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NNPA Intercom

JULY-AUGUST 1971

31st Annual Convention Report

June 16-19, 1971

**Atlanta, Georgia
Regency Hyatt House**



Acknowledgements

NNPA WOULD LIKE TO THANK THE FOLLOWING COMPANIES FOR THEIR COOPERATION:

Sponsors of Merit Awards

Total: \$14,500

- *Aluminum Company of America
- *Brown & Williamson Tobacco Corp.
- Carnation Company
- **Coca-Cola USA
- *Eastman Kodak Company
- Falstaff Brewing Company
- *General Electric
- *Gulf Oil Corporation
- *Humble Oil & Refining Company
- Miller Brewing Company
- *Pepsi-Cola Company
- *Phillip Morris
- *Sears, Roebuck & Company
- Sterling Drug Incorporated
- *Westinghouse Electric Corporation

***Contributed \$1,000**

****Contributed more than \$1,000**

- Amalgamated Publishers, Inc.
- Atlanta Gas Light Co.
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- Citizens Trust Co.
- Columbia Pictures
- Delta Air Lines
- Ehrenreich Photo-Optical Industries, Inc.
- Georgia Power Co.
- Hub Motor Co.
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- MGD Graphic Systems
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- R. J. Reynolds Tobacco Co.
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- Southern Bell
- Trust Company of Georgia
- Wesley Printing Co.
- Western Electric
- F. W. Woolworth Co.

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Vice President

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Assistant Secretary

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Newspapers
John H. Sengstacke, Sengstacke
Newspapers
Frank L. Stanley, Sr., Louisville Defender
N. A. Sweets, St. Louis American
Howard B. Woods, St. Louis Sentinel

Executive Director

Sherman Briscoe

NNPA Intercom Monthly Newsletter of NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION Convention Report Edition

Office of Executive Director

Sherman Briscoe

3636 16th St., N.W., Suite A941

P. O. Box 1546

Washington, D. C. 20010

Cover: Longworth M. Quinn, (right) Editor-Publisher of the Michigan Chronicle (Detroit), is receiving the Russwurm Trophy from Herbert G. Klein, White House Communications Director, who made the presentation for NNPA. At left is John H. Sengstacke, immediate past president of NNPA and president of the Chronicle. Lower right, Howard B. Woods, St. Louis Sentinel, Chairman of Awards Committee.

NNPA MEMBER NEWSPAPERS

- Albany, Ga., Times
- Amsterdam News (NY)
- Arizona Tribune (Phoenix)
- Atlanta Daily World
- Atlanta Inquirer
- Baltimore Afro-American
- Birmingham World
- Black Dispatch (Oklahoma City)
- Boston-Roxbury City News
- California Advocate (Fresno)
- California Voice (Oakland)
- Carolinian (Raleigh)
- Carolina Times (Durham)
- Central News-Wave Publications (Los Angeles)
- Charlotte Post
- Chicago Daily Defender
- Chicago-South Suburban News
- Cincinnati Herald
- Citizen Newspapers (Chicago)
- Cleveland Call & Post
- Columbus, Ga., Times
- Dallas Post Tribune
- Ecorse Telegram (Mich.)
- East St. Louis Crusader
- East St. Louis Monitor
- The Facts (Seattle)
- Fort Pierce Chronicle (Fla.)
- Fort Worth Mind
- Florida Sentinel-Bulletin (Tampa)
- Florida Star News (Jacksonville)
- Greater Milwaukee Star
- Houston Forward Times
- Houston Informer
- Indiana Herald (Indianapolis)
- Indianapolis Recorder
- Iowa Bystander (Des Moines)
- Jackson (Miss.) Advocate
- Jackson (Mich.) Blazer
- Jet Magazine (Chicago)
- Kansas City Call
- Las Vegas Voice
- Louisiana Weekly (New Orleans)
- Los Angeles Sentinel
- Louisville Defender
- Meridian Memo Digest (Miss.)
- The Medium (Seattle)
- Miami Times
- Michigan Chronicle (Detroit)
- Milwaukee Courier
- Minneapolis Spokesman
- Mobile Beacon
- Muhammad Speaks (Chicago)
- New Crusader (Chicago)
- News Leader (Baton Rouge)
- New Pittsburgh Courier
- News Reporter (Tampa)
- New York Recorder
- New York Voice
- Norfolk Journal & Guide
- Oklahoma Eagle (Tulsa)
- Omaha Star
- Philadelphia Tribune
- Photo News (West Palm Beach)
- Roanoke (Va.) Tribune
- St. Louis American
- St. Louis Argus
- St. Louis Sentinel
- San Diego Voice & Viewpoint
- San Antonio Register
- Shreveport Sun
- Sun Reporter (San Francisco)
- Thomasville (Ga.) News
- Tombar Publications (Brooklyn)
- Tri-State Defender (Memphis)
- Virgin Islands Daily News
- Westchester County Press (NY)
- Wilmington Journal (N.C.)

PICTURES BY WESTERN ELECTRIC

CREDO OF THE NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it awards every man, regardless of race, color or creed, his human and legal rights.

Hating no man, fearing no man, the Negro Press strives to help every man in the belief that all are hurt as long as any one is held back.

Welcome To Publishers

It is with pride we welcome the member papers of the National Newspaper Publishers Association and their staff members to our city on the 31st anniversary of that organization. We have unusual pride because this newspaper was one of those publishers who gathered in Washington, D.C. in 1940 to begin this national organization.

We also are happy over this occasion because this year marks the 144th year of the history of the Negro newspaper in this nation. And the 43rd anniversary of the Atlanta Daily World.

Regency Hyatt House Site Of 31st Annual NNPA Convention

PUBLISHERS ARRIVE FOR 31ST CONVENTION



\$14,000 In Journalism Prizes To Be Awarded At NNPA Meeting

Reynolds Tobacco Gives 20 Scholarships

31st Annual NNPA Convention

Black Publishers Here To Continue 'Pleading Our Cause'

Diggs, Metcalfe Ask NNPA Aid For Caucus

Private Preview At NNPA Meet

Columbia Pictures To Host Black Publishers

New Prosperity For The Black Press

'Shaft' Gets Standing Ovation

Publishers Convention Panelist

Civil Rights At 'Low Ebb', Wilkins To Publishers

Newspaper publishers hold annual confab

WELCOME TO ATLANTA

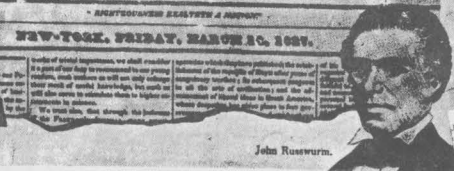
NEWSPAPER PUBLISHERS

First Negro Newsmen Reached Out For The "Impossible Dream"

FREEDOM'S JOURNAL



The Reverend Samuel E. Cornish.



John Rosewurm.



ROY WILKINS



ARTHUR FLETCHER



HERBERT KLEIN



RALPH METCALFE



CHARLES DIGGS

Black Publishers Schedule Top Speakers For NNPA Convention Here

Black Press Needed To Build Black Caucus

Journalism Scholarships To Boost Trained Personnel To Black Media



NNPA DELEGATES VIEW "ANDERSON TAPES" HERE

NNPA Delegates

By Iowa Researcher

Black Press In Critical Study

LONGWORTH QUINN AWARDED RUSSWURM TROPHY

\$14,000 In Journalism Prizes

Awarded At NNPA Meeting

New Program To Provide Trained Black Newsmen

SHAFT's his name. SHAFT's his game.

'It's Time For The Black Press To Be Critical Of Itself,' Publisher Asserts

Black Newsmen Who Paved Way To The Freedom We Enjoy



White House Officials Tell Publishers Nixon Will Do More For Minorities

NNPA Responsible For Many Firsts In U.S. Desegregation

Admiral Zumwalt Tells Publishers of Navy's Steps To End Race Bias

100% Wrong Club Welcomes NNPA Members To Atlanta

New Prosperity For The Black Press As Readership, Revenue Move Up

Rural Redevelopment Supported By NNPA

Klein Says Pres. Nixon Will Help Minorities

Publishers To Hear About Drugs, Rural Redevelopment



REEVES NAMED TO PUBLISHERS' PRESIDENCY

The Black Press: A Difficult History

Program

WEDNESDAY, JUNE 16

5:30 P.M.—Board Meeting
Citizens Trust Company Building

7:30 P.M.—President and Hosts' Reception
(Travel by chartered buses) Paschal's

11:00 P.M.—"The Anderson Tapes" Courtesy of Columbia Pictures Loews Grand Theatre

THURSDAY, JUNE 17

9:00 A.M.—Executive Session Lancaster D
"What's Ahead for Black Newspapers?"

Address: John H. Sengstacke, Sengstacke Newspapers, NNPA President

Discussion Leaders: John H. Murphy, Afro-American; C. Blythe Andrews, Florida Sentinel-Bulletin; Mrs. C. A. Franklin, Kansas City Call; William O. Walker, Cleveland Call & Post; William H. Lee, Sacramento Observer; Jerrel W. Jones, Milwaukee Courier and Mrs. Leon Washington, Los Angeles Sentinel.

"Rural Redevelopment"—C. A. Scott, Atlanta Daily World

12:30 P.M.—Luncheon Lancaster A, B & C
Presiding: John B. Smith, Atlanta Inquirer, Convention Chairman

Invocation: Dr. William Holmes Borders, Pastor, Wheat Street Baptist Church

Introduction of Head Table

Greetings: Jesse Hill, Jr., Atlanta Inquirer
C. A. Scott, Atlanta Daily World
Honorable Sam Massell, Mayor of Atlanta

Response: William O. Walker, Cleveland Call & Post

"Status of Civil Rights in 1971"

Presiding: Frank L. Stanley, Sr., Louisville Defender

Panelists: Roy Wilkins, Executive Director, NAACP; Isaiah T. Crestwell, Jr., Assistant Staff Director, U.S. Commission on Civil Rights; Harold R. Sims, Acting Executive Director, National Urban League; Samuel J. Simmons, Assistant Secretary

of HUD; J. Stanley Pottinger, Director, HEW Office of Civil Rights

Discussion Leaders: Louis Martin, Chicago Daily Defender; Eustace Gay, Philadelphia Tribune; Elizabeth M. Moss, Afro-American; Emory O. Jackson, Birmingham World; Dr. Carlton B. Goodlett, Sun Reporter; Howard B. Woods, St. Louis Sentinel

8:00 P.M.—"Black Caucus Dinner" Falcon Room

Presiding: John H. Sengstacke, Sengstacke Newspapers, President

Panelists: Congressman Charles C. Diggs, Jr., Michigan
Congressman Ralph H. Metcalfe, Illinois

Discussion Leaders: Dr. Eugene Mitchell, St. Louis Argus; Jesse Hill, Jr., Atlanta Inquirer; Percy Greene, Jackson Advocate; Lucile Blueford, Kansas City Call; Kenneth Drew, New York Voice; Carl E. Morris, New Pittsburgh Courier

FRIDAY, JUNE 18

"Black Newspapers' Share of Ad Dollar"

Presiding: Longworth M. Quinn, Michigan Chronicle

Panelists: Jay Shoenfeld, Media Director; McCann-Erickson; Bill Oberholtzer, Vice President in Charge of Media, Leo Burnett Co.; Frank Gromer, Jr., Senior Vice President and Director, Foote, Cone and Belding

Discussion Leaders: Norman W. Powell, Amalgamated Publishers, Inc; Tom Davis, Tom Davis Agency, Inc.; Kenneth Wilson, Afro-American Newspapers; Leonidas Nelson, Chicago Daily Defender; J. Russell Simmons, Atlanta Daily World

12:30 P.M.—API Luncheon Lancaster A, B & C

Presiding: Garth C. Reeves, Miami Times, NNPA Vice President

Special Greetings: Honorable Maynard H. Jackson, Vice Mayor of Atlanta

Address: "Minorities and the New Navy"

Admiral Elmo R. Zumwalt, Jr., Chief of Naval Operations

Discussion Leaders: John Q. Jordan, Norfolk Journal & Guide; N. A. Sweets, St. Louis American; Jerrel W. Jones, Milwaukee Courier; Frank Thomas, Mobile Beacon; John H. Murphy, III, Afro-American Newspapers

"Unemployment and the Black Worker"

Presiding: William O. Walker, Cleveland Call & Post

Panelists: Arthur A. Fletcher, Assistant Secretary of Labor; Robert McGlotten, Director, Human Resource Development Institute, AFL-CIO; Mrs. Elizabeth D. Koontz, Director, Women's Bureau; William J. Haskins, Technical Assistance Director, National Alliance of Businessmen; William H. Brown, III, Chairman, Equal Employment Opportunity Commission

Discussion Leaders: John Woodford, Muhammad Speaks; Mrs. Julius Carter, Houston Forward Times; D. L. Inman, Thomasville News; Ariel Melchior, Sr., Daily News of Virgin Islands; George Coleman, Atlanta Daily World

Summary Statement: Dr. Vivian W. Henderson, President, Clark College

4:30 P.M.—Executive Session Lancaster D

7:45 P.M.—Awards Banquet Lancaster A, B & C
Presiding: Howard B. Woods, St. Louis Sentinel, Awards Chairman

Address: "The White House and the Black Press"
Herbert G. Klein, White House Communications Director

Presentation of "NNPA Award": John H. Sengstacke, President

Recipient: Honorable Carl B. Stokes, Mayor of Cleveland

Presentation of Merit Awards:

Publisher of the Year Award: W. C. Bickel, Vice President, Gulf Oil Corp.

Russwurm Trophy: Herbert G. Klein, White House Director of Communications

Scholarship Award: Frank L. Stanley, Louisville Defender, Chairman

Announcement of R. J. Reynolds Tobacco Company Scholarship Program in Journalism in cooperation with NNPA — Marshall B. Bass, Corporate Manager for Personnel Development at Reynolds.

SATURDAY, JUNE 19

9:00 A.M.—Board Meeting President's Suite

10:00 A.M.—Sightseeing & Picnicking:
Stone Mountain

7:30 P.M.—"Shafi" Courtesy MGM Coronet Theatre

10:30 P.M.—Cocktail Hour Regency Hyatt House



CONVENTION IN ACTION — Top row, left to right: Convention Chairman John B. Smith, Atlanta Inquirer, introduces Mayor Sam Massell, center, and Publisher Jesse Hill, Jr., who brought greetings. NAACP Executive Director Roy Wilkins discussed status of civil rights while other speakers, Assistant Secretary of HUD Samuel J. Simmons; Civil Rights Commission Assistant Staff Director Isaiah T. Creswell, Jr., and Emory O. Jackson, Birmingham World, look on. "NNPA Award" goes to Mayor Carl B. Stokes of Cleveland. Making the presentation is William O. Walker, Cleveland Call & Post; John H. Sengstacke, left, retiring president; and Howard B. Woods, St. Louis Sentinel, are nearby. HUD Assistant Secretary Simmons takes his turn at mike; Acting Executive Director of the National Urban League Harold R. Sims is next in line to discuss civil rights. Bureau of Narcotics Director John E. Ingersoll explains new program. He has just been introduced by White

House Press Aide Stanley Scott; Chairman Smith sits by. Middle row, left to right: Mrs. J. R. Simmons, Atlanta Daily World, joins Congressmen Charles C. Diggs, Jr., and Ralph H. Metcalfe along with John H. Sengstacke, Chicago Daily Defender, and Augustus Savage, Chicago Citizen Newspapers, in a joke. At Black Caucus dinner head table are: State Department Interpreter J. T. Lehel with Chad Government Editor Valery Gotingar, Thomas H. Watkins, Sr., New York Recorder; W. L. Russell, Albany Times; Ophelia D. Mitchell, Columbus Times, and Kenneth Drew, New York Voice. The 1971 scholarship winner, Harold Jackson, left, of Birmingham, receives \$1,500 from Harold Hamilton of Coca-Cola USA. With them are Jean Anthony, first NNPA scholarship awardee who is a senior in journalism at the University of Georgia; and Frank L. Stanley, Sr., chairman of scholarship committee. Top Awardees Longworth M. Quinn of the Michigan Chronicle with his Russwurm

Trophy and Mayor Carl B. Stokes, who received the "NNPA Award." They are flanked by White House Communications Director Herbert G. Klein, left, and NNPA President Garth C. Reeves, right, Miami Times. Bottom row, left to right; Norman W. Powell, Amalgamated Publishers, Inc., discusses advertising. After seeing MGM's Shaft, publishers met stars. W. A. Scott, III, Atlanta Daily World, Gordon Parks, director of movie; Mayor Carl Stokes; and stars, Gwenn Mitchell and Richard Roundtree. Congressional Black Caucus speakers, Representative Metcalfe; Vice Mayor of Atlanta Maynard Jackson brings greetings; NNPA's new president, Garth Reeves. Congressman Diggs explains work of Caucus; Admiral Elmo R. Zumwalt, Jr., Chief of Naval Operations, reports on work to end Navy Race bias.



MARSHALL B. BASS
Announced \$52,000 journalism
scholarship program for
R. J. Reynolds Tobacco Co.



WILLIAM H. BROWN, III
Chairman, Equal Employment
Opportunity Commission



MRS. ELIZABETH D. KOONTZ
Director
The Women's Bureau



J. STANLEY POTTINGER
Director
Office of Civil Rights, HEW



ARTHUR A. FLETCHER
Assistant Secretary
Department of Labor



WILLIAM J. HASKINS
Director, Community Relations
National Alliance of Businessmen



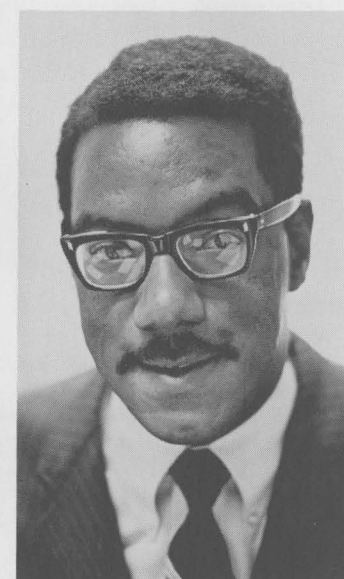
JAY SCHOENFELD
Vice President
McCann-Erickson



FRANK GROMER, JR.
Senior Vice President
Foote, Cone & Belding



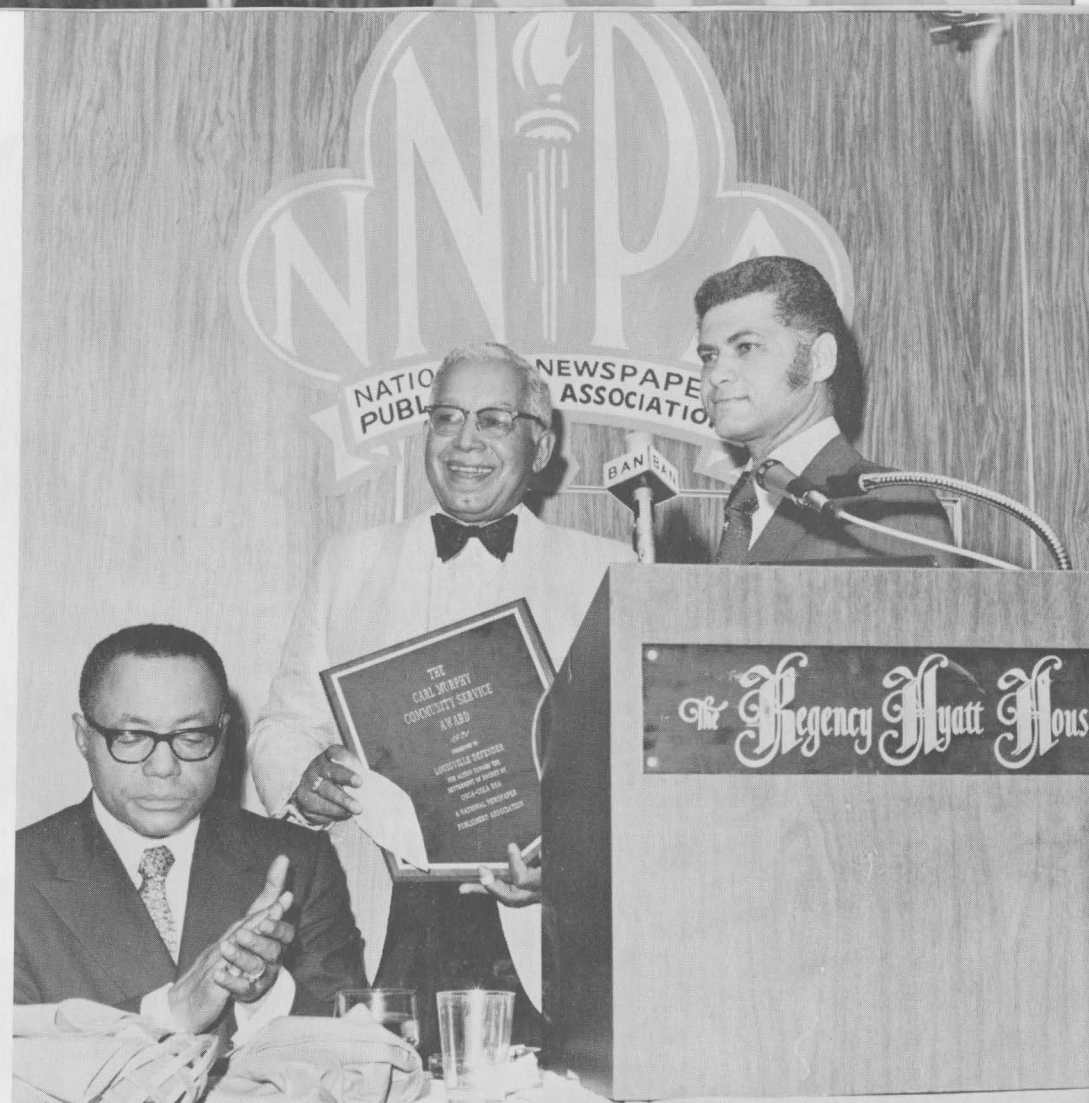
WILLIAM H. OBERHOLTZER
Vice President
Leo Burnett Co.



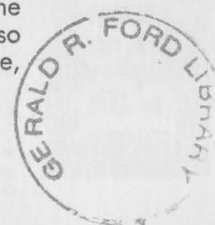
ROBERT McGLOTTEN
Director
Human Resource Development
Institute, AFL-CIO

MERIT AWARDS

Awards totaling \$14,500 were presented at convention to editors and staffers for journalistic achievements in 1970. Leading business firms sponsored and presented the awards. Pictures of presentations follow. Awards total \$1,000 in each category, except community service which this year amounted to \$1,500.



Carl Murphy Community Service Award of \$1,500 goes to Frank L. Stanley, left, Louisville Defender, 1st place; William O. Walker, right, Cleveland Call & Post, 2nd place; John B. Smith, Atlanta Inquirer, 3rd place. Harold A. Hamilton, 2nd from left, acting director of marketing for Coca-Cola USA, presents the checks. In addition to a \$1,000 check, a plaque also goes to Mr. Stanley. Seated is John H. Sengstacke, Sengstacke Newspapers, retiring president of NNPA.



Best News Story (Excerpted)

THEY PUT EDUCATION FIRST:

FEBRUARY 28, 1970

How Greenville, S. C. desegregated schools

BY SPENCER ROWE
AFRO Correspondent
GREENVILLE, S.C. —
"The most important thing
is education."

These words were ex-
pressed by a black high

implementations of the
court orders—not only
among school officials but
among parents and stu-
dents as well.

"My kids didn't have one
bit of trouble; they like the

dents from the area and
black youngsters who are
bussed in.

—A former black high
school became an inte-
graded junior high, for



week, this reporter noticed
an air of pride in the resi-
dents over the successful

The Afro-American

black school boycotted
classes. Some black stu-
dents, protesting that the

most residents seemed to
agree on two answers —
good communications and

He said the fact that areas of the Carolinas.
Greenville whites have a



Best News Story

George V. Russell, left, manager, communications programs, Pepsi-Cola, presents checks totaling \$1,000 to Mrs. Elizabeth M. Moss, Baltimore Afro-American, for Spencer Rowe's 1st place; John Britton, Jet Magazine, 3rd place; and Miss Claire Paisner, New York Voice, 2nd place. Top right **General Excellence** — C. W. Martin, center, district administrative manager of Aluminum Company of America, presents first place check to Longworth M. Quinn, Michigan Chronicle; and 2nd place to Carl E. Morris, left, New Pittsburgh Courier. Third prize went to Frank Stanley, Louisville Defender. **Best Special Edition** — Fred B. Lederman, 2nd from left, manager of Atlanta News Bureau of General Electric, hands out 1st place check to Garth C. Reeves, left, Miami Times and new president of NNPA; 2nd place to Mrs. William H. Lee, Sacramento Observer; and 3rd place to Judson Robinson, Houston Forward Times.



Best Feature Story

VOL. 10

NO. 26

ATLANTA, GEORGIA

JULY 4, 1970

PRICE 15¢

OUR POLLUTED ENVIRONMENT-PART ONE

'MUST REVERSE UNHEALTHY TRENDS IN UNCLEAR ENVIRONMENT'- MAYOR

INQUIRER Calls For 'Task Force' On Problem

By ERNEST M. PHARR

Mayor Sam Massell, in a quick response to last week's "declaration of war" by the INQUIRER on this city's unclean environment—especially in black and underprivileged communities—vowed, "I am concerned that we must move to reverse unhealthy trends and (1) welcome your aid."

Declaring that his administration will take "the first constructive steps to combat

clean environment and pollution of the atmosphere." A blind resident of the

"They haven't done any more burning but, if they start again, we'll call."

The resident said numerous complaints to City Hall, the Fire Department and daily newspapers had been to no avail.

Mayor Massell, in his telegram to the INQUIRER said, "New regulations prohibiting open burning have been enacted ahead of legal requirements" and set into motion talks with various department heads to learn what is being done and what is being planned.

ment long before today's intensive concern about air pollution.

Throughout the 60's black newspapers here campaigned for a cleanup of Proctor Creek that runs through Perry Homes whose residents complained to the newspapers. Little has been done to the "killer creek" which has claimed at least seven lives.

Two years ago, the INQUIRER revealed the presence of a filthy, smelly cesspool in Union City about

condition, but they're putting a sewage system now."

The area where the cesspool lies, however, is included in the "second phase" of the construction of the sewage system, according to Bridges who says all construction is now bogged down in a contract dispute.

"But," he said, "the schools are now integrated and every kid in Union City will be going to elementary school about a mile from where the cesspool is," an implication that something will

"But we must wage war against pollution, polluters and governmental inaction."



THE
ATLANTA INQUIRER
"To seek out the Truth and report it without Fear or Favor"



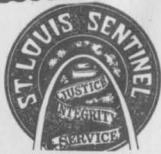
Best Feature Story

Former football star Leonard Lyles, left, manager of plant personnel at Brown & Williamson Tobacco Corp., awards checks to Ernest Pharr, center, Atlanta Inquirer, 1st place; Varee Shields, Houston Forward Times, for Thomas Wright, 3rd place and Cardell Thompson (not

shown), Jet Magazine, 2nd place. **Publisher of the Year** is Longworth M. Quinn, Michigan Chronicle, receiving his trophy from W. C. Bickel, vice president of Gulf Oil Corp. **Best Original Advertising** awards were made by Wesley Dobbs, top right, Falstaff Brewing Company; and bottom left, by Mrs. Inez Kaiser for Sterling Drug Inc. to Frank L. Stanley, left, Louisville Defender, 1st place; Carl E. Morris, New Pittsburgh Courier, 2nd

place; and I. D. Inman, right, Thomasville, Ga., News, 3rd place. Bottom right, **Best Newspaper Promotion** prizes are presented by Eyre R. Saitch, 2nd from left, public relations officer of Miller Brewing Company, to Mrs. Longworth M. Quinn, Michigan Chronicle, 1st place; William H. Lee, right, Sacramento Observer, 2nd place; and William O. Walker, left, Cleveland Call & Post, 3rd place.

BEST COLUMN



St. Louis

SENTINEL

Page 9

Saturday, May 30, 1970

SECOND SECTION

Notes from the soul by Buddy Lonesome

WHITE AMERICA . . .

still playing games!

Despite the real and tragic blows against Black America in recent weeks, the overwhelming majority of whites in this country are going about business as usual . . . or else posturing with trite statements of concern. No where can this corner find, or detect, any real, determined demand for action in the recent, unprovoked murder of Black Americans on the Jackson college camp-

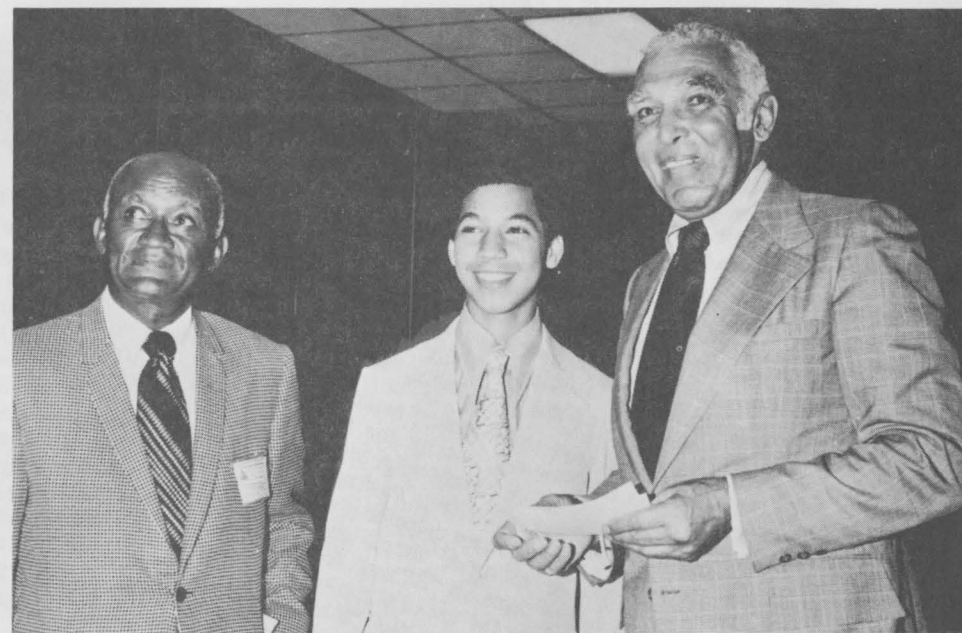
The grief and revulsion was there this time — in the Black Community, but little or no action. The panel of white and Black Congressmen who went to Jackson State, has called for a complete federal inquiry, and FBI men have stripped the bullet pocked panels from in front of the women's dormitory where the shooting occurred. . . . However, Attorney General John Mitchell, also went to Jackson College and viewed the shooting scene. Reports have it that Mitchell was "shook up" at what he saw. But when he got back to Washington, the dour-faced conservative did not press for an inquiry — he instead, lamented the shooting and talked about "future" federal action against police occurrences of this type.

— In Augusta, Ga., six black men were slain by police who were supposedly guarding an area of the rioting town, against looters. All six of the slain Blacks — were shot in the back! As yet, nothing has been done, no one speaks of, or even hints at, any possible action against the white cops who are guilty of such wanton murders. . . . Instead, there seems to be a concerted effort to just ignore that outrageous incident. Like sweep it under the rug and the murders will go away. In a recent visit to Chicago, I spoke to a young newspaper reporter, who is Black and works for an Augusta newspaper. This lad was

AND SPEAKING OF GAMES, let's go back some two hundred years ago when the Boston Tea Party sparked some Americans to fight a Revolution against unfair repression. . . . This, my friends, was just a reaction of free, unfettered souls who rose up in retaliation against Acts so patently unfair, that it was felt LIBERTY was more important than death. . . . Bearing that in mind, White America, how do you think Blacks feel, in view of recent attacks by whites, which although obviously murderous and unfair — allows these whites to go scot free, unpunished, and unmolested? **Think about it.**

THE MAYOR IN HOT WATER

Life Magazine has really done an exhaustive job in detailing certain complaints against Mayor A. J. Cervantes. The mayor has immediately launched into cries of "unfair" and "libel", but this reporter knows some of the allegations in the article are true. . . . In fact, this corner lost all respect for Cervantes during that sales tax fight. When the Mayor of this large, tense city, uses such pet phrases of the bigots as "keep our streets safe" and "Fight Crime" to pass sales tax legislation, it is obvious he is being diabolical and concerned only with the pass-



Best Column

Hubert Burnham, Jr., 2nd from left, national director of urban affairs of Sears, Roebuck and Company, presents checks to Buddy Lonesome, right, St. Louis Sentinel, 1st place; Sam Lacy, left, Baltimore Afro-American, 2nd place; and William O. Walker, Cleveland Call & Post, 3rd place. Top right, **Best Typography and Make-Up** — Sherman Briscoe, left, executive director of

NNPA, representing James Queen (inset), national coordinator of community relations, Humble Oil and Refining Company, awards checks to Mrs. Hazel Garland, 2nd from left, New Pittsburgh Courier, 3rd place; William H. Lee, Sacramento Observer, 1st place; and Mrs. Leon Washington, right, Los Angeles Sentinel, 2nd place. Bottom left, **Best Use of Pictures** — Langdon Common, director of marketing, Eastman Kodak Company, presents checks to Bennie G. Rodgers, center, St.

Louis American, 1st place; I. D. Inman, right, Thomasville, Ga., News, 2nd place; and Jerrel W. Jones (not shown), Milwaukee Courier, 3rd place. Bottom right, **Best Youth Page** — J. Edward Atkinson, senior public relations supervisor, Carnation Company, awards prize money to 15-year-old Roderick Lee, center, Sacramento Observer; and Longworth M. Quinn, left, Michigan Chronicle, 2nd place; and Jerrel W. Jones (not shown), Milwaukee Courier, 3rd place.

The Voice & Viewpoint News
of Southeast San Diego

Editorial
E. DAVIS JR.

Our best weapon

Black people are engaged in many fights for survival today. We are in a fight for political survival, economic survival, social survival, and just plain survival.

Black people have used many weapons in these survival struggles. We have used sit-ins, stand-ins, wade-ins, walk-ins, pickets, boycotts, litigation, court battles, bullets, guns, fists, and a nearly endless list of other weapons and tactics.

In any battle, the choice of the right weapon will not only win the battle, but will most definitely win the war. Fortunately, we have the correct weapon at our disposal. We have one of the most effective weapons, if not THE most effective



them to be registered to vote, and to be familiar never carry a precinct if they had allowed Black

Best Editorial

Edward Roper, 2nd from left, assistant urban affairs

director, Philip Morris, presents check to Earl Davis, Jr., right, San Diego Voice & Viewpoint, 1st place. Shown here is his editorial. Others receiving awards are

John H. Murphy, III, left, Afro-American Newspapers, standing in for Moses J. Newson, 2nd place; and Howard B. Woods, St. Louis Sentinel, 3rd place.

1971 NNPA MERIT AWARD WINNERS

General Excellence

1. Michigan Chronicle
 2. New Pittsburgh Courier
 3. Louisville Defender
- Sponsor:
Aluminum Company of America

Best Editorial

1. Earl Davis, Jr.
San Diego Voice & Viewpoint
 2. Moses J. Newson
Baltimore Afro-American
 3. Howard B. Woods
St. Louis Sentinel
- Sponsor:
Philip Morris, Inc.

Best Column

1. Buddy Lonesome
St. Louis Sentinel
 2. Sam Lacy
Baltimore Afro-American
 3. William O. Walker
Cleveland Call & Post
- Sponsor:
Sears, Roebuck & Company

Carl Murphy Community Service

1. Louisville Defender
 2. Cleveland Call & Post
 3. Atlanta Inquirer
- Sponsor:
Coca-Cola USA

Best News Story

1. Spencer Rowe
Baltimore Afro-American
 2. Claire Paisner
New York Voice
 3. John Britton
Jet Magazine
- Sponsor:
Pepsi-Cola Company

Best Feature Story

1. Ernest Pharr
Atlanta Inquirer
 2. Cordell Thompson
Jet Magazine
 3. Thomas Wright
Houston Forward Times
- Sponsor:
Brown & Williamson Tobacco Corporation

Best News Picture

1. Dennis Clark
Michigan Chronicle
 2. Ben Johnson
Louisville Defender
 3. Norman Hunter
Jet Magazine
- Sponsor:
Westinghouse Electric Corp.

Best Editorial Cartoon

1. Clarence Washington
New Pittsburgh Courier
 2. Charles Bowie
Atlanta Inquirer
 3. William M. Jackson
St. Louis Argus
- Sponsor:
Gulf Oil Corporation

Best Typography & Make-Up

1. Sacramento Observer
 2. Los Angeles Sentinel
 3. New Pittsburgh Courier
- Sponsor:
Humble Oil & Refining Co.

Best Special Edition

1. Miami Times
 2. Sacramento Observer
 3. Houston Forward Times
- Sponsor:
General Electric

Best Newspaper Promotion

1. Michigan Chronicle
 2. Sacramento Observer
 3. Cleveland Call & Post
- Sponsor:
Miller Brewing Co. & NNPA

Best Youth Page

1. Sacramento Observer
 2. Michigan Chronicle
 3. Milwaukee Courier
- Sponsor:
Carnation Company & NNPA

Best Original Advertising

1. Louisville Defender
 2. New Pittsburgh Courier
 3. Thomasville News
- Sponsor:
Sterling Drug Inc.
Falstaff Brewing Co. & NNPA

Best Use of Photographs

- St. Louis American
Thomasville News
Milwaukee Courier
- Sponsor:
Eastman Kodak Company

Contest Judges

Journalism Departments:

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Dr. Armistead S. Pride, Chairman
Tennessee State University
Dr. Hinton C. Jones, Chairman
Texas Southern University
Dr. Sylvanus Ekwelie, Chairman

John B. Russwurm Trophy
Michigan Chronicle



Best Editorial Cartoon

Top left, W. C. Bickel, vice president, Gulf Oil Corporation, presents checks for the Best Editorial Cartoons to Clarence Washington, right, New Pittsburgh Courier,

1st place; and D. L. Stanley, center, Atlanta Inquirer, standing in for Charles Bowie, 2nd place; William M. Jackson (not shown) St. Louis Argus, won third place. Bottom photo, Tom K. Phares, left, public relations director of Westinghouse Electric Corp., presents

awards for **Best News Picture** to Mrs. Frank L. Stanley, Sr., Louisville Defender, representing Ben Johnson, 2nd place; and Tremaine W. Shearer, Michigan Chronicle, is standing in for Dennis Clark, 1st place. Third place award went to Norman Hunter, Jet Magazine, who could not be present.

Annual Special Edition **NNPA Intercom**

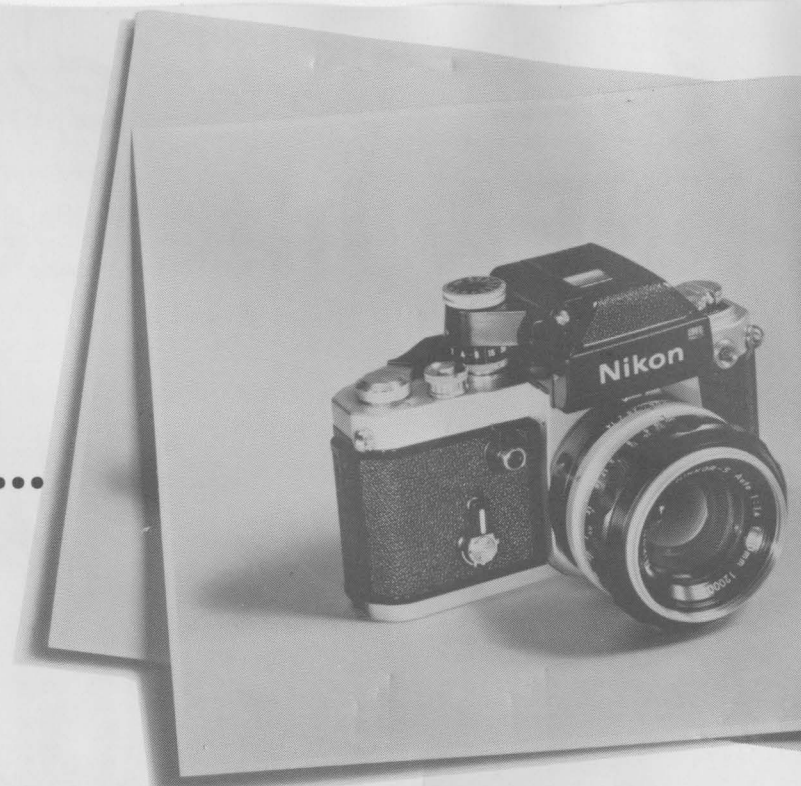
NOVEMBER 1972



Russwurm Trophy Winner

**Convention and Other
Highlights of Year**

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Acknowledgments

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Total: \$14,000

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- Bahama Department of Tourism
- Burlington Industries
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- Louis-Rowe Enterprises, Inc.
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- Miami Convention Bureau-Metropolitan
- Dade County
- Miller Brewing Company
- Motown
- Navy League
- Navy Department
- Nikon
- R. J. Reynolds Industries (\$50,000 in scholarships)
- SCM Proctor Silex
- Southern Bell
- Western Electric

MERIT AWARDS CONTEST JUDGES

Entries were judged by committees of journalism teachers at schools or departments of journalism at 9 colleges and universities. Chairmen of the judging committees were: Charles Hobson, Clark College, Atlanta; Robert J. Cook, Hampton Institute; Lawrence A. Still, Howard University; Dr. Armistead S. Pride, Lincoln University; Roland E. Wolseley and Edmund C. Arnold, Syracuse; Dr. Hinton C. Jones, Tennessee State; Dr. Sylvanus A. Ekwelie, Texas Southern; Dr. Ray E. Hiebert, University of Maryland; and Robert L. Kerns, University of South Florida. There were 262 entries from 34 newspapers.

