEMS—A near capacity group of black students of North Carolina State University asked questions and discussed with university officials racial and academic problems. Among some of the state staff and faculty present were Ray Martin, assistant basketball coach, head basketball coach Jim Valvano, Provost Nash Winstead, Tom Stafford, vice-chairman of Student Affairs, and others. (Photo by Talib Calloway)

Black NCSU Students Seek Greater Equality

About 400 N.C. State University students attending a Black Awareness Forum told administrators and student leaders Thursday that support programs and administrative practices must be changed.

The students noted that only eight percent of the university's black students graduate in four years.

Members of the predominantly black audience at Stewart Theatre on the NCSU campus added that only 41 percent of black students were graduated in five years and 48 percent were graduated in six years. About 24 percent of the entire student body is graduated in four years.

When questioned about why the graduation rate of blacks isn't higher, NCSU Provost and Vice Chancellor Nash N. Winstead said, "The reason they don't graduate is they leave. The reason they leave is they aren't happy with the programs here."

Winstead, who has held his position since 1974, told students that admission requirements had been relaxed so more blacks could enroll at N.C. State. In addition, he said, the university spends about \$750,000 a year for tutoring and remedial courses. He said such help has helped the graduation rate, but he added that there is room for improvement.

"The programs are not failing," he said. "They're not working as well as we'd like to have them work."

Students offered additional suggestions for improving the graduation rate:

They said white faculty members should be trained to recognize and appreciate black perspectives in classroom work and homework assignments. "We don't write with a white, middle-class, suburban attitude," said one student in reference (See NCSU STUDENTS, P. 2)

Former Athlete Hopes For Life After Basketball

BY ANGELA SANDERS
Special To THE CAROLINIAN

What happens to a dream deferred... or does it explode?

For former Duke basketball player Tommy Amaker, a lifelong dream of playing professional basketball came to an abrupt end when he was cut from the roster of the Seattle SuperSonics last October.

Faced with a choice of pursuing a career in one of the minor basketball leagues or trying other interests, Amaker chose, perhaps, the road less traveled. After years of putting basketball first, Amaker put years of dreams, hard work and preparation on hold to pursue other interests.

A 1987 graduate of Duke University with a major in economics, Amaker didn't have to ponder too long before accepting an offer from Eugene

McDonald, executive vice president for Duke University, to return to Durham as a manager intern where he is learning the business of education.

As an intern Amaker helps screen potential agents as part of a service Duke offers to its prospective professional athletes. He also works on projects with the university's investment and finance divisions.

"I've always had an interest in business," says Amaker, a 6'0" man with a face that belies his 22 years. "I admire men who are successful entrepreneurs." Businessmen like developer Clay Hamner and executive vice president of South Square Motors Aaron McCrae rank at the top of Amaker's list of role models. (See FORMER ATHLETE, P. 2)

Whitley PTA To Help Students "Just Say No" To Using Drugs

WENDELL—The Whitley Middle School PTA will be helping parents and youth cope with the pressures surrounding the use of alcohol and other drugs during the national PTA Drug and Alcohol Awareness Week, March 6-10. The theme of the week is "Parents and Youth: Facing the Pressure."

"Children and teens face enormous pressure to use alcohol and other drugs," explained Sally Mitchell, president of the Whitley Middle School PTA. "The PTA believes that parents and other adults can relieve that pressure by teaching them the facts about drugs, developing their self-esteem and acting as good role models."

Two publications offering advice to parents wanting to keep their children and teens drug-free are available from the national PTA. "Young Children and Drugs: What Parents Can Do and Drug Abuse," and "Your Teens: What Parents Should Know," may be obtained from the national PTA by sending a stamped, self-addressed

envelope to the national PTA Program Department/Drug and Alcohol Abuse Prevention Project, 700 North Rush St., Chicago, Ill. 60611-2571.

The students at Whitley Middle School will be forming a "Just Say No" club for students at Whitley. The "Just Say No" program represents a balanced and comprehensive approach to preventing drug abuse. The club is designed for groups of children 7-14 years old, united in their resolve to say no to drugs. What began as a single club in an Oakland grade school in January 1985 has blossomed into an estimated 15,000 clubs today with new clubs being formed every day.

Activities will be planned for the week of March 6-12, with a drug and alcohol expo planned on March 15 in the school gym. This expo will be open to the public. Anyone interested is invited to attend. The expo will be open from 7-8:30 p.m. and will feature booths set up by different (See PTA, P. 2)



AN OFFICIAL WELCOME—Dr. Jerry A. Moore, the featured preacher for the Religious Emphasis Week Observance at Shaw University was enthusiastically received by the faculty, staff, students and congregation. In the photo, local representatives who extended a welcome to Moore, pastor of

19th Street Baptist Church. Pictured are (left to right) Moya Edwards, assistant secretary, N.C. Department of Transportation—Governor Moore's designee, Dr. Jerry Moore, Dr. Talbert O. Shaw, president, Shaw University; Dr. Vernon Malone, Wake County Commissioner, and Lawrence Wray, assistant city manager, here in Raleigh.

Mechanics And Farmers Bank: A Landmark Black Institution

Mechanics and Farmers Bank was organized in January 1907 under authority of a charter issued by the Legislature of the State of North Carolina. The group of nine persons, who acted as original incorporators, was headed by William R. Fitzgerald, who at that time was a well-to-do black businessman who owned several brickyards and who supplied practically all of the brick used in the construction of the major business buildings and churches located in Durham.

Approximately 19 months after securing the charter, the bank opened for business on Aug. 1, 1908 in quarters located at 112 W. Parrish St., Durham, which it had rented from North Carolina Mutual Life Insurance Co. The location of the new bank had been suggested to Fitzgerald by John Merrick, one of the original incorporators who was also president of the insurance company.

Throughout the trying years of its infancy, Dr. George Adams served as cashier and the principal employee of the institution. When in 1918 he died at the age of 42, the bank had weathered its first 10 years of existence with flying colors and had begun to enjoy the confidence of both white and black people living in the town of Durham.

The bank has been fortunate in having a succession of good management teams, each of which has demonstrated competence in the field of banking. It was not until 1935, however, that its resources exceeded the sum of \$1 million. This figure had grown to more than \$7 million at the end of 1957 and as of the end of December 1980, its assets had grown to nearly \$50 million.

As its name suggests, the bulk of the bank's customers were mechanics and (tobacco) farmers, most of whom were black, who made (See BANK, P. 2)



MS. JULIA TAYLOR