NNPA

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NNPA Intercom Monthly Newsletter of NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

SHERMAN BRISCOE
Executive Director

**770 National Press Bldg.
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Cover: Longworth M. Quinn, left, editor-publisher of the Michigan Chronicle (Detroit), is receiving for the second year in a row the Russwurm Trophy for having produced the best NNPA-member newspaper of the year. Making the presentation is Garth C. Reeves, Sr., NNPA president and editor-publisher of the Miami Times. John H. Sengstacke is president of the Chronicle.

Pictures by Western Electric

Credo Of The Black Press

The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Black Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

**Annual Special Edition
NNPA Intercom \$1.00**

Brief History Of 145-Year-Old Black Press

By Sherman Briscoe
Executive Dir. NNPA

The voice of one of the longest protests in history is the Black Press of America which celebrated its 145th anniversary last March.

But it has been more than an effective voice of protest that has played a major role in every erg of resistance overcome; it has also stimulated attainments in education and self-improvement to help keep black people abreast of opportunities as they have been achieved.

It was in March of 1827 - more than 200 years after slavery had been established in America - that John B. Russwurm and the Rev. Samuel E. Cornish launched Freedom's Journal, the first black newspaper in the United States and the first black voice raised in newsprint against bondage.

The Journal not only spoke out against slavery in the South and ill treatment of freed blacks in the North, but it also emphasized education, self-improvement, industry, and thrift on the part of freedmen.

Within a little over a year, Russwurm, an 1826 graduate of Bowdoin College, became discouraged, left the paper and joined the American Colonization Society. He emigrated to Liberia where he served as superintendent of schools and governor of the Maryland colony until his death in 1851.

Changes Name

The Reverend Mr. Cornish, founder of the first black Presbyterian Church in America, continued briefly with the Journal, changing its name to "The Rights of All."

Between the death of the Journal and the death of slavery, 23 other black newspapers were to raise their mastheads in protest of that institution, of the denial of full enfranchisement of freed blacks, and of oppression of them. Equally, they promoted the Underground Railroad and other abolitionist efforts, while constantly encouraging self-improvement, self-definition, industry and thrift.

Among the most outstanding of these mostly short-lived papers were: Fred Douglass' North Star, Willis Hodges' Ram's Horn, William Welles Brown's Rising Sun, Phillip Bell and Charles Ray's Colored American, Dr. Martin Delaney's Mystery, and the AME Church's Christian Advocate which is still going after 124 years.

With slavery dead in 1865, black

(Continued on page 16)

Patrolman Worobec Has Got To Go

AN EDITORIAL

Police Commissioner John F. Nichols
Detroit Police Department

Dear Sir:

This is in regard to the department's STRESS (Stop the Robberies—Enjoy Safe Streets) operation and the controversy surrounding it following the fatal shootings of two teen youths.

As you most certainly know, Commissioner, the city — and particularly the inner city — has been reeling under the worst onslaught of crime in its history. In some areas citizens were just as fearful to walk the streets by day as at night. Homes were becoming armed fortresses, where residents hid like frightened mice.

Then Operation STRESS was born and its positive aspects were soon apparent. Its officers made 1581 arrests, 602 in which warrants were issued. One hundred and twenty-two juveniles were turned over to authorities. At the end of August, 370 handguns had been confiscated and removed from the streets. And, most importantly, there was a significant drop in street robberies.

We do not believe there is a law-abiding citizen in this city who disagrees with the concept of STRESS, properly applied. But its operation to date raises serious questions which cannot be explained away with patented platitudes.

Frankly, Commissioner, the regularity of using fatal force in effecting arrests is highly disturbing and tends to negate the admirable statistics previously cited. In only two of the ten slayings since March was it reported that the individual was armed with a gun. And in all but one, the suspects were shot as they were fleeing.

We know that an officer is authorized to use his weapon in defense of his own life and of others, and to prevent escape of those involved in the commission of felonies, including robbery. But when we compare the thousands of arrests made by other officers in the department without firing a single shot, to the heavy preponderance of fatalities attributed to a small unit, it raises grave doubt about the "discretion" you talked about in your statement.

You say that 38 officers have been wounded because they allowed "dangerous individuals" to "make the first move." We, again quite frankly, cannot see that a fleeing person armed only with a knife, or as in one case a metal rod, constitutes a danger to an officer's life and limb. Also, we were under the impression that policemen are trained to be expert marksmen, who can, in many instances, bring down fleeing targets without hitting vital organs.

Another thing that disturbs us is your statement that all STRESS officers are thoroughly screened before being

put out on the streets. If this is true, then we strongly question the judgment of the screening officers who approved Patrolman Richard Worobec's application as a STRESS member.

You insist he had no "mental aberration" in regard to Black people but we recall, with clarity, how he, in a television interview upon his return to work, several months after being wounded outside New Bethel church, expressed the bitterness he still harbored over the incident.

We recall, too, his objection when the judge presiding at the trial of his alleged assailants, solicitous about his condition at the time, offered to move the proceedings to his home. He chose instead to come to the courtroom because "I don't want that man (Atty. Milton Henry) in my house," a statement carried in the daily newspapers.

Whether his resentment was of Atty. Henry alone, or extended to all Blacks, only he knows. But since the STRESS operation is a highly sensitive one, no one with even the slightest potential of having an axe to grind other than performing his sworn duty with the utmost professionalism should be included in the unit.

And color has nothing to do with it, Commissioner. We would feel the same way if a Black officer's credibility was subject to question. We make no judgment here about Worobec's action in the Sept. 17 slayings because it is still under investigation. But we do not believe you can afford to dilute the legitimacy of STRESS with the presence of officers with questionable motives. In a word, STRESS

CHRONICLE

can stay, Commissioner, but Patrolman Worobec has got to go.

We question, too, the frequent use of white officers as decoys in the Black community. The primary deterrent that we see in such a practice is that potential white victims would be avoided by the criminal on the premise that he might be a police officer, while Blacks would remain his target. We would strongly urge the use of more Black officers in such situations.

We recall a public service television campaign not long ago which urged people not to "make bad kids out of good kids" by leaving their keys in their car. The implication was that the temptation for an unauthorized joyride would be too great for some teens although they might not have been on the street with the intention of stealing a car.

That same premise could be applied to the teens slain by Patrolman Worobec. We urge a careful scrutiny of decoy methods, reevaluation and rescreening of all STRESS officers and specialized training for this type of work.

In recent times we have seen a growth of trust and cooperation between officers and community residents, and a lessening of hostilities so prevalent in the past. It is only through this united front that we can wage any meaningful war against the criminal element in our midst. It has taken a lot of effort from a lot of people working together and we would hate to see it jeopardized by a stand-pat attitude from you and failure to move now to change the gun hysteria image of the department by ending these shoot-to-kill incidents that could be avoided.

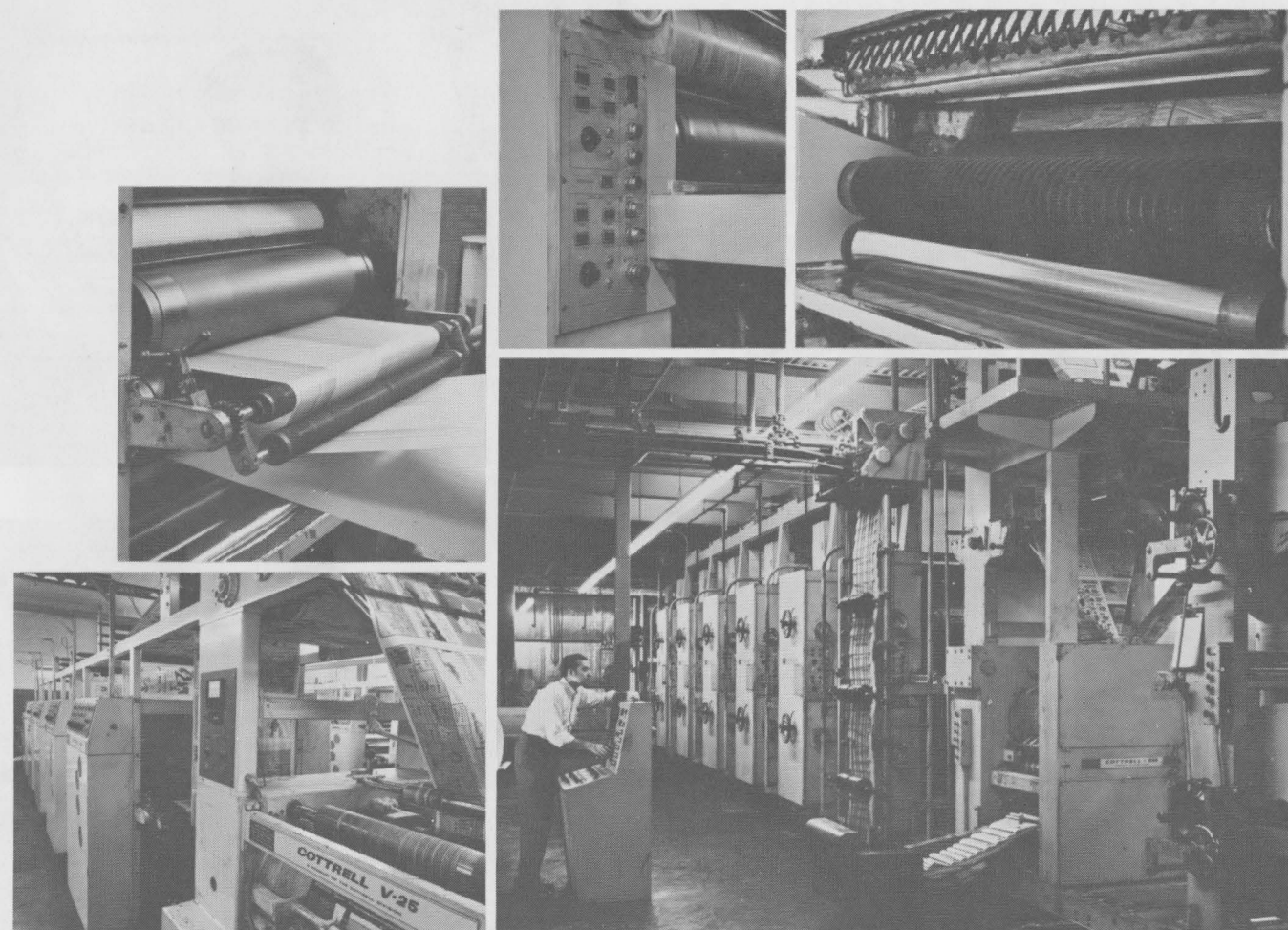


Robert S. Abbott

Best Editorial Award

Top pictures: Herbert H. Wright, left in both, director of urban affairs, Philip Morris, Inc., is presenting plaques, trophies & checks totaling \$500 to John A. Saunders, left photo, V-P & managing editor, Philadelphia Tribune, for his editorial writer Ralph H. Jones, who took 2nd place; and to C. C. Dejoie, Jr., in 2nd picture, E&P, Louisiana Weekly for his editorial writer Revius Ortoque, who won 3rd place. And award of \$500 for 1st place editorial went

to Ms. Aretha Watkins, Michigan Chronicle. Her editorial appears on this page. Awards in all categories total \$1,000. "Best Youth Page" honors went to Mr. & Mrs. William H. Lee, publishers, Sacramento Observer, left and center in bottom, left photo. Making the presentations are William H. Watson, 2nd from left, community relations officer, Great Atlantic & Pacific Tea Co.; & J. Edward Atkinson, extreme right, senior public relations supervisor, Carnation Company. NNPA President Garth C. Reeves, Sr. of Miami Times is helping to make the presentation. Bottom, right picture, Mrs. Longworth M. Quinn, Michigan Chronicle, is receiving 2nd place awards for "Best Youth Page" from Mr. Watson, Mr. Reeves & Mr. Atkinson. Third place went to Atlanta Inquirer.



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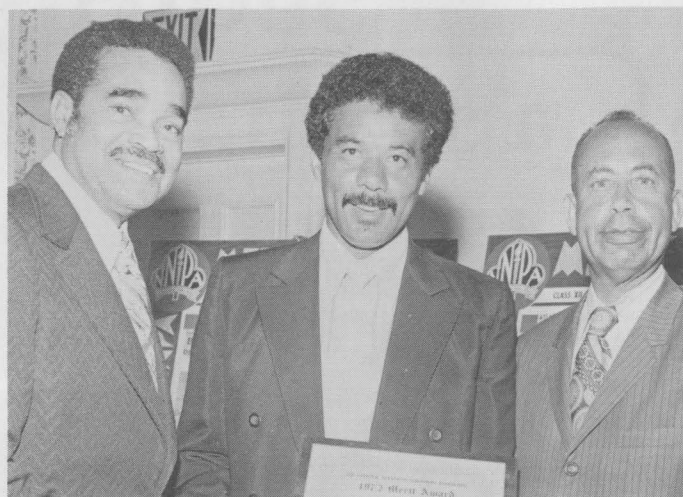
HARRIS
Communication
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Best Editorial Cartoon

THE CLOCK STOPPERS



Pittsburgh **New** Courier



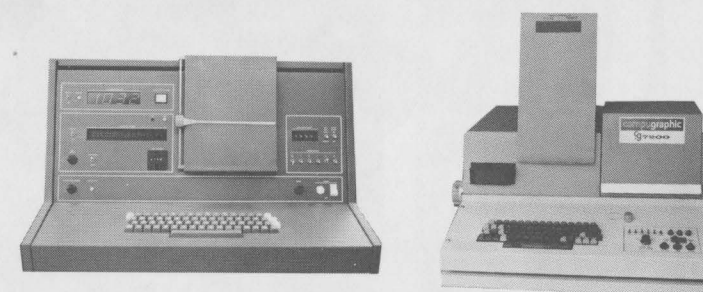
Wilbert L. Holloway

Best Editorial Cartoon Award

Daniel G. Kean, right, in **top photo**, director of Gulf Oil Corporation's office of equal employment opportunity, is presenting 1st place awards, including \$500 to Clarence Washington, center, New Pittsburgh Courier cartoonist. At left is NNPA President Garth C. Reeves, Sr., publisher of Miami Times. Second photo from top, Mr. Kean, center, presents 3rd awards to Mrs. Irving Williamson

of the St. Louis Sentinel who is receiving them for William Feaman. Mr. Reeves is at left. Bottom, left, Mr. Kean, right, presents 2nd place prizes to Chester Commodore, center, Chicago Daily Defender. Bottom, right, Webster S. Thompson, left, national public relations coordinator, Miller Brewing Co., and John W. Edghill, right, field sales manager, American Tobacco Co., are handing first place prizes for "Best Use of Photographs" to Kenneth Lumpkin of the Milwaukee Courier. Second place went to St. Louis American, and 3rd place to Thomasville-Tallahassee News. Best cartoon by Mr. Washington is at left.

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(and everything
in between)



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This ad was set in Compugraphic Univers 65 and Helios type faces.

Dope Sales

BALTIMORE, MD., MAY 22, 1971

NEVER BEFORE have you seen a photograph like this. Snapped by an AFRO staff photographer, it shows live and almost too real to believe, an actual narcotics

transaction taking place in broad daylight on the streets of Baltimore. Coming editions will show crowds of young people of all races in "Dope Commu-

nes" in parks and on corners, smoking and injecting and in orgies. The above photo shows the swank, cock-sure underworld chieftain (in black top coat)

meeting with his brief-case carrying lieutenant, making an exchange of money and narcotics, calmly parting company and walking away. Within a few mo-

ments after the long-range camera caught the action, the lieutenant was arrested and taken to police headquarters.



Best News Pictures

Middle row, left: Mrs. Shirley J. Camp, community affairs representative, U. S. Steel Corporation, presents 1st place awards to I. H. Phillips, Sr., 2nd from right, Baltimore Afro-American photographer. His winning pictures are at top. Others with Mr. Phillips, l to r — President Reeves, Mrs. Howard H. Murphy, wife of Afro Comptroller who is at extreme right. In 2nd photo, Mrs. Camp presents 2nd place awards to N. A. Sweets, pub., St. Louis Amer-

ican, for his photographer Leroy Bryant. Third place went to Ralph Cooper, Houston Forward Times; and Robert Sengstacke, Chicago Daily Defender. Bottom, left: "Best Typography & Make-Up" prizes are being presented by James Queen, left, national public relations coordinator, Humble Oil & Refining Co., to Jerrel Jones, pub., Milwaukee Courier & Leroy Jeffries, representing Jet magazine. They tied for 1st place. Mr. Reeves gives an assist. Right: Mr. Queen and Mr. Reeves award 3rd place honors to Frank L. Stanley, Sr., center, Louisville Defender. Second place went to N.Y. Amsterdam News.

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Photo Highlights of NNPA Convention and Other Activities of the Year

Top row, 1 to r: NNPA V-P, Dr. Carlton B. Goodlett, San Francisco Sun Reporter & former Astronaut Frank Borman, V-P Eastern Air Lines, get together. Mrs. Lenora Carter, pub., Houston Forward Times, & NNPA secretary, listen attentively while Office of Economic Opportunity Director Phillip V. Sanchez addresses convention at Miami's Sheraton-Four Ambassadors, June 21-24. Congressman Claude Pepper of Florida was there to introduce Senator Hubert Humphrey. Head table guests begin to rise as Senator Humphrey concludes address; **1 to r:** Mrs. Mildred Brown, Omaha Star; James O. Clinton, V-P, Eastern Air Lines; Astronaut Borman; President Reeves; the Senator; & Frank L. Stanley, Louisville Defender. Jesse Jackson, head of PUSH writes down notes for Earl Davis, Jr., San Diego Voice & Viewpoint News. Standing by is Columnist Billy Rowe. Roy Kohler, community relations director, Gulf Oil Corp., introduces Daniel G. Kean, Gulf's equal employment opportunity officer; Ms. Joyce Davila & Major Gen. Daniel James, who hosted a Joint Services reception. Chief Anthony Enahoro, Nigeria's Commissioner of Information & Labour, tells convention about 2nd World Black Festival of Art and Culture planned for 1974 in his country. **Second row, 1 to r:** Rev. Edward T. Graham, Dade County Commissioner; & Norman W. Powell, general sales manager, Amalgamated Publishers, Inc., chat. Jackson of PUSH greets PRman Frederick Weaver of New York and Commissioner Kenneth Drew, right, Pres., New York Voice; Panelists at convention are, **1 to r:** Dr. Fred E. Romero, U. S. Dept. of

Labor; William H. Brown, III, chairman, Equal Employment Opportunity Commission; and Adolph Holmes, deputy director, National Urban League, discussing income improvement for black workers; Berkeley G. Burrell, Pres., National Business League; Ms. Inez Kaiser, PR counselor & national coordinator, Business Opportunities for Minority Women, U. S. Dept. of Commerce; I. Owen Funderburg, Pres., National Bankers Association; John H. Sengstacke, pub., Chicago Daily Defender; Willis Carson, Pres., National Association of Real Estate Brokers; and Arthur McZier, asst. administrator, Small Business Administration, discussing business opportunity improvement for blacks; Commissioner J. P. Scott, Virgin Islands Dept. of Commerce; Emory O. Jackson, Birmingham World; and Dr. Lucius Walker, executive director, IFCO, discussing investment opportunities in Caribbean and Africa. John L. Procope, V-P, Amsterdam News, wins TV awarded by American Tobacco Co., presented by John W. Edghill, field sales manager. Miami Mayor David T. Kennedy greets Commissioner Graham, and C. M. Jollivette, convention coordinator & managing editor of Miami Times. **Third row, 1 to r:** Brig. Gen. Richard T. Cuneo, Army Reserve, addresses convention. In Atlanta, following convention, NNPA presented plaques to official of Western Electric for their pictorial & news coverage of convention. Jesse Hill, Jr., President of the Atlanta Inquirer, made the presentations to Dan Whitney, 2nd from left, senior PR specialist, Southern Regional Headquarters; and Raymond L. Higgins, regional comptroller; and Edward Lucas,

regional industrial PR supervisor, 3rd & 2nd from right. Looking on are W. A. Scott, III, left, Atlanta Daily World; & J. Lowell Ware, pub., Atlanta Voice. Below is a glimpse of the fashion show by Burlington Hosiery Co., with prizes provided by SCM Proctor-Silex. Ms. Violet B. Johnson of Mark Hyman Associates directed the show. Mrs. Howard H. Murphy of the Afro-American Newspapers received an electric ice cream freezer as one of the prizes, Mrs. C. M. Jollivette, wife of the convention coordinator, is presenting it to her. After the convention, it was Freeport and Nassau in the Bahamas for some of the publishers & their families. Under Bahamas Goombay poster, Vibart Wills, left, director of the country's Tourist News Bureau, is greeting Christopher H. Bennett, pub., Seattle Medium; next is Bay St. in downtown Nassau; Hon. Clement T. Maynard, Minister of Tourism, is welcoming Mrs. N. A. Sweets, St. Louis American; and Sherman Briscoe, NNPA executive director. Then he posed for a picture with part of the group, **1 to r:** Chick Finney, St. Louis Argus; John B. Smith, V-P, Atlanta Inquirer; Mrs. Mildred Brown, pub., Omaha Star; Mrs. Garth Reeves of the Miami Times, wife of the NNPA president; Minister Maynard; Mrs. Alma E. Kirkpatrick, East St. Louis Crusader; Mr. Briscoe; Mrs. Sweets; and Robert E. Williams, pub., Mississippi Memo Digest. Below are highlights of NNPA Mid-Winter Workshop in Los Angeles, Jan. 19-22. William G. Porter, assistant to V-P, Anheuser-Busch, is addressing body. Wilson C. Riles, left, state superintendent of education, was principal workshop speaker. He, Dr. Claude Hud-

son, right; and Mayor Douglas S. Dollarhide of Compton look on as NNPA President Reeves presents a "Distinguished Service Plaque" to John H. Sengstacke, center, founder and former president of NNPA. The "Distinguished Publisher" award went to Col. Leon H. Washington, Jr., pub., Los Angeles Sentinel, bottom photo, 2nd from right. With him are his mother, Mrs. Leon H. Washington, Sr., seated beside him, his wife, Ruth & Mr. Reeves. **Bottom, extreme right:** Mr. Sengstacke, Calif. Assemblywoman Yvonne Braithwaite Burke, now Congresswoman-elect; Mr. Reeves, Mrs. Washington, and Mrs. Jessie Mae Brown, family editor, Los Angeles Sentinel. Three pictures at bottom, center, are: Gordon Parks, director of MGM's "Shaft's Big Score," and friends—Al Dunmore, Chrysler; Howard Woods, St. Louis Sentinel; Billy Rowe; unidentified friend; Mr. Parks; Webster Thompson, Miller Brewing Co.; Herbert H. Wright, Philip Morris; & Richard Hurt of Action. Going over his top-prize-winning paper, Michigan Chronicle, is Longworth M. Quinn, editor-publisher. He won the Russwurm award for the 2nd consecutive year. At a reception marking the opening of the NNPA office in the National Press Building are: Howard H. Murphy, Afro-American; Mr. Reeves; Stanford Smith, President and general manager of the American Newspaper Publishers Association; & Dr. Carlton B. Goodlett, V-P, NNPA & publisher of the San Francisco Sun Reporter. Reception was in Washington, D.C. Photos by Western Electric, Harry H. Adams, Clifton Cabell, & Lorenzo Lockhart of the Bahamas.

Best News Story

Jim Ingram Reports From Inside Attica

*'A Mixture
Of Death,
Racism'*

By JIM INGRAM

An abominable mixture of death, inhumanity, racism and lies was the never-to-be-forgotten recipe served up to this country at Attica State prison and don't think that

Instead of the usual "according to officials, or "state authorities claimed", we find statements such as, "the inmates killed....", or "they herded hostages..."

After all the clearly obvious contradictions in this matter, can't they see that there is some question as to the lack of ability to tell the complete truth among state officials?

Other papers are painting a slanderous picture of the inmates at Attica as savage killers and beasts while they say the ugly arrogance of the mostly Black inmates

circumstances.

I saw hostages sleeping on mattresses inside while their captors slept on the cold ground outside, and believe me it was cold! I saw hostages eating when some of the inmates were going hungry.

I was threatened by a white prison guard (that's redundant; ALL of the guards were white). I saw prison guards Monday, following the killings, deliberately drop a Black man on a stretcher, who was not dead, some three or four feet to the ground. As we

humanity, more rational thinking, even in a desperate situation, by the rebelling inmates than by the entire contingent of state authorities.

I saw dead body after dead body being brought out of the blocks inside and it all seemed so unreal! I saw fear and determination etched in the faces of Black, white and Puerto Rican prisoners in "D" Block which was one of the blocks under their control. I heard inmates yell, "Kill a pig!" And I heard them be shouted down and then scolded for even thinking of it.

many would call "Boys." They were driven right up against the wall by something and quite frankly I was not there to see what it was. I don't believe it was humane treatment. I don't think it was a punitive-but fair-attitude among prison officials. I do tend to believe that desperate actions follow desperate treatment.

About all of the necessary ingredients were there, it's apparent, for a prison riot: racism, lack of regard for humanity of individuals, hatred and narrow minds, a refusal to listen to reason.



Best News Story

Top, left, Pepsi-Cola's George V. Russell presents "Best News Story" 3rd place awards to Bryant Rollins, N. Y. Amsterdam News, for himself & Simon Anekwe; 2nd place went to Ms. Kay Greaves, Berkeley Post. In background is Carl E. Morris, Chicago Defender veep. "Best Newspaper Promotion" awards went to Chicago Daily Defender, 3rd place; New Pittsburgh Courier, 2nd place; & Sacramento Observer, 1st place. Top, center, Robert Sengstacke, center, is receiving the Defender's prizes from Harry M. Carroll, general manager, communications, Heinz U.S.A., as is Carl E. Morris, center, top right photo, vice president of the Defender, representing the 2nd place winning Courier. At right in both pictures is Mr. Reeves. Second row from top, "Best Original Advertising" awards totaling \$1,000 are being presented for Sterling Drug by Ms. Inez Kaiser, right, President, Inez Kaiser & Associates, to Mrs. Frank L. Stanley, Sr., Louisville Defender, 1st place; & 2nd row, extreme right, to Ray Kemp, center, Milwaukee Courier. Mr. Reeves is at left in both pictures. Center, 2nd & 3rd rows, "Gulf's Publisher of

the Year Trophy" is presented to William O. Walker, E&P, Cleveland Call & Post by William Henry, right, executive vice president of Gulf Oil Corporation. Third row, left, "Best Special Edition" awards are presented by Gaynor P. Colleston, public relations officer of General Electric Co., to Mrs. Ruth Washington, asst. pub., Los Angeles Sentinel, 1st place; and 2nd place to Mrs. Lenora Carter, publisher, Houston Forward Times in extreme right photo; Mr. Reeves looks on. Bottom left, "NNPA Distinguished Publisher's Awards" for 1972 is being received from Emory O. Jackson, Birmingham World, by Mrs. Claretta Blockman for her father, Frank P. Thomas, inset, E&P, Mobile Beacon & Alabama Citizen who was ill at the time of NNPA's 32nd Annual Convention, June 21-24 in Miami. On the podium is Jerrel Jones, pub., Milwaukee Courier. Bottom, right, "Carl Murphy Community Service Award" of \$1,000 is being presented by Coca-Cola's Harold A. Hamilton to 3rd place winners, Ernest Pharr, 2nd from left, Atlanta Inquirer; & Thomas H. Watkins, Sr., pub., New York Recorder; 1st place was awarded Columbus edition of Cleveland Call & Post; & 2nd place to the Milwaukee Courier.

Best Feature Story (Excerpted)

PRIMITIVE BLACK SOULS SOFTLY CRY HELP

By Thomas Wright

(REPORTER'S NOTE: To more than 95 percent of all Houstonians, the sound of a flushing commode is rather

at the expense of city taxpayers, the idea of creation of water districts and the paradox of Bordersville and Carverdale; and finally, the very possible

airport right down the road and equipped it with the finest and they bought us nothing but some more taxes.

"They just done forgot about

given by representatives of Mayor Louie Welch's office. They listened diligently, then rebuffed the mayor's man, telling him to look at the federal funds the city had gotten for Acres Homes—parts of which are also in the county!

"IT'S LIKE TOBACCO ROAD the primitive conditions of Houston people don't have out there!" was the conclusion of Bordersville. "Really, its barbaric and you wouldn't believe that in 1971 in the city of

NEXT WEEK: FTimes takes an indepth look into the water district formulation.

Forward Times, Houston Texas November 6, 1971



Top left, "Best Feature Story" awards are being made to Varee Shields, center, managing editor, Houston Forward Times. He is standing in for Thomas Wright whose 1st place feature is on the opposite page. Making the presentation is Leonard Lyles, right, manager of plant personnel, Brown & Williamson Tobacco Corp. As in all categories the cash awards totaled \$1,000. NNPA President Reeves is looking on. In 2nd photo, Mr. Lyles is awarding 3rd place prizes to William Cole, sports editor, Plainfield N.J., Voice, who is receiving them for his editor, Warren D. Blackshear; 2nd place went to Ms. Aretha Watkins, Michigan Chronicle. Top, right & just below, "Best Column" awards are going to Charles H. Loeb, right, Cleveland Call & Post; & below, right to Elwood Randol, St. Louis American; 2nd place was won by Walter Jones, Milwaukee Courier. Making the presentations is Henry M. Parrish, national director, urban affairs, Sears, Roebuck and Co. Mr. Reeves is at left. Second row, left, "General Excellence" 1st place prizes, shared with the Michigan Chronicle, are presented to Mrs. Ruth Washington, asst. pub., Los Angeles Sentinel. Making the presen-

tations is Ralph A. Nichols, manager, special services, Aluminum Company of America. Third from top, right, Mr. Nichols is presenting 2nd place awards to William H. Lee, left, publisher, Sacramento Observer; 3rd place went to N. Y. Amsterdam News. Center, D. L. Inman, right, publisher, Thomasville-Tallahassee News, presents "NNPA Outstanding Service Award" to Moss H. Kendrix, public relations counselor, for founding "Black Press Week." Second from bottom, Harold A. Hamilton discusses Coca-Cola's longtime journalism scholarship program. On the podium are Jerrel Jones, Milwaukee Courier; James Queen, Humble; Frank Stanley, Louisville Defender, scholarship chairman; Gaynor P. Collier, General Electric, and Howard Woods, St. Louis Sentinel. Inset, Mayor Richard G. Hatcher of Gary, who was awarded "NNPA Distinguished Service Award" in absentia. Right, Marshall B. Bass, corporate manager, personnel development, R. J. Reynolds Industries, is presenting to Mr. Stanley the first five scholarships in a \$50,000 five-year program.

Brief History of 145-Year-Old Black Press

Continued from page 3

leaders believed there was no urgency to continue black newspapers. Only about 10 such papers were established between the end of the Civil War and the Hayes-Tilden deal which led to the withdrawal of troops from the South in 1877 and the rolling back of the clock whose hands were to stand still in racial progress for more than half a century. Between 1877 and 1900, about 150 black newspapers came into being to protest mob violence, lynchings, the total abrogation of the 14th and 15th amendments and only half observance of the 13th.

Still Going

The leading black papers of this dark period were: The Washington Bee, established in 1879 by Attorney William Calvin Chase; the Cleveland Gazette, launched in 1883 by Harry C. Smith; the Philadelphia Tribune, founded by Chris J. Perry, a successful realtor, in 1884. This 88-year-old paper, now under the leadership of the able Eustace Gay, is one of five that still survive from the 19th century.

Other outstanding papers of the era were: Timothy Thomas Fortune's New York Age, John Mitchell's Richmond Planet, Sol Johnson's Savannah Tribune, Phillip Bell and W.J. Powell's San Francisco Elevator, Nick Chiles' Topeka Plaindealer, John Murphy's Afro-American which, along with the Indianapolis Recorder, the New Iowa Bystander, and the Houston Informer and Texas Freeman, are the other four that are still going.

Harvard educated William Monroe Trotter practically opened the 20th century with his Boston Guardian. Much like Rev. T.J. Smith's Pittsburgh Broad-Axe, it let the chips fall where they may.

The Guardian was soon followed by Robert Sengstacke Abbott's Chicago Defender in 1905, P.B. Young's Norfolk Journal and Guide, James Anderson's Amsterdam News, Robert L. Vann's Pittsburgh Courier, Roscoe Dunjee's Oklahoma Black Dispatch, and Joseph and William Mitchell's St. Louis Argus.

With the departure of George White of North Carolina from the Congress in 1901, the long night of disfranchisement, nurtured by the Ku Klux Klan and grandfather clauses in state constitutions, set in for 27 years.

Go North

But Robert Abbott, unlike Boston-reared Trotter, was born and reared in Savannah, Ga., and educated at Hampton Institute of Virginia. He knew that no amount of cursing and protesting and demanding alone would improve the plight of black people as long as they remained in the South. The answer, as he saw it, was to get as many black people as possible out of the South. And he launched his campaign to bring them North.

By the time his campaign got well underway, World War I had begun and there arose a demand in the North for black workers to help man the steel mills, stockyards, and other industries. During and following the war, Abbott's Chicago Defender carried red headlines week after week, reading: "Negroes are Coming North by the Thousands."

Largely, it has been the voting leverage of blacks in the North that has made the difference in civil rights

advance. And Abbott and his Defender are rated the most significant black journalistic achievement of the first half of the 20th century.

His paper - now directed by one of his nephews, John H. Sengstacke, has become one of three black dailies in continental U.S. The other three are the Atlanta Daily World, founded by W.A. Scott in 1932, the New York Challenger, launched in March by Thomas H. Watkins, Jr. of the New York Recorder.

In addition to the Defender, Sengstacke owns the New Pittsburgh Courier, The Michigan Chronicle, and the Memphis Tri-State Defender.

John Murphy's Baltimore Afro-American was expanded into a chain by his sons Carl and Arnett and other members of the family. The chain includes Afro-American in Newark, Richmond, and Washington which absorbed the Washington Tribune.

Bought By Syndicate

James Anderson's Amsterdam News, named for the street he lived on, was taken over by Drs. C.B. Powell and Philip Savory in 1936. Last year it was purchased for more than \$2 million by Attorney Clarence B. Jones and the Amsterdam News Syndicate.

These and other papers joined the Defender in its migration drive. In their deal, their editors made negative reporting a fetish, seldom seeing anything good about the South or about the black people who lived there. Much of this attitude slopped over into the North where it still exists.

While negative reporting fired the migration movement and the protest against segregation and mob-violence, it may have had the harmful influence of retarding greater efforts in education, self-improvement, industry and thrift.

Black protest was also fired by Woodrow Wilson's false promise of entering World War I "to make the world safe for democracy." At first blacks believed the slogan, but soon discovered that it was merely a slogan. Angered by the deception, black editors pressed hard for the rights of their people and took every opportunity to expose the failings of democracy.

So vocal was the black press in its protests and demands, that the War Department summoned 31 of the loudest voices to Washington to face complaints and criticism. But the editors brought complaints of their own - anti-Negro mob-violence, ill-treatment of black troops, segregation here at home, and disfranchisement. Their complaints went unanswered by the War Department and the Department of Justice, and they returned to their typewriters and continued their criticism and protest as before. A Philip Randolph's Messenger was one of the most outspoken.

The riots which followed the war stimulated the establishment of a number of black newspapers. Among the most important of these were: Chester Franklin's Kansas City Call, Anthony Overton's Chicago Bee, William O. Walker's Cleveland Call & Post, E.L. Goodwin's Oklahoma Eagle, H.E. Sigismund Reeves' Miami Times, M.L. Collins' Shreveport Sun, and C.C. Dejoie's Louisiana Weekly. The latter three papers are now operated by sons of the founders - Garth Reeves, M.L. Collins, Jr., and C.C. Dejoie, Jr.

Starts ANP

The rioting also led to the establishment of the Associated Negro

Press by Claude A. Barnett, a Tuskegee graduate and a former staffer of the Chicago Defender. He developed it into an effective news service and continued it from 1919 until his declining years in 1964.

On the eve of the 1929 depression were born Nathaniel A. Sweets' St. Louis American, L.E. Austin's Durham Carolina Times, and the Scott brothers' Atlanta World as a weekly.

During the 1930s, scores of black papers arose and fell. Among those that have survived are: The Defender established Louisville Defender, now published by Frank Stanley, Sr., and the Michigan Chronicle with Louis Martin as editor. Longworth M. Quinn now runs the paper for the Sengstacke chain.

Other papers of the 1930s are: Leon H. Washington's Los Angeles Sentinel, Cecil Newman's Minneapolis Spokesman, Mrs. Mildred Brown's Omaha Star, and Percy Greene's Jackson Advocate.

In the 1940s with the war and the Fair Employment Practices Commission - more national advertising became available through Interstate, now Amalgamated Publishers, Inc. (API). Since then, more than 100 papers have been launched; about half are still going. Adam Powell's People's Voice was one of the casualties. Among the more substantial survivors are: The Jervay Brothers' Raleigh Carolinian and Wilmington Journal, Dr. Carlton B. Goodlett's San Francisco Sun Reporter, the late John Kirkpatrick's East St. Louis Crusader.

Also C. Blythe Andrews' Florida Sentinel Bulletin which took over the Tampa Bulletin, Frank Thomas' Mobile Beacon, Jesse Hill's Atlanta Inquirer, Charles Bolen's Ft. Pierce Chronicle, J.K. Land's News Leaders in Baton Rouge and four other Louisiana cities, Marjorie Parham's Cincinnati Herald, Mrs. Julius Carter's Houston Forward Times, Clyde Jordan's East St. Louis Monitor, the Muslims' Muhammad Speaks, John Johnson's Jet, Jerrel Jones' Milwaukee Courier, and out in California, William Lee's Sacramento Observer, Earl Davis' San Diego Voice & Viewpoint, Thomas Berkeley's Berkeley Post chain, and Chester Washington's Central News-Wave chain.

Also the 1940s saw the coming of age of the National Newspaper Publishers Association (NNPA) which was organized in 1940 with 11 members at a meeting in Chicago called by John Sengstacke. Representing the combined strength of the Black Press, an NNPA committee called on President Roosevelt in 1944 and demanded an end of segregation in the armed forces. This helped start the ball rolling, and in 1948 a Truman commission, on which Sengstacke served, drew up the guidelines for ending segregation in the military.

Since that first call on Roosevelt, NNPA has met with every President and presented its position on issues concerning the welfare of black Americans.

Protests of injustice, racial discrimination and segregation, unequal employment and promotion opportunities for black people are still the driving force of the Black Press. And encouragement is given the shock troops by its reports of black success, solid achievement, and general advancement of black people here at home, in Africa, and throughout the world.

NNPA Member Newspapers

ALABAMA

Birmingham World
Emory O. Jackson, Ed.
312 17th St., North
Birmingham, Ala. 35203

Mobile Beacon
Frank P. Thomas, E&P
2311 Coastside St.
Mobile, Ala. 35203

ARIZONA

Arizona Informant
Charles R. Campbell, Co-Pub.
814 N. 16th St.
Phoenix, Ariz. 85006

Arizona Tribune
Mrs. Eloise H. Banks, E&P
2137 E. Broadway Rd.
Phoenix, Ariz. 85040

CALIFORNIA

California Voice
L. H. Campbell, Pub.
814 27th St.
Oakland, Calif. 94607

Central News-Wave Papers
Chester Washington, E&P
1016 W. Vernon St.
Los Angeles, Calif. 90037

Citizen's Voice
H. H. Michelle, E&P
4315 Leimert Blvd.
Los Angeles, Calif. 90008

Los Angeles Sentinel
Mrs. Ruth Washington
Assistant Publisher
1112 E. 43rd St.
Los Angeles, Calif. 90011

Post Newspaper Group
Thomas L. Berkley, E&P
630 20th Street
Oakland, Calif. 94612

Sacramento Observer
William H. Lee, E&P
P. O. Box 209
Sacramento, Calif. 95801

Sun Reporter
Dr. Carlton B. Goodlett, E&P
1366 Turk St.
San Francisco, Calif. 94109

Voice & Viewpoint News
Earl Davis, Jr., E&P
P. O. Box 95
San Diego, Calif. 92112

COLORADO

Denver Weekly News
F. Cosmo Harris, E&P
3376 Dahlia St.
Denver, Colo. 80207

CONNECTICUT

Hartford Star
Henry Morris, E&P
P. O. Box 606
Hartford, Conn. 06101

DELAWARE

Wilmington Defender
LeRoy E. Brown, Jr., Pub.
1400 French St.
Wilmington, Del. 19801

FLORIDA

Florida Sentinel Bulletin
C. Blythe Andrews, Sr., Pub.
P. O. Box 3363
Tampa, Fla. 33601

Florida Star
Eric O. Simpson, E&P
2323 Moncrief Road
Jacksonville, Fla. 32209

Ft. Pierce Chronicle
C. E. Bolen, E&P
1527 Avenue D
Ft. Pierce, Fla. 33450

Miami Times
Garth C. Reeves, Sr., E&P
6530 N. W. 15th Ave.
Miami, Fla. 33147

Photo News
Ms. M. A. Hall Williams, E&P
803 25th Street
West Palm Beach, Fla. 33402

GEORGIA

Albany Times
W. L. Russell, E&P
315 Highland Ave.
Albany, Ga. 31701

Atlanta Inquirer
Jesse Hill, Jr. Pres.
787 Parsons St. S. W.
Atlanta, Ga. 30314

Atlanta Voice
J. Lowell Ware, E&P
1066 Washington St. S. W.
Atlanta, Ga. 30315

Atlanta Daily World
C. A. Scott, Ed. & Gen. Mgr.
145 Auburn Avenue N. E.
Atlanta, Ga. 30303

Augusta News-Review
Mallory K. Millender, E&P
P. O. Box 953
Augusta, Ga. 30901

Columbus Times
Mrs. Ophelia D. Mitchell, E&P
1304 Midway Drive
Columbus, Ga. 31902

Macon Times
Robert Scott, Ed-Mgr
589 Cotton Ave.
Macon, Ga. 30901

Southwest Georgian
A. C. Searles, E&P
517 Gordon St.
Albany, Ga. 31701

Thomasville-Tallahassee News
D. L. Inman, E&P
300 West Jackson St.
Thomasville, Ga. 31792

ILLINOIS

Chicago Daily Defender
John H. Sengstacke, E&P
2400 South Michigan Ave.
Chicago Ill. 60616

NNPA Member Newspapers

MARYLAND

Baltimore Afro-American
Mrs. Frances Murphy, Ch'man
John H. Murphy, III, Pres.
628 North Eutaw St.
Baltimore, Md. 21201

MASSACHUSETTS

Boston-Roxbury News
Noble Nelson, E&P
719 Boylston
Boston, Mass. 02115

MICHIGAN

Jackson Blazer
Ben Wade, E&P
1124 Page Ave.
Jackson, Mich. 49203

Michigan Chronicle
Longworth M. Quinn, E&P
479 Ledyard St.
Detroit, Mich. 48201

Valley Star
Alonzo Colvin, E&P
609 Lapeer St.
Saginaw, Mich. 48607

MINNESOTA

Minneapolis Spokesman
Cecil Newman, E&P
3744 4th Ave.
Minneapolis, Minn. 55409

MISSISSIPPI

Jackson Advocate
Percy Greene, E&P
406½ North Farish St.
Jackson, Miss. 39202

Memo Digest
Robert E. Williams, E&P
2511 5th Street
Meridian, Miss. 39301

MISSOURI

Kansas City Call
Mrs. Ada C. Franklin, Pub.
1715 East 18th Street
Kansas City, Mo. 64108

St. Louis American
N. A. Sweets, Pub.
3956 W. Florissant St.
St. Louis, Mo. 63107

St. Louis Argus
Dr. Eugene Mitchell, Pub.
4595 Easton Ave.
St. Louis, Mo. 63113

St. Louis Sentinel
Howard B. Woods, E&P
Shell Building, Suite 1101
St. Louis, Mo. 63103

NEBRASKA

Omaha Star
Mrs. Mildred Brown, E&P
2216 North 24th St.
Omaha, Nebr. 68110

NEW JERSEY

Plainfield Voice
Warren D. Blackshear, E&P
139 North Avenue
Plainfield, N. J. 07060

NEVADA

Las Vegas Voice
Dr. Charles I. West, Pub.
301 West Miller Road
Las Vegas, Nev. 89106

NEW YORK

New York Amsterdam News
Clarence B. Jones, E&P
2340 8th Ave.
New York, N. Y. 10027

New York Recorder
Thomas H. Watkins, Sr., Pub.
P.O. Box E ENY Station
Brooklyn, N. Y. 11207

New York Voice
Com. Kenneth Drew, Pres.
89-48 162 St.
Jamaica, N. Y. 11432

Westchester County Press
Alger L. Adams, E&P
61 Pinecrest Drive
Hastings-on-Hudson, NY 10706

NORTH CAROLINA

Carolinian
P. R. Jervay, E&P
518 East Martin St.
Raleigh, N. C. 27601

Carolina Peacemaker
Dr. John M. Stevenson, E&P
P. O. Box 20853
Greensboro, N. C. 27420

Carolina Times
Mrs. Vivian A. Edmonds, E&P
436 East Pettigrew St.
Durham, N. C. 27702

Wilmington Journal
T. C. Jervay, E&P
412 South 7th St.
Wilmington, N. C. 20841

OHIO

Cincinnati Herald
Mrs. Marjorie B. Parham, E&P
863 Lincoln Ave.
Cincinnati, Ohio 45206

Cleveland Call & Post
William O. Walker, E&P
1949 East 105th St.
Cleveland, Ohio 44106

Freedom's Journal
Charles Reynolds, E&P
324 4th Street N. E.
Canton, Ohio 44702

OKLAHOMA

Black Dispatch
John Dungee, Ed.
P. O. Box 1254
Oklahoma City, Okla. 73101

Oklahoma Eagle
E. L. Goodwin, Sr., Pub.
122 North Greenwood
Tulsa, Okla. 74120

OREGON

Portland Observer
Alfred L. Henderson, E&P
2201 N. Killingsworth
Portland, Ore. 97217

Members (Continued)

PENNSYLVANIA
New Pittsburgh Courier
James D. Lewis, Gen. Mgr.
315 East Carson St
Pittsburgh, Pa. 15219

Philadelphia Tribune
Eustace Gay, Pres.
520 South 16th St.
Philadelphia, Pa. 19146

SOUTH CAROLINA
Charleston Chronicle
J. John French, E&P
542½ King Street
Charleston, S. C. 29403

TENNESSEE
Tri-State Defender
Whittier Sengstacke, Mgr.
124 East Calhoun St.
Memphis, Tenn. 38103

TEXAS
Forward Times
Mrs. Lenora Carter, Pub.
4411 Alameda Road
Houston, Tex. 77004

Houston Informer
Mrs. Carter Wesley, Pub.
2418 Leeland Ave.
Houston, Tex. 77003

Post Tribune
Mrs. Dickie Foster, Ed.
3428 Sunnyvale
Dallas, Tex. 75216

San Antonio Register
U. J. Andrews, Pub.
1224 E. Commerce St.
San Antonio, Tex. 78205

Voice of Hope
Earl Allen, E&P
P. O. Box 21098
Houston, Tex. 77026

VIRGINIA
Journal & Guide
John T. Belden, Pres.
719 East Olney Road
Norfolk, Va. 23501

Roanoke Tribune
Mrs. Claudie A. Whitworth, Pub.
312 First St.
Roanoke, Va. 24106

VIRGIN ISLANDS
Daily News of V. I.
Ariel Melchior, Sr., Pub.
4-5 Wimmelskaft Gade
St. Thomas, V. I. 00801

WASHINGTON
The Facts
Fitzgerald Beaver, E&P
2803 East Cherry St.
Seattle, Wash. 98122

The Medium
Christopher H. Bennett, E&P
1419 31st Ave., South
Seattle, Wash. 98122

WISCONSIN
Milwaukee Courier
Jerrel Jones, Pub.
2431 W. Hopkins St.
Milwaukee, Wis. 53206

NNPA Merit Award Contest Winners For 1972

JOHN B. RUSSWURM TROPHY
Longworth M. Quinn
Editor- Publisher
Michigan Chronicle
Sengstacke Newspaper

GENERAL EXCELLENCE
1. Michigan Chronicle
2. Sacramento Observer
3. N. Y. Amsterdam News
Sponsor:
Aluminum Company of America

Robert S. Abbott
BEST EDITORIAL AWARD
1. Ms. Aretha Watkins
Michigan Chronicle
2. Ralph H. Jones
Philadelphia Tribune
3. Revius Ortoque
Louisiana Weekly
Sponsor:
Philip Morris, Inc.

BEST COLUMN
1. Charles H. Loeb
Cleveland Call & Post
2. Walter Jones
Milwaukee Courier
3. Elwood Randol
St. Louis American
Sponsor:
Sears, Roebuck and Co.

Carl Murphy
COMMUNITY SERVICE AWARD
1. Cleveland Call & Post
(Columbus Edition)
2. Milwaukee Courier
3. Atlanta Inquirer
3. New York Recorder
Sponsor:
Coca-Cola USA

BEST NEWS STORY
1. Jim Ingram
Ms. Nadine Brown
Michigan Chronicle
2. Ms. Kay Greaves
Berkeley Post
3. Simon Anekwe
Bryant Rollins
N. Y. Amsterdam News
Sponsor:
Pepsi-Cola Company

BEST FEATURE STORY
1. Thomas Wright
Houston Forward Times
2. Ms. Aretha Watkins
Michigan Chronicle
3. Warren D. Blackshear
Plainfield Voice
Sponsor:
Brown & Williamson
Tobacco Corporation

Milwaukee Star-Times
Kenneth C. Coulter, Co-Pub.
3882 Teutonia Ave.
Milwaukee, Wis. 53206

BEST NEWS PICTURE
1. I. H. Phillips, Sr.
Baltimore Afro-American
2. Leroy Bryant
St. Louis American
3. Ralph Cooper
Houston Forward Times
3. Robert Sengstacke
Chicago Daily Defender
Sponsor:
U. S. Steel Corporation

Wilbert L. Holloway
BEST EDITORIAL CARTOON AWARD
1. Clarence Washington
New Pittsburgh Courier
2. Chester Commodore
Chicago Daily Defender
3. William Feaman
St. Louis Sentinel
Sponsor:
Gulf Oil Corporation

BEST TYPOGRAPHY AND MAKE-UP
1. Jet Magazine
1. Milwaukee Courier
2. N. Y. Amsterdam News
3. Louisville Defender
Sponsor:
Humble Oil & Refining Co.

BEST SPECIAL EDITION
1. Los Angeles Sentinel
2. Houston Forward Times
3. Sacramento Observer
Sponsor:
General Electric Company

BEST NEWSPAPER PROMOTION
1. Sacramento Observer
2. New Pittsburgh Courier
3. Chicago Daily Defender
Sponsor:
Heinz U.S.A.

BEST YOUTH PAGE
1. Sacramento Observer
2. Michigan Chronicle
3. Atlanta Inquirer
Sponsors:
Carnation Company
Great Atlantic & Pacific Tea Co.

BEST ORIGINAL ADVERTISING
1. Louisville Defender
2. Milwaukee Courier
3. East St. Louis Monitor
Sponsor:
Sterling Drug

BEST USE OF PHOTOGRAPHS
1. Milwaukee Courier
2. St. Louis American
3. Thomasville-Tallahassee News
Sponsors:
American Tobacco Company
Miller Brewing Company

*Awards in each category
total \$1,000
1st. \$500
2nd. \$300
3rd. \$200

NNPA

The National Newspaper Publishers Association (NNPA) represents the combined strength of the 145-year old Black Press, making it a powerful force in American journalism.

Of some 200 black newspapers in America, 113 hold direct or collateral membership in NNPA. These have a combined circulation of more than three million or close to 90 percent of the total circulation of all black newspapers in the United States.

NNPA was organized in Chicago in 1940 at a meeting called by John H. Sengstacke, publisher of the Chicago Daily Defender chain. The association flexed its muscle shortly after getting underway by giving united support to A. Philip Randolph's "March on Washington" to obtain jobs for blacks in defense industries.

President Roosevelt sat up and took notice of the united front, and decided to do something about job discrimination. In return for Randolph's calling off the march, the President issued an Executive Order in 1942, establishing the Fair Employment Practices Commission (FEPC).

Soon NNPA moved in to demand war correspondents, and a correspondent accredited to the White House and the Press Galleries of the Congress. With these achievements, NNPA confronted President Roosevelt in the White House to insist on the elimination of racial segregation in the armed forces and Veterans Administration hospitals.

Draw Guidelines

This helped to get action underway as early as 1944. And four years later a Truman commission, on which Sengstacke served, drew up guidelines for desegregating the entire military establishment.

Since that first meeting with President Roosevelt, NNPA committees have met with every President to press for benefits for black Americans. Among other things, they have urged elimination of the poll tax, job discrimination, segregation of public accommodations, disfranchisement in the South, poor housing, and segregated housing patterns.

In 1958, under the leadership of William O. Walker, publisher of the Cleveland Call & Post, NNPA held a summit conference with President Eisenhower to air complaints and submit constructive proposals for improving the lot of blacks.

The 1960s saw NNPA at the White House frequently conferring with Kennedy and then Johnson to back up demands being made by Dr. Martin Luther King, the NAACP, the Urban League, and the Congress of Racial Equality (CORE).

For nearly 10 years, NNPA has pressed for black representation on the Federal Communications Commission. This year a black lawyer and minister of Memphis, Benjamin L. Hooks, was appointed to FCC by President Nixon.

In summing up the importance of the Black Press, Frank L. Stanley, Sr., editor-publisher of the Louisville Defender, said some years ago what still holds today: "The respected and believed Black Press, continually growing and improving in size, circulation, and interpretive reporting, has opened new and exclusive avenues for American businesses and industries to penetrate Black America's vast, rich, and compact market...."

In 1970, NNPA appointed its first executive director. He is Sherman Briscoe, retired press officer of the U.S. Department of Agriculture and former staffer of the Chicago Defender who published his own Monroe, La. weekly from 1932 until 1939.



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The quality consumers in the rapidly growing Black market today demand direct communication and special marketing techniques.

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cational and political news of the day, and their leadership role in the fight for justice and equality. They believe in the

advertising messages carried, and the advertisers too... and the API newspapers, with concentrated coverage in 75 markets, offer the greatest single power for reaching and penetrating the most responsible, the most affluent and the most influential segments of the Black community today, at the local level.



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ACKNOWLEDGEMENTS

Amalgamated Publishers
American Airlines
American Tobacco Company
Anheuser — Busch
Elk's North Carolina Project
Capital Press Club
National Association of Broadcasters
National Urban Coalition

Announcement: Afro-Dawn Magazine Breakfast, Friday, January 26, 8:00 A.M. in the Maryland Room. By invitation only

33rd Annual NNPA Convention

JUNE 20 - 23, 1973

HOUSTON OAKS
HOUSTON, TEXAS

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

Mid-Winter Workshop

JANUARY 24-27, 1973

Theme

**"EXTENDING THE REACH
OF BLACK PUBLISHERS"**

**MAYFLOWER HOTEL
WASHINGTON, D. C.**

WEDNESDAY, JANUARY 24

2:00-6:00 P.M.—REGISTRATION Foyer of Grand Ballroom
Mrs. Lenora Carter, Publisher, Houston Forward Times, NNPA Secretary
HOWARD H. MURPHY, Comptroller, Afro-American Newspapers, NNPA Treasurer

6:00 P.M.—Board Meeting NNPA President's Suite

8:00 P.M.—NNPA-Congressional Reception by the Capital Press Club and the National Urban Coalition Caucus Room—Cannon House Office Building

10:30 P.M.—Columbia Pictures presents Movie "Wattstax"

THURSDAY, JANUARY 25

9:00 A.M.—REGISTRATION Foyer of East Room

9:15 A.M. First Workshop Session East Room
"Importance of Building More Circulation"

Presiding: Garth C. Reeves, Sr., Editor-Publisher, Miami Times, NNPA President

Moderator: Robert H. Fentress, Vice President & Circulation Director, Johnson Publications

Panelists: John H. Murphy, III, President, Afro-American Newspapers
V. T. Curtis, Circulation Manager, Washington Post
Mrs. Virginia M. Phillips, Assistant Business Manager, Los Angeles Sentinel

Discussion Leaders: Jerrel W. Jones, Publisher, Milwaukee Courier
D. L. Inman, Editor-Publisher, T-T News
T. C. Jervay, Editor-Publisher, Wilmington (NC) Journal

10:45 A.M.—Coffee Break

11:00 A.M. Second Workshop Session East Room
"Techniques of Increasing Newspaper Circulation"

Presiding: Frank L. Stanley, Editor-Publisher, Louisville Defender

Moderator: Clarence B. Jones, Editor-Publisher, New York Amsterdam News

Panelists: George S. Wiedemann, III, Circulation Director, Time Magazine
James D. Lewis, General Manager, New Pittsburgh Courier
Robert A. Macklin, Assistant General Manager, International Circulation Managers Association

Discussion Leaders: Eustace Gay, President, Philadelphia Tribune
Earl Davis, Jr., Editor-Publisher, San Diego Voice and Viewpoint News
Mrs. Ophelia D. Mitchell, Publisher, Columbus Times

12:30 P.M.—Luncheon—Anheuser-Busch

Chinese Room

Presiding: Dr. Carlton B. Goodlett, Editor-Publisher, San Francisco Metro Sun Reporter & NNPA Vice President

Invocation: Rev. S. Everette Guiles, Pastor, Turner Memorial AME Church & Local OIC Chairman

Greetings: William G. Porter, Assistant to Vice President, Anheuser-Busch

Hon. Walter E. Washington, Mayor of Washington

Hon. Walter E. Fauntroy, Member of Congress, District of Columbia

Theodore R. Serrill, Executive Vice President, National Newspaper Association

General Stanford Smith, President, American Newspaper Publishers Association

Address: Garth C. Reeves, Sr., Editor-Publisher, Miami Times & NNPA President

Benediction: Reverend Mr. Guiles

2:15 P.M. Third Workshop Session East Room
"Increasing Black Ownership of Electronic Media"

Presiding: Emory O. Jackson, Managing Editor, Birmingham World

Moderator: Jerrel W. Jones, Publisher, Milwaukee Courier & Radio Station Owner

Panelists: Dean Tony Brown, Howard's School of Communications & Producer of "Black Journal"
Elbert Sampson, Director of Public Affairs, National Association of Broadcasters
Theodore S. Ledbetter, Jr., Publisher, Black Communicator

3:50 P.M.—Board buses for trip to headquarters of American Newspaper Publishers Association, Reston, Va. (Buses by Gulf Oil Corp.)
Meeting - Reception

6:00 P.M.—Board buses for return to Mayflower Hotel

7:00 P.M.—COCKTAIL HOUR—American Tobacco Co.
John W. Edghill, Field Sales Manager

East Room

8:00 P.M.—Banquet—National Association of Broadcasters Grand Ballroom

Presiding: John H. Sengstacke, Editor-Publisher, Sengstacke Newspapers

Invocation: Rev. Jerry A. Moore, Pastor, 19th Street Baptist Church and member, D. C. City Council

Opening Remarks: Vincent T. Wasilewski, President, NAB

Greetings: Robert J. Brown, Special Assistant to President Nixon

Introduction of Speaker: Mrs. Lenora Carter, Publisher, Houston Forward Times

Address: Congresswoman Barbara Jordan of Texas

Benediction: Revered Mr. Moore

FRIDAY, JANUARY 26

9:00 A.M.—REGISTRATION Foyer of East Room

9:15 A.M. Fourth Workshop Session
"The Black Press and the Film Industry"

Presiding: Thomas L. Berkley, Editor-Publisher, Berkeley Post Newspaper Group

Moderator: Longworth M. Quinn, Editor-Publisher, Michigan Chronicle

Panelists: D. Parke Gibson & Associates International
Don Davidson, Metro-Goldwyn-Mayer
Vincent Tubbs, Warner Bros.

Discussion Leaders: Kenneth O. Wilson, Vice President & Advertising Director Afro-American Newspapers
Mrs. Marjorie B. Parham, Editor-Publisher, Cincinnati Herald
N. A. Sweets, Publisher, St. Louis American

10:45 A.M.—Coffee Break

11:00 A.M. Fifth Workshop Session
"Black Politics 1972—An Analysis and Future Strategies"

Presiding: Howard B. Woods, Editor-Publisher, St. Louis Metro-Sentinel

Moderator: Eddie N. Williams, President, Joint Center for Political Studies

Panelists: Kenneth S. Colburn, Acting JCPS Director of Research
John Dean, Senior JCPS Consultant
Clarence L. Townes, Jr., JCPS Director of Education & Special Projects

Discussion Leaders: Louis Martin, Vice President & Editorial Director, Sengstacke Newspapers
C. A. Scott, Editor, Atlanta Daily World
Jesse Hill, President, Atlanta Inquirer

12:30 P.M.—Luncheon—Amalgamated Publishers, Inc.
Chinese Room

Presiding: Mrs. Frances Murphy, Chairman of Board, Afro-American Newspapers

Invocation: Rev. A. Knighton Stanley, Pastor, Peoples Congregational Church

Greetings: Norman W. Powell, General Sales Manager, API

Stanley S. Scott, Assistant to White House Director of Communications

Dr. J. Rupert Picott, Association for Study of Negro Life & History

Introduction of Speaker: Congressman Parren J. Mitchell of Maryland

Address: Clarence M. Mitchell, Jr., NAACP National Legislative Representative

Benediction: Reverend Mr. Stanley

2:30 P.M. Sixth Workshop Session

"Publishers Meet Howard Journalism Students"

Moderator: Dr. Carlton B. Goodlett, Editor-Publisher, San Francisco Metro Sun Reporter & NNPA Vice President

Interviewee Panelists: Frank L. Stanley, Editor-Publisher, Louisville Defender

Mrs. Frances Murphy, Chairman of the Board, Afro-American Newspapers

William O. Walker, Editor-Publisher, Cleveland Call-Post

John H. Sengstacke, Editor-Publisher, Sengstacke Chain

William H. Lee, Editor-Publisher, Sacramento Observer

Students: Larry Coleman, Senior, Editor of Hilltop;
Robert Crawford, Junior; Ronald Jeffries, Sophomore; Miss Charlene Porter, Senior; Miss Stephani Stokes, Junior

WHITE HOUSE BRIEFING AND RECEPTION

By Top Administration Officials

3:30 - 6:30 P.M.

Friday, January 26

7:00 P.M.—Reception—Elk's North Carolina Project
East Room

8:00 P.M.—Banquet—"To the Good Life"—American Airlines
State Room

Presiding: NNPA President Garth Reeves, Editor-Publisher, Miami Times

Invocation: Dr. E. Franklin Jackson, Pastor, John Wesley AME Zion Church

Greetings: George E. Jackson, Director, Sales Development, American Airlines
Hon. James E. Johnson, Assistant Secretary of Navy

Hon. Hobson Reynolds, Grand Exalted Ruler, IBPOE of W

Introduction of Speaker: William O. Walker, Editor-Publisher, Cleveland Call-Post

Address: Congressman Louis Stokes of Ohio, Chairman, Congressional Black Caucus

Benediction: Dr. Jackson

SATURDAY, JANUARY 27

9:00 A.M.—Board Meeting President's Suite

10:00 A.M.—Sightseeing

2:00 P.M.—Bon Voyage

OFFICERS

GARTH C. REEVES, SR., President
Miami Times

CARLTON B. GOODLETT, Vice President
San Francisco Metro-Sun Reporter

MRS. LENORA CARTER, Secretary
Houston Forward Times

HOWARD H. MURPHY, Treasurer
Afro-American Newspapers

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Office of Economic Opportunity

JOHNNIE A. MOORE, Information Specialist
U. S. Civil Service Commission
and

President, Capital Press Club

MISS ETHEL PAYNE, Washington Correspondent
Sengstacke Newspapers

LAWRENCE A. STILL, Assistant Dean
Howard's School of Communication

ALFRED L. SWEENEY, Chief
News and Information Division, Transportation Dept.

ENOC P. WATERS, JR., Information Specialist
Food and Drug Administration (HEW)

PRESS OFFICERS

PAUL WYCHE, Director
National Black News Service

AL WALLACE, City Editor
St. Louis Argus

D. L. INMAN
Thomasville-Tallahassee News

ALONZO COLVIN
Saginaw Valley Star

W. L. RUSSELL
Albany Times

CLASS XVII—BEST SPORTS PAGE

Send full tear page of the Sports Section of each of any two consecutive 1974 issues of your paper. Judging will be based on layout, interest of pictures, and news content.

CLASS XVIII—BEST BUSINESS PAGE

Send full tear page of the Business Section of each of any two consecutive 1974 issues of your paper. Judging will be based on meaningfulness of news and feature content, interest of pictures, and layout.

CLASS XIX—BEST ENTERTAINMENT PAGE

Send full tear page of the Entertainment Section of each of any two consecutive 1974 issues of your paper. Judging will be based on layout, news and feature content, and interest of pictures.

THE RUSSWURM TROPHY

The John B. Russwurm Trophy will be awarded to the newspaper scoring the highest number of points in the 19 merit award categories. Some must be scored in the General Excellence category.

Scoring

First place in any category, 3 points; second place, 2 points, and third place, 1 point.

Awards

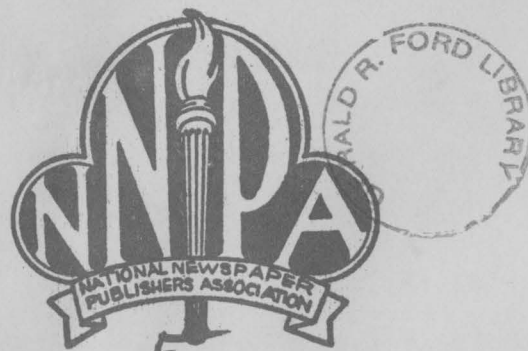
Cash awards ranging up to \$500 will be given to each first place winner in the 19 categories, up to \$300 for second place, and up to \$200 for third place. In case of a tie, award will be equally divided.

Plaques will go to all newspapers placing first in any category, and trophies to all individuals placing first, second, or third in any category.

1974 Award Sponsors

Aluminum Company of America	\$1,000
American Tobacco Company	500
Brown & Williamson Tobacco Corp.	1,000
Carnation Company	500
Coca-Cola USA	1,000
General Electric	1,000
Great Atlantic & Pacific Tea Co.	500
Gulf Oil Corporation	1,000
Heinz U.S.A.	1,000
Humble Oil & Refining Co.	1,000
J. C. Penney Co.	500
Miller Brewing Company	500
Pepsi-Cola Company	1,000
Philip Morris, Inc.	1,000
PPG Industries	1,000
SCM Proctor-Silex	500
Sears, Roebuck and Co.	1,000
Sterling Drug	1,000
U. S. Steel Corporation	1,000

Jerrel W. Jones, Milwaukee Courier
Merits Award Committee, Chairman



1975 MERIT AWARDS CONTEST

Entries Close February 25, 1975

... Rules ...

- * All entries must have been published within the calendar year 1974.
- * **SUBMIT ONLY ONE ENTRY** in each class or category, except otherwise stated herein.
- * Submit separate entry for each category.
- * Make sure all tear pages carry the name of your paper and the date.
- * Each entry must be sealed in a separate envelope, marked correctly with name of paper, writer, and class.
- * Whole editions are to be submitted only in three categories: General Excellence, Special Edition, and Typography.
- * **Contest is open only to 1975 paid-up members of NNPA.**
- * Entries from delinquent publications will not be eligible.
- * The name of the contest category must be written on each entry. All entries must be wrapped individually by category, sealed in a folder or manila envelope and labeled as to contests entered and name of your newspaper.

Mail Entries to:

SHERMAN BRISCOE
Executive Director

NNPA

770 National Press Building
Washington, D. C. 20045

DEADLINE — FEBRUARY 25, 1975

NNPA MERIT AWARDS CATEGORIES

CLASS I—GENERAL EXCELLENCE

Send two (2) consecutive issues during 1974. Judging will be based on mechanical excellence, general and departmental news coverage, literary excellence, promotion of general interests, editorial page and advertising enterprise.

CLASS II—ROBERT S. ABBOTT BEST EDITORIAL AWARDS

Send full tear page with your best locally written editorial marked. Make sure tear page carries name of paper and date. Judging on clarity of thought, community interest, style and relevance.

CLASS III—BEST COLUMN WRITING

Send full tear page carrying your best column written by one of your staffers. Judges will consider timeliness of topic, significance of subject to community, treatment of the topic, appearance and originality.

CLASS IV—CARL MURPHY COMMUNITY SERVICE AWARDS (Campaign or Crusade Series)

Send as many marked tear pages as necessary to represent any community service effort of the newspaper relating to one specific subject or project. Entrants are urged to present entries showing their own efforts above and beyond the routine coverage.

CLASS V—BEST NEWS STORY

Send full tear page on which is marked your best news story by one of your staffers. Judging on over-all importance and significance of and interest in the story; impact of headlines and lead; thoroughness of fact reporting; sentence and paragraph structure.

CLASS VI—FRANK L. STANLEY, SR. BEST FEATURE STORY AWARDS

Send full tear page on which your best feature by one of your staffers appears. Mark it. Judging on originality, thoroughness, obvious investigation and importance of subject treated.

CLASS VII—BEST NEWS PICTURES (News or Feature)

Send full tear page on which is marked your best news picture or pictures by your photographer. Also send original print, if possible, and name of photographer.

CLASS VIII—WILBERT L. HOLLOWAY BEST EDITORIAL CARTOON AWARDS

Send full tear page on which is marked your best editorial cartoon. Also send original drawing if possible. State name of staff artist.

CLASS IX—BEST TYPOGRAPHY AND MAKE-UP

Send two (2) consecutive issues during 1974. Judging on head dress, selection of an effective use of type faces, body dress; general make-up; advertising display, and press work.

DEADLINE — FEBRUARY 25, 1975

SCORE CARD

Points to be considered will be: General make-up, 25%; advertising typography, selection and effective use of faces, illustrations, borders, 25%; headdress, selection and effective use of faces, 20%; readability, 15%; press-work, 15%.

CLASS X—BEST SPECIAL EDITION

Send complete edition for proper judging of excellence, depth of supporting editorial material, use of pertinent photos, and skill handling of tie-in advertising.

CLASS XI—BEST CIRCULATION PROMOTION

Send as many items as necessary for proper judging of effort and results of campaign to increase your circulation in 1974. Send leaflets, posters, radio spots, etc.

CLASS XII—BEST WOMEN'S PAGE

Send full tear page of Women's Section of each of any two consecutive editions of your paper. Judging will be based on layout, pictures, extensiveness of local coverage, and variety and comprehensiveness of stories and columns.

CLASS XIII—BEST YOUTH PAGE

Send full tear page of each of any two consecutive issues. Advertising is not a detriment to the judging but should not exceed 50% and should be appropriate (no liquor, cigarettes, beer, etc.). Youth pages will be judged on layout, articles and pictures of special interest to youth as well as writing style.

CLASS XIV—BEST ORIGINAL ADVERTISING

Submit copies of the newspaper or tearsheets showing a novel or unusual advertising idea, which may be a single advertisement, a series, a campaign, a special page of issue, or any other unified "idea". (Separate "ideas" will, of course, constitute separate entries). Preferential consideration will be given to specially prepared campaigns or series of advertisements with an original theme. Entrant may, if he desires, present a statement of 250 words or less on the effectiveness of the idea.

SCORE CARD

Points to be considered will be: Selling idea or promotion, 35%; adaptability, 35%; headline and copy, 10%; layout and typography, 10%; illustrations, 10%. Plus values can be gained for forceful copy, excellence in printing production, and superior effect accomplished through the use of photographs.

CLASS XV—BEST USE OF PHOTOGRAPHS

Submit two consecutive issues of the newspaper. Awards will be made to the newspapers showing the best use of local pictures.

CLASS XVI—BEST CHURCH PAGE

Send full tear page of the Church Section of each of any two consecutive 1974 issues of your paper. Judging will be based on news content, feature treatment, interest of pictures, and layout.

DEADLINE — FEBRUARY 25, 1975

CLASS XIV—BEST ORIGINAL ADVERTISING

Submit copies of the newspaper or tearsheets showing a novel or unusual advertising idea, which may be a single advertisement, a series, a campaign, a special page of issue, or any other unified "idea". (Separate "ideas" will, of course, constitute separate entries.) Preferential consideration will be given to specially prepared campaigns or series of advertisements with an original theme. Entrant may, if he desires, present a statement of 250 words or less on the effectiveness of the idea. The plaque donor reserves the right to reproduce winning entries in his service.

SCORE CARD

Points to be considered will be: Selling idea or promotion, 35%; adaptability, 35%; headline and copy, 10%; layout and typography, 10%; illustrations, 10%. Plus values can be gained for forceful copy, excellence in printing production, and superior effect accomplished through the use of photographs.

CLASS XV—BEST USE OF PHOTOGRAPHS

Submit two consecutive issues of the newspaper. Awards will be made to the newspapers showing the best use of local pictures.

SCORE CARD

Points to be considered will be: Reader interest of illustrations, 30%; presswork excellence, 20%; quality of photography and halftones, 20%; use of newspaper make-up, 15%; relevancy to news stories, 15%.

THE RUSSWURM TROPHY

The John B. Russwurm Trophy will be awarded to the newspaper scoring the highest number of points in the 15 merit award categories. Some must be scored in the General Excellence category.

Scoring

First place in any category, 3 points; second place, 2 points, and third place, 1 point.

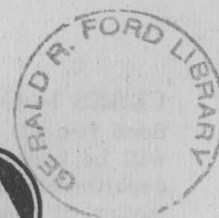
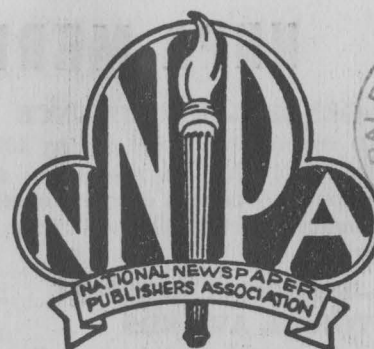
Awards

Cash awards ranging up to \$500 will be given to each first place winner in the 15 categories, up to \$300 for second place, and up to \$200 for third place. In case of a tie, award will be equally divided.

Plaques will go to all newspapers placing first in any category, and trophies to all individuals placing first, second, or third in any category.

1973 Award Sponsors

Aluminum Company of America.....	\$1,000
American Tobacco Company.....	500
Brown & Williamson Tobacco Corp.....	1,000
Carnation Company	500
Coca-Cola USA	1,000
General Electric	1,000
Great Atlantic & Pacific Tea Co.....	500
Gulf Oil Corporation.....	1,000
Heinz U.S.A.	1,000
Humble Oil & Refining Co.....	1,000
J. C. Penney Co.....	500
Miller Brewing Company.....	500
Pepsi-Cola Company	1,000
Philip Morris, Inc.....	1,000
PPG Industries	1,000
SCM Proctor-Silex	500
Sears, Roebuck and Co.....	1,000
Sterling Drug	1,000
U. S. Steel Corporation.....	1,000



1974 MERIT AWARDS CONTEST

Entries Close March 25, 1974

... Rules ...

- * All entries must have been published within the calendar year 1973.
- * SUBMIT ONLY ONE ENTRY in each class or category, except otherwise stated herein.
- * Submit separate entry for each category.
- * Make sure all tear pages carry the name of your paper and the date.
- * Each entry must be sealed in a separate envelope, marked correctly with name of paper, writer, and category entered.
- * Whole editions are to be submitted only in three categories: General Excellence, Special Edition, and Typography.
- * Contest is open only to 1974 paid-up members of NNPA.
- * Entries from delinquent publications will not be eligible.
- * The name of the contest category must be written on each entry. All entries must be wrapped individually by category, sealed in a folder or manila envelope and labeled as to contests entered and name of your newspaper.

Mail Entries to:

SHERMAN BRISCOE

Executive Director

c/o NNPA

P.O. Box 1546

Washington, D.C. 20013

NNPA MERIT AWARDS CATEGORIES

CLASS I—GENERAL EXCELLENCE

Send two (2) consecutive issues during 1973. Judging will be based on mechanical excellence, general and departmental news coverage, literary excellence, promotion of general interests, editorial page and advertising enterprise.

CLASS II—ROBERT S. ABBOTT BEST EDITORIAL AWARDS

Send full tear page with your best locally written editorial marked. Make sure tear page carries name of paper and date. Judging on clarity of thought, community interest, style and relevance.

CLASS III—BEST COLUMN WRITING

Send full tear page carrying your best column written by one of your staffers. Judges will consider timeliness of topic, significance of subject to community, treatment of the topic, appearance and originality.

CLASS IV—CARL MURPHY COMMUNITY SERVICE AWARDS (Campaign or Crusade Series)

Send as many marked tear pages as necessary to represent any community service effort of the newspaper relating to one specific subject or project. Entrants are urged to present entries showing their efforts above and beyond the routine coverage normally given to the endeavors specified. Projects must be promoted and/or developed and completed by the newspaper's own efforts. Exhibits must be related directly to these efforts.

CLASS V—BEST NEWS STORY

Send full tear page on which is marked your best news story by one of your staffers. Judging on over-all importance and significance of and interest in the story; impact of headlines and lead; thoroughness of fact reporting; sentence and paragraph structure.

CLASS VI—BEST FEATURE STORY

Send full tear page on which your best feature by one of your staffers appears. Mark it. Judging on originality, thoroughness, obvious investigation and importance of subject treated.

CLASS VII—BEST NEWS PICTURES (News or Feature)

Send full tear page on which is marked your best news picture or pictures by your photographer. Also send original print, if possible, and name of photographer.

CLASS VIII—WILBERT L. HOLLOWAY BEST EDITORIAL CARTOON AWARDS

Send full tear page on which is marked your best editorial cartoon. Also send original drawing if possible. State name of staff artist.

CLASS IX—BEST TYPOGRAPHY AND MAKE-UP

Send two (2) consecutive issues during 1973. Judging on head dress, selection of an effective use of type faces, body dress; general make-up; advertising display, and press work.

SCORE CARD

Points to be considered will be: General make-up, 25%; advertising typography, selection and effective use of faces, illustrations, borders, 25%; headdress, selection and effective use of faces, 20%; readability, 15%; press-work, 15%.

CLASS X—BEST SPECIAL EDITION

Send complete edition for proper judging of excellence, depth of supporting editorial material, use of pertinent photos, and skill handling of tie-in advertising.

CLASS XI—BEST NEWSPAPER PROMOTION

Send as many items as necessary for proper judging of effort and results of campaign.

This award is to be made to the newspapers which during the past year most effectively and ingeniously promoted the Black newspaper industry through editorials, news, and/or advertising columns. Eligible material includes news and feature stories; promotion of Black Press Week; and all types of advertising on new services, new equipment, new typography or new features that increase the value of the newspaper to the reader and/or the advertiser, editorially and through house advertisements, direct mail and other methods; and circulation promotions conducted by the newspaper.

CLASS XII—BEST WOMEN'S PAGE

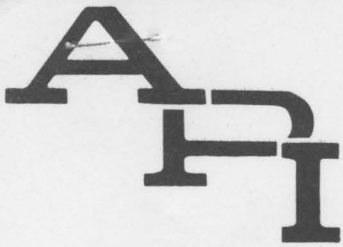
Send full tear pages of Women's Section of any two consecutive editions of your paper. Judging will be based on layout, pictures, extensiveness of local coverage, and variety and comprehensiveness of stories and columns.

CLASS XIII—BEST YOUTH PAGE

Send full tear pages from any three consecutive issues. Advertising is not a detriment to the judging but should not exceed 50% and should be appropriate (no liquor, cigarettes, beer, etc.).

Youth pages will be judged on layout, articles and pictures of special interest to youth as well as writing style.

NOTE TO PUBLISHERS AND EDITORS: Please bring this announcement to the attention of all your staff writers. We hope you will encourage them to submit entries. This contest is intended to help you stimulate better quality in YOUR publication.



[5/15/73]

BLACK-COMMUNITY NEWSPAPERS COVERAGE IN 26 KEY MARKETS

	<u>MARKETS</u>	<u>NEWSPAPERS</u>	<u>CIRC.</u>	<u>BLACK HOUSE - HOLDS</u>	<u>PER- CENTAGE COVERAGE</u>
1.	NEW YORK CITY	AMSTERDAM NEWS	75,198	524,538	14.34%
	NEW YORK CITY	MANHATTAN TRIBUNE	25,000	524,538	4.77
2.	CHICAGO, ILLINOIS	CHICAGO DEFENDER/	21,669	314,640	6.89
	CHICAGO, ILLINOIS	NEW CRUSADER	19,541	314,640	6.21
3.	DETROIT, MICHIGAN	MICHIGAN CHRONICLE	49,884	192,902	25.86
4.	PHILADELPHIA, PA.	PHILADELPHIA TRIBUNE*	39,641	194,955	20.33
5.	WASHINGTON, D.C.	AFRO-AMERICAN*	6,877	164,040	4.19
6.	LOS ANGELES, CALIF.	SENTINEL	47,084	170,684	27.56
7.	BALTIMORE, MD.	AFRO-AMERICAN*	33,097	114,095	29.01
8.	HOUSTON, TEXAS	FORWARD TIMES	29,895	89,880	33.26
9.	CLEVELAND, OHIO	CALL & POST	15,775	86,474	18.24
10.	NEW ORLEANS, LA	LOUISIANA WEEKLY	11,978	74,350	16.11
11.	ATLANTA, GEORGIA	ATLANTA WORLD	30,100	71,169	42.29
12.	ST. LOUIS, MISSOURI	ST. LOUIS AMERICAN	8,496	73,230	11.60
	ST. LOUIS, MISSOURI	ST. LOUIS ARGUS	22,536	73,230	30.77
	ST. LOUIS, MISSOURI	ST. LOUIS SENTINEL	24,934	73,230	34.05
13.	MEMPHIS, TENN.	TRI-STATE DEFENDER	5,241	63,207	8.29
14.	DALLAS, TEXAS	POST TRIBUNE	20,314	57,865	35.11
15.	NEWARK, N.J.	N.J. AFRO-AMERICAN	4,666	60,446	7.72

AMALGAMATED PUBLISHERS, INC.
NATIONAL ADVERTISING REPRESENTATIVES



Black-Community Newspapers
Coverage in 26 Key Markets

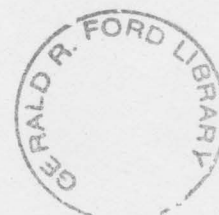
	<u>MARKETS</u>	<u>NEWSPAPERS</u>	<u>CIRC.</u>	<u>BLACK HOUSE- HOLDS</u>	<u>PER- CENTAGE COVERAGE</u>
16.	INDIANAPOLIS, IND.	RECORDER	11,950	38,177	31.30%
17.	BIRMINGHAM, ALA.	WORLD	9,700	36,258	26.75
18.	CINCINNATI, OHIO	CINCINNATI HERALD	17,500	40,287	43.44
19.	OAKLAND, CALIF.	POST GROUP	30,000	39,645	75.67
	OAKLAND, CALIF.	METRO REPORTER	30,000	39,645	75.67
20.	JACKSONVILLE, FLA.	FLORIDA STAR	25,374	32,694	77.61
21.	KANSAS CITY, MO.	CALL	13,960	33,678	41.45
22.	PITTSBURGH, PA.	NEW COURIER	17,930	33,712	53.19
23.	RICHMOND, VA.	AFRO-AMERICAN	12,523	29,891	41.90
24.	BOSTON, MASS.	BAY STATE BANNER	10,450	31,854	32.81
25.	COLUMBUS, OHIO	CALL & POST	10,156	29,449	34.49
26.	SAN FRANCISCO, CALIF.	SUN REPORTER	9,043	32,500	27.82
	SAN FRANCISCO, CALIF.	METRO REPORTER	10,000	32,500	30.77
	SAN FRANCISCO, CALIF.	SAN FRANCISCO POST	12,500	32,500	38.46
TOTALS			713,012	2,630,620	27.10%

/ Daily & Weekend Editions

* SEMI-WEEKLY NEWSPAPERS

Circulation is averaged

51573



AMALGAMATED PUBLISHERS, INC.

NATIONAL ADVERTISING REPRESENTATIVES



NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION



VOL. II

HOUSTON OAKS HOTEL, HOUSTON, TEXAS

JUNE 20-23

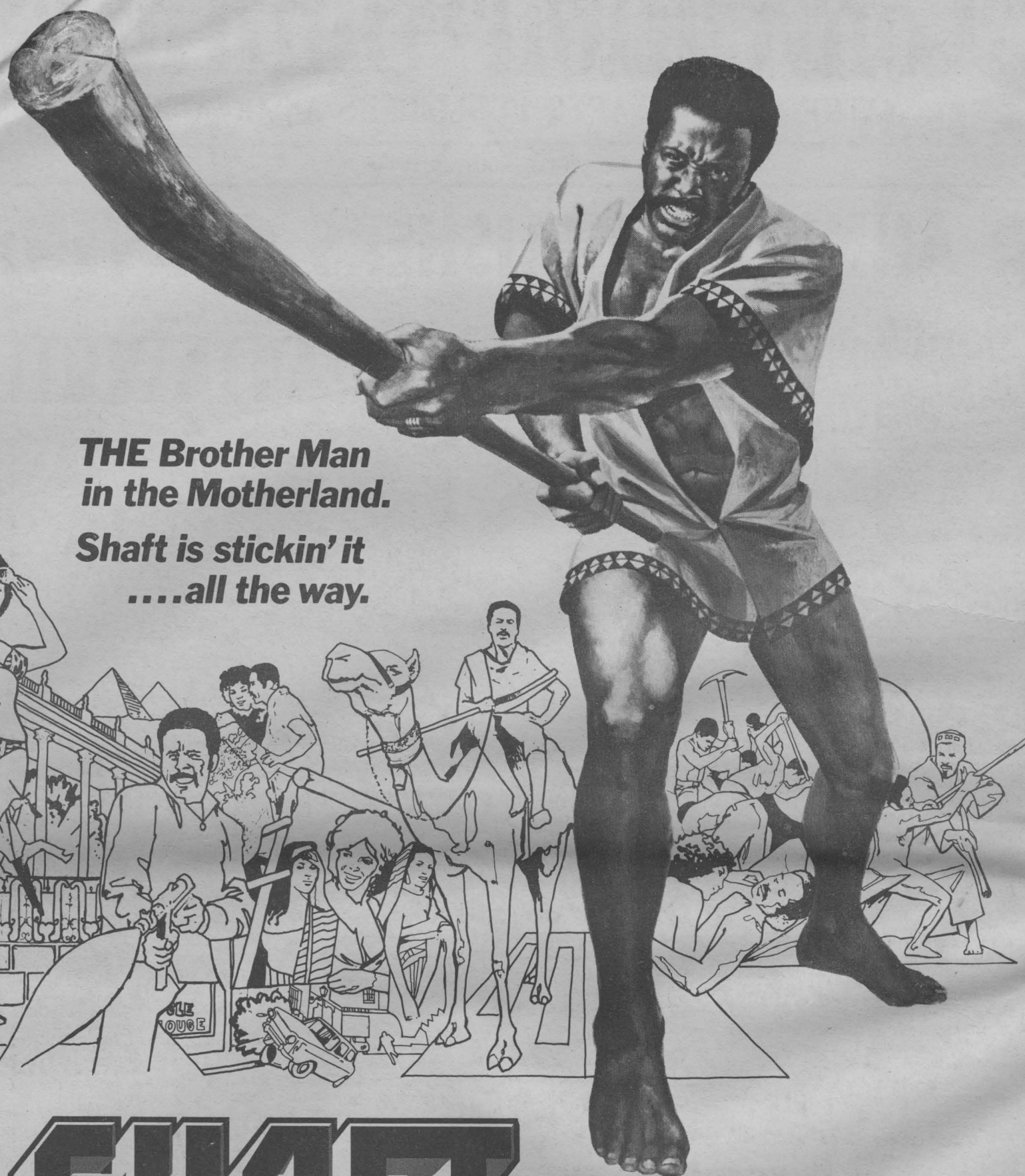
33RD ANNUAL PUBLISHERS CONVENTION



ARIZONA INFORMANT

VOL. 5 NO. 20 HOUSTON, TEXAS/May 27, 1977

 $25/(24 + 1) = 1 \text{ m}$



**THE Brother Man
in the Motherland.**

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....all the way.**

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starring
RICHARD ROUNDTREE
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JOHN SHAFT

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RESTRICTED
Under 17 Requires Accompanying
Parent or Adult Guardian



SEE IT AT YOUR FAVORITE THEATRE THIS SUMMER

PUMP \$51 BILLION INTO USA ECONOMY

Brimmer Cites Income Figures Of U.S. Blacks



Andrew F. Brimmer

The Black market is small enough to reach, but big enough to be the most important single one in America. In fact it is the only pioneer market left in this vast country of bubbling technology with its ocean to ocean marketing experts. However in too many cases these experts are using the wrong approach for the desired results, and in many cases with the wrong man in the right position. Many of them are still reaching thru research for facts that are as plain as the nose on their faces. On the other minus side too many are using the numbers game in an era where for years figures have been made to lie to cover up age old stereotypes and unconscious prejudices. Too many of them continues to measure the market with guide rules of bias and bigotry.

Recently in his annual assesment of the economic status of Blacks in America, the Hon. Andrew F. Brimmer, member of the board of governors of the Federal Reserve System, estimated that the total income of Black Americans has reached a record \$51-billion. This, he pointed out, is an increase from \$46-billion in 1971.

"However," said the distinguished economist, "the advancement in Black

income, which was steady during the sixties, had slackened in recent years. These facts about the Black economy were brought out by Mr. Brimmer in a lecture at the University of California in Los Angeles. Said he, "the implications of some of these developments, particularly the persistence of high unemployment among youths, for the economic future of Blacks, and the economy generally, are potentially serious."

"Consequently, I am personally convinced that the time has come for this nation to assign a much higher priority to efforts to open up genuine opportunities for those groups that have failed to share equitably in the benefits of economic growth.

Blacks bore a major share of the increased burden of unemployment during the 1969-70 "recession," yet, have shared to a lesser extent in the gains made during the recovery.

While blacks are continuing to make progress in obtaining better jobs, their "occupational center of gravity remains rooted in jobs requiring little skill and which offer little hope of advancement."

The problem of chronic high joblessness among youths, which Mr. Brimmer found to be "distressing," is being aggravated by federally imposed minimum wages. He favors a lower minimum wage for youths.

While the income of blacks reached an all-time high, the gap between black median income and white families continued to widen in recent years.

Far from depending "excessively on public welfare," blacks work for their spending money to the same extent as whites.

Analyzing Total

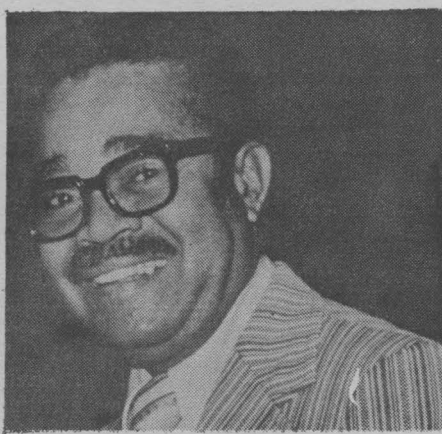
The \$46-billion figure for blacks in 1971 was 6.6 percent of the total for all Americans, and his projected \$51-billion would represent 6.7 percent of the total. He said the 1971 total for blacks "should be weighed against the fact that blacks comprise about 11.3 percent of the total population." If they had received the same per cent of total income, he said the total for blacks would have been \$78.6-billion instead of \$46-billion.

***** The President's Message *****

Despite significant strides made by black people in the last few years, 1973 looms ahead as one of the most challenging ever faced. During 1972 there was a national retrenchment from previously held positions on social justice. There seemed to be a backing away from civil rights achievements of previous years. There were even a few who said that the nation is weary of social change—that the time had come for retrenchment and non-involvement.

Currently there are forces at work in the United States to destroy the new foundations built over the last few years. Government as we have known it is being systematically dismantled. Instead of being a government of, by and for the people, it is being turned into an enemy of the people.

Government services are being terminated. The well being of poor and minorities is at stake. Aid to dependent families and children is being replaced by aid to major industries and big business. Educational and anti-poverty programs are being disbanded and scattered; housing programs for the poor frozen. Only a privileged minority in America can look to our government for justice. Conservatism is sweeping the private sector, and many former civil rights allies have been neutralized by more conservative forces.



Garth C. Reeves

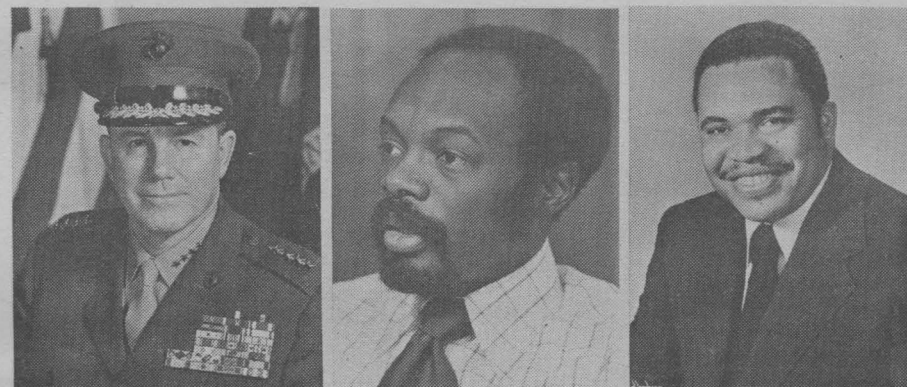
Today's black press faces these problems unflinching. These are but a few other obstacles in our long struggle for justice and liberation. But a great black publisher of the 19th century, Frederick Douglass taught us that "Power concedes nothing without demand", and no unjust system, however evil, crumbles of its own weight. The black press will continue its demand for social justice. The task before us remains immense.

Many times have we heard the question, "Who speaks for the black poor?" The question should really be put this way: "Who, besides the black press, etc. etc. etc....?"

Convention Sneakers



Commissioner Benjamin L. Hooks, of the Federal Communication Commission, Rep. Barbara Jordan of Texas, and Vernon E. Jordan, Jr., executive director, National Urban League.



General Robert E. Cushman, Jr., commandant, U.S. Marine Corps.. Assemblyman Willie L. Brown of California, and Mayor Kenneth Gibson of Newark.

Louisville Defender Editorial Put In Congressional Record

An editorial in the Louisville Defender hailing the newspaper's 40th anniversary and recounting its achievement of the past four decades, was placed in the Congressional Record by Congressman Romano L. Mazzoli of Kentucky.

In his comments in the House of Representatives on March 15, Mr. Mazzoli said:

Mr. Speaker, today is the 40th anniversary of a very distinguished and highly respected newspaper in my community, the Louisville Defender.

Since the inception of its publication in 1933, the Louisville Defender has won more than 70 State and National awards in journalistic competitions.

Under the skillful and responsible leadership of Editor-Publisher Frank L. Stanley, the Defender has served as an invaluable sounding board and source of information for Louisville's black community. The Defender, I might add, is also widely read in Louisville's white community for news often unavailable in the daily press.

The Louisville Defender's services to the community go far beyond the mere dissemination of information and opinion, however. The newspaper's annual clothe-a-child charitable campaign

A Job Well Done

NNPA is greatly indebted to Commissioner Kenneth Drew, President and Publisher of the New York Voice, and his staff for their outstanding work in proofing and printing the annual Convention Journal.

Garth C. Reeves, Sr.
NNPA President

OUR COVER

Sketch of John Russwurm, founder of the first Black newspaper in the United States in 1827 and the present day Black Press.

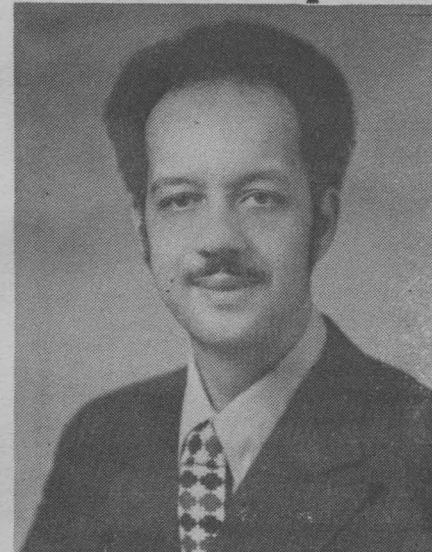


Frank L. Stanley

each Christmas season has become an important community tradition as has the annual Defender Home Show.

In conclusion, Mr. Speaker, I include in the RECORD the following editorial, recently published in the Defender, which comments on this important milestone in Kentucky journalism, and which additionally speaks to the broader point of the importance of diversity and varying perspectives in the makeup of our national news media:

Convention Speaker



Kenyon C. Burke, Director of Urban Affairs, Anti-defamation League, of B'nai B'rith.

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

DIRECTORS

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New York Voice
Jesse Hill
Atlanta Inquirer
D.L. Inman
Thomasville-Tallahassee News
Emory O. Jackson
Birmingham World
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Milwaukee Courier
William H. Lee
Sacramento Observer
John H. Murphy, III
Afro-American Newspapers
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Frank L. Stanley
Louisville Defender
N.A. Sweets
St. Louis American
Howard B. Woods
St. Louis Sentinel



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Miami Times
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San Francisco Sun-Reporter
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Houston Forward Times
TREASURER
Howard H. Murphy,
Afro-American Newspapers

Sherman Briscoe
Executive Director

William L. Rowe,
Consultant to the President,
Convention Journal Coordinator

Warns Of Danger Ahead In Attacks On Press Freedom

By Garth C. Reeves

Black publishers and editors are concerned about current Government moves which appear to be aimed at shackling the press. Although few of our staff members have yet been involved, there is the belief that eventually the black press will be affected.

The press freedom that is under attack today is not bias but confidentiality.

Four newsmen have gone to jail, and at least a half dozen others face possible jail terms. Across the country, up it and down it, there appears to be an open season on newsmen.

Howard K. Smith, sometimes called President Nixon's favorite television commentator, surveyed the situation last month and commented, "It begins to look like a general assault on reporters". Mr. Smith noted that in Washington there are only half as many reporters as government public relations men — that is, men hired to make the government look good.

Quotes Chicago Tribune

The Chicago Tribune, a newspaper not given to enthusiasm for liberal crusades, commented recently: "Only a free press can carry out its responsibility to inform the public; and without freedom, the press cannot earn the influence which comes with respect".

That's well put. It deals with what has been called the power of the press. That power derives not from authority, but from influence with the people who read or view its information and commentary. And, as The Tribune pointed out, there is no influence without respect.

This is important to an understanding of why there is a constitutional provision for a free press, and why that provision was made for the good of the public and not simply as special privilege for the press.

The Founding Fathers, from personal experience with government oppression, determined that the people could protect themselves from that oppression only if they were fully informed. Therefore in the First Amendments to the Constitution they demanded that "Congress shall make no law . . . abridging freedom of speech, or of the press. . ."

Responsibility of Press

As the late Supreme Court Justice Hugo Black interpreted the Founding Fathers' intentions, "The press was to serve the governed, not the governors".

Armed with recent Supreme Court decisions, some lower courts, grand juries, and state legislatures are demanding that reporters divulge confidential sources or



Garth C. Reeves

go to jail.

The severity of the threat to press freedom is a matter of dispute. But the nation's leading news organizations, normally distrustful of Government, are calling for Federal legislation in the new Congress to protect "the public's right to know".

Some publications and some newsmen are disturbed by the thought of legislation that would spell out rights guaranteed by the Constitution. Columnist I.F. Stone, for example, wonders whether "in trying to reinforce our rights we might actually undermine them; the details are the important thing". There's controversy, too, over whether scholars and authors should be covered by any new protection offered newsmen.

But regardless of differences over the need for legislation, many newsmen, publishers, and broadcast executives contend that the press has lately become a scapegoat for vindictive judges and Government authorities seeking to cover their own mistakes.

Reporter Jailed

A Baltimore reporter was jailed for contempt of court in refusing to tell a county grand jury the identity of an Ocean City, Md. salesgirl who was described in an article he wrote on drug traffic as having offered him illicit drugs. His state appeals have been exhausted and he will go to jail, unless the Supreme Court takes the case and rules in his favor.

Eighteen states have laws protecting the confidentiality of newsmen's sources.

(Turn to Page 32)



LOUIE WELCH
MAYOR

OFFICE OF THE MAYOR
CITY OF HOUSTON
TEXAS

May 22, 1973

Mr. Sherman Briscoe, Executive Director
National Newspaper Publishers Association
c/o NNPA
P. O. Box 1546
Washington, D. C. 20013

Dear Mr. Briscoe:

On behalf of the City of Houston I would like to personally welcome the National Newspaper Publishers Association at your annual convention on June 20-21, 1973 at the Houston Oaks Hotel.

It is hoped that during your stay in Houston you will enjoy the many interesting and famous landmarks we possess. Our warmest hospitality is yours to enjoy during your stay.

Sincerely,

Louie Welch
Mayor

LW/mm

Host Newspaper

The Houston Forward Times

4411 Almeda Road

Houston, Texas. 77004

* * *

MRS. LENORA CARTER

Publisher

VAREE SHIELDS, Managing Editor

DOLORES L. MARTIN, Advertising Manager

J.D. WELLS, News Editor

ERNEST NORRIS, Production Manager

FREDDIE GOUDEAU, Circulation Manager



Mrs. Lenora Carter
Convention Hostess

OFFICIAL NNPA CONVENTION JOURNAL

Printed by New York Voice — Hon. Kenneth Drew, Publisher

CONCEIVED-PRODUCED BY

William L. Rowe, Louis Rowe Ent. Inc.

EDITED BY

Julius J. Adams

ADVERTISING DIRECTOR

Louis-Rowe Enterprises, Inc.

COORDINATOR

Carol Coleman

AUTHORIZED BY

Garth C. Reeves President, NNPA

Credo Of The Black Press

The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Black Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

The President Reports

Years Of Stewardship

During my two terms, 1971-73, my administration has tried to continue and expand the achievements of the previous administrations over the past 31 years in attaining the basic goals of NNPA.

My immediate predecessor, John J. Sengstacke, founder of the association who has served as its head for several intermittent or non-consecutive terms, made an important move when he succeeded in establishing the office of executive director and in getting the board to approve the appointment of a former newspaperman to fill the post. My administration set as one of its goals the establishment of an appropriate office to help increase his effectiveness. In a way, this relates directly to furthering all the goals of the association.

As set forth in its constitution, NNPA goals are to promote the interests of the Black Press "by securing unity and action in all matters relative to the profession of journalism and the business of publishing; to enlarge and ennoble its field of endeavor, and win for it due recognition of its usefulness and power; to encourage and foster co-operation and fraternal fellowship; and to advance the highest and best interests of the oppressed people of our nation."

Further, NNPA was to help establish auxiliary bodies, such as societies of editors, advertising, circulation, and mechanical personnel.

Financial Position of NNPA

The first step of my administration was to seek ways of improving the financial status of NNPA so that it would have the necessary resources to begin further implementing the goals. Having rejected an income producing news service, realistically, NNPA now has only two source of funds. These are: Membership dues and contributions from business firms through advertising, meal and reception sponsorships at our conventions and workshops, and of our Merit Awards. As much as we might like to get away from these sources of income, they are the only ones presently available. Hopefully, in the future, efforts will be made to obtain funds from foundations for research, the publication of a history of the Black Press, and orientation and guidance for our new and weaker newspaper members.

Sponsorships of our 14 Merit Award categories by business firms were established prior to my administration; a 15th has been added, raising the amount of funds needed this year to \$15,000.

All of our receptions, luncheons, and banquets, except one, were sponsored for our 1972 Mid-Winter Workshop and our Annual Convention. For our 1973 workshop, all luncheons, banquets, receptions, and bus trips were fully or largely sponsored, leaving almost all our registration fees unencumbered.

Our financial position was further strengthened by the publication of a Convention Journal for our 1972 and 1973 conventions. Under William L. Rowe of Louis-Rowe Enterprises, we published a 40-page journal with 19 pages of ads in 1972 which brought NNPA a net of \$3,000. A larger return is expected from the '73 Journal.

In addition, through a membership drive and monthly billing of unfinancial members, NNPA increased its funds from memberships. The number of new members added during the past two years totals 20. Dues collected for 1973 up to now total \$10,290 from 53 members. Dues unpaid total \$6,606 by 39 members as of June 1. Hopefully, more of the delinquents will become financial before or during the convention. They were billed on May 25, as they had been every month, and again on June 4. However, our net balance as of March 31 was \$9,755.91 — our best ever for the March quarter.

Office in Press Building

In addition to our cash on hand, we have established an office in the National Press Building in Washington with office equipment purchased at a cost of nearly \$1,300. Total balance owed is only \$90.88 on our \$550.00 electric typewriter.

Our office was opened in mid-July 1972, and an open-house reception was held following our September 8-9 board meeting in Baltimore. Reception was well attended by business, organization, and government leaders, including the NNPA president and his wife. Through our office, which is staffed by an executive director and a part-time secretary, we maintain contact with key leaders in the Washington community, as well as with such organizations as the Leadership Conference on Civil Rights to which we contribute \$200 a year, the Congressional Black Caucus, the national Business League, the Joint Center for Political Studies, and Howard's School of Communications.

The office, with the cooperation of Howard B. Woods, St. Louis Sentinel; and Frank Stanley, Louisville Defender, and Clarence Washington, artist, New Pittsburgh Courier, promotes the Merit Awards Contest and handles all the details, including the solicitation of sponsors.

In addition, office now publishes at no expense to NNPA a convention edition of our monthly newsletter which carries some of the winning entries, and pictures of winning publishers and their staffs along with the presenting sponsors. This publication is sent to all members, sponsors, schools and departments of journalism, and to advertising directors of leading.

Office also promotes attendance at our conventions and workshops and handles most of the details, such as assisting in the development of programs, obtaining speakers, obtaining sponsors for luncheons, banquets and receptions, and working with hotel staff in selection of menus, and determining number of diners.

Improving the Business

To help our members further improve their newspaper publishing business which means, in addition to better management, increased income, we devoted our 1972 Mid-Winter Workshop in Los Angeles almost exclusively to increasing our advertising linage, and our '73 one in Washington to increasing circulation both to improve income and to better serve our advertisers.

The ad sessions were planned and conducted by Norman W. Powell, sales manager of Amalgamated Publishers, Inc. As a climax to the sessions on advertising salesmanship, Powell had presentations made to the larger, consistent advertisers to help promote the placement of increased ad linage in the Black Press. Awards were made also to John Sengstacke, Chicago Daily Defender, for his excellent work as the previous president; and to Col. Leon H. Washington, Los Angeles Sentinel, as the Distinguished Publisher of the Year. The workshop was concluded with a trip to San Francisco for sightseeing and a reception as the guest of NNPA Vice President Carlton B. Goodlett of the Sun Reporter.

Participants in the circulation panels during our '73 workshop in Washington, included: Robert H. Fentress, vice president and circulation director of Johnson Publications; John H. Murphy III of the Afro-American Newspapers, V.T. Curtis, circulation manager of the Washington Post; Mrs. Virginia M. Phillips, assistant business manager of the Los Angeles Sentinel; George S. Wiedemann, III, circulation director, Times Magazine; and Robert A. Macklin,



assistant general manager of the International Circulation Managers Association.

Black Press Week

Not only have our workshops and convention made experts available to our publishers to broaden their knowledge of effective publishing and community service, but they have also attracted larger attendance. Our '72 Workshop had an attendance of 121, nearly double that of '71; and our '73 one had a further increase up to 129. Our '72 convention also showed a slight increase over '71. It rose from 181 to 196 registrations.

Excellent observances of Black Press Week were held in '72 by the Atlanta Inquirer and other papers in the area, by the St. Louis and Louisville papers, and by the Sacramento Observer and other California papers. High school workshops were featured. Some of these received radio and TV coverage as did our Washington office whose director was interviewed on WTOP-TV, the CBS outlet.

During '73, the Louisville Defender held the most outstanding Black Press Week observance — a workshop with some 50 high school youth participating along with representatives of print and electronic media.

It is my hope that the next administration will place greater emphasis on the Black Press Week Observance. It is one of the ways we can ennoble the field of journalism and gather new recruits.

Usefulness of the Black Press

Our '72 Convention in Miami, as well as the one this year in Houston are examples of our concern with ways of helping oppressed blacks. In '72 our theme was: "How the Black Press Can Help Improve the Economic Status of Black Americans." Subject was considered from the viewpoint of the black worker and the businessman.

Represented in the discussions were: The Equal Employment Opportunity Commission, the National Urban League, the Department of Labor, Action, National Welfare Rights Organization, the National Business League, the National Bankers Association, the National Association of Real Estate Brokers, the Department of Commerce, the Small Business Administration, Office of Minority Business Enterprise, Department of the Virgin Islands, and the Interreligious Foundation for Community Organization.

Through the expertise of these organizations, NNPA members gained a better understanding as how they might use their newspapers to promote employment and business opportunities for blacks.

The '73 convention is concerned largely with the national and local

economic effects of government cutbacks in domestic programs. Among the discussants will be: Mayor Kenneth Gibson of Newark, Urban League Executive Director Vernon E. Jordan, Congresswoman Barbara Jordan, California Assemblyman Willie Brown, President M. Carl Holman of the National Urban Coalition, and Kenyon C. Burke of the Anti-Defamation League of B'nai B'rith.

Beyond the direct concern about the oppressed, the NNPA convention will provide opportunities for publishers to explore ways of improving the technology of print and electronic media. The speakers will be Commissioner Benjamin L. Hooks of the Federal Communications Commission, and William D. Rhinehart, NNPA vice president and research director.

Gaining Further Recognition

NNPA has had considerable recognition during its 33-year history. It has called on Presidents, Vice Presidents, and Cabinet Officers, and has had them call on it to discuss matters of importance to our readership.

During the past two years, NNPA members have conferred with Presidential candidates, been briefed in the Executive Offices of the White House by top government officials, been given a White House reception at the State Department with Cabinet Officers in attendance.

Also the members have conferred with members of the Congressional Black Caucus, had the chairman as a speaker, been given a briefing and a reception at the headquarters of the American Newspaper Publishers Association, and had representation of the Black Press included in the Henry Luce Journalism exhibition which opened at the Smithsonian Institution April 30. Now NNPA has begun laying plans for the establishment of archives and a Black Journalism Hall of Fame in the School of Communications at Howard University.

Promoting the Profession

Through our workshops and conventions and 15-category merit awards program, we have promoted the profession of journalism by awarding prizes totaling \$1,000 in each category to encourage further improvement in the techniques of developing better and better black newspapers.

Under my administration, the "Best Women's Page" category has been added to: "General Excellence," "Robert S. Abbott Best Editorial Awards," "Best Column Writing," "Carl Murphy Community Service Awards," "Best News Story," "Best Feature Story," "Best News Picture," "Wilbert L. Holloway Best Editorial Cartoon Awards," "Best Typography and Make-Up," "Best Special Edition," "Best Newspaper Promotion," "Best Youth Page," "Best Original Advertising," and "Best Use of Photographs."

For judges, we have acquired among the best in the nation. They are all teachers in such schools and colleges of communications as Columbia, Howard, Illinois, Maryland, Medill at Northwestern, Syracuse, and the University of South Florida.

Summary of Accomplishments

During my two-term administration, we accomplished the following: (1) Established and furnished an almost debt-free office the National Press Building in Washington, (2) improved the financial position of NNPA from a deficit of about \$2,500 to cash hand position of \$9,755.91 as of March 31, (3) strengthened our publishers in the areas of advertising salesmanship, circulation building, and in the technology of newspaper printing through our workshops, (4) contributed to an improvement in our newspapers by



33rd ANNUAL NNPA CONVENTION

Houston Oaks Hotel

Houston, Texas, June 20-23

Freedom's Cause — A Continuing Challenge

110 Anniversary of Emancipation



Presentations of Merit Awards
Recipients Are Listed in Alphabetical Order, Not in Order
Of Their Ranking — 1st, 2nd and 3rd Place

Presenters & Sponsors

Class I

General Excellence:
Howard H. Babcock, Director
Public Relations
PPG Industries, Inc.

Class II

Robert S. Abbott
Best Editorial:
Herbert H. Wright,
Director of Urban Affairs
Philip Morris, Inc.

Class III

Best Column:
Henry M. Parrish
National Director,
Urban Affairs
Sears, Roebuck and Company

Class IV

Carl Murphy Community Service
Harold A. Hamilton
Coca-Cola USA

Class V

Best News Story:
Smauel L. Hall, Manager
Communications Programs
Pepsi-Cola Company

Class VI

Best Feature Story:
Leo G. Bell, Manager
Minority Affairs
Brown & Williamson Tobacco
Corporation

Class VII

Best News Picture:
Mrs. Shirely J. Camp
Community Affairs
Representative
U.S. Steel Corporation

Class VIII

Wilbert L. Holloway
Best Editorial Cartoon:
Daniel G. Kean, Director
Equal Employment Opportunity
Gulf Oil Corporation

Class IX

Best Typography & Make-up
James Queen, National Public
Relations Coordinator
EXXON Oil & Refining Company

Class X

Best Special Edition:
Gaynor P. Colletter
Public Relations Officer
General Electric Co.

Class XI

Best Newspaper Promotion:
Harry M. Carroll
General Manager
Communications
Heinz U.S.A.

Class XII

Best Women's Page:
John Watts
Regional Sales Manager
SCM Proctor-Silex
C.W. Higgins
District Manager
J. C. Penney Company

Class XIII

Best Youth Page:
J. Edward Atkinson
Senior Public Relations
Supervisor
Carnation Company
William H. Watson
Community Relations Officer
Great Atlantic & Pacific Tea
Company

Recipients

Los Angeles Sentinel
Milwaukee Courier
Sacramento Observer

Michigan Chronicle
Milwaukee Courier
Philadelphia Tribune

Ms. Edith Austin
San Francisco Sun Reporter
Larry Coleman
New Pittsburgh Courier
J. John French
Charleston Chronicle
William O. Walker
Cleveland Call & Post

Baltimore Afro-American
Michigan Chronicle
Milwaukee Courier

Harold L. Bethune
Louisiana Weekly
Earl Jarvis, Jr.
San Diego Voice & Viewpoint News
Walter Jones
Milwaukee Courier
Tom Stokes
New Pittsburgh Courier

Bill Black
Michigan Chronicle
John E. Rousseau
Louisiana Weekly
Thomas Wright
Houston Forward Times

T. Mike Fletcher
St. Louis American
R. J. Lee
Sacramento Observer
Robert Sengstacke
Chicago Daily Defender

Charles Bowie
Atlanta Inquirer
Joseph L. Holly
Gary Info
Ernest Norris
Houston Forward Times

Milwaukee Courier
New York Amsterdam News
Washington Afro-American

Atlanta Inquirer
Louisville Defender
Plainfield Voice

Louisville Defender
Michigan Chronicle
Sacramento Observer

Ms. Marguerite M. Fearn
Sacramento Observer
Mrs. Hazel Garland
New Pittsburgh Courier
Mrs. Patricia Thomas
Milwaukee Star-Times

Roderick J. Lee
Sacramento Observer
Nathaniel A. Sweets, Jr.
St. Louis American
Miss Elois A. Taylor
Miami Times

Class XIV

Best Original Advertising:
Mrs. Inez Kaiser, President
Inez Kaiser & Associates, Inc.
Makes Presentation for
Sterling Drug

Class XV

Best Use of Photographs:
Webster S. Thompson, National
Public Relations Coordinator
Miller Brewing Company
John W. Edghill, Field Sales Manager
American Tobacco Company

Chicago Daily Defender
Houston Forward Times
San Diego Voice & Viewpoint News

Louisville Defender
Milwaukee Courier
Milwaukee Star-Times

Presentation of Cornish Publisher-of-the-Year Trophy
Introduction of Presenter: Roy Kohler, Director, Gulf Community Affairs
President Fred S. Schwend of Gulf Oil USA

Presentation of Russwurm Trophy and \$1,000
By Ralph A. Nichols, Manager, State Government Relations
Aluminum Company of America
Congresswoman Barbara Jordan
NNPA President Garth C. Reeves, Sr.

Installation of Officers: Attorney Fred Finch, Dallas Post Tribune

Benediction: Reverend Mr. Staggers

Dance

Saturday, June 23

9:00 A.M. Board Meeting President's Suite
11:00 A.M. Board Buses for Picnic Joubert Ranch - Houston area

Sponsors: McCoy & Harrison, Funeral Directors
Mack Hannah Enterprises

6:00 P.M. Return to hotel - Plan a night on the town for yourself

Bon Voyage

VIP Committee:

Ms. Delores Martin, Houston Forward Times
Mrs. Dickie Foster, Dallas Post Tribune
C. M. Jollivette, Miami Times
John B. Smith, Atlanta Inquirer
Robert J. Thomas, Milwaukee Star-Times
Mrs. Mildred Brown, Omaha Star
Mrs. Ophelia Devore Mitchell, Columbus Times
N.A. Sweets, Sr., St. Louis American
Sherman Briscoe, NNPA Executive Director
Ms. Veria McFadden, Business Manager, Sun Reporter

Press Committee:

Pat Pallino, Public Relations Director
Western Electric Company
Paul Wyche, Director, National Black News Service
Varee Shields, Managing Editor, Houston Forward Times
D. L. Inman, Editor-Publisher, Thomasville News
George McElroy, Managing Editor, Houston Informer
Ms. Edith Austin, Political Editor, San Francisco Sun Reporter
J. John French, Editor-Publisher, Charleston Chronicle
Mallory K. Millender, Editor-Publisher, August News Review
Chester Washington, Editor-Publisher, Central News-Wave Papers

Exhibits Committee:

Clarence Washington, Cartoonist, New Pittsburgh Courier
Christopher Bennett, Editor-Publisher, Seattle Medium
J. Reuben Benton, Advertising Director, Kansas City Call
Charles Reynolds, Editor-Publisher, Freedom's Journal
James T. Harris, Editor-Publisher, Gary Info
Willie L. Russell, Editor-Publisher, Albany Times
Alonzo Colvin, Editor-Publisher, Saginaw Valley Star
Joe Lewis, Editor-Publisher, East St. Louis Crusader
William Cole, Sr., Associate Editor, Plainfield Voice

Convention Hostess:

Mrs. Lenora Carter, NNPA Secretary and Publisher
Houston Forward Times

Program Chairman: Dr. Carlton B. Goodlett, Vice President, NNPA
Editor-Publisher, San Francisco Sun Reporter

EXTRA ATTRACTIONS

- * June 21 — 10:30 A.M. Beauty work shop with Flora Roberts presented by Foley's
3 P.M. Astroworld Tour
4 to 5 P.M. Reception and Press party. Movie "Spirit"
- * June 22 — 3 P.M. Fashion Show — Ms. Mildren Johnson, Coordinator
-
- * Houston Oaks — Room to be announced

33rd ANNUAL NNPA CONVENTION

Houston Oaks Hotel

Houston, Texas, June 20-23

"Freedom's Cause — A Continuing Challenge"

110th Anniversary of Emancipation Proclamation



Wednesday, June 20

2:00 P.M. - 6:00 P.M. RegistrationGrand Foyer

Registration Committee: Howard H. Murphy, Afro-American Newspapers, NNPA Treasurer; Mrs. Lenora Carter, Houston Forward Times NNPA Secretary; and George McElroy, Houston Informer

5:00 P.M. Board MeetingPresident Reeves' Suite

6:30 P.M. Holiday Dinner Theatre - Maxwell House Coffee of General Foods Corp.

Thursday, June 21

7:30 A.M. Board MeetingPresident Reeves' Suite

8:30 A.M. RegistrationGrand Foyer

9:00 A.M. Executive SessionConsulate Room

President's Report
Executive Director's Report
Secretary's Report
Treasurer's Report
Committee Reports

Budget
Audit
Scholarship
Mid-Winter Workshop Plans, 1974
1974 Convention
Merit Awards
Black Press Week
Recommendations
Appointment of Nominations Committee

12:00 P.M. Cocktails Consort II Foyer
12:30 P.M. Luncheon - Amalgamated Publishers, Inc.Consort II

Presiding: Mrs. Lenora Carter, Houston Forward Times
Invocation: Rev. Joe E. Nelson, Pastor, Evangelist Temple Church of God in Christ
Greetings: Hon. Judson Robinson, Jr., City Councilman
Hon. John Hill, City Attorney General
NNPA President Garth C. Reeves, Editor-Publisher, Miami Times

Introduction: Dr. Eugene Mitchell, St. Louis Argus
Remarks: General R. E. Cushman, Jr., Commandant, U.S. Marine Corps

Benediction: Reverend Mr. Nelson

2:30 P.M. "The Challenge of Change - Department Store Advertising"Consulate

Presiding: Norman W. Powell, General Sales Manager
Amalgamated Publishers, Inc.
Moderator: Ms. Delores Martin, Advertising Director, Houston Forward Times
Panelists: Ms. Doris Falk, Advertising Director, Sakowitz
Ralph Jordan, Sales Promotion Manager, Sears, Roebuck & Company
Charles May, Assistant Manager, Shoppers Fair
Ira Tumpowsky, Media Director, Young & Rubicam-Houston

Discussion
Leaders: Luther Walker, President, Walker & Grogran Associates
Bernard Smoots, President Allied Services
Summary: John L. Procope, Jr., Vice President & General Manager
New York Amsterdam News

5:00 P.M. Executive SessionConsulate Room

6:30 P.M. Reception — Welcome to Pittsburgh in '74 Foyer of Consort II

7:30 P.M. Dinner — Burger KingConsort II

Presiding: Garth C. Reeves, Sr., Miami Times - NNPA President
Invocation: Rev. Theodore Williams, Pastor, Loyal Missionary Baptist Church
Introduction: Jesse Hill, Jr., President, Atlanta Inquirer & Atlanta Life Insurance Company
Address: Vernon E. Jordan, Jr., Executive Director
National Urban League
Benediction: Reverend Mr. Williams

10:00 P.M. Metro-Goldwyn-Mayer Movie and Reception

Friday, June 22

7:30 A.M. Board Meeting

8:30 A.M. Registration Grand Foyer

9:00 A.M. National Effects of Government Retrenchment in Domestic ProgramsConsulate Room

Presiding: Dr. Carlton B. Goodlett, Sun Reporter, NNPA Vice President
Speakers: Kenyon C. Burke, Director of Urban Affairs
Anti-Defamation League of B'nai B'rith
M. Carl Holman, President, National Urban Coalition
Congressman Charles C. Diggs Jr.

Discussion

Leaders: Frank L. Stanley, Sr., Louisville Defender
Earl Davis, Jr., San Diego Voice & Viewpoint News
Mrs. Frances L. Murphy, Afro-American Newspapers
Jerrel Jones, Milwaukee Courier
Ethel Payne, Sengstacke Newspapers

11:00 A.M. Executive SessionConsulate Room
Pete Rozelle, Commissioner, National Football League

12:00 P.M. J. Walter Thompson, Co. Foyer of Consort II

12:30 P.M. Luncheon - National Football LeagueConsort II

Presiding: John H. Sengstacke, Sengstacke Newspapers
Invocation: Rev. Floyd Williams, Antioch Baptist Church
Greetings: Stanley S. Scott, Special Assistant to President Nixon
Introduction: Longworth M. Quinn, Michigan Chronicle
Address: Commissioner Benjamin L. Hooks, Federal Communications Commission
Benediction: Reverend Mr. Williams

2:30 P.M. — Local Effects of Government Retrenchment in Domestic Programs
Consulate Room

Presiding: Clarence B. Jones, New York Amsterdam News
Introduction: John A. Saunders, Philadelphia Tribune
Speaker: Mayor Kenneth Gibson of Newark
Introduction: William H. Lee, Sacramento Observer
Speaker: California State Assemblyman Willie Brown
Discussion
Leaders: Emory O. Jackson, Birmingham World
Mrs. Ruth Washington, Los Angeles Sentinel
Kenneth Drew, New York Voice
Mrs. Majorie B. Parham, Cincinnati Herald
George McElroy, Houston Informer

3:45 P.M. Coffee Break

4:00 P.M. Newest in Newspaper Production Research

Presiding: William O. Walker, Cleveland Call & Post
Speaker: William D. Rhinehart, ANPA Vice President and Director of Research

5:00 P.M. Executive SessionConsulate Room

6:30 P.M. Reception Foyer of Consort II

7:30 P.M. Awards Banquet - Gulf Oil CorpConsort II

Presiding: Howard B. Woods, St. Louis Sentinel, Chairman Awards Committee
Invocation: Rev. Robert Staggers, Jr., Pastor
Northside Antioch Baptist Church

Presentation: R. J. Reynolds Industries, Inc.
Scholarship Awards

By:
Marshall B. Bass
Corporate Manager
Personnel Development
To:
Frank L. Stanley, Sr.
Editor-Publisher Louisville
Defender, Chairman, Scholarship
Committee, Recipient for 10 Students

Presentation: "NNPA Distinguished Publishers' Awards"

To:
Mrs. Ada C. Franklin, Publisher
Kansas City Call
Mrs. Carter Wesley, Publisher
Houston Informer
By:
Dr. Carlton B. Goodlett, Editor-Publisher,
Sun Reporter
and NNPA Vice President

"NNPA Distinguished Service Award"

To:
M. Carl Holman, President
National Urban Coalition
By:
NNPA President Garth C. Reeves, Sr., Editor-Publisher,
Miami Times
Awards Committee Chairman Howard B. Woods,
Editor-Publisher,
St. Louis Sentinel

Introduction of Speaker: Mrs. Lenora Carter, Publisher
Houston Forward Times and NNPA Secretary
Address: Congresswoman Barbara Jordan

FACTS ON THE NNPA MEMBER NEWSPAPERS



William H. Lee
Sacramento Obs.



Howard B. Woods
St. Louis Sentinel



Thomas L. Berkley
Post Newsp. Group



Longworth M. Quinn
Mich. Chron.



John H. Johnson



C. E. Bolen
Ft. Pierce Chron.



Lesley Kimber
Calif. Advoc.



Clyde C. Jordan
E. St. L. Monitor

ALABAMA

BIRMINGHAM WORLD
312 17th Street North
Birmingham, Alabama 35201
Weekly-Friday
Circulation: 41
Ad Rates:
Years Published:

OFFICERS

Mrs. C. A. Scott, Publisher
Emory O. Jackson, Managing Editor
Mrs. Ida Thorn, Advertising Manager
Offset

MOBILE BEACON AND ALABAMA CITIZEN
2311 Costarides Street (P.O. Box 1407)
Mobile, Alabama 36601
Weekly-Wednesday
Circulation: 8,500
Ad Rates: 15 cents
Years Published: Beacon 18 yrs.; Citizen 28 yrs.

OFFICERS

Mrs. Lencie Thomas, Publisher
Frank P. Thomas, President
Frank P. Thomas, Advertising Director
Offset
10 Employees

ARIZONA

INFORMANT
814 North 16th Street
Phoenix, Arizona 85006
Charles R. Campbell, Co-Publisher

CALIFORNIA

CALIFORNIA VOICE
814 27th Street
Oakland, Calif. 94607
Otho Green, Publisher

LOS ANGELES SENTINEL
1112 East 43rd Street
Los Angeles, Calif. 90011
Mrs. Ruth Washington, President

POST NEWSPAPER GROUP
2973 Sacramento St.
Berkeley, Calif. 94702
Weekly: Thursday
Circulation: 75,544
Ad Rates: Local \$7.75; Nat'l. \$11.20 per col. inch
Years Published: 9

OFFICERS

Thomas L. Berkley, Publisher
Thomas L. Berkley, Editor
Jay Smith, Advertising Director
Mrs. Katharyn G. Robinson, Advertising Manager
Offset
60 Employees

SACRAMENTO OBSERVER
P.O. Box 209
Sacramento, Calif. 95801
Weekly-Thursday
Circulation: 23,500
Ad Rates: 30 cents
Years Published: 10

OFFICERS

William H. Lee, Publisher
William H. Lee, Editor
Joe B. Stinson, Advertising Manager
Offset
15 Employees

SAN FRANCISCO SUN-REPORTER
1366 Turk Street
San Francisco, Calif. 94115
Weekly-Thursday
Circulation: 10,000
Ad Rates: 22 cents
Years Published: 27

OFFICERS

Carlton B. Goodlett, Publisher
Thomas C. Fleming, Editor
Veria McFadden, Office Manager
Robin Thomas, Advertising Manager
Photo-offset
22 Employees

THE VOICE NEWS & VIEWPOINT
4684 Federal Blvd.
San Diego, Calif. 92102
Weekly-Wednesday
Circulation: 14,500
Ad Rates: \$3 per col. inch. Nat'l: 25 cents per line
Years Published: 11

OFFICERS

Earl Davis, Jr., Publisher
Earl Davis, Jr., Editor
Offset
19 Employees

COLORADO

DENVER WEEKLY NEWS
3376 Dahlia St.
Denver, Colorado 80207
F. Cosmo Harris, Editor-Publisher

CONNECTICUT

HARTFORD STAR
P.O. Box 606
Hartford, Conn. 06101
Henry Morris, Editor-Publisher

DELAWARE

THE DEFENDER
1400 French Street
Wilmington, Del. 19801
LeRoy E. Brown, Jr., Publisher

DISTRICT OF COLUMBIA

WASHINGTON AFRO-AMERICAN
1800 11th Street, N.W.
Washington, D.C. 20001
Arthur M. Carter, Publisher

FLORIDA

FLORIDA SENTINEL-BULLETIN
2207 21st Avenue (P.O. Box 3363)
Tampa, Fla. 33601
Twice weekly-Tuesday and Friday
Circulation: 28,000
Ad Rates: \$3 per col. inch
Years Published: 27

OFFICERS

C. Blythe Andrews, Publisher
C. Blythe Andrews, Jr., Editor
Johnny Jacobs, Advertising Manager
Dr. W.W. Andrews, Director
Mrs. C. Blythe Andrews, Director
Letterpress
23 Employees

FLORIDA STAR
2323 Moncrief Road
Jacksonville, Fla. 32209
C.E. Bolen, Editor-Publisher

NEWS REPORTER
1610 North Howard St.
Tampa, Fla. 33601
James A. Jackson, Editor-Publisher

FT. PIERCE CHRONICLE
1527 Avenue D
Ft. Pierce, Fla. 33450
C.E. Bolen, Editor-Publisher

MIAMI TIMES
6530 N.W. 15th Avenue
Miami, Fla. 33147
Weekly-Thursday
Circulation: 25,000
Ad Rates: 35 cents
Years Published: 49

OFFICERS

Garth C. Reeves, Publisher
Garth C. Reeves, Editor
C.M. Jolivet, Advertising Manager
Offset
18 Employees

PHOTO NEWS
803 25th Street
West Palm Beach, Fla. 33402
Ms. M.A. Hall Williams
Editor-Publisher

GEORGIA

ALBANY TIMES
315 Highland Ave.
Albany, Ga. 31701
William L. Russell, Editor-Publisher

ATLANTA INQUIRER
787 Parsons Street, S.W.
Atlanta, Ga. 30314
Weekly-Thursday
Circulation: 34,500
Ad Rates: 35 cents
Years Published: 12

OFFICERS

Jesse Hill, Jr., Publisher
Ernest M. Pharr, Editor
John B. Smith, Advertising Manager
Herman Russell, Chairman of the Board
John B. Smith, Executive Vice-President
Offset
18 Employees

THE ATLANTA VOICE
1066 Washington St. S.W.
Atlanta, Ga. 30315
J. Lowell Ware, Editor-Publisher

ATLANTA DAILY WORLD
145 Auburn Avenue N.E. Atlanta, Ga. 30303
Daily-Tuesday, Thursday, Friday, Sunday
Circulation: 25,000
Ad Rates: \$3.50 per inch
Years Published: 44
Officers Estate of W.A. Scott II, Publisher
C.A. Scott, Editor-General Manager
J. Russell Simmons, Advertising Manager
Offset
40 Employees

AGUSTA NEWS REVIEW
P.O. Box 953
August, Ga. 30901
Mallory K. Millender, Editor-Publisher

COLUMBUS TIMES
1304 Midway Drive
Columbus, Ga. 31902
Daily-Monday, Tuesday, Wednesday, Thursday, Saturday,
Circulation: 16,000
Ad Rates: \$2 per inch
Years Published: 2

OFFICERS

Ophelia DeVore Mitchell, Publisher
Constance B. Ward, Editor
Henry Thomas, Advertising Manager
Offset
15 Employees

MACON TIMES
389 Cotton Avenue
Macon, Ga. 31202
Robert Scott, Editor-Manager

SOUTHWEST GEORGIAN
517 Gordon St.
Albany, Ga. 31701
A.C. Searles, Editor-Publisher

THOMASVILLE-TALLAHASSEE NEWS
P.O. Box 2646
Tallahassee, Fla. 32301
P.O. Box 1013
Thomasville, Ga. 31792
Weekly-Wednesday
Circulation:
Ad Rates: 15 cents Nat'l. 12½ cents Open
11 cents Weekly
Years Published: 6

OFFICERS

D.L. Inman, Publisher
D.L. Inman, Editor
D.L. Inman, Advertising Manager
Mrs. Rebecca R. Mondaine, Office Manager
Offset

ILLINOIS

CHICAGO DAILY DEFENDER
2400 South Michigan Ave.
Chicago, Illinois 60616
Editions: Daily and Weekend:
Monday-Saturday
Circulation: Daily-21,510; Weekend-22,875
Ad Rates: Daily-50 cents; Weekend-55 cents
Years Published: 67

OFFICERS

John H. Sengstacke, Publisher
Louis E. Martin, Editor
Frederick D. Sengstacke, General Manager
Leonidas G. Nelson, Advertising Manager
Letterpress
115 Employees

CHICAGO SOUTH SUBURBAN NEWS
14717 S. Page Avenue
Harvey, Ill. 60426
Weekly-Thursday
Circulation: 44,229
Ad Rates: 40 cents, 12 weeks; 35 cents 24 weeks; 30 cents 52 weeks
Years Published: 7

OFFICERS

Charles Armstrong, Publisher
Charles Armstrong, Editor
Barbara DeAngelis, Assistant Editor
Charles Thompson, Advertising Manager
Offset
14 Employees

CITIZEN COMMUNITY NEWSPAPERS
748 W. 103rd St.
Chicago, Illinois 60628
CHATHAM CITIZEN
SOUTH END CITIZEN
SOUTHEAST SUN
SOUTHWEST CITIZEN
Weekly-Wednesday and Thursday
Circulation: Combined-60,564
Ad Rates: 30 cents
Years Published: 8

OFFICERS

Augustus A. Savage, Publisher
J. Henry Randall, Editor
William Garth, Advertising Manager
Eunice King, General Manager
Offset
16 Employees

EAST ST. LOUIS MONITOR
1501 State St.
East St. Louis, Ill. 62205
Weekly-Thursday
Circulation: 15,000
Ad Rates: 20 cents
Years Published: 10

OFFICERS

Clyde C. Jordan, Publisher
Clyde C. Jordan, Editor
George Laktzian, Advertising Manager
Ruby Belk, General Manager
Offset
16 Employees

EAST ST. LOUIS CRUSADER
2206 Missouri Ave.
East St. Louis, Ill. 52205
Joe Lewis, Editor-Publisher

JET
Johnson Publishing Company
820 South Michigan Avenue
Chicago, Ill. 60605
Weekly - Magazine
Circulation: 600,000
Years Published: 22

OFFICERS

John H. Johnson, Editor-Publisher
Robert H. Johnson, Executive Editor
William M. Santos, National Advertising Manager
Sister Publications: Ebony, Black World, Ebony Jr., Black Stars

MUHAMMAD SPEAKS
2548 South Federal St.
Chicago, Ill. 60616
John H. Woodford, Editor

THE NEW CRUSADER
6429 King Drive
Chicago, Ill. 60637
Mrs. Dorothy Leavell, Publisher

INDIANA

GARY INFO
1649 Broadway
Gary, Indiana 46407
Circulation: 9,600
Ad Rates: \$3.00 per col. inch
Years Published: 9

OFFICERS

James T. Harris, Jr., Publisher
James T. Harris, Jr., Editor
Imogene Harris, Associate Editor
Offset
4 Employees

INDIANA HERALD
2449 Rader Street
Indianapolis, Ind. 46208
O.L. Tandy, Editor
O.L. Tandy, Publisher

INDIANAPOLIS RECORDER
518 Indiana Avenue
Indianapolis, Ind. 46203
OFFICERS
Marcus Steward, Editor-Publisher

IOWA

NEW IOWA BYSTANDER
1016 Forest Avenue
Des Moines, Iowa 50309
Weekly-Thursday
Circulation:
Ad Rates: \$2.00 per col. inch
Years Published: 77

OFFICERS

Carl Williams, Publisher
Carl Williams, Editor
Ramon Ray, Advertising Manager
Offset
4 Employees

KENTUCKY

LOUISVILLE DEFENDER
1720 Dixie Highway
Louisville, Ky. 40210
Frank L. Stanley, Sr., Publisher
Frank L. Stanley, Sr., Editor

LOUISIANA

LOUISIANA WEEKLY
640 South Rampart Street (P.O. Box 53008)
New Orleans, La. 70153
Weekly-Wednesday
Circulation: 14,800
Ad Rates: 35 cents
Years Published: 46

OFFICERS

C.C. Dejoie, Jr., Publisher
John E. Rousseau, Editor
H.L. Wilcox, Advertising Manager
Henry B. Dejoie, Secretary-Treasurer
Offset
25 Employees

FACTS ON THE NNPA MEMBER NEWSPAPERS



Kenneth Drew
New York Voice

BATON ROUGE NEWS LEADER
196 S. 14th Street
Baton Rouge, La. 70802
Weekly-Wednesday
Circulation: 16,500
Ad Rates: \$1.65 open per col. inch
Years Published: 21

OFFICERS

J.K. Land, Publisher
Mrs. Doris Gale, Editor
Jesse Gray, Advertising Manager

SHREVEPORT SUN
1030 Texas Avenue
Shreveport, La. 71101
M. L. Collins, Jr., Publisher
M. L. Collins, Jr., Editor

MARYLAND

AFRO-AMERICAN NEWSPAPERS
628 North Eutaw Street
Baltimore, Md. 21201
Editions: Baltimore-Twice week-Tuesday & Friday

Washington-Twice week-Tuesday & Friday
National, Richmond, New Jersey-Once week-Monday, Thursday
Circulation (Combined): 105,549
Ad Rates: Balt. 72cents; Rich. 33 cents; Wash. 43 cents; N.J. 25 cents; Nat'l. 45 cents; All Edit. \$1.60
Years Published: 80

OFFICERS

Ms. Frances Murphy Henderson, chairman, Board of Directors
John H. Murphy, President
Moses Newsom, Executive Editor
Elizabeth Oliver, City Editor
Kenneth O. Wilson, Vice President, Advertising Letter Press
200 Employees

MASSACHUSETTS

BOSTON-ROXBURY CITY NEWS
719 Boylston
Boston, Mass. 02115
Noble Nelson, Publisher
Noble Nelson, Editor

THE BLAZER MICHIGAN
1305 Francis Street (P.O. Box 806)
Jackson, Michigan 49204
Weekly-Thursday
Circulation: 8,000
Ad Rates: 16 cents per line
Years Published: 9

OFFICERS

Ben Wade, Publisher
James Murphy, Editor
Ben Rucker, Advertising Manager
Offset
6 Employees

MICHIGAN CHRONICLE
479 Ledyard Street
Detroit, Michigan 48201
Weekly-Monday
Circulation: 49,219
Ad Rates: 50 cents per line
Years Published: 36

OFFICERS

L.M. Quinn, Publisher
L.M. Quinn, Editor
Tremaine W. Shearer, Advertising Manager
Offset

THE VALLEY STAR
609 Lapeer Street
Saginaw, Mich. 48607
Alonzo Colvin, Publisher
Alonzo Colvin, Editor

MINNESOTA

MINNEAPOLIS SPOKESMAN
3744 Fourth Avenue South
Minneapolis, Minn. 55409
Cecil Newman, Publisher
Cecil Newman, Editor

MISSISSIPPI

JACKSON ADVOCATE
406½ North Farish St.
Jackson, Miss. 39202
Percy Greene, Publisher
Percy Greene, Editor

MEMO DIGEST
2511 Fifth Street (P.O. Box 5782)
Meridian, Miss. 39301
Weekly-Tuesday
Circulation: 4,875
Ad Rates: 20 cents per line
Years Published: 5

OFFICERS



Kenneth Coulter
Milwaukee Star Times

Robert E. Williams, Publisher
Robert E. Williams, Editor
Robert E. Williams, Advertising Manager
Offset
8 Employees

MISSOURI

KANSAS CITY CALL
1715 East 18 Street
Kansas City, Missouri 64108
Weekly-Friday
Circulation: 15,214
Ad Rates: 30 cents
Years Published: 50

OFFICERS

Ms. Ada C. Franklin, Publisher
Ms. Lucile Bluford, Editor
Reuben Benton, Advertising Manager
Offset

ST. LOUIS AMERICAN
3956 West Florissant
St. Louis, Missouri 63113
Weekly-Thursday
Circulation: 11,500
Ad Rates: 18 cents Nat'l. 16 cents Local
Years Published: 44

OFFICERS

Nathaniel A. Sweets, Jr., Publisher
Bennie G. Rodgers, Editor
Nathaniel A. Sweets, Jr., Advertising Manager
Offset
6 Employees

THE ARGUS
4595 Martin Luther King Drive
St. Louis, Missouri 63113
Weekly-Thursday
Circulation: 33,560
Ad Rates: 35 cents open rates; 30 cents contract rate; 25 cents every week rate
Years Published: 60

OFFICERS

Eugene N. Mitchell, M.D., Publisher
Albert Wallace, Editor
Gene Liss, Advertising Manager
Ms. Nannie Mitchell, President of Board
Offset
33 Employees

SENTINEL NEWSPAPERS
3000 Easton Ave.
St. Louis, Missouri 63106
Twice Weekly- Tuesday and Thursday
Circulation: 68,761 (combined)
Ad Rates: 45 cents Nat'l. 35 cents Local
Years Published: 4

OFFICERS

Howard B. Woods, Publisher
Irving A. Williamson, Editor
Lavert Trotter, Advertising Manager
Offset

NEBRASKA

OMAHA STAR
2216 North 24 St.
Omaha, Nebr. 68110
Ms. Mildren Brown, Publisher
Ms. Mildren Brown, Editor

NEW JERSEY

THE VOICE
139 North Avenue
Plainfield, N.J. 07060
Warren D. Blackshear, President

NEW JERSEY AFRO-AMERICAN
92 Clinton Avenue
Newark, N.J. 07801
Robert C. Queen, Editor

NEVADA

LAS VEGAS VOICE
301 West Miller - NLV
Las Vegas, Nev. 89106
Dr. Charles I. West, Publisher

NEW YORK

NEW YORK AMSTERDAM NEWS
2340 Eighth Avenue
New York, N.Y. 10027
Weekly-Thursday
Circulation: 82,500
Ad Rates: \$1.10 per line
Years Published: 63

OFFICERS

Clarence B. Jones, Publisher-Editor
James Hicks, Executive Editor
Warren Parker, Advertising Director
John L. Procope, Jr., Vice President & General Manager
Offset



Mrs. Marjorie B. Parham
Cincinnati Herald

NEW YORK RECORDER
P.O. Box D, East N.Y. Sta.
Brooklyn, N.Y. 11207
Thomas H. Watkins, Sr., Publisher

NEW YORK VOICE
89-48 162 Street
Jamaica, N.Y. 11432
Weekly-Friday
Circulation
Ad Rates: \$1.10 line (nat'l.); 90 cents (local)
Years Published: 15

OFFICERS

Kenneth Drew, Publisher
Claire Paisner, Editor
Offset
25 Employees

WESTCHESTER COUNTY PRESS
61 Pinecrest Drive
Hastings on Hudson, N.Y. 10706
Weekly-Thursday
Circulation: 5,100
Ad Rates: 16 cents
Years Published: 22 (Black) 60 (General)

OFFICERS

Alger L. Adams, Publisher-Editor
Jessie W. Adams, Advertising Manager
Patricia Adams, General Manager
Offset
15 Employees

NORTH CAROLINA

THE CAROLINIAN
518 East Martin St.
Raleigh, N.C. 27601
P.R. Jervay, Publisher-Editor

CAROLINA PEACEMAKER
P.O. Box 20853
Greensboro, N.C. 27420
Suite 530 Southeastern Bldg.
Greensboro, N.C. 27401
Weekly-Saturday
Circulation: 9,800
Ad Rates: \$2.00 per col. inch
Years Published: 5

OFFICERS

Dr. John Marshall Stevenson, Publisher
Dr. John Marshall Stevenson, Editor
Ms. Culey V. Stevenson, Advertising Manager
Offset
8 Employees

THE CAROLINA TIMES
436 East Pettigrew
Durham, N.C. 27702
Ms. Vivian A. Edmonds, Publisher-Editor

WILMINGTON JOURNAL
412 South Seventh Ave. (P.O. Box 1618)
Wilmington, N.C. 28401
Weekly-Thursday
Circulation: 7,500
Ad Rates: 20 cents
Years Published: 28

OFFICERS

T.C. Jervay, Sr., Publisher
T.C. Jervay, Sr., Editor
W.D. Campbell, Advertising Manager
Offset
12 Employees

OHIO

CINCINNATI HERALD
863 Lincoln Ave.
Cincinnati, Ohio 45206
Weekly-Thursday
Circulation:
Ad Rates: 15 cents per line
Years Published: 17

OFFICERS

Marjorie B. Parham, Publisher
Ray Paul, News Editor
William M. Spillers, Advertising Manager
Offset
7 Employees

CALL AND POST
P.O. Box 6237 1949 E 105 St.
Cleveland, Ohio 44101
Weekly-
State Edition: Tuesday
City & Columbus: Wednesday
Ad Rates: \$2.84 per col. inch
Years Published: 59

OFFICERS

William O. Walker, Publisher
Charles H. Loeb, Advertising Manager
Offset
93 Employees

FREEDOM'S JOURNAL
324 4th Street NE
Canton, Ohio 44702
Charles Reynolds, Editor-Publisher



Dr. Eugene N. Mitchell
St. Louis Argus



Robert L. Williams
Memo Digest

OKLAHOMA

THE BLACK DISPATCH
P.O. Box 1254
Oklahoma City, Okla. 73101
John Dungee, Editor

OKLAHOMA EAGLE
122 North Greenwood
Tulsa, Okla. 74101
Circulation: 12,000
Ad Rates: Display \$1.75 per col. inch
Weekly-Thursday

OFFICERS

Edward L. Goodwin, Sr., Publisher
Rev. C.J. Jeffrey, Editor
Lee K. Turpin, Advertising Manager
Offset
23 Employees

OREGON

PORTLAND OBSERVER
Box 3137
Portland, Oregon 97208
Weekly-Thursday
Circulation: 10,000
Ad Rates: 42 cents per line
Years Published: 1½

OFFICERS

Alfred L. Henderson, Publisher-Editor
Offset
5 Employees

PENNSYLVANIA

NEW PITTSBURGH COURIER
315 East Carson St.
Pittsburgh, Pa. 15219
Weekly-Wednesday
Circulation: 38,470
Ad Rates: 30 cents (non-commissionable) 40 cents (commissionable)
Years Published: 62

OFFICERS

John H. Sengstacke, Publisher-Editor
Rod Doss, Advertising Manager
Letterflex
26 Employees

PHILADELPHIA TRIBUNE
520-26 South Sixteenth Street
Philadelphia, Pa. 19146
Twice Weekly-Tuesday and Friday
Circulation: Tuesday-39,550; Saturday-38,688
Ad Rates: 70 cents Nat'l. 30 cents Local
Years Published: 88

OFFICERS

Eustace Gay, Sr., General Manager
John A. Saunders, President-Editor
Bernard Jackson, Advertising Manager
Letterpress
37 Employees

SOUTH CAROLINA

CHARLESTON CHRONICLE
542½ King Street
Charleston, S.C. 29403
J. John French, Editor-Publisher

TENNESSEE

MEMPHIS TRI-STATE DEFENDER
124 East Calhoun Ave.
Memphis, Tenn. 38102
Weekly-Wednesday
Circulation: 10,800
Ad Rates: 30 cents Nat'l. 27 cents Local
Years Published: 21

OFFICERS

Whittier Sengstacke, Sr., Publisher
Whittier Sengstacke, Jr., Editor
Bryant Williams, Sr., Advertising Manager
Gold type
25 Employees

TEXAS

FORWARD TIMES
4411 Alameda Road
Houston, Texas 77004
Weekly-Wednesday
Circulation: 33,166
Ad Rates: 35 cents Nat'l. 20 cents Local

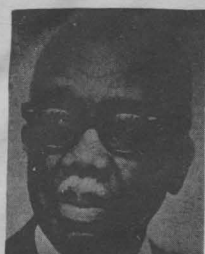
OFFICERS

Lenora Carter, Publisher
Varee Shields, Editor
Delores L. Martin, Advertising Manager
Offset

On page 10 you will note the remainder of publishers and information concerning publication.



Rev. Earl E. Allen
Voice of Hope



Eustace Gay
Philadelphia Tribune



Mrs. Ophelia DeVore Mitchell
Columbus Times



Clarence B. Jones
N.Y. Amsterdam News



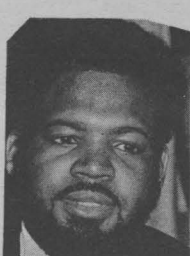
Dr. Marshall Stevenson
Carolina Peacemaker



Mrs. Francis Murphy Henderson
Afro American News



John H. Sengstake
Chicago Daily Defender
Associated Newspaper



Earl Davis, Jr.
The Voice News & Viewpoint



Mrs. Ada C. Franklin
Kansas City Hall



Frank P. Thomas, Jr.
Mobile Beacon



Jerrel W. Jones
Milwaukee Courier



Mrs. Eloise Banks
Arizona Tribune



Thomas J. Jervay, Sr.
Wilmington Journal



James T. Harris, Jr.
Info Newspaper



Emery O. Jackson
Birmingham World



C. Dejoie, Jr.
Louisiana Weekly



Carlton B. Goodlet
San Fran. Sun Reporter

THE INFORMER
2418 Leeland Ave.
Houston, Texas 77003
Weekly-Wednesday
Circulation: 19,865
Ad Rates: 34 cents
Years Published:

OFFICERS

D.W. Wesley, Publisher
Clyde Jackson, Editor
Willa Baxter, Advertising Manager
Clarence Cubia, Vice President
Offset
20 Employees

POST TRIBUNE
3428 Sunnyvale St.
Dallas, Texas 75216
Weekly-Thursday
Circulation: 20,314
Ad Rates: 25 cents
Years Published: 10

OFFICERS

Atty. Fred Finch, Publisher
Ms. Dickie Foster, Editor
Arrie Hughes, Advertising Manager
Offset
8 Employees

SAN ANTONIO REGISTER
1224 East Commerce St.
San Antonio, Texas 78205
U.J. Andrew, Publisher

THE VOICE OF HOPE
P.O. Box 21098
Houston, Texas 77026
Earl Allen, Publisher-Editor

VIRGINIA

JOURNAL & GUIDE
719 East Olney Road
Norfolk, Va. 23501
John T. Belden, President

RICHMOND AFRO-AMERICAN
301 East Clay Street
Richmond, Va. 23219
Raymond H. Boone, Editor

ROANOKE TRIBUNE
312 First Street
Roanoke, Va. 24106
Ms. Claudia A. Whitworth, Publisher

VIRGIN ISLANDS

DAILY NEWS OF THE VIRGIN ISLANDS
4-5 Wimmelskaft Gade
St. Thomas, V.I. 00801
Ariel McChior, Sr., Publisher

WASHINGTON

THE MEDIUM
1419-31st Ave., South
Seattle, Wash. 98144
Weekly-Thursday
Circulation: 10,000
Ad Rates: \$3.50 per col. inch (Nat'l.); \$2.50 Local
Years Published: 2 and 3 months

OFFICERS

Christopher H. Bennett, Publisher-Editor
John Cladney, Jr., Advertising
Ms. O.W. Hailey, Associate Publisher
Larry Williams, General Manager
Offset
6 Employees

WISCONSIN

MILWAUKEE COURIER
2431 W. Hopkins Street
Milwaukee, Wis. 53206
Weekly-Thursday
Circulation: 10,000
Ad Rates: 35 cents
Years Published: 8

OFFICERS

Jerrel W. Jones, Publisher
Walter L. Jones, Editor
Roy Kemp, Advertising Manager
Offset
32 Employees

MILWAUKEE STAR TIMES
3882 N. Teutonia Ave.
Milwaukee, Wis. 53206
Weekly-Tuesday
Circulation: 10,000
Ad Rates: 25 cents
Years Published: 10

OFFICERS

Kenneth C. Coulter, Co-Publisher
William Rogers, Editor
Earl D. Calvin, Advertising Manager
Robert Thomas, Co-Publisher
Offset
20 Employees

Merit Awards Committee Judges

Contest winners have been judged by Edmund C. Arnold, Syracuse; Dean Tony Brown, Howard University School of Communications; Dean Ray E. Hiebert, College of Journalism at the University of Maryland; Associate Professors Luther P. Jackson and Donald Shanor, Graduate School of Journalism, Columbia University; Associate Dean Peter P. Jacobi, Medill School of Journalism, Northwestern University; Robert L. Kerns, coordinator of photography, University of South Florida; Dean Theodore Peterson and Dr. Jay Jensen, Head of the Journalism Department and faculty members, of the College of Communications University of Illinois, and Prof. Roland E. Wolseley, Syracuse and author of "Black Press USA."

Must Become Aware

As people become more aware of themselves and the contexts of their lives, they want to know why things are happening. And if I read the signs right, it will be necessary in the future to go behind the headlines and moving cameras and tell what is happening and why.

Advertisers Must Consider Black Consumer!

The advertising agency's role in the new era of segmented marketing must begin to deal factually and truthfully with their clients regarding the Black consumer and other ethnic markets if they are to effectively sell more goods and services.

They must recognize that there have been more qualitative changes in the outlook of Blacks in the past 10 years than have taken place in all the preceding 350 years covering their enslavement and post emancipation confrontations.

In another context, during this period the Black man has evolved into what Kierkegaard, the philosopher, calls "a defiant man who wills to be himself."

Black Power, Black Pride

Advertising agencies must recognize the constructive dimensions of Black power and Black pride just as they have in the past dealt successfully with Irish pride, Jewish pride and Polish pride. And there is no reason why they should panic when faced with the new dimension of Black pride, or for that matter Chicano pride or Indian pride.

In the past several years, corporate management, government, labor and community organizations have recognized that there is a growing Black consumer market with an annual spendable income in excess of \$40 billion. Coupled with this fact, there is a new psychological dimension among the 23 million Black Americans who shout in unison, "I am somebody! Never again the status quo!" Rapid changes within Black communities across the land have brought us face to face with new problems that demand new solutions.

Advertising agencies who are hired by industry to help them get their share of the marketplace must themselves squarely face up to these problems and find new solutions.

Don't Trust Computers

Advertising agencies must recognize that it is difficult to computerize Black consumers with the same inputs that they use for the general market. For example:

1. Black consumers of all income and

social levels tend to live in close proximity of urban areas. Therefore, census tracts will show professionals, laborers, service workers, technical workers and welfare recipients living in the same population cluster. On the other hand, in many white-oriented suburban areas there is a tendency toward equality of income and social status within a definable range.

2. A Black person reading a white-oriented publication simply does not get the identification, the recognition, or the invitation that he achieves in the editorial environment of Black-oriented media. It is difficult, therefore, to computerize these psychological motivations.

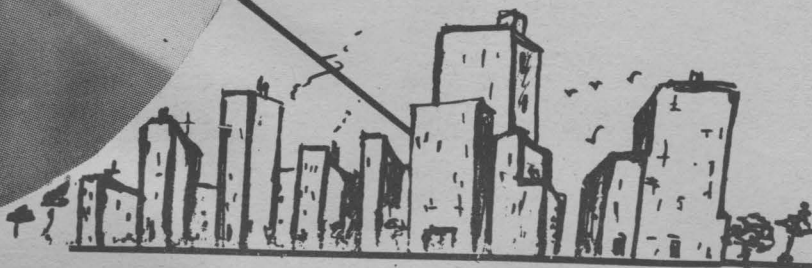
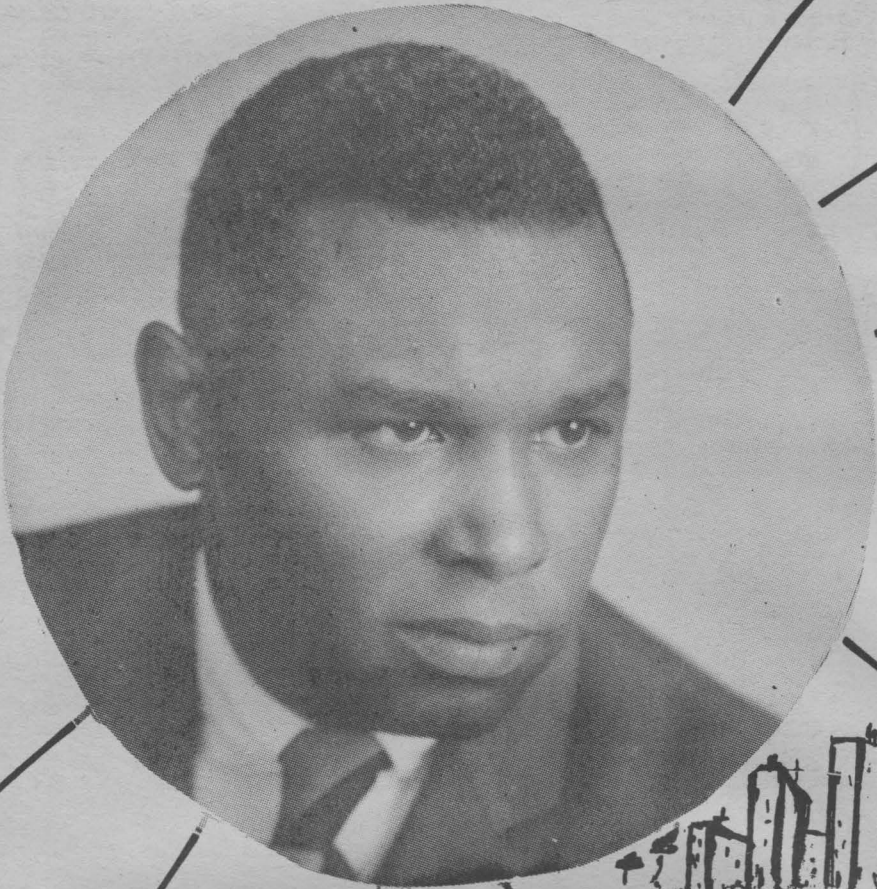
3. Statistical analysis projected to the Black population cannot be measured with the general population because of the basic fact of institutionalized racism in this country.

Must Evaluate Blacks

But despite overwhelming proof by responsible business executives that "something's wrong in Denmark," ideas about the Black man's position in America still come right out of that fabled slave song, "Old Man River."

It seems to me, therefore, that the role of advertising agencies in this period of rapid social revolution must begin to seriously evaluate the motivations and buying characteristics of the Black consumer. They must take into consideration that the Black consumer does not always react to stimuli that motivate the general white population, and they must immediately begin to use their creative talents in evaluating this virile, sophisticated consumer market.

"Many of today's critics — not all, to be sure, but many — appear to feel that the system is beyond reform, and that the only solution is to destroy the capitalist framework and start all over again. Considering the seriousness and growing prevalence in some quarters of this attitude, it seems to me that businessmen and advertising executives have no choice but to become reformers themselves.



A Conglomerate Grows In Harlem

Mr. Kenneth N. Sherwood grew up in Harlem and Brooklyn and was completely educated in New York City. Now he is Chairman of the Board and President of the fast growing Kenwood Company, Inc.. The Kenwood Company which is housed in its own building at 144 West 125th Street is Harlem's own Conglomerate. It is singled out by business and government leaders as an example of what Black Capitalism can mean. The Kenwood Company is the parent of ten separate and individually incorporated enterprises. There is Kenwood New York Furniture Company, Kenwood Liquor Co., Doownek Realty Corporation to name a few. Doownek Realty is landlord to some of the largest corporations and institutions in this country in addition to several local businesses. on 125th Street. Metropolitan Life, New York Life, The Board of Higher Education for the City of New York, The American Red Cross, and the first brokerage firm to open a branch in Harlem, Shearson Hamill are all tenants. Ken Sherwood parlayed his original furniture store into an enterprise which employs more than fifty people. As a landlord he is responsible for having several hundred jobs created in the community. Mr. Sherwood has brought jobs and money into Harlem and is making sure it remains there. Mr. Sherwood is active in civic affairs. He is Treasurer of the State Park Commission for the City of N.Y. and works in this capacity for no salary. He counts as his friends many business leaders and influential politicians. Mr. Kenneth Sherwood is a quiet, forceful and determined man who states that his inspiration has been the Black men and women in this country who became successful inspite of the obstacles they had to overcome. He thinks that the goal of young black people should be to make meaningful contributions to the quality of life for the Black community.

THE KENWOOD COMPANY

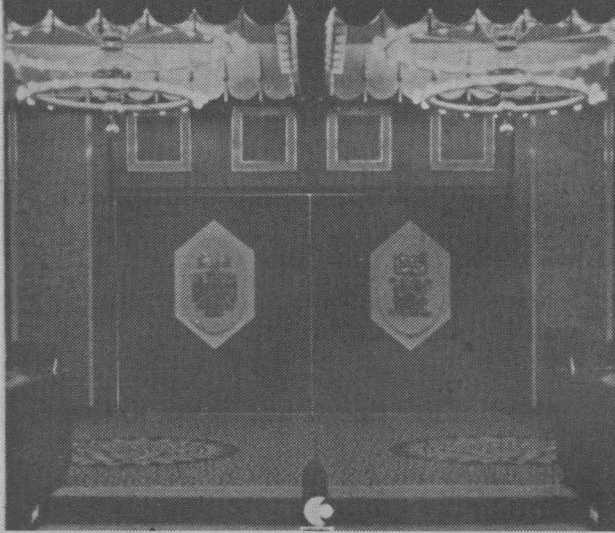
 EXECUTIVE OFFICES KENWOOD BUILDING WEST 125TH STREET NEW YORK N.Y. 10027 TEL. 212/864-6700

STAX IS SELLING IT'S SOUL.

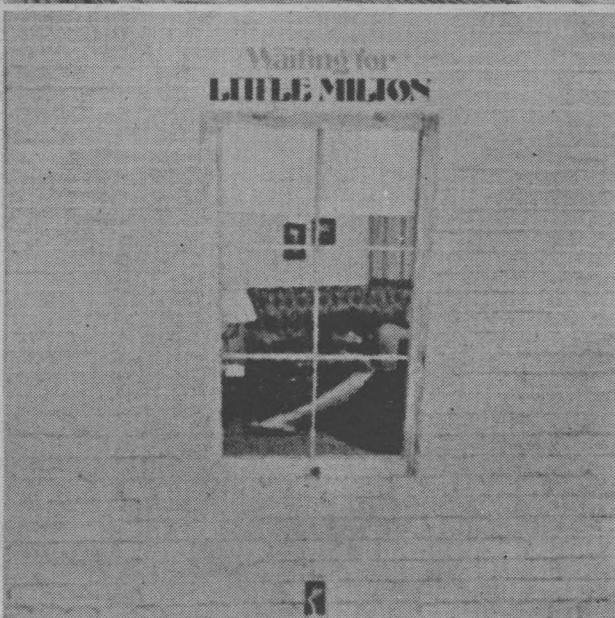
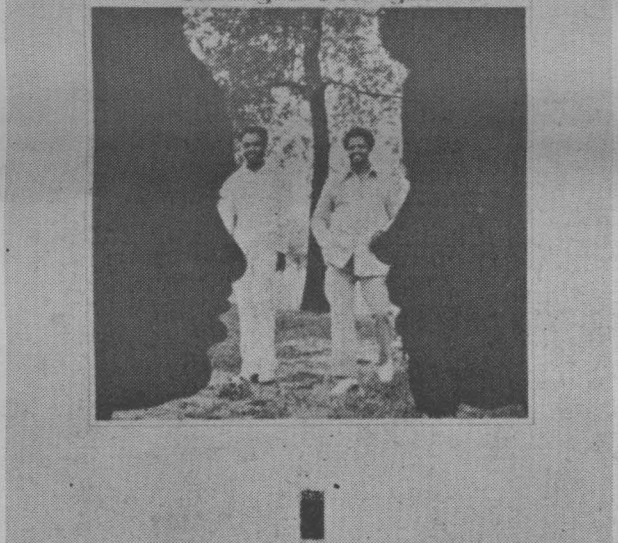
electrified eme-hines



ISAAC HAYES
LIVE AT THE SAHARA TAHOE



MEL & TIM
Starting All Over Again



Stax Records are distributed by Columbia Records, Inc. Distributed in Canada by Polydor, Ltd.

America's Favorite Cigarette Break.

Benson & Hedges 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report, Feb. '73



Menthol or Regular

THE NEW YORK URBAN LEAGUE

presents

..... 3rd ANNUAL

WHITNEY M. YOUNG JR., MEMORIAL FOOTBALL CLASSIC



Grambling College

vs

Morgan State College

YANKEE STADIUM - NEW YORK CITY
SEPTEMBER 22, 1973, 3 PM

TICKETS \$15.00
10.00; 8.00;
6.00 & 4.00

THE LARGEST BLACK SPONSORED ATHLETIC EVENT IN AMERICA

STAR-STUDED PRE-GAME EVENTS AND THE GLAMOROUS HALF-TIME ACTIVITIES FEATURING THE INTERNATIONALLY FAMOUS GRAMBLING COLLEGE 135 MEMBER MARCHING BAND. A GOOD CAUSE, A GREAT TIME, AND MAYBE THE BEST FOOTBALL YOU'LL SEE ALL SEASON. BE THERE.

**ORDER YOUR
TICKETS
EARLY**

TICKETS AVAILABLE AT: New York Yankees Box Offices at Yankee Stadium and Grand Central Station, Ticketron Outlets, Urban League Offices

MAIL ORDERS:

Send check, with self-addressed, stamped envelope (and 25 cents for handling) to: New York Urban League, 2090 7th Avenue, Room 200, New York, N.Y. 10027

FOR GAME INFORMATION, CALL 212/749-1500 or 212/749-6644

**PRESENTED FOR THE BENEFIT OF THE NYUL'S EDUCATIONAL PROJECTS,
IN ASSOCIATION WITH THE COCA-COLA BOTTLING COMPANY OF NEW YORK INC.**

FROM WHERE THE STARS ARE THE MONARCH

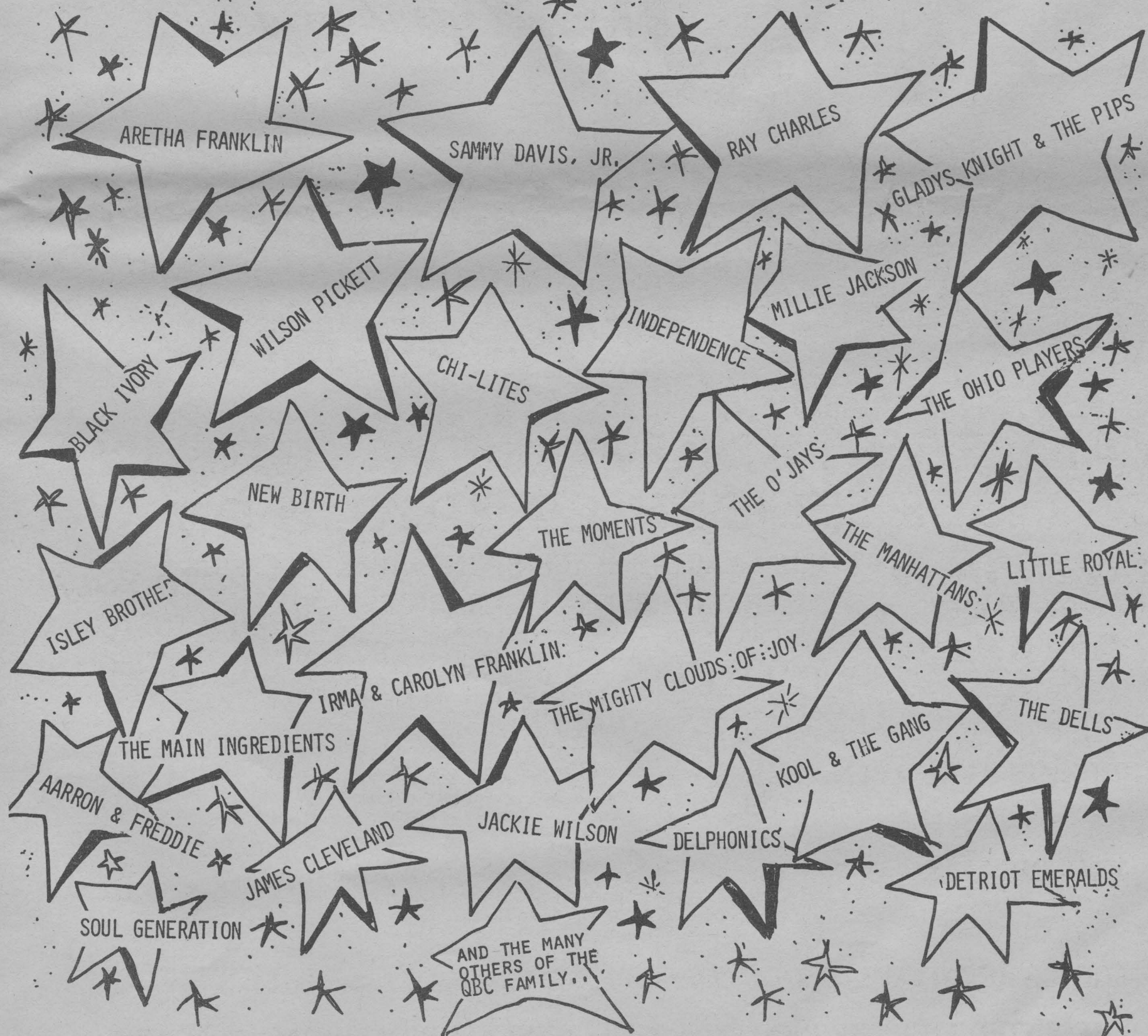
Queens Booking Corporation

1650 Broadway N. Y. N. Y.

212/489-1400

Ruth Bowen
President

We Sing Your Praises



Afro-American Still Pioneering After 81 Years; Launches 'Dawn'

BALTIMORE—A highlight of the AFRO-AMERICAN Newspaper chain's 81st year has been its introduction of a full-color magazine supplement, DAWN, that has spawned unprecedented cooperation on a joint publishing venture by black newspapers.

The 13-edition AFRO chain was joined by 38 other black papers, for a paid circulation of more than 600,000 to assure national advertisers of a readership of some 2 million for the initial issue of DAWN in April.

DAWN, "A New Day For Black Americans," is produced by the AFRO and distributed simultaneously by all the co-operating newspapers. Plans are for 4 editions in 1973 and 12 issues during 1974.

The coming of DAWN begins a new era not only for the Afro-American Newspaper chain of Baltimore, Washington, Richmond, New Jersey, Philadelphia and National, but for the 38 other publishers who showed faith in this newspaper chain's integrity, and were willing to say to the world, "Yes, we work together."

Before even talking about how we began 81 years ago, the AFRO would like to salute these entrepreneurs who have helped this newspaper with the AFRO Credo which says:

"I measure a newspaper not in buildings, equipment and employees—these are trimmings.

"A newspaper succeeds because its management believes in itself, in God and in the present generation. It must always ask itself—

"Whether it has kept faith with the common people;

"Whether it has no other goal except to see that their liberties are preserved and their future assured;

"Whether it is fighting to get rid of slums, to provide jobs for everybody;

"Whether it stays out of politics except to expose corruption and condemn injustice, race prejudice and the cowardice of compromise.

"The AFRO-AMERICAN must become a bi-weekly, then a tri-weekly and eventually, when advertising warrants, a daily.

"It has always had a loyal constituency who believes it honest, decent and progressive. It is that kind of newspaper now and I hope it never changes."

JOHN H. MURPHY, SR.
December 25, 1920

Now how did it all start:

Three men, with but a single hobby, are responsible for the Afro-American

Newspapers which in 1973 celebrates its 81st anniversary.

Two of them were clergymen and the other a Sunday School superintendent.

The late Rev. William M. Alexander, pastor of Sharon Baptist Church, Baltimore, organized a provision store and on August 13, 1892, printed a four-page sheet, which he called the AFRO-AMERICAN, to advertise his church and community enterprises.

John H. Murphy, Sr., a white-washer by trade and superintendent of St. John African Methodist Episcopal Sunday School, wanted, above all else to unite state Sunday schools into a convention on the order of the Epworth League and Christian Endeavor.

He purchased type fonts and a press, put them in his cellar and printed his small paper which he named the SUNDAY SCHOOL HELPER.

The late Rev. Dr. George F. Bragg, long pastor of St. James Episcopal Church, printed a church and community organ which he titled, THE LEDGER.

The Rev. Mr. Alexander was a better pastor than a publisher so he sold the Afro-American. Mr. Murphy borrowed \$200 from his wife to buy it at auction.

Later, Dr. Bragg merged the Ledger with the AFRO which for a time was known as the Afro-American Ledger, with Mr. Murphy as publisher and the Rev. Mr. Bragg as editorial writer.

Abandoning the whitewash brush, Mr. Murphy turned all his attention for the next 25 years to printing ink and when he died in 1922 left a successful newspaper property to his sons.

Most marvelous of it all is that John H. Murphy, Sr. was past 50 years old when he took his wife's \$200 and overnight became a newspaper owner.

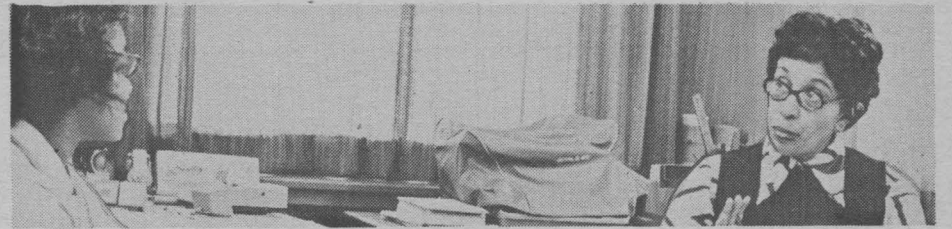
Money was to be made in politics, but the AFRO was an independent paper and still is. It was the first weekly to survive without the financial assistance of politics, or the support of fraternities of churches. Its editorial page carried the slogan, "Independent in all things, neutral in nothing."

The AFRO's rise from the small time weekly, however, dates from 1917 when it threw its job printing equipment out of the window and devoted all of its energies to publishing a newspaper.

It had 8,300 circulation then, chiefly in Maryland. In 13 years, (1930), it had grown to 38,377. Since 1930, the number of copies sold has increased to over 185,000 weekly.

The AFRO regards its special territory as the Eastern Seaboard, from Maine to North Carolina, with West Virginia added.

The Afro-American Company publishes the Baltimore Afro-American, Tuesday and Friday; the Washington Afro-American, Tuesday and Friday; the Philadelphia Afro-American, the New



FROM HER DESK, Mrs. Frances Murphy, chairman of the Board of Directors, oversees the entire AFRO operation. Here she dictates a letter to her secretary, Mrs. Carolyn Tutman.



FINE TOOTHED COMB — Proofreaders Mrs. Beatrice Wilson, Mrs. Eva Barnes and Mrs. Bertha Jordan carefully check and double-check each AFRO story for errors.

Jersey Afro-American, the Richmond Afro-American, as well as a special edition for New England, Virginia, North Carolina and South Carolina, and The Afro-American (National Edition).

Printing is done in the Baltimore production plant which houses editorial, advertising, circulation and business offices, composing room, typesetting machines, Photon, PDP-8, engraving plant, CompStar (which enables the AFRO to produce both hot and cold type), mailing room, photographer's developing and printing rooms, and a library.

Some 200 workers of both sexes are regularly employed.

These employees benefit from a Profit Sharing Fund which is fully funded by the AFRO with the Maryland National Bank as trustee. Since 1943, a total of \$266,119 has been paid into the fund.

The AFRO also paid 100 percent of the individual Blue Cross premiums totaling \$13,237 for 86 employees in 1972.

Life Insurance coverage on 68 full-time employees runs from \$3,500 to \$10,000. In the past 30 years, the AFRO has paid \$422,022 in premiums for employees who had acquired five years of service. The 1972 premium amounted to \$11,517.14.

Advertising

The advertising net income passed the two million dollar mark in 1972, the first time in our 81-year history—the 10th consecutive year's increase since 1962. In 1972, all AFRO Newspapers carried in excess of 6 million lines of advertising.

Circulation

The net Audit Bureau of Circulations sales for 1972 show a 9% increase over 1971. The Baltimore ABC sales increased 13%; Washington, 23%; New Jersey, 15%.

Today and Tomorrow

During 1972 the AFRO added two buildings or 6,000 square feet of land to its property.

Plans are on the board for expansion.

Our newly developed public relations department at 622 Eutaw Street houses the AFRO Charity Programs, Newspaper in the Classroom, special exhibits, promotions and entertainment features for all newspapers under Mrs. Ida Murphy Peters.

AFRO CHARITIES

The AFRO Charities, Inc., a wholly owned subsidiary of the Afro-American Company, was created in 1961 to finance company charities. Major projects are the Clean Block Campaign, now 38 years old and the Mrs. Santa Project.

In July, 1972, Mrs. Ida Peters and the Public Relations Department took over both projects.

In 1972, 400 blocks involving 9,000 youngsters and 300 adults participated in the Clean Block Program.

A total of 86 AFRO readers contributed \$5,093.10, with \$2,500 coming from the Baltimore Model Cities program.

The AFRO paid salaries and other expenses. Some 118 winning blocks received cash prizes and 87 persons, top winners in 20 City Housing Projects Garden Contests won cash. Another 1,000 persons received \$1 tickets to City Fair as prizes; \$500 paid by the AFRO and \$500 gift from City Fair. Miss Clean Block received 11,400 votes clipped from the Clean Block Page. Total votes cast for 37 contestants were 690,500.

The Mrs. Santa Project raised \$11,427 in 1972. AFRO Charities made contributions to more than 900 families.

In addition, readers aided nearly 500 families by contributing food, clothing and cash directly to them. Deliveries and pick-ups were made by Police Community Relations, Maryland National Guard and U.S. Army Recruiting personnel.

Board of Directors

Sitting on the present Board of Directors are members of the third generation of the founder's family, most of whom were trained by the second generation for the jobs they are doing today.

They include family members Mesdames Frances L. Murphy, II, Mae E. Dyson, Arnetta Murphy Lottier, Elizabeth Murphy Moss, Alice Q. Murphy, Ida Murphy Peters, Messrs. Frederick A. Howard, George Chester Lottier, Howard H. Murphy, John H. Murphy, III, and John J. Oliver, Sr., as well as Messrs. Moses J. Newson, executive editor; Kenneth O. Wilson, vice president in charge of advertising, and Raymond H. Boone, editor-manager, Richmond Afro-American.

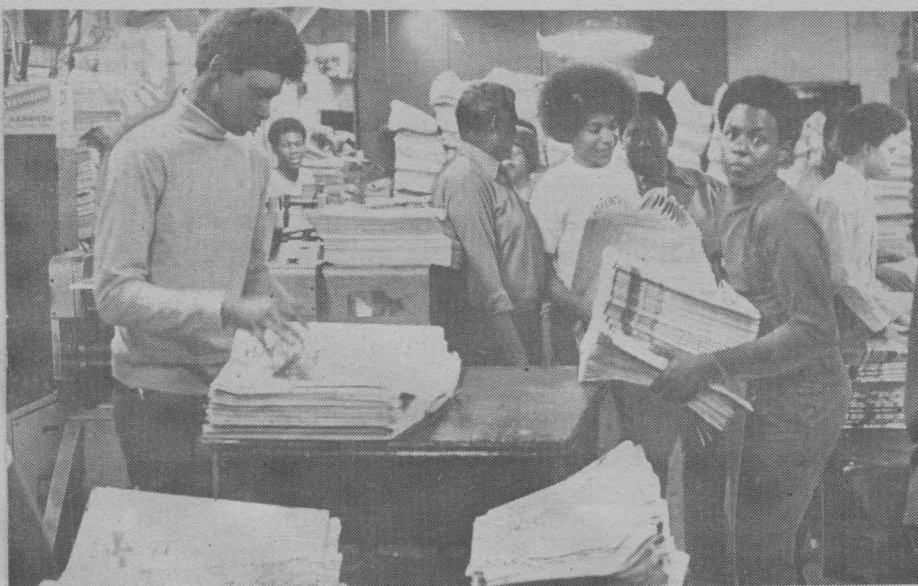
Fourth generation members include Mesdames Frances Murphy Wood Peck, Marie Murphy Phillips Cooke, AFRO Women's Editor; Virginia Lottier Prettyman, June Lottier Powell, Miss Marilyn Oliver, and Messrs. George Arnett Lottier, Daniel H. Murphy, William Knox, John J. Oliver, Jr. and Arthur Murphy.

New Board members in this generation are Robert Bell and Milton Webster.

The founders of the Afro-American and their successors were quick to realize that while, like all other newspapers, its primary cause for existence and continuance was to supply a service which the daily press did not and can not give, despite the use by some southern dailies of an entire segregated page for news about black people.

Like the foreign language press and

cont'd on page



STUFFING AND STACKING — The mailroom jumps with commotion when the paper streams off the press. These youthful workers (Wesley Smith, Joseph Gamble, Rodney Smith, Robert Hudley, Jay Gaskins and Warran Tilley) are supervised by Ellsworth Wilson (center).



**The people we hire are different in a lot of ways.
But the same in one.**

Ours is a unique company. So the people we want working with us must be unusual, too.

And we don't care about their skin color. Or about their religion. Or what country they or their parents were born in. Or how old they are. Or whether they're men or women.

Our people are expected to handle each project right the first time.

But there's one thing that must be common to them all. Each must be the best there is for the available job, with the desire and drive always to handle each assignment or project right the first time, every time.

Our company is constantly growing. That means we always have

need for experienced executives at the upper levels.

For the same reason, we always need people for middle management jobs. We want them to be innovative. And move ahead.

What does it take to work for us—and move ahead?

We have plants or facilities in 93 countries and sales outlets in 39 others. And we're in a wide variety of businesses—from telecommunications and food processing to hotels, community development and publishing.

It's a highly competitive, demanding world we live in. So we insist that our 428,000 employees, worldwide, do the best they can so we

can do the best for them.

If you come with us, you'll have a future with far more than ordinary promise.

A future with us holds more than ordinary promise.

But you'll have to be the best there is for the job—and realize that you're consistently going to perform much better than you think you can now.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

Challenge Of Change

By Norman W. Powell
General Sales Manager
Amalgamated Publishers, Inc.

While many of you recognize the changes occurring in the general marketplace, most of you do not know that the really big change is in the revolutionary activity among black people.

There's an upsurge of race consciousness and racial pride in the black community and a significant change in mood, economic and social goals. These changes are causing advertising and marketing experts to take a new look at this market and to reassess their approaches, techniques and methods of communicating with the black community and their efforts to sell goods and services to black consumers.

As retailers, you play a unique role in serving both the companies you represent and the customers for your products. You are interested in, and know about the various segments that make up the general consumer audience and should know some of the characteristics which make the black market special, and how you can communicate more effectively with it.

LET'S TAKE THE SIZE — The black market is large — 23 million consumers — about one in every nine persons in the country.

WHERE ARE THEY LOCATED? — Part of most every community, but more blacks have migrated away from the South, rural and farm areas and into central cities. Already 11 cities have a population of 40% or more black and it is estimated that in 5 or 10 years, a dozen of the biggest cities in the country will have a population of 50% black, making the black segment of central cities the only growing element in these areas.

WHAT ABOUT PURCHASING POWER? — Blacks are more likely than ever before to be earning decent incomes, holding good jobs, living in better neighborhoods and completing their education. Today, the black market has an estimated purchasing power of \$4-billion.

Today, the Black consumer comprises of about 40% of the customers of departments stores like MACY'S, New York; HUDSON, Detroit; Rich'S, Atlanta; and LIT BROTHERS, Philadelphia. By the end of this year, the Black consumer will have spent 22% more of his income for clothing, 36% more on personal care items, 4% more on food, 29% more on tobacco, 25% more on liquor and 8% more on home furnishings than his white counterpart in the same income group.

Black consumers will use more of a wide range of items — hot cereals, for instance. Also, rice, butter, meat, soap, candy bars, cologne, and menthol cigarettes.

50 Billion Seen

A projection by the United States Department of Commerce estimates that the Black consumer will be spending the grand total of 45 to 50 billion dollars by 1975.

I am aware that following a committee's study on a national basis, White America suddenly discovered that Elston Howard shaved; Willie Mays wore socks; and Black athletes also needed deodorant and some even suffered from athletes foot.

Now the question is, are you trying to reach this marketing segment and, if so, are you putting forth the special effort necessary to communicate effectively.

We feel this special effort begins with facing up to Black Awareness, meeting the challenges of changing community attitudes and recognizing that the black consumer demands direct communication, with understanding, sincerity, identification and involvement. This will probably call for a realignment of the advertising and publicity programs your firms are now using.

"My station pumps 80,000 gallons of Gulf gasoline a month"

Herbert Bean
Gulf Service Station Operator
Pittsburgh, Pennsylvania

"Before I took over this Gulf station in Pittsburgh's Hill District, the station was only selling 13,000 gallons a month. I didn't know if I could do any better, but I knew it was better than pumping gas for someone else.

"I hired workers from the community and stressed the importance of efficient service. The workers knew the station had to do better than before to survive so they began asking their friends to come in. When they got here we made sure they got what they wanted.

"I often spend 15 hours a day here making sure everything goes along okay. When I leave here I have as much fun as the next man, but when I cross that driveway I mean business.

"One thing I've found important to do is to stay active in the community. In addition to getting customers, it lets you stay in touch with the people you serve.

"I always dreamed of having some kind of business that I could call my own. But I was never sure how I would go about making the dream come true."

Herbert Bean is proud of his Gulf station, and justly so. And Gulf is proud of Herbert Bean. Justly so.



Gulf Oil Corporation



A lot of what we sell helps people grow. So does a lot of what we don't sell.

At General Foods one of the most important things we do is provide the kinds of things that contribute towards good nourishment and growth.

Which goes a lot further than just helping to fill market baskets and pantry shelves. For as important as that is, it takes a lot more to enrich a person's life.

You already know about the products we sell. Now we want you to know about some of the other things we've been doing:

Like placing insurance with Black insurance companies, depositing money in Black banks, supporting external business firms, hiring minority legal firms, funding Engineer and Scientist Scholarship Programs and MBA programs, insuring that minority firms have the opportunity to bid for contracts and contributing money to the United Negro College Fund.

It's only a part of what we've been doing over the years to ensure the kind of growth that happens when every man has the opportunity to compete in free enterprise and make his own determinations.

General Foods Corporation
An equal opportunity employer





W. Powell, general sales manager, Amalgamated Publishers, Inc., chat. Jackson of PUSH greets PRman Frederick Weaver of New York and Commissioner Kenneth Drew, right, Pres., New York Voice; Panelists at convention are, l to r: Dr. Fred E. Romero, U.S. Dept of Labor; William H. Brown, III, chairman, Equal Employment Opportunity

Commission; and Adolph Holmes, deputy director, National Urban League, discussing income improvement for black workers; Berkeley G. Burrell, Pres., National Business League; Ms. Inez Kaiser, PR counselor & national coordinator, Business Opportunities for Minority Women, U.S. Dept of Commerce; I. Woen Funderburg, Pres., National Bankers Association; John H. Sengstacke, pub., Chicago Daily Defender; Willis Carson, Pres., National Association of Real Estate Brokers; and Arthur McZier, asst. administrator, Small Business Administration, discussing business opportunity improvement for blacks; Commissioner J.P. Scott, Virgin Islands Dept. of Commerce; Emory O. Jackson, Birmingham World; and Dr. Lucius Walker, executive director, IFCO, discussing investment opportunities in Caribbean and Africa. John L. Procope, V-P, Amsterdam News, wins TV awarded by American Tobacco Co., presented by John W. Edghill, field sales manager. Miami Mayor David T. Kennedy greets Commissioner Graham, and C.M. Jollivette, convention coordinator & managing editor of Miami Times. Third row, l to r: Brig. Gen. Richard T. Cuneo, Army Reserve, addresses convention. In Atlanta, following convention, NNPA presented plaques to official of Western Electric for their pictorial & news coverage of convention. Jesse Hill, Jr., President of the Atlanta Inquirer, made the presentations to Dan Whitney, 2nd from left, senior PR specialist, Southern Regional Headquarters; and Raymond L. Higgins, regional comptroller; and Edward Lucas, regional industrial PR supervisor, 3rd & 2nd from right. Looking on are W.A. Scott, III, left, Atlanta Daily World; & J.

Gloria E.A. Toote Gets Promotion

Gloria E.A. Toote, a New York attorney who was assistant director of Action when she addressed the Publishers' convention last year, has since been promoted by President Nixon to be.

In her speech last year, Ms. Toote discussed the many volunteer programs which she said are useful in improving the economic well-being of Black workers.

Action was created July 1971 by President Nixon. It is the combination of the Peace Corps, VISTA, (Volunteers In Service To America) and other governmental programs.

VISTA is comprised of volunteers working to help poor, ill-fed, ill-housed and uneducated Americans, and half the volunteers are minority group members. The volunteer learns to cope with many job situations and gain maturity and experience valuable to him or her in later

life.

Black Peace Corps volunteers, for example, can have their African heritage opened up and explained to them, Mrs. Toote said.

Other programs of great importance to the Black community are the Service Corps of Retired Executives (SCORE), and the Active Corps of Executives (ACE). These men and women possess specific skills, for example accounting, which help Black businesses which lack these skills get established and maintain themselves.

"RSVP issues grants to community based organizations which call on the expertise of senior citizens," Mrs. Toote said. Action has been working hard and successfully to improve the economic position of minority group members throughout the world.



Longworth Quinn receives 1972 Russ-Warm Award from President Reeves. Mrs. Washington, L.A. Sentinel gets best edition award.

Lowell Ware, pub., Atlanta Voice. Below is a glimpse of the fashion show by Burlington Hosiery Co., with prizes provided by SCM Proctor-Silex. Mrs. Violet B. Johnson of the Afro-American Newspapers received an electric ice cream freezer as one of the prizes. Mrs. C.M. Jollivette, wife of the convention coordinator, is presenting it to her. After the convention, it was Freeport and Nassau in the Bahamas for some of the publishers & their families. Under Bahamas Goombay poster, Vibart Wills, left director of the country's Tourist News Bureau, is greeting Christopher H. Bennett, pub., Seattle Medium; next is Bay St. in downtown Nassau; Hon. Clement T. Maynard Minister of Tourism, is welcoming Mrs. N.A. Sweets, St. Louis American; and Sherman Briscoe, NNPA executive director. Then he posed for a picture with part of the group, 1 to r: Chick Finney, St. Louis Argus; John B. Smith, V-P, Atlanta Inquirer; Mrs. Mildred Brown, pub., Omaha Star; Mrs. Garth Reeves of the Miami Times, wife of the NNPA president; Minister Maynard; Mrs. Alma E. Kirkpatrick, East St. Louis Crusader; Mr. Briscoe; Mrs. Sweets; and Robert E. Williams, pub., Mississippi Memo Digest. Below are highlights of NNPA Mid-Winter Workshop in Los Angeles, Jan. 19-22. William G. Porter, assistant to V-P, Anheuser-Busch, is addressing body. Wilson C. Riles, left, state superintendent of education, was principal workshop speaker. He, Dr. Claude Hudson, right; and Mayor Douglas S. Dollarhide of Compton look on as NNPA President Reeves presents a "Distinguished Service Plaque" to John H. Sengstacke, center, founder and former president of NNPA. The "Distinguished Publisher" award went to Col. Leon H. Washington, Jr., pub., Los Angeles Sentinel, bottom photo, 2nd from right. With him are his mother, Mrs. Leon H. Washington, Sr., seated beside him his wife, Ruth & Mr. Reeves. Bottom, extreme right: Mr. Sengstacke, Calif. Assemblywoman Yvonne Braithwaite Burke, now Congresswoman-elect; Mr. Reeves, Mrs. Washington, and Mrs. Jessie Mae Brown, family editor, Los Angeles Sentinel. Three pictures at bottom, center, are: Gordon Parks, director of MGM's "Shaft's Big Score,"

and friends—Al Dunmore, Chrysler; Howard Woods, St. Louis Sentinel; Billy Rowe; unidentified friend; Mr. Parks; Webster Thompson, Miller Brewing Co., Herbert H. Wright, Philip Morris; & Richard Hurt of Action. Going over his top-prize-winning paper, Michigan Chronicle, is Longworth M. Quinn, editor-publisher. He won the Russwurm award for the 2nd consecutive year. At a reception marking the opening of the NNPA office in the National Press Building are: Howard H. Murphy, Afro-American; Mr. Reeves; Stanford Smith, President and general manager of the American Newspaper Publishers Association; & Dr. Carlton B. Goodlett, V-P, NNPA & Publisher of the San Francisco Sun Reporter. Reception was in Washington, D.C. Photos by Western Electric, Harry H. Adams, Clifton Cabell, & Lorenzo Lockhart of the Bahamas.

Top row, 1 to r: NNPA V-P, Dr. Carlton B. Goodlett, San Francisco Sun Reporter & Former Astronaut Frank Borman, V-P Eastern Air Lines, get together. Mrs. Lenora Carter, pub., Houston Forward Times, & NNPA secretary, listen attentively while Office of Economic Opportunity Director Phillip V. Sanchez addresses convention at Miami's Sheraton-Four Ambassadors, June 21-24. Congressman Claude Pepper of Florida was there to introduce Senator Hubert Humphrey. Head table guests begin to rise as Senator Humphrey concludes address; 1 to r: Mrs. Mildred Brown, Omaha Star; James O. Plinton, V-P, Eastern Air Lines; Astronaut Borman; President Reeves; the Senator; & Frank L. Stanley, Louisville Defender. Jesse Jackson, head of PUSH writes down notes for Earl Davis, Jr., San Diego Voice & Viewpoint News. Standing by is Columnist Billy Rowe. Roy Kohler, community relations director, Gulf Oil Corp., introduces Daniel G. Kean, Gulf's equal employment opportunity officer; Ms. Joyce Davila & Major Gen. Daniel James, who hosted a Joint Service reception. Chief Anthony Enahoro, Nigeria's Commissioner of Information & Labour, tells convention about 2nd World Black Festival of Art and Culture planned for 1974 in his country. Second row, 1 to r: Rev. Edward T. Graham, Dade County Commissioner; & Norman



PROTOTYPES are put through stringent organoleptic (flavor & aroma) and physical properties evaluations before consumer testing. At bench top, Sr. Lab Technicians Tony Nacci (l.) and Rudy Vitti are engaged in Analytical Testing. In background, Floyd Pettit and Dave Berry conduct extensive organoleptic evaluations.

Competing for Leadership

Innovation . . . Research & Development . . . Teamwork Lead to New & Improved Coffee Products

Building security into the future of General Foods and Maxwell House is a cooperative effort. It means all of us working together to give customers more and better products at prices they are willing to pay. It means continuing to keep Maxwell House the leader in coffee products.

To maintain this leadership we must innovate—that is, develop new products and bring them quickly to market. And to keep healthy, Maxwell House feels strongly that it must *lead* in new product development and not just meet the competition. GF International Coffees—Café au Lait, Suisse Mocha and Café Vienna—are good examples of the innovation the company continuously strives for. They provide a deliciously different coffee taste as a change of pace for coffee drinkers and a sweeter, more acceptable taste for non-coffee drinkers. They are patterned after the popular European style drinks.

What's the story behind the introduction of these new coffee products? They are a result of more than three years of cooperative effort by people throughout the corporation—from research, marketing, packaging, production, GF Kitchens to the Jell-O Plant in Dover, Del.

When investigations by Marketing Research revealed that consumers were looking for a soluble coffee with a European flavor, the Research & Development group at Tarrytown accepted the challenge.

Group Leader Floyd Pettit reports that he and his group held creativity sessions, reviewed past efforts to try to meet the consumer demand. One of the first steps taken was to engage the services of an international Gourmet Chef. The group studied the chef's preparation of a variety of flavored coffee beverages that he had created for select employers in Europe.

"This was followed by an ambitious schedule of activities," Floyd said.

product preference as well as to find out her reactions to a totally new coffee concept. "One that would," Floyd said, "reflect today's changing life styles."

The home use consumer testing was favorable. Moreover, all products passed the thorough and vigorous evaluations that GF Kitchens conducts on all potential new products. In addition, the manufacturing of the product line—Café au Lait, Suisse Mocha and Café Vienna—was assessed as being commercially feasible. It was time now to move into a mini test market.

Unlike the normal line of Maxwell House new products—whose end product is coffee—GF International Coffees embrace not only coffee but also a delicate balance of spices and other flavorings that give them their unique characteristics. "A big problem that had to be overcome," Sr. Chemist David Perry pointed out, "was the essential element of coffee, spice and flavoring compatibility with respect to taste and appearance."

"At times our laboratory bay looked like a bustling Coffee House and our well known GF Kitchens. Our 'Galloping Gourmet' barked orders that had our technicians scurrying around to supply him with a variety of fresh fruits, spices, flavoring and coffees and a select line of embellishments. Eventually this concerted effort gave birth to more than a dozen unique and innovative hot flavored prototypes—such as, mint, mocha, cinnamon, etc."

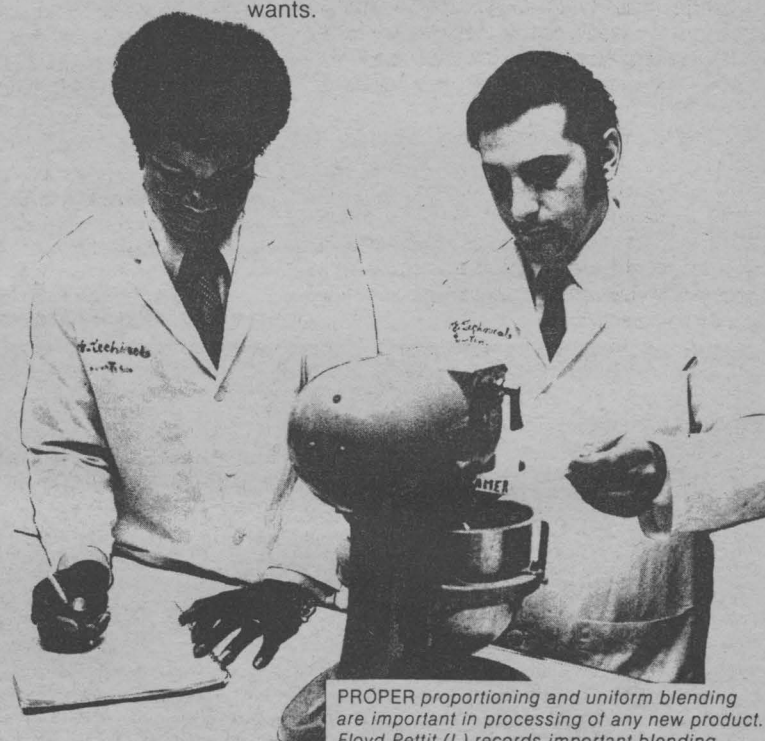
At this point, Marketing Research took over. Armed with the coffee samples, they conducted several focus group sessions to determine the best product concept and positioning statement; the most viable product samples, and the potential consumer user group. The results of this testing enabled the research team to refine and select the six most promising product samples.

Now it was time to conduct a Home Use Test to determine the housewife's

Another problem was packaging. The coffee must be packaged attractively and securely so the flavor and quality remain fresh at least a year after it comes off the production line. Research led to a metal canister, plastic plug and a plastic overcap combination that provides not only attractiveness but the required shelf-life as well.

Timing is crucial in launching any new product and GF International Coffees were no exception. The expertise, motivation and enthusiasm of the many teams involved worked together and the coffees were introduced in the Denver test market on time.

American shoppers have always demanded that the foods they serve their families be quality products that are good tasting, eye appealing and convenient. GF International Coffees are excellent examples of how General Foods thinks of customers first and then develops quality products to meet their needs and wants.



PROPER proportioning and uniform blending are important in processing of any new product. Floyd Pettit (l.) records important blending data as John DeCeglie prepares a lab sample of Suisse Mocha, one of the three GF International Coffees now in Test Market.

Howard U Expects 500 Communications Students Next Fall

The Howard University School of Communications was established to provide training for students seeking careers in the Mass Media and Speech Communications fields because of the extreme shortage of Black professionals in these important areas.

Within two years after opening its doors to students, the school is one of the best in the nation with six departments, a well developed curriculum, a completely professional faculty and nearly half of the nation's Black students who are majoring in mass communications.

As a result, Howard University has made a great impact on the mass media industry, the Washington community and Black people with its on the air radio station, WHUR-FM (W-Howard University Radio) which serves as a broadcast training laboratory, a weekly television program and a commercial broadcast facility.

The forward mindedness of the university's president, Dr. James E. Cheek, has been an invaluable asset in the school's short, but phenomenal growth. The priority of mass communications as a viable and significant profession has been a major concern of Dr. Cheek for some time.

Shortly after assuming the presidency of Howard in 1969, he appointed a task force of experts to study the feasibility of a communications school and complex. In 1971, less than a year after the task force's report, its recommendations were implemented with the appointment of Tony Brown, the nation's leading professional Black communicator, as Dean, and the consolidation of varying types of courses in journalism, — and television and film into one unit.

The school of communications officially opened its doors four months later in February, 1972, with a new faculty, new staff and a student body mostly transferred from other schools and colleges on the Howard campus.

The University thus became one of four Black institutions offering degree programs in mass communications and one of the few institutions in the nation with major sequences ranging from Speech communications Arts and Pathology to Print Journalism, Radio Production and TV-film.

It is the only university in the nation offering a complete curriculum in Broadcast Management in cooperation with the School of Business and Public Administration and the nation's only commercially operated, educational radio station—WHUR-FM.

The goal of the school is to educate and train students for employment in existing mass media organizations and to prepare its graduates to design alternative communications organizations and systems to meet the needs of their communities.

The curriculum has been designed to afford the student an area of concentration which will make him employable with a major and minor skill, an awareness of the dynamics of the contemporary world and a broad academic background which enables him to do advanced study and research.



Dr. Lovenger Bowden, chairman of the Speech Department, instructs students in use of latest communications technology.

The school implements this ambitious outline with a specific Communications Core of nine subjects required of all major students. This group includes subjects such as Psychology of the Ghetto, Principles of Speech, English for Communications majors, Fundamentals of Journalism, Peoples Communications Law, New Communications Technology, Introduction to Mass Communications and Alternative Systems Planning, a course applying computer systems logic to mass communications techniques.

All communications majors are advised to seek broad liberal arts courses required in most colleges, but emphasis is placed on the role of a Black communicator in a white racist society in which the majority press has failed to serve the interest of Black people.

Therefore, Howard communications students must take at least 21 hours of their 50 hours of electives from such subjects as Black Rhetoric, Afro American History, sociology, economics, psychology of race and racism and psychology of the Black experience. A total of 124 hours is required to graduate.

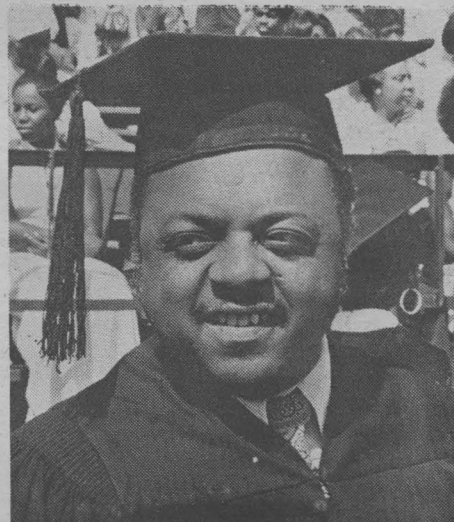
After completing — pre-requisites in these two areas, students are then ready for their major in their area of concentration. In Print Journalism, majors take History of the Black and White Press, Advanced Reporting and Editing, Investigative Reporting, News Evaluation and Editing, Publication Production Techniques, — Technical Writing and Copy Editing and Magazine Article Writing.

Dean Brown tells students "our aim is to afford you an education which will provide you (1) specific skills in communications (2) a broad academic background and (3) a moral education which gives you an understanding of yourself and your society world.

"Understand," he cautions "that by arming yourself in this manner you can contribute to the uplifting of mankind and to the eradication of many of society's oppressive ills."

Faculty and students are not unmindful of the great tradition and contributions of Black journalists in addressing themselves to the problems of Black people in America.

The need for a Black Journalism to respond to the negative ghetto propa-



Lawrence A. Still, assistant dean of Howard University's School of Communications, at the school's first graduation.

ganda, myths and failures of White Journalism has been explained by Dean Brown in the following credo for the School:

"Black Journalism in its search for the truth, which may frequently run counter to White Journalism, is a belief in the beauty, the power and soul of Black People. It is a morally legitimate and tactically sound revolt of the oppressed against an oppressor. It reports on a community psychically in a State of revolution—a revolution against the tyranny of caste and color, not the political or economic order, but a revolution, nevertheless. It is a revolution as an act of hope and a revolution which prefers truth to war, which does not seek to destroy, but to reform America."

Over half of the journalism faculty members of the school are products of the crusading Black Press. Brown was a former Detroit Courier columnist and

magazine editor before becoming a local television producer and then executive producer of Black Journal, the only national affairs television program produced by Blacks.

Larry Still, assistant dean, is a former Afro American reporter and Johnson Publishing Company associate editor. The school includes Professor Samuel Yette and Dr. Lewis Fenderson of the Afro American and Pittsburgh Courier staffs respectively as well as lecturers Ravella Briscoe, George Pitts, Harold Kieth and Chester Higgins, all former Black newspaper staffers.

Although the faculty recognizes the importance of the Black Press, Dean Brown emphasizes that the school's purpose is provide students with the best possible training and to create alternative devices to enable graduates to make use of their communications skills for the benefit of themselves and society.

Brown reminds students that a recent study revealed that most white Journalism professors believe their students (white) received a good education, but most editors (white) believe that journalism graduates are unprepared to do little more than library research.

"This field for Blacks and whites is an extremely difficult one. You will not be judged simply because you have a degree, but because you possess skills..." he repeatedly tells Howard students. "We intend to train graduates who will be immediately employable with the skill...the background...and the moral preparation...whether they opt to work in the white press, Black press or create alternative communications outlets..." the dean declares.

Howard students know that while Blacks comprise 11% of the nation's population, only six percent of the broadcasters are black and 46% of these work in service type jobs. Only 2.5% of the editorial positions on magazines are held by Blacks and fewer than one percent of these positions are held by Blacks on the nation's newspapers "because we have been systematically kept out of jobs in this field and because we have not had a major communications facility dedicated to our development," Brown declares.

The school of communications is not an audio visual unit or educational media center and does not provide filming, recording or photographing of campus or community events except as designated as part of regular class projects or practicum assignments.

Larry Still
Assistant Dean



Journalism Professor Samuel Yette, author of the CHOICE, discusses some of the fundamentals of journalism with a student.



Veteran Film Producer Tim Brown, right, instructs School of Communications student in movie making.

Why do some people think Bud[®] is sort of special?

Go ahead and find out why!
(Brewing beer right *does* make a difference.)



When you say Budweiser[®], you've said it all!

ANHEUSER-BUSCH, INC. • ST. LOUIS

A Toast To Togetherness!

Through Eyes of Blackness.

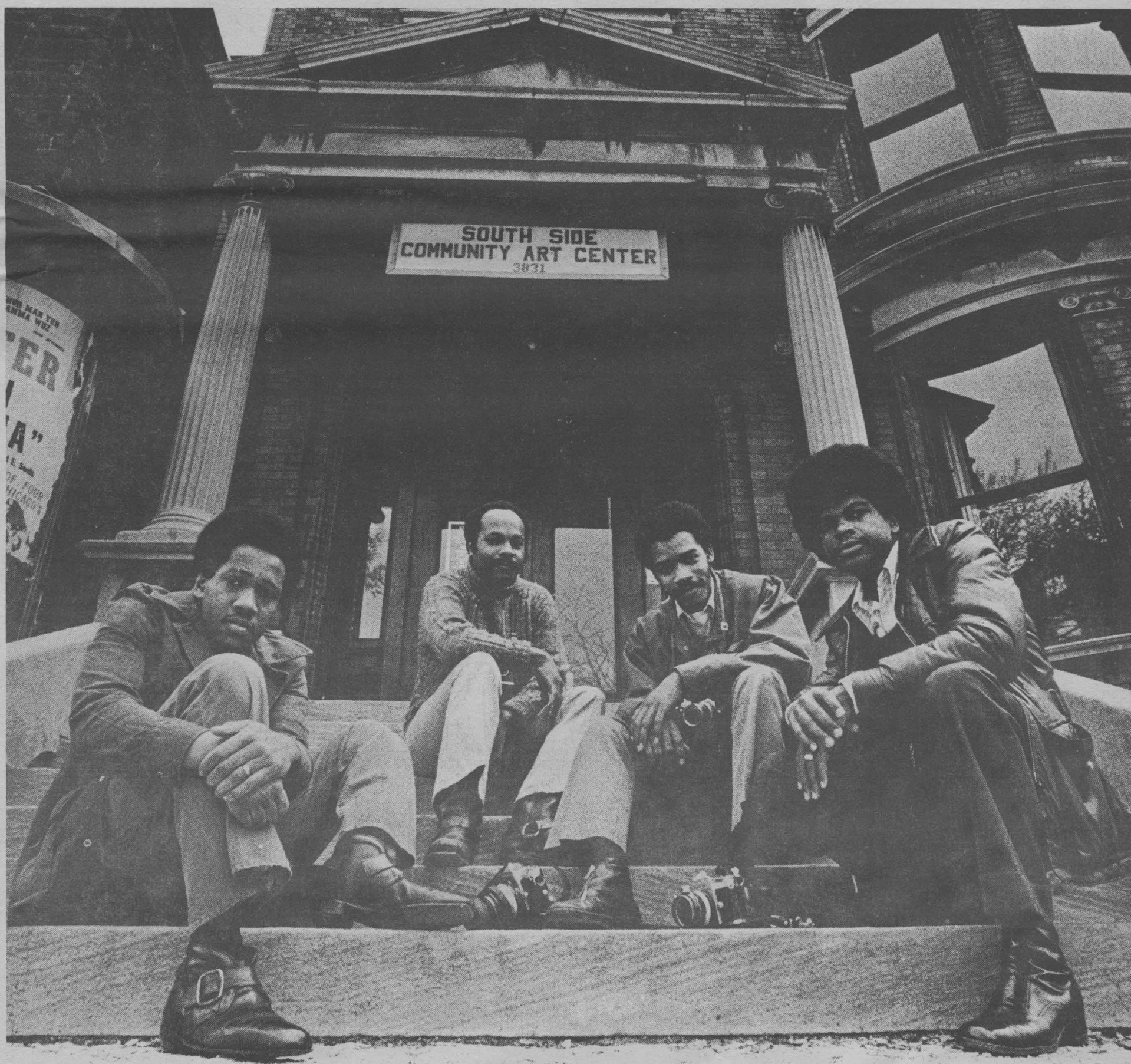
"THROUGH EYES OF BLACKNESS" is an exhibit of exceptional photographs created by four exceptional news photographers to communicate the black experience. (It's also the title of a forthcoming book of their photos.)

We believe everyone benefits from better communications . . . like good photography, which can help people get to know one another better. That's why we're pleased to call your attention to "Through Eyes of Blackness," on display at the National Newspaper Publishers Association convention in Houston, June 20-23.



Left to right:

Howard D. Simmons, Chicago Sun-Times; **Robert Black**, Chicago Sun-Times; **John H. White**, Chicago Daily News; and **Ovie Carter**, Chicago Tribune.



Stan Scott, President Nixon's Top Black, Urges Publishers Set Agenda, Objectives

Stan Scott

Stan Scott, top aide to President Nixon, in a recent address before an assembly of Black Publishers called upon the press to translate the pulse of the Black Community into an agenda and a program of objectives.

"I know you will agree with me when I say, he asserted, that no group of Black professional men and women are more tuned in with the Black community than members of the National Newspaper Publishers Association. Your fingers are on the pulse of the Black community, and you know what makes it tick."

He said that with this deep sense of understanding, also comes a responsibility, not just in being responsive, but in taking a leadership role.

"The role, he said, 'sometimes requires taking a responsible, but for the moment, an unpopular position, and standing by it—just as Presidents Truman and Johnson did and just as President Nixon did in winding the Vietnam war to a close.'"

You no doubt share with me the sense of pride I feel in knowing all of the things the Black press has done for our people. We know that the Black press has helped give our people dignity and self-respect and the will to fight for first-class citizenship and many opportunities others take for granted.

As a people, communications is something we often fall short in accomplishing, even among ourselves and our immediate family. If we fall short in communicating to each other, then it's safe to assume that we do not communicate to the rest of the 188 million Americans.

What are our real human needs? What does the Black community think our human needs really are? These are some of the questions we need to discuss as we attempt to come up with a workable agenda.

Must Decipher Rhetoric

If there are real objectives within the Black community the Black press must decipher the Rhetoric, tune in the people to a common wave length, and translate to the public, both the internal and the



external publics, what it is we're about. The Black press must relay and relate to all Americans what our agenda really is. And let me say at this point that we should not for a moment think that only Black people read Black newspapers. And for the many non-Blacks who do, the Black paper reflects what the Black community is all about.

Once you come up with the things you think all Black people should be concerned with in the 70's and decades to come, then the Black press must go about and build public support for them.

Writing History

It is often said that today's news is tomorrow's history. You as publishers are writing that history. To a large degree, you are determining just what the pages of history will tell about Black people. Your responsibility has grown and will continue to grow, just as the Black community grows. My biggest concern is that our community will grow in the right direction, with all Blacks sharing in and determining what it is we're all about.

As your newspapers feel the pulse and interpret Black goals and a Black agenda, I hope you will remain aloof from poli-

tical party labels and weigh our leaders on their merits, not rhetoric. I know that you will resist that which is not practical and that which is not good for our people even at the price of being unpopular at the moment. Your resistance will be based on issues, not party labels, on the man and not the Charisma.

Meeting in the great state which gave us Lyndon B. Johnson, I would like to borrow some of the remarks he made at the Civil Rights Forum in Austin, Texas just before his death as a final tribute.

What He said

The late President Lyndon Johnson said in Austin, "while the races may stand side by side, Whites stand on history's mountain and Blacks stand in history's hollow. Unless we overcome unequal history, we cannot overcome unequal opportunity."

With your newspapers I hope that you will help to rewrite the history of Black people in this country by giving more cause and purpose to our lives. By adding some common purpose and some common bond to our lives. And by helping us to understand the political process better, just as you did during the 1972 election by reporting the views of both presidential candidates in an unbiased manner.

Asks For Help

In a very practical manner, I hope that you will help me to interpret the administration to Black America. In a very real sense, as a minority group, and I might add, a poor minority group, we cannot afford to not relate to whomever is in the White House.

Lyndon Johnson put it this way in his last public speech, "...It is easier to want to do what is right than to know what is right." Let me repeat: "It is easier to do what is right than to know what is right."

What are our objectives as a people, what is our agenda? You, the members of the Black press, are in the best position to find out and to help relay to all of America the answer to these questions.

Press Freedom Imperative Says Senator Cranston

Washington, D.C., — The success of the press in breaking open the Watergate case "makes more urgent than ever" strong federal legislation to protect confidential news sources, Senator Alan Cranston (D., Calif.) said recently.

Cranston, a former newsman and author of the Free Flow of Information bill (S.158), told a meeting of newspaper editors here that "the President and Vice President are seemingly offering a ceasefire in Administration attacks on the press, and Presidential Press Secretary Ron Ziegler has even apologized to the Washington Post."

"But this has been probably the most anti-press Administration in history and it isn't logical to expect that its attitude toward the press will change overnight and under duress from antagonism to affection," Cranston said. "It's especially unlikely when the Administration continues to see so much embarrassing inside information being exposed in the press almost daily."

Embarrassing Leaks

Among the latest of these "embarrassing leaks from inside sources," Cranston said, are the Post story that the Administration had illegally tapped the telephones of at least two New York Times reporters, and the Times story that high-ranking Administration officials—including former Attorney General John Mitchell and White House aides H.R. Halde- man and John D. Ehrlichman—had covered up the truth about the Watergate

scandal "to obstruct a federal investigation and to mislead the public and the press."

"It is far more reasonable," Cranston said "to expect that once the heat lets up, the Administration will be even more aggressive in trying to plug up leaks in the Executive Department by making it even more difficult—and more perilous—for government employees to talk to the press in confidence."

"Indeed the Administration is already hard at work trying to push through Congress an Official Secrets Act designed to discourage the press from receiving and printing—a broad range of information the public needs to know about policy making decisions of the federal government," Cranston said.

"Under the pretense of protecting national security," Cranston said, "the proposal would bring down an iron curtain of executive secrecy on a host of governmental activities that should not be kept secret and that in no way threaten national security."

"Information that should be made public in a free, democratic society would be hidden forever under this bill, and any government employee who discloses such information—and any reporter who receives or prints it—would be guilty of a felony."

"This infamous measure," Cranston declared, "would shelter those who hide incompetence, cover up waste, bury corruption and peddle improper influence,

and anyone inside or outside the government who blew the whistle on them would become a criminal."

Income

Back-Peddling

Adolph Holmes, the Deputy Executive Director of the National Urban League, last year asserted, in a speech before the NNPA, that Blacks are going backwards. "We are not doing as well today as we were 20 years ago, in terms of relative income," he declared.

"Yes, our incomes have risen, but not as fast or as far as the majority of the population," he explained. "Yet the cost of living rises for all of us so our purchasing power is less, and yet we are expected to accept the responsibility of citizenship and participate as all others but do it with less money. It is rather ludicrous to ask me to do that."

Holmes pointed out that there is 6 per cent unemployment for whites and 10 per cent for Blacks. "One of the most popular myths is that Black people don't want to work. We are stereotyped as shiftless, lazy and wanting to be on welfare. This is not true, Black people can't get jobs," he said. "The unemployment rate for Black teenagers, aged 14 to 19, is 31.6 per cent. This is well above the level considered a disaster in the depression."

NNPA Executive Director Sherman Briscoe

Sherman Briscoe, executive director of the 7-member National Newspaper Publishers Association is a retired information specialist in the U.S. Department of Agriculture where he served 27 years. He has been with NNPA since 1968.

Born on a plantation near Vicksburg, Miss., and reared in Greenville, Miss., Mr. Briscoe was graduated from Southern University in Baton Rouge, La. in 1931. He received an M.A. degree from American University in 1946 where he also completed the residence for a Ph. D. in public administration.

Sherman Briscoe

His career began in Monroe, La., where he taught high school science and math from 1931 until 1937. While teaching, Mr. Briscoe also edited and published the local weekly Black newspaper, the Southern Broadcast.

In 1938, the paper failed and he moved to Chicago and joined the staff of the Chicago Defender as national news editor. Three years later he was appointed as an information specialist in the U.S. Department of Agriculture.

During his 27 years tenure with the Department of Agriculture he received a number of honors including the National 4-H plaque, Tuskegee's "Man of the Year Award in Agriculture" and the Department of Agriculture's Superior Service Award.

Also while working for the Dept. of Agriculture, Mr. Briscoe served as information coordinator for the American Exposition at the Cairo, Egypt World Agricultural Fair in 1961. His travels in connection with this work took him to the Holy Land, Athens, Greece, Rome, Paris and London.

Since joining NNPA he edits the NNPA INTERCOM, a monthly newsletter of the National Newspaper Publishers Association. His headquarters are P.O. Box 1546, Washington, D.C. 20013.

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Chides Press For Failing In Welfare Struggle

Hulbert James, a Special Assistant to Dr. George Wiley, President of the National Welfare Rights Organization (NWRO), who spoke last year, gave an emotionally charged speech that was critical of current welfare policies and proposals and, equally critical of white and Black press for not investigating these policies and for not reporting the work of NWRO.

The NWRO was organized June 30, 1966 and now has 800 chapters in the United States, Canada and Puerto Rico, encompassing 125,000 poor people. The executive committee is comprised of 14 persons, who are all welfare recipients.

No Paper Tiger

William H. Brown III, Chairman of the Equal Employment Opportunity Commission (EEOC), urged members of the NNPA to get the message out to minority group members that EEOC is no longer a paper tiger but now has the claws and teeth to bring an end to discrimination in employment wherever it exists.

Though established in 1964 under Title 7 of the Civil Rights Act, EEOC has just three months ago received the enforcement powers it needs including jurisdiction over state and local governments—the police force, city hall, educational system—to eliminate discrimination in employment based on race, color, sex, national origin or religion.



Grayson Calls Turn: Business Is Black Man's Last And Best Hope

Sometime ago, one of our publications, EBONY MAGAZINE, published the stirring, emotional, human-interest testimony of Ernest W. Chambers under the title, "We Have Marched, We Have Cried, We Have Prayed". It created quite a stir in Washington. Especially with those agencies involved in programming to solve inner-city problems. It may have helped to bring Black activists closer to a mutual realization that government legislation and improvised work programs, alone, cannot cure the nation's ills or make major improvements in the status of the disinfranchised. Business, they conclude, is the Black man's last frontier and best hope for equality, dignity and self respect. But, to have meaningful Black entrepreneurship, the involvement of the nation's big businessmen is vital. Young Black men — now want to become businessmen. They want a piece-of-the-action. A slice out of their own discretionary spending pie — that is growing bigger — despite the problems of not enough jobs and unequal pay.

Earnings In Billions

Black families in the U.S. now earn about \$45-Billion. And even after paying Uncle Sam his "take", there is about \$39-Billion left to purchase goods and services. This kind of money power attracts attention. It mesmerizes the exploitative type merchants of low-quality goods, who see an opportunity to "rip-off" the Black consumer market.

But for Blacks, now, it's the once-in-a-lifetime chance to set up shops and provide the services of former white businessmen who fled the Black neighborhoods. It is the right climate for industry to re-align its former discriminatory and exclusively all-white franchises and distributorships. It is an ideal time for leaders in Black

communities to constructively re-think priorities and to realistically assess gains and losses.

Black would-be-businessmen who are demanding a chance to get in the game, actually are attempting to regain entrepreneurial representations that Black men held in the immediate years after Emancipation. Then, Blacks were a high percentage of the artisans, cabinet makers, carpenters, stone masons, caterers and barbers. Gradually these businesses became predominantly white owned or controlled as more European nationals immigrated to the U.S. Today, even very few shoe-shine parlors in profitable downtown locations are owned by Black businessmen. And the sad part is that because of prevailing U.S. ethnic mores, the most competent Black businessmen are still principally dependent upon a patronage almost exclusively from the Black community.

Telling It Like It Is

A white businessman, small or large, can aim his business at the total consumer potential. This is the kind of inequity that some of our Black organizations, such as the NAACP, are dealing with in tell-it-like-it-is rap sessions with Industrial manufacturers of consumer goods. And there is considerable encouragement and reasons to believe that more Black businesses can enter main-stream competition as corporate and Industrialists members of the establishment acknowledge and exercise their traditional leadership roles. Far-sighted big businessmen see this legitimate aspiration of qualified Black men as an opportunity to build a new image of their companies as humane and concerned. And as responsive and responsible and as good corporate citizens.

Means To An End

Lammot Copeland of Dupont says: "Business is a means to an end for society and not an end in itself. Therefore, business must act in concert with the broad public interests and serve the objectives of mankind and society, or it will not survive." Mr. Arjay R. Miller, former President of the Ford Motor Company, sees the goal of the businessman as a dual responsibility: He says, "The traditional view that corporate management is responsible solely to its shareholders, must be enlarged."

These are the philosophies of modern corporate statesmen. However, a big segment of business, always previously known for its low profile and detached involvement with social concerns, still appears divided and schizophrenic as to its role. These kind of businessmen shrug-off such involvement as so much "do-goodism" or a kind of "labor charity". M.I.T. Economist, Paul Samuelson, says that they feel that "the business of business is business and under the laissez-faire theory, everybody's business is nobody's business."

Conservative, or cynical or sarcastic — the composite attitude of these business leaders are illustrated by the following:

As the story goes, a "Union League"-type-in the 80-odd year age bracket is said to have told his friends: There have been changes in my lifetime — many changes. And the remarkable fact is that every single one of them came at exactly the right time." Somebody asked him what he meant by the right time. "Why", he said, "The right time for a change, is when we can no longer prevent it."

Fight Intensified

In 1827 a young Freed-man submitted some articles for publication in the old "New York Sun". In rejecting the

manuscript, the editor wrote back, "The Sun shines for white people". The young man who was the first Black college graduate, indignantly founded "Freedom's Journal", the first Black publication in America. This led to the development of great Black crusading editors like Robert Abbott of the "Chicago Defender", Carl Murphy of the "Afro American" and Pittsburgh's own great Bob Vann, the long-time publisher of the "Pittsburgh Courier" Newspapers — all dedicating themselves to protest and challenge of the status-quo. And to shooting down ethnic stereotypes and misconceptions.



Miss Ethel L. Payne, Washington correspondent for the Sengstacke Newspapers and CBS-TV commentator, will be a speaker on the panel concerning the National Effects of Government Cutbacks in Domestic Programs.



If you've got the time,
we've got the beer.



The Philadelphia(Tribune) Story: New Blood Is Key To Progress

By Sherman Briscoe
NNPA Executive Director

The periodic infusion of new blood has kept the Philadelphia Tribune, the nation's oldest black newspaper, vigorous and vibrant for nearly 90 years.

Last December, the Tribune had its most recent infusion when it held an election of officers, and John A. Saunders, longtime newsman and former administrative aide to Congressman Robert N.C. Nix, was moved up from vice president and managing editor to president and editor.

He succeeded the able 81-year-old Eustace Gay, a 47-year employee who gave up all of his titles, except chairman of the board.

This marked the fourth changing of the guard since the Tribune's founder, Christopher James Perry, Sr., died 52 years ago. At that time, Beatrice Perry, third eldest daughter, was elected chairman of the board, while the eldest daughter, Bertha — later Mrs. E. Washington Rhodes — took over as managing editor. Daughters Ethel and Olivia moved into the business office, Chris, Jr., continued as foreman of the production department, and Grant Williams became editor.

Within a year, Williams had died, and Eugene Washington Rhodes, a law student at the University of Pennsylvania, who had been writing editorials and selling advertising part-time, was elected editor. Some 19 years later, he was also elected publisher, and continued to propel the paper forward.

Following his death in 1970, Eustace Gay, a native of the Barbados, who started out at the Tribune as a proof reader in 1926, was moved up from managing editor to editor, president, and board chairman.

The Tribune story really begins with the birth of Christopher Perry in Baltimore in 1856. After finishing high school, he bid his father goodbye (his mother had died at the time of his birth) and took the train to Philadelphia.

It is an interesting coincidence that almost 150 years to the day, before 17-year-old Chris arrived in the City of Brotherly Love in 1873 and walked down Market Street, staring at the buildings, 17-year-old Benjamin Franklin had arrived on foot and walked down Market Street, munching on a loaf of bread with two others under his arms.

Young Ben had left his brother's print shop and censored newspaper in Boston to seek his fortune first in New York and

then in Philadelphia where he established his own print shop and later became publisher of what was to become the Saturday Evening Post.

Young Chris, too, had come to Philadelphia to become a publisher. His father had wanted him to become a lawyer, but he wanted to publish a newspaper to voice the anguish of the people, barely 10 years out of slavery and just four before their virtual return, following the Hayes-Tilden deal of 1877 which put the Ku Klux Klan and the Southern rebels in full control in the South.

It took Ben six years and a disappointing trip to England to get into publishing by buying the year-old Pennsylvania Gazette in 1729. It took Chris a bit longer — 11 years — to gain the training and experience and finances to launch the Philadelphia Tribune in November of 1884. (The AME Church's Christian Recorder was established in 1848 as a religious journal.)

At first it was very tough going for 28-year-old Chris Perry, but he kept costs down by doing all the work himself, except the printing. He even distributed the four-page paper and sold some on street corners himself. But he attracted more and more readers by writing, in addition to church ad, social news, timely articles about the problems affecting the daily lives of the black people of his city.

Determined to improve conditions for his people in Philadelphia, Mr. Perry launched crusades for better jobs, better working conditions, black representation in the city government, and cleaner streets and communities. And he carried on a ceaseless campaign against racial discrimination and graft in politics.

The Tribune's circulation rose week by week as did his advertising lineage, not only because of his crusades and the general quality of the paper, but also because increasing injustice and rioting in the South was driving more and more blacks to Philadelphia and other Northern cities. By 1890, it had reached 108,000 and within the next 10 years, it exceeded 150,000.

Perry bought printing equipment and began printing his paper himself. By 1912, the Tribune had outgrown the old building on Sansom Street. It moved its present location on South 16th and installed newer and more modern typesetting machines and a new, larger capacity press. Later the building was modernized and enlarged.

In the process of building the Tribune,



Eustace Gay, left, chairman of the board of the Philadelphia Tribune, is shown discussing newspaper development with Davis Taylor, center, chairman of the board of the American Newspaper Publishers Association, and Marcus Stewart, editor-publishers of the 78-year-old Indianapolis Recorder. They are near Washington, D.C., at the headquarters of ANPA.



JOHN A. SAUNDERS, longtime newsman and former administrative aide to Congressman Robert N.C. Nix, was promoted in December from vice president and managing editor of the Tribune to president and editor.

Mr. Perry became one of the most popular black leader in the city. He was appointed a deputy sheriff, then a superintendent in the Highway Department, and later a member of the Old Common Council. Editor-Publisher Perry had made the difference in Philadelphia.

In May of 1921, Mr. Perry died. Among the mourners at his rites was the mayor of the city. His widow, Mrs. Cora Perry, survived him by five years.

Mr. Williams, the interim editor between Mr. Perry and Mr. Rhodes died in 1922. For the next 48 years, the Tribune was under the strong leadership of Mr. Rhodes, a native of Camden, S.C., and a graduate of Lincoln University of Pennsylvania and Temple University Law School. Three years before coming out of law school in 1926, he had married Miss Bertha Perry, the eldest daughter of the Tribune founder.

Rhodes not only ably led the Tribune, but held a number of important posts also. Among these were: U.S. attorney

for the Eastern District of Pennsylvania, a member of the State Assembly, president of the National Bar Association, chairman of the State Commission to Study Conditions of the Urban Population, a member of the County Board of Law Examiners, a member of the State Parole Board, a member of the Board of Education of Philadelphia, and president of the National Newspaper Publishers Association.

In addition to modernizing the plant and equipment, expanding the Tribune in size and circulation, and improving the editorial content of the paper, Rhodes continued to fight vigorously against discrimination in employment, housing, and education. Under his leadership, the Tribune Charities was established. It has helped thousands of needy families. One of his greatest achievements was to develop the Tribune into a twice-weekly newspaper in 1947, making it a more effective journalistic instrument to serve the black people of his city.

Rhodes died in 1970, and Mr. Gay, a great churchman who had been in training for 44 years to lead the Tribune, took over. Under his guidance, the paper continued its dynamic editorial policy, expanded its staff, and strengthened its position as a twice-weekly paper, publishing 28-40 pages on Tuesdays and Fridays on its 40-page press.

Today, with John Saunders at the helm, the Tribune seems set to continue to expand its scope of service. Officials elected to serve with him, in addition to Mr. Gay as board chairman, are: Mrs. Bernice W. Pree, Mrs. Bertha N. Godfrey, Mrs. Jeanne S. Rhodes, Waverly L. Easley, Arvelle C. Jones, Bernard Jackson, and Ms. Pamela Haynes.

* * *

The State employment services placed more than 263,000 Vietnam-era veterans in permanent civilian jobs during the first eight months of fiscal year 1973. More than 50,000 Vietnam-era veterans were hired for Federal jobs during the same period, according to the U.S. Department of Labor.



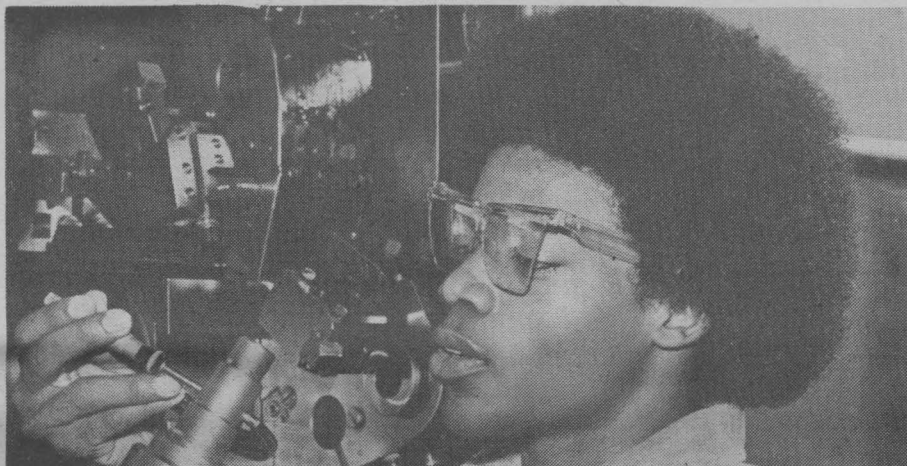
E. Washington Rhodes, editor and publisher of the Tribune, who guided the paper from 1922 until his death in 1970. With him is his secretary.

Black Newspapers 60 Years And Older

The Philadelphia Tribune	89 years
Afro American	81 years
New Iowa Bystander	78 years
Chicago Defender	68 years
Amsterdam News	64 years
Pittsburgh Courier	63 years
St. Louis Argus	61 years

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(continued from page 5)

obtaining the best judges available for our Merit Awards Contest, and by adding "Women's Pages" as a category in the contest, (5) gained further recognition of NNPA through improved relations with the Congressional Black Caucus, a White House briefing and reception, and the installation of a Black Press exhibit at the Smithsonian, (6) established the Convention Journal as a fund-raising device, (7) increased the NNPA membership by 20 partly through a special membership drive, and increased our collection of membership dues through monthly billings, (8) saw come into fruition the first and second installments of the \$50,000 scholarship grant from R. J. Reynolds Industries, (9) added as Merit Awards sponsors: American Tobacco Co., Heinz U.S.A., A&P Stores, J.C. Penney Co., Pittsburgh Plate Glass Co., and SCM Proctor Silex, and (10) published two post-convention brochures (the second at no cost to NNPA) to better acquaint our Merit Awards sponsors, advertising directors, schools of communications, and other with our association.

The Unfinished Work

No single administration can hope to promote all of the goals of NNPA. And so, I depart from office after two satisfying years of service with some of the goals largely untouched.

Still left to be completed is the establishment of a sound method of funding NNPA so that its office in Washington may be more fully staffed to help further implement the goals, and so that the various committees may have adequate funds to perform their work.

The Convention Journal may prove to be an adequate method. Given full support by the membership, it may be able to raise, through advertising, all the funds needed for merit awards, committee activities, maintenance of the Washington office, and the conduct of workshops and conventions.

Also left to be done is the extension of more services to member newspapers: A low-cost news service, an advertising and circulation advisory service which would provide annual how-to-do-it brochures to the membership, a visitation advisory service which would make advertising, circulation, management, and editorial advisory experts available for on-the-spot assistance to publishers and their staffs.

During the past two years, we have published two pictorial brochures based mostly on the results of our Merit Awards Contest each year. These have been fairly widely distributed and have helped to improve the image of NNPA. But we need a more comprehensive publication which would better acquaint advertisers, schools of journalism, high school youth, and the general public with NNPA member newspapers. These could be sold for 50 cents each to hundreds of high schools and colleges and to their students. It is the next project of our Washington office.

Finally, our scholarship program, which recently received a \$50,000 grant over a six-year period from R.J. Reynolds Industries is assisting students in preparing themselves to be journalists. Five such students are in school now, five more will begin studying next year. However, additional funds must be sought to expand the program.

I pass on to the next administration these suggestions for furthering the work of NNPA. Hopefully, during my administration, we have advanced the major goals a step or two. I am grateful to our executive director, Sherman Briscoe, my Managing Editor Cyrus M. Jollivette, my consultant and Convention Journal Coordinator, William L. Rowe, and many others for the able assistance they have been to me.

WASHINGTON (NNPA) - For his work in helping to improve the lives and opportunities of the poor of the cities, M. Carl Holman, president of the National Urban Coalition, will be presented the Distinguished Service Award of the National Newspaper Publishers Association at its 33rd Annual Convention, June 20-23 in Houston.

Announcement of the selection of Holman as the 1973 honoree was made by NNPA President Garth C. Reeves, Sr., editor-publisher of the Miami Times. Award will be presented, he said, during the closing banquet of the convention on the evening of June 22 at the Houston Oaks Hotel. Congresswoman Barbara Jordan will be the principal speaker.

Mayors Previous Winners

The two previous recipients of the award are former Mayor Carl B. Stokes of Cleveland, and Mayor Richard G. Hatcher of Gary, Ind.

Under Holman's leadership, Reeves pointed out that the Coalition has increased its concentration on efforts to

reverse the economic, social, and physical abandonment of the central cities and their people - mostly blacks and other minorities. Also, Reeves continued, it has stepped up its pace in stimulating the creation of better housing for low-and-moderate-income families, improved job and training opportunities for the unskilled, better health facilities, and improved methods of teaching disadvantaged children.

Holman joined the National Urban Coalition as a vice president in 1968 after more than 20 years as a professor of English at Clark College in Atlanta, Atlanta University, and Hampton Institute, editor of the Atlanta Inquirer, and deputy staff director of U. S. Commission on Civil Rights.

Prior to his election as president of the Coalition in 1971, Holman also served as a national co-chairman with Andrew Heiskell, chairman of the board of Time Magazine. Coalition was founded in 1967 to help revitalize the cities.

Holman was born in Minter City,



Miss., and reared in St. Louis, Mo. He holds degrees from Lincoln University of Missouri, Chicago University, and Yale. He is married to the former Mariella Ama of Philadelphia. They have three children.

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Danger Ahead In Attacks On Press Freedom

(continued from page 4)

Those seeking to explain why, point to two recent Supreme Court decisions that many newsmen feel are chipping away at the Constitutional underpinnings of press freedom.

In the Pentagon Papers case two years ago, the Court for the first time enjoined newspapers from publishing information the Government wanted suppressed, albeit only temporarily. And in the Caldwell case last June, in which a black New York Times reporter was held in contempt for refusing to answer grand jury questions about Black Panthers, the Court held 5 to 4 that reporters have no automatic right to refuse to divulge information learned in confidence. The Court also said, however, that the states and Congress may create a newsman's privilege by legislation, if they see fit.

The debate over confidentiality unites newsmen, divides law-enforcement authorities, and frequently mystifies the public. Its springboard is the First Amendment to the Constitution. But the Constitution doesn't define freedom of the press, and though the amendment would seem to safeguard the right to publish the news, it doesn't extend the same blanket protection to the right to gather the news, unless by implication.

Citizens Unaware

Many citizens do not understand why the press should refuse to co-operate with law-enforcement authorities who might, say, want to study unpublished news photographs of a ghetto riot to determine who the investigators are. Why, they ask, should reporters refuse to tell authorities whether any illegal acts might have been discussed at meetings of political radicals that they attended? Some even ask why the press should publish information from people who "won't own up" by letting their names be used in print?

The best defense of the prevailing press practices was the one given by Sen. Alan Cranston of California, before a House Judiciary subcommittee last October. Said he:

"When public or private power is abused, it is often abused secretly. And as a police department often must depend on a tip to solve a crime, so investigative reports often must depend on a knowledgeable, inside informant to discover abuses of power."

The more so, says Cranston, since reporters don't have access to subpoenas, arrest powers, and the other tools in a lawman's work kit.

If reporters can't guarantee protection, argues Cranston, sources of information will dry up, wrongdoing won't be exposed, the public will be denied essential information. Bill Small, CBS news director in Washington, tells this story about the effects of the Caldwell case on news-gathering practices:

Witnesses Afraid

CBS wanted to interview a "cheating" welfare mother in Atlanta for a network White Paper on public assistance. Producer Ike Kleinerman agreed to disguise her voice and appearance. But the woman, fearing prosecution, demanded a pledge that the network not divulge her name if subpoenaed to do so. Kleinerman called CBS' legal counsel in New York and was told the network couldn't guarantee to protect the woman's identity. The interview was canceled.

Many media representatives are demanding Federal legislation to protect newsmen's sources. But the major news organizations are at odds over the 28 bills that were introduced in the last Congress, and some publications oppose any legislation. Lawmakers, too, are divided, though few congressional opponents of protection are willing to speak for publication.

"I frankly haven't made up my mind", says one Western House Democrat, "but I don't aim to say a word against it till I'm dame sure; you know, we fellas up here live or die by our press notices back home."

The Nixon Administration is ambi-

valent toward granting protection to newsmen. Herb Klein, President Nixon's communications director, emphasized in an interview with the National Observer that he thinks newsmen "have a need for confidentiality", but he argues that corrective action should be sought "where the problem arises — in the state", through new or tighter protective legislation.

On the other hand, the Administration "does not oppose" the idea of a Federal qualified-privilege law; "we just think it's a mistake to rush in with a Federal shield law" before all the ramifications have been carefully explored, Klein says. The White House, too, has to think of its press notices.

Critics Express Selves

Critics of legislation argue that bills enacted to protect a right can be amended to restrict it, and that no rights should be enjoyed by the institutionalized media that are not extended to the smallest pamphleteer with a mimeograph machine.

Proponents of legislation, of course, insist that it's not the newsman's right to his source but the public's right to the news that they seek to protect. A recent Gallup Poll found that 57 percent of Americans believe that newsmen should be compelled to reveal confidential sources. But the respondents were not asked whether they favored Federal legislation.

The attitude of the Nixon Administration has raised the issue to the stage of urgency. When it attacks the credibility of the press, it encourages others to do so; when it seeks legal curbs of the traditional press freedoms (in particular, the right to confidential sources), it encourages others to do so.

With that kind of encouragement, courts large and small across the country take similar license. The adversary role of the Press with government, the one intended by the Founding Fathers, can be a fractious one as the individual adversaries clash.

Encouraged to retaliate, agencies of the Government almost invariably do so. Too often the constitutional responsibilities involved are obscured by personalities, apathy or simply a lack of appreciation for the basic liberty being endangered.

But it is happening. Your individual right to monitor and control the Government which runs on your taxes is at stake.

When the attacks on the press are combined with the increasing ineffectiveness of Congress in balancing the growing concentration of power in The White House, it becomes alarming.

New York's Governor Nelson Rockefeller probably summed up the issue best in a recent speech when he said:

"I would far prefer a society where a free press occasionally upset a public official to a society where public officials could ever upset freedom of the press."

But those laws are now being disparaged as inadequate. California, Maryland, and New Jersey all have strong shield laws, and reporters in all three states are serving or threatened with prison terms because of loopholes in the law or unusual court interpretations.

The frequency of these challenges to newsgathering efforts has prompted fears that a new judicial "reign of terror" may be descending on the mass media. Its object: to stifle dissent and journalistic initiative. For while it is true that newsmen have always risked jail sentences for refusing to name sources or the contents of unpublished interviews, it is only in the past four years that many courts have begun to demand that they make the choice.

More than 150 subpoenas were served on newspapers and radio-television stations in the first two years of the Nixon Administration by Federal prosecutors, state prosecutors, and defense attorneys.



Charles Hobson, director of the Clark College Mass Communications Center, has just received a \$10,000 check from Ms. Nancy Hanks, chairwoman of the National Endowment of the Arts. Money will be used for a creative writing workshop.

Clark College Developing Mass Communication Center

By Charles Hobson, Director

For many years Clark College in the Atlanta University Center has dreamed of a center to train black men and women for careers in the mass media. It now has a unique program of mass communications education underway.

The program which serves the entire Atlanta University Center is unique in that it is one of the few of its kind in the southeastern United States. Mass communications at Clark includes print journalism, film, radio and television.

The emphasis in all components of the program is upon giving the student practical media experience in addition to a sound academic background in his area of interest.

The program was designed to give young black men and women a sense of their Afro-American heritage and a sense of the sociological, economic, and political realities of their daily lives and an understanding of the way in which these are influenced by mass communications media.

As Charles Hobson, director of the mass communications program, points out, "Clark is seeking to avoid some of the problems experienced in similar programs as a result of leaning too heavily upon academicians for theory to the neglect of professional media people that are involved with the practical day to day happenings and working within the real world of media."

Consequently, in our planning and staffing for the program here at Clark there has been a concerted effort to include persons with capabilities as theoreticians but who have also established themselves as very capable practitioners in media."

Clark's film component is very ambitious and presently offers courses in filmmaking, photography, script writing and film production. The students get the practical experience of working with film in the various stages from the actual filming to editing and the addition of sound narration.

Presently underway is a script-writing program funded by the National Endowment for the Arts. Eight Clark students are participating in the unique pilot program designed to train students to make the transition from playwriting to writing for television. This program will culminate with the production of one or two plays to be shown on an educational television station.

The radio component of the mass communications program will be developed as soon as the College has completed construction of a radio station. Clark recently filed for and was granted a permit for an FM radio station. Cecil

O'Neal, the chief engineer, is presently involved in plans for the construction of the station facilities. It will be furnished with the most modern professional equipment.

O'Neal whose previous experiences is in commercial radio broadcasting, feels that the station, WCLK, which will be on the air by September of this year, will be an important addition to broadcasting in the Atlanta area and eventually on a national scale. By combining news, community opinion programs, public affairs information and music (jazz, black classical and gospel) in an interesting format, the station will hopefully become a center for the verification and dissemination of information on a national scale.

The journalism studies program provides and additional dimension to the mass communications program. The emphasis is upon producing well-rounded students trained to either become journalists with newspapers or magazines or television. (Since September of 1972 Clark has offered a major in journalism.) However, for the past five years, we have been training students for print professions with great success.

Former Clark journalism students now hold positions on major metropolitan dailies, national magazines, wire services, and local Atlanta broadcasting stations. Eight of Clark's journalism students have won coveted newspaper fund internship-scholarships.

Another project Clark is proud of is the popular Communications Workshop for High School Students. This program is sponsored by a local radio station and is designed to give black students an exposure to radio and television. About half of the young people who have participated in this program will come to Clark to continue their study of mass communications.

Major emphasis now is upon the construction of a building to house the various components of the department which will hopefully be completed within the next 2-3 years. The department has several grants to its credit to date. The mass communications program has received grants from national organizations like Cox Broadcasting, ABC, the DeWitt Wallace Foundation. Government assistance has also come from the prestigious National Endowment for the Arts and Title III.

The future looks bright for the mass communications program at Clark College which is destined to play a major role in training black students in the various areas of communications and in the dissemination of much needed information in the community.

Atlantic Records Sets Record For Fairness

Long before the word equal employment opportunity, affirmative action programs and policy making positions became fashionable, it was being practiced at the Atlantic Record Company's offices in New York City. One of the first firms that elevated black music in all forms to a national and respected prominence, Atlantic since its inception in 1946, has had integrated employment policies from the front office to the mailrooms.

Founded by Ahmet Ertegun, son of a former Turkish Ambassador to the United States, and later joined as partners by Jerry Wexler and his brother, Nesuhi, the firm has had many of the top ranking artists in the nation under contract. Going back to Lavern Baker, the late Clyde McPhatter and many quartets who ranked high in their day. Aretha Franklin, Donny Hathaway and Roberta Flack are today's current best selling attractions on the label.



Henry Allen
Black is V.P.

Henry Allen, vice president in charge of promotional activities, throughout the record industry is regarded as one of the most influential and knowledgeable persons in the business. Starting at Atlantic



Rick Willard

over a decade ago in the mailroom, he quickly mastered the intricacies of the record business and became a promotion aide, visiting disc jockeys throughout the east coast to interest them in spinning his records. Pleased with the progress of Allen and the favorable impression he generated, Ahmet, Jerry and Nesuhi voted unanimously to elevate him to his present position. Far from being a figurehead, Allen's role is that of a policy maker in the company and under his supervision are 37 field men from coast-to-coast.



Barbara Harris

Another person who plays a prominent role at Atlantic is Rick Willard, manager of merchandising. Aretha Franklin can record a potential hit, but it's Rick's job to see that her sounds not only reach the public but are purchased by them. Though only with the company for six years, Barbara Harris is one of the few black women in the promotional end of the record business. Escorting the firm's stars around the nation to meet disc-jockeys and newsmen, lining up their personal appearance schedules and acting as a liaison with community organizations is a few of the daily chores she performs in a commendable manner.

Displaying a keen interest in issues that affect blacks, the company has donated thousands of dollars to organizations including the NAACP, the National Urban League, and Rev. Jesse Jackson's PUSH. At the May Frederick Douglass Awards Dinner sponsored by the New York branch of the National Urban League, Ahmet Ertegun was chosen as co-chairman of the affair. Though making a dollar is the goal of any commercial outfit, Atlantic Records is dedicated to seeing that some of its profits are put back into worthwhile community groups. That's why many refer to Atlantic as the "company with a Soul."

Pre-Med Students To Study At Meharry, Hopkins, Harvard

LORMAN, MISS....Carolyn Gamblin, sophomore, Itta Bena, Mississippi; Iretha Stanton, sophomore, Natchez, Mississippi; and Ronald Hikombottom, freshman, Natchez, Mississippi; will study at Meharry Medical College this summer.

Ruben Smith, junior, Raymond, Mississippi; Mildred Drake, sophomore, Vicksburg, Mississippi and Belvia Carter, Junior, Taylor, Mississippi; will study at Harvard and Herbert Giles of Yazoo City, Mississippi will study at John Hopkins. Charlene Cole of Noxapater is an alternate for the John Hopkins program.

Dr. Norris Edney, chairman of the biology department at Alcorn College,

was happy that the large group of pre-medical students were selected for the summer experience.

Explained Each Program

The Bio-medical program at Meharry is an educational enrichment and occupational oriented program. The curriculum of the program has been carefully designed to help all participants to enter the health profession for which they are best suited. The students are expected to participate in a whole-hearted and conscientious manner in all aspects of the curriculum.

The Health Careers Summer Program at Harvard offers a unique type of pre-

medical/dental education for college-level students. Academic offerings are combined with a variety of experiences in hospitals, clinics, and laboratories at Harvard and in the Metropolitan Boston area. This type of training is a source of motivation for many participants and frequently a means of confirming their interests in a health career.

The program at John Hopkins consists of an eight week premedical program in biochemistry, physiology, histology, gross anatomy and neuro-sciences.

The seven honor biology majors, according to Dr. Edney, will return to Alcorn for the fall semester.

ATLANTIC RECORDS

New Dimensions - Black America And The Black Press

It is time for us to take a new look at Black America, the people served by the Black press, and the changing circumstances which challenge the viability and very existence of the Black press.

We are a nation whose population is roughly 25 million, the second most numerous aggregation of Blacks within the confines of a nation on the face of the earth—second only to Nigeria with its population of 61 million. Only two of Africa's 52 nations are more populous than Black America: Nigeria and Egypt. There are 152 nations in the world whose populations are smaller than Black America's. Closer to home, of the 36 nations of both North and South America only three are bigger than Black America: White USA (184,000,000), Brazil (91,000,000) and Mexico (45,000,000).

Highly Developed

In terms of education we are the most highly developed of any nation of Black people on earth, with approximately 7,500 physicians, 2,700 dentists, 4,000 attorneys, thousands of academicians and tens of thousands of public school teachers; and our Black youth in institutions of higher learning number 467,000—200,000 more than British students in Great Britain with its population of 55,000,000.

In terms of economics, we are a people with an income 9th largest in the capitalist world. Dr. Andrew Brimmer, member of the Federal Reserve Board, states that in 1972 Black Americans earned \$51 billion and, moreover, spent \$45 billion. Despite the economic disparity between the White and Black Nations—USA which places Black Americans in a disadvantaged position at home, when viewed internationally among 77 nations of the capitalist world Black America's income for 1972 was topped by only eight other nations, in the following order: United States of America, Japan, the Federal German Republic, France, the United Kingdom, Italy, Canada and India.

India, with a population 22 times that of Black America, had a Gross National Product of \$52,920,000,000, only \$1.92 billion greater than the 1972 income of Black America. The Black share of the One Trillion One Hundred Twenty Billion Dollar U.S. Gross National Product was approximately 4.5 per cent, or a short-change of approximately 7.5 per cent. If Black Americans could gain equity and parity in the job market, it has been estimated that our income would increase between \$35 and \$55 billion a year. Moreover, every dollar placed in the marketplace adds \$3 to the GNP. The Black man in America, free of economic discrimination, would be able to enhance the Gross National Product from \$105-\$165 billion per year. (What a tremendous price the USA pays for racism!)

Challenges Is Awesome

The awesome circumstances challenging the Black press are perhaps most glaringly illustrated by the new sociological statistics, as Black America progressively becomes an urbanized nation. 25 U.S. cities now have Black populations in excess of 100,000, 16 metropolitan areas have Black populations exceeding 250,000. It is estimated that by 1980 12 or 14 of America's 20 largest cities will elect Black mayors.

A Potential Force

For the totality of his American experience, the Black man has been caught up in the semantics of "individual freedom" as opposed to "freedom for the Black masses." Our unquestioning acceptance of the myth of individual vs. mass freedom has permitted the White majority to deal with the Blacks as "the 10th American", when in truth our strength lies in the collective concept that we are

11% of America, a force of 25 million.

The Black Press

For 110 years since the Emancipation Proclamation the Black press has been a marginal business. It was not until the mid 1920's that Black newspapers began to receive advertising—the life's blood of newspapers in a capitalist society—from the White business community. Prior to this, the great Black newspapers existed entirely on circulation revenue. For the past 50 years White business has given the Black press a token amount of advertising, reflecting how little it comprehends of the emerging economic viability as well as the size of the Black Nation-USA.

The 20-billion-a-year advertising industry is one of the cornerstones of our society. In 1971, the 100 largest advertising agencies (White) placed \$1,900,000,000 worth of national newspaper advertising. Amalgamated Publishers, Inc., the only established national Black newspaper advertising representative, received less and \$2.5 million worth of gross business, or less than 0.14% of available national advertising. Remember that a 2% expenditure for advertising based upon \$45 billion spent by Blacks in 1972 should have yielded hundreds of millions of dollars in advertising for the Black press (USA.)

Advertising Is Important

Without advertising, the Black Nation cannot sustain even its present fare of publishing once a week. We are toying with the idea of developing home-delivery newspapers on Monday and Friday, with our paid established newspapers continuing to serve their communities on Wednesday. The Black press-USA is estimated at 200 to 250 publications, of which 90-95 are members of NNPA. More than 90% of all Black newspapers are published only once a week. Three or four are published twice a week. The ATLANTA DAILY WORLD and the CHICAGO DAILY DEFENDER are the two nationally recognized daily Black newspapers.

The Black newspaper publishers must now demand equity in advertising. The policy of the advertising industry has not been one of reciprocal response to the needs of the Black community, by more equitably distributing the advertising dollar—especially in dealing with the 9th wealthiest nation in the capitalist world, which has an annual income two to three times the present amount of U.S. foreign trade.

Must Crack Barrier

The advertising industry must be charged with special task of instructing its clients in the wisdom of allocating a fair share of sustained advertising to the Black community newspaper. Such constructive efforts by the advertising agencies, prodded by Black entrepreneurship, would reflect the advertising industry's awareness of U.S. business' responsibility to the Black community, which contributes from 10% to 25% toward the gross income of such businesses as food, clothing, automobiles, alcoholic spirits, entertainment et al, and yet cannot maintain a viable community press because of their disproportionate share of advertising budgets.

Consumer Must Act

It is the right of every Black consumer to demand promotional and advertising monies derived from Black pocketbooks be returned to the Black community, so that the Black nation may maintain a Black-owned communications media which reflects its \$45 billion purchasing power. We predict that the returns in patronage and community good-will from Blacks will increase the income of the advertisers commensurate with the advertisers' dollars invested in Black-owned community newspapers.

By Carlton B. Goodlett, Vice President

Awareness: Key To Success of Largest U.S. Black Newspapers

To Fill Gap

Chester Washington, publisher of Los Angeles-based Central News-Waves Publications, says that the reason for the growth and attended success of his nine newspaper group is a continuing effort to keep advertisers aware of the power of the Black press.

"The black press in so many cases is handicapped by a lack of knowledge on the part of the advertiser," stated Washington. "And this lack of knowledge has got to be clarified by somebody. The Central News-Waves has taken the position that the use of our newspaper is a sound business move when you consider all of the facts. And its surprising how many advertisers, both local and national, aren't aware of the facts."

"For example, few people realize how economically-powerful or densely concentrated the West Coast black population is. Many are amazed when we tell them Southern California accounts for two-thirds of California's black population—or close to one million people."

"Most of those one million individuals live in a densely populated area of Los Angeles. And these people, all of them consumers with a capital 'C', have a buying power in the billions. Those are impressive facts when you stop to analyze them. But it's surprising how many people who should know don't know, or simply don't have the resources to know."

One Step Further

Washington announced that his newspaper group is going one step further than most weekly newspapers in educating the advertiser. "As the largest black newspaper in any major city in the U.S. with 233,000 circulation, we decided to undertake a major research of Black Los Angeles. When concluded, this survey will be a good, sound measurable yardstick of buying habits and patterns within our own marketing area. The report is the most detail of its kind ever undertaken in Los Angeles and is being prepared by the internationally known and respected firm, Haug Associates."

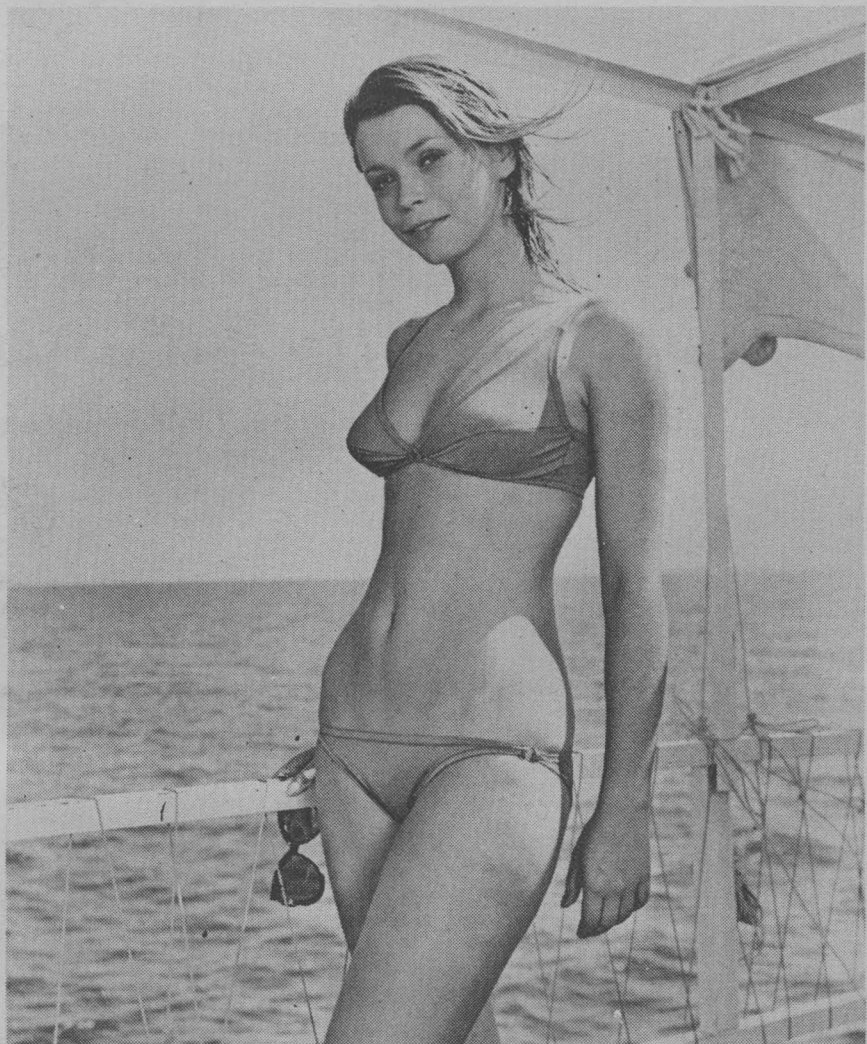
It Works

That our system works is attested to by the continuing and growing list of advertisers who use our papers regularly."

Washington, a veteran newspaperman who meets each new challenge with enthusiasm and innovation is very optimistic about the future of the Black Press.

"We're really making a lot of people aware of our newspapers and what they can do."

Chester Washington and his Los Angeles based Central News-Waves Newspapers are doing everything BUT standing still.



MAKES DEBUT—Lovely Yugoslavian actress Neda Arneric is most revealing in her American film debut. She will be seen as Jazar in the latest MGM version of "Shaft in Africa."

What has your car dealer done for you lately?

1. Does he guarantee his service work?

Over 6,000 Ford and Lincoln-Mercury dealers now guarantee their service work, for 90 days or 4,000 miles, whichever comes first. If repair or replacement fails in normal service within that period, they'll fix your car free. Including parts and labor.


☐ yes ☐ no

4. Does the man who did the work sign it?

The man who personally did the work at these Ford and Lincoln-Mercury dealers signs a card to thank you. It also asks you to tell his boss how he did. An extra incentive for him. An extra assurance for you.


☐ yes ☐ no

2. Does he let you charge repairs on 5 major credit cards?

Most of these Ford and Lincoln-Mercury dealers now accept 5 major credit cards for repairs, rental, whatever. Master Charge, BankAmericard, American Express, Carte Blanche, Diners Club. It's a convenient way of getting service work that has to be done—done.

☐ yes ☐ no

3. Does he ask you to grade his service?

These Ford and Lincoln-Mercury dealers will give you a service report card attached to the service bill. It's your way to grade the work done on your car. And it's the dealer's way to find out what he's doing right—and what needs to be improved.


☐ yes ☐ no

So far, we've received over 450,000 cards, and 95% of the people say they're either "satisfied" or "very satisfied" with the work. Not perfect. But not bad.

5. If there's a problem, do you have someone to turn to?

Most problems end right at these Ford and Lincoln-Mercury dealerships. But if you still have a problem, you or the dealer should contact the Ford Customer Service Division office nearest you. For their address, call 1-800-648-4848 (in Nevada, 1-800-992-5777; Hawaii, Enterprise—8099; Alaska, Zenith—8700). Write. Describe your problem. Then a Ford Customer Service Division representative will contact you quickly. And he'll work with you and the dealer to try and straighten things out.

☐ yes ☐ no

The goal: No unhappy owners.

These dealers are committed to this goal. And by the way, What *has* your dealer done for you lately?

If you own a Ford, Mercury or Lincoln, it's something to think about.

And if you don't, then it's really something to think about.

We listen better. And we'd like to prove it to you.

"Other dealers have their goals. Ours is: No unhappy owners."

—Over 6,000 Ford and Lincoln-Mercury dealers.



...has a better idea
(we listen better)

Sees Bright Future For Young Blacks

By Otto McClarrin
Director, Editorial Division
Office of Economic Opportunity

The young Black men and women who have just graduated from schools of communication around the country need to be reminded now about the important mission before them in the years that lie ahead.

Work in the communications media — newspapers, magazines, radio, television — offers greater opportunities, aside from the accumulation of wealth, for real result-getting labor than any business a young man or woman may choose.

Time Magazine reported a few years ago that "the Man of the Year 1966 is a generation: the man — and woman — of 25 and under." That includes just about all of this year's graduates of school of communication. In my opinion that statement is as appropriate today as it was in 1966.

Time said, "Never have the young been so assertive or so articulate, so well educated or so worldly. Predictably, they are a highly independent breed, and — to adult eyes — their independence has made them highly unpredictable. This is not just a new generation, but a new kind of generation."

Time also predicted that the young people will "enrich the underdeveloped world and, no doubt, write finis to poverty and war."

The young media people and embryo journalists I have talked to within the past few years seems to have faith in that prediction. What many have done already to fulfill this prophecy at home and abroad is indicative of what we can expect in the future.

These young people give us — the old newsmen and women — the impression that they know where they are going and how they plan to get there. As a Govern-

ment official who has visited many of them in various parts of the country, I have seen numerous examples of the mature manner in which the youngsters, representing just one spoke in this enormous wheel of national and international change, are going about their work with the deprived and the impoverished, to do away with slums and ghettos, to end corruption and exploitation of the poor, to help lift the load from the poverty-stricken.

If this year's crop of graduates follow in the footsteps of media graduates during the past few years, they will find themselves among the leaders of the shock troops in the battles against poverty. During the next year many of them will make it his personal, individual business to discover poverty as it is shown only to those who are afflicted by it. They will get deeply involved in finding the solutions in their respective communities. They will lay down lines of communication to sources of help. They will open channels of hope and transmit the message of concern.

Hope, concern, service — these are the key ingredients of the young Black journalist's mission to help his people. Hope, concern, service — I think — are a major part of the key ingredients of a better America.

The poor make up one-fifth of our population, yet they are hidden — for the most part — behind a screen of invisibility in most of America.

Part of the young journalist's mission will be to help these people, of every race, creed and color to present their story to America. To give the poor hope in eventually realizing the American dream. To help them reach the goal of equal standing before men as well as before God. And to reach the goal of equal opportunities, not only in those

things which Government safeguards, but in those things that the community makes available to them.

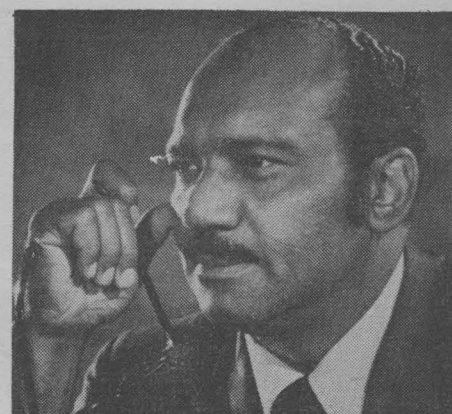
The flame of freedom and equality and progress has been ignited today not only in the ghettos of our great country, but throughout the world. The signs of the times say it will not be extinguished, for kindled in each man is the desire and the will to shape his own destiny as a free man.

Working on the grass roots level, these young media people will find that they will not only be educating the poor in ways to help themselves, but they will also be educating their communities to the needs of the poor — and convincing the leaders of their communities that they must help meet those needs.

The young journalists should be warned now that there will be a lot of failures and disappointments. They've got to be able to take it on the chin without giving up. But they should be reminded too that the GREATEST FEELING IN THE WORLD IS WHEN THEY HAVE A SMALL SUCCESS — when they can see that they've reached ONE person or broadened the horizon of ONE child. In this way they will move ahead a step at a time, one small success after another.

Should these media graduates get deeper involved in the America that is hungry and cold and desperate — the America that is filled to the brim with illiteracy and hopelessness — the next year will be difficult for them.

Each of them will experience some bitter, soul-searching disappointments. But let me remind them to be THANKFUL for them. Such disappointments will test their capabilities of resistance. They will be impelled to persevere from the very energy of the opposition. These difficulties will strengthen their minds as hard work strengthens their bodies. Their



McClarrin

very failures, throwing them upon their own resources, will cultivate energy and resolution. Their hardships will teach them fortitude. Their successes will inspire self-reliance.

It is difficult for me to conceive of a young journalist rendering a greater service to his people and his country at this time than fulfilling to the best of his ability the mission to help correct the remaining imperfections in our democracy.

Each time he helps ONE person break the cycle of poverty, he provides avenues of escape for yet unborn generations. Young journalists should be reminded too, that when you have an old man you merely save a unit; but when you save a child, you save a MULTIPLICATION table. That's an important factor to be considered in determining the future of Black people in America; it's a major factor in determining the future of America.

More Young Workers by '80

The young men and women born in the past World War II baby boom are out of school now and moving into 25 to 34-year old work force at a rate of 1.2 million a year. They will number 18.5 million by 1980.

1/11=1?

For the **NNPA's 33rd Annual Convention** Western Electric will provide its 3rd Annual News Service for your publications.

We may have been around for just 1/11 of your meetings, but we hope you feel that we're 1 whole part of a successful convention.

We're glad to be here in Houston with you.



Western Electric

For Fast Reliable
International Communications
Mark Your Cablegrams

"VIA WUI"

Cablegrams May Be Telephoned
From Your Room

Just Ask The Telephone Operator
For



Western Union International, Inc.

or call **363-5858**

WUI cable blanks are in your room
or at the main desk

Everyone To Their Own Taste



**THAT'S WHY THE JOS. SCHLITZ BREWING COMPANY
MAKES A FAMILY OF FINE BREWS**

Warns Hustlers May Kill Sickle Cell Campaign

By DICK CAMPBELL

Sickle Cell Anemia among blacks of the nation is coming of age, but not without growing pains. In 1967, less than 3 out of 10 blacks had ever heard of the hereditary disease of the blood, which affects blacks predominantly, but is also found among other ethnic groups such as Puerto Ricans, Asians, Indians, and Arabs.

This writer was one of the millions of blacks who never heard of it before 1967, and refused to believe that such a disease existed, until absolute proof was presented in the form of sickle cell tests given hundreds of black children and adults in Harlem. These tests revealed that 8-11% of those tested had sickle cell "traits", a mild form of the disease, and about one out of 400 had sickle cell anemia, the severe form. In the latter case, tests were not even necessary, for people with the anemia were already aware of their problem at a very early age and had quietly lived in pain and poor health all their lives with little or no help from the medical establishment.

Positive Danger

And when I finally was convinced that another major health problem was evident among black Americans (besides stroke and heart disease) I grew angry. But it was a positive anger.

I volunteered my services as a Public Relations man to a Sickle Cell group in New York for nearly five years from 1967 to 1971 — using my own time and money to make the media conscious of the problem. The nearly two hundred or more Black weeklies of the nation were flooded with stories from my office, all highly spiced with resentment and disgust over the manner in which our government had done nothing of consequence for Blacks with this disease, while millions had been allocated by the National Institutes of Health of the Department of Health, Education and Welfare for Heart, Lung, Arthritis, and scores of other related diseases.

And if anyone ever thought that Black people were not avid readers of Black Newspapers, they'd better take a second thought. Hundreds of letters from all over America, from sufferers of the disease poured into our office seeking treatment, cures or aid, and some, just thankful that at this late date (1968), Sickle Cell was now being brought to the public's attention. Most of the letters were tragic and hopeless, and as I read them, I only became more angry.

Editors Become Interested

Story after story went out from my office to the daily and weekly press, magazines, radio and television. Science editors and medical magazines became interested and started calling me, a layman, for more information. Everything began to open up in the media. It was as though people had just heard of a new and sudden plague. It reached the point, where instead of my asking for time on television, radio and in the press, they started calling "me". The snowball had become a mountain.

Then, the NAACP took up the cudgel. Henry Lee Moon and Warren Marr, Editors of the Crisis Magazine, asked me to do an article on the subject, for the January-February issue of 1971, and that did it. Thousands of organizations demanded re-prints of the article and then things really began to happen.

I went to Washington shortly afterwards with a couple of doctors who were familiar with the disease and started knocking on doors of the Capital. The doctors did the talking and I did the prodding. We talked to everyone who would listen in the HEW and NIH and found an amazing lack of information. The lack of knowledge and concern for Sickle Cell disease in Washington at that time was incredible, absolutely incredible. But they got the message.

In less than a year, HEW and NIH had assembled a top group of medical and lay



authorities, black and white, to investigate ways and means of coping with the disease. Ruth Aikens, Director of Health Programs for the National Urban League was asked to become Chairman of the group which proceeded to hold frequent meetings in the Capital.

Writes President Nixon

Meantime, I had been writing to President Nixon, regularly, and had been receiving replies. "We have allocated one million dollars for research in Sickle Cell disease for fiscal 1971 and five millions for 1972," he said. And I wrote back, "Too little and almost too late." I wrote every member of the Black Caucus at the same time, and had numerous talks by telephone with Congresswoman, Shirley Chisholm and my own Congressman, Charles Rangel. I wrote Senator Edward Brooke, an old friend, and he responded also, beautifully. Finally, things began to move in late 1971 as I knew they would, because 1972, an election year, was just around the corner.

Senators Brooke, Kennedy, Tunney, Ervin and about 8 others in the Senate sponsored a Bill, in December, 1971, advocating one hundred and forty-two (142) million dollars to deal with Sickle Cell. The House disagreed on the figure but settled for a compromise of one hundred and twenty-five (125) million dollars, to be spent over a five-year period. On May 16, 1972, the Bill became a law, and the money started flowing.

Meantime, Dr. Rudolph Jackson of Memphis Tenn. had been brought in by the Heart & Lung Institute, National Institutes of Health to head up the National Sickle Cell Program and finally it started moving. As a result, Sickle Cell groups have sprung up all over the country like mushrooms. With the exception of a half dozen, they all came into existence about a year ago. They heard about the money in Washington and they're out to get it. There's nothing wrong with that, if it's used properly, but clearly, there is need for responsible democratic organization to give the movement focus and standards.

Off To Bad Start

The current "national" effort to accomplish this, got off to a bad start. Selfish and clannish motives by those attempting to organize the nations' groups under one "umbrella" type Association left a bitter taste in the mouths of some. Their sincerity was questionable and in some cases, their greed was evident.

Likewise, the "cultism" of Sickle Cell has developed. There are those who argue that because they, or some member of their family are Sickle Cell victims, they are more qualified to run an organization, than anyone else. Famous athletes, art-

ists, and others have set up "Foundations" and solicited public funds with no program in mind at all, other than to "raise funds for sickle cell." These well meaning but misguided victims simply play on the public's sympathy and accomplish little in the way of progress. No person is qualified to establish a Sickle Cell "Foundation" simply because he or a member of his family is a victim of sickle cell, or to receive funds from the public to distribute as he sees fit. That task should be left to representative lay and medical people in large numbers functioning in a democratic manner, within the Community.

But the hustlers are many, and they're seen daily everywhere, on subways in New York, on street corners waving Sickle Cell brochures asking for money, junkies ringing doorbells claiming pain from a sickle cell "crisis" but actually begging money to feed a habit. "Social Clubs" give "benefits" for sickle cell and often never give the money to sickle cell. These are the "growing pains" of the movement.

Some Doctors Involved

Some doctors are equally guilty of hustling on the sickle cell band wagon. One doctor's private office has been furnished with medical equipment which could only be found in a hospital laboratory, under the guise of said equipment being donated to a "Foundation". Still, other cases of conflict of interest exist where family and personal friends are "Board members" of a Foundation and receive dole out public funds for their private use. All this, at the expense of sickle cell sufferers.

Telethons and Radiothons are perhaps the worst offenders of the public trust in Sickle Cell. Promoters in these media are often, outright hustlers. No public accounting of the funds is ever made, other than the amounts "pledged" by the public, and frequently, the money goes to places and people of the promoters' choice, with no community input or direction. Howard University in Washington, D.C. was supposed to have received \$100,000.00 from a Telethon in 1971, but a published report by the University, showed only \$50,000 received. The public was misled. A second Telethon in 1972 received pledges of some \$50,000.00 from the public, but the Foundation for which the Telethon was given has not yet received a penny, six months after the telethon was presented. And so it goes.

All Can Help

The public, the press, and the media will have to become more selective in their approval of Sickle Cell affairs in the future, if order is to come out of the chaos now engulfing the Sickle Cell Syndrome. There is much to be done if Black people are to be relieved of this health problem. And, responsibility has to be assumed by a responsible public. Otherwise, the one hundred and twenty-five (125) million dollars allocated by the Federal Government to deal with the disease will have been in vain. We urge the Press to ask questions of their local fund raisers for sickle cell in the various communities across the nation. The hustlers should be weeded out and public accounting should be demanded. Regrettably, in the case of Sickle Cell, it's the Black hustlers who are doing the Black people the most harm in trying to come to grips with our common problem.

Labor Department Notes

The jobless rate for black teenagers in 1972 was 33.5 percent compared with 14.2 percent for white teenagers, the U.S. Department of Labor reports.

* * *

The U.S. Department of Labor's Manpower Administration has trained more than 76,900 Vietnam-era veterans under the Manpower Development and Training Act during the last year.

—Dawn Launched— cont'd from

like the various community newspapers that have developed in America, the publishers of the Afro-American saw early the opportunity for interpreting for people having common interests the happenings of the world from their own point of view.

Whether the news be a student strike, a church convention, a wedding or a murder trial, it is patent that the AFRO will be there.

"Independent in all things and neutral in nothing," the AFRO's early motto has been added to in recent years. By its side may be seen also this slogan, "Champion of the Public Welfare and the Square Deal."



HEAVE-HO — John Sembly, paper distributor, forms an assembly line with newsboys as bundles of AFRO's are ready for delivery.

Senate Bill Would Cut Voter Red Tape

Voter registration red tape that has built-in barriers discriminating against many Americans—especially Blacks—will be simplified by a bill that recently passed the Senate, according to U.S. Senator Alan Cranston (D., Calif.).

The bill, authored by Senator Gale McGee (D., Wyo.) allows voters to register by postcard rather than make a personal appearance at a voter registration office, Cranston said.

Both Cranston and McGee spent five weeks rounding up votes for the measure before it finally passed the Senate 57-to-37. The bill is now before the House.

Cranston quoted a League of Women Voters survey taken in 1971 reporting that 88 percent of the non-white voters said people in offices where they registered were discourteous. Only 33 percent of white voters said they were not treated courteously.

Postcard voter registration will make a visit to a registration office unnecessary. It will also make registration easy for older and disabled Americans, men and women who work for hourly wages, and college students and GIs away from home.

"Many people lose pay if they take off from work to register," Cranston said. "Yet most communities only have one year-round registration office. And the office is usually open only during business hours."

Colored, flowered, or striped sheets substituted for bedspreads give a cool, airy look during hot summer months.

"PEPSI-COLA" AND "PEPSI" ARE REGISTERED TRADEMARKS OF PepsiCo, INC.

Miss Black Teenage America. Working for what she believes in... "To help my people help themselves."

Cynthia Lewis is just fifteen. And she's Miss Black Teenage America. Her goals are solidly set. To become a lawyer... and a good one. "Because this will give me the chance to help my people help themselves." She's a prize-winning orator, honor student, young civic leader, whose advice to all

American teenagers is clear. "Get involved in civic and community projects and help people who are less fortunate." Pepsi-Cola is proud to be a part of the Miss Black Teenage America Pageant. And congratulates Cynthia Lewis... a part of the Pepsi Generation who has a lot to give... and gives it.



There's more to the islands than sunshine.

Let's say you're getting tired of basking on sun-splattered beaches. Or you're a little bored with floating your days away in sapphire waters.

It's not time to end your vacation.

It's time to get off the beaches and get into the life of the islands.

Get into people like St. Thomian artist Ernestine Bertrand, whose paintings reflect the color and vitality of her beautiful Caribbean world.

Get into Haitian art, like the sculpture held by Mrs. Bertrand. It's one of the many ways in which African heritage has been preserved throughout the islands.

Get into foods like fungi and kallaloo. Handprinted fabrics, handcrafted jewelry.

Get into the island culture. And maybe even take a little bit of it home with you. That's more than you can

do with the sun.

It's easy to discover the island culture on an American Airlines vacation. Get great service while you are flying there.

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