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D. Parke Gibson Associates, Inc. • 475 Fifth Avenue, New York, N.Y. 10017 • 212 889-5557

July 2, 1971

Mr. Stan Scott
Office of Communications
for the Executive Branch
The White House
Washington, D. C. 20500

Dear Stan:

You were a pleasure to meet personally and I enjoyed the time we spent together.

I look forward to a developing relationship in the future, and wish you the best in your every endeavor.

Attached you will find a copy of the proposal we made to Herb Klein and Paul Costello. You will recall that I said we were advised that budget limitations precluded its implementation.

Also enclosed you will find the most recent issues of The Gibson Report and Race Relations and Industry. You will receive the newsletters hereafter on publication, with my compliments.

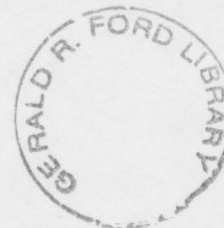
Under separate cover I am sending you an inscribed copy of The \$30 Billion Negro.

With kindest personal regards and all good wishes, I am

Cordially yours,

D. Parke Gibson
President

DPG/hj
Enclosures



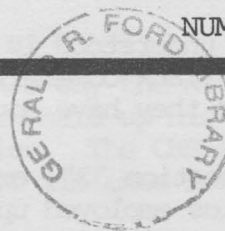
Race Relations & Industry

VOLUME 7

JUNE 1971

NUMBER 1

TEN WAYS TO HELP COOL THE LONG HOT SUMMERS



America has enjoyed two relatively calm summers, despite the mounting urban crises, but there is mixed reaction as to what is really in store for Summer 1971, which ushers in with the highest level of unemployment in seven years.

Most authorities agree that the last "long, hot Summer" was in 1968 when 86 persons died and 4,767 were injured in hundreds of civil disturbances. The previous year the count was 87 dead and 2,446 injured. Property damage, by most reliable estimates, exceeded \$1 billion!

MORE OR LESS EXPLOSIVE?

Some urban authorities, especially the heads of civil rights groups and big-city mayors, contend that the situation in American cities is more explosive than in 1967 and 1968. Federal Government authorities, however, express belief that matters are not particularly alarming. Most leaders have taken a "wait and see" stand before publicly assessing the situation.

While there are opposing schools of thought on just how alarming the unemployment situation is or the threat of potential violence resulting largely from this crisis, business, industry, government and civic leadership will be challenged to offer workable answers to these questions:

1. What can be done to avoid violence and even the potential threat of violence in the cities?
2. Recognizing the effect of the economic slowdown, what can be done individually and/or collectively to promote a better climate in race relations?
3. If violence strikes, what courses of action can be taken to minimize the extent of personal injury and property damage and prevent further polarization of minority groups?

At first glance, the mere hint of violence or threat of such sounds like a job for city police departments, or if too big for them, the National Guard, Army Reserve and Regular Army forces in that order. Unfortunately, most Americans thought all riots could be met effectively with force. Riot prevention, just as fire prevention programs have multiplied the effectiveness of local fire departments, loom even more significant than riot control, the final resort which often unfairly places the full responsibility on the aforementioned law enforcement agencies.

Questions "1" and "2" are rather easy to answer verbally, but seemingly impossible to implement as active solutions. For years Blacks and other minority groups have crusaded for equal employment opportunities, and certain other inalienable rights in the pursuit of decent homes, education and access to public facilities.

The Gibson Report

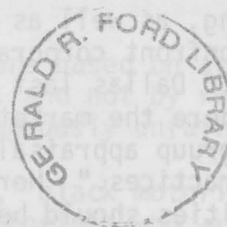
Volume 12

June 1971

Number 1

Published by D. Parke Gibson Associates, Inc.

PR AND MARKETING: ARE THEY STILL 'BROTHERS' IN THE BLACK COMMUNITY?



Despite a number of success stories supporting the positive effects of public relations programs in the Black community, many companies, apparently anxious to measure such efforts in cold statistics and sharply defined results, continue to ignore the "PR" implications of marketing and sales activities directed toward this minority group.

PR OFTEN IGNORED To be sure, the value of sound public relations practices has often been ignored, even in the general community. Historically, the need for public relations emerged most often at the time of crisis: "How do we get out of this mess"... "What went wrong".... Fortunately, corporations and other organizations (government and nonprofit organizations) have adopted more sophisticated approaches to PR, launching and sustaining positive programs to deliver and maintain "that favorable image." As a result hundreds of millions of dollars are spent by American business and government to tell the general public who they are and additional billions are spent to influence what they should buy.

Only token dollars, however, are being invested in the fastest growing and most sensitive market in the country--the Black community--a practice that could lead to economic disaster for many companies already struggling to avoid diminishing returns. There is a feeling here that many budget-conscious companies, especially those suddenly awakened to the vast potential this market offers, feel secure that their token image building effort in the recent past should suffice to open all doors to successful marketing and sales campaigns, almost totally ignoring certain PR implications that may not be inherent in general campaigns.

DID THEY GET THE MESSAGE? Apparently, some important lessons learned by American industry in dealing with the Black community have not fully convinced a disturbing number of skeptics. Public relations and marketing, which may well travel separate paths in the general market, continue to be "brothers" in the Black consumer market, their techniques and vehicles complementing each other.

PR THE DOOR-OPENER Effective marketing campaigns in the Black community have either been preceded by excellent public relations activity or have inherent within their own programs certain PR principles and techniques proven most effective in dealing with this ethnic group. In fact, PR has served as an effective door-opener for future marketing and merchandising efforts, utilizing the three basic areas of press relations, community relations and publicity for direct lines of communication to the Black audience.

While the public relations effort is largely that of image-building, even the hard sales-minded companies must be aware of the changing climate to identify with the aims and aspirations of a sensitive community and gain an understanding of its socio-economic problems. Failure to understand and identify with the needs and demands of this segment, marketing experts are beginning to find, has a definite



D. Parke Gibson Associates, Inc. • 475 Fifth Avenue, New York, N.Y. 10017 • 212 889-5557

EFFECTIVE STRATEGIES FOR
MINORITY GROUP COMMUNICATIONS

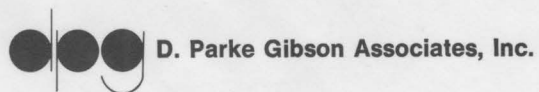
A Proposal for
A Two-Day Seminar for Persons
Concerned with Public Affairs.



Prepared and Offered by

D. Parke Gibson Associates, Inc.
475 Fifth Avenue
New York, New York 10017
(212) 889-5557

July 1971



D. Parke Gibson Associates, Inc.

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D. Parke Gibson Associates, Inc.

BACKGROUND

For some time we have been interested in how those concerned with public affairs responsibilities in the Executive Branch of Government could more effectively communicate with minority groups.

We have observed the results of some of the problems encountered that were more a result of sins of omission rather than commission.

It is our belief that those concerned with news dissemination and creation of a favorable climate for the Government, through communications, can be strengthened in this critical area.

The problem of interracial communications is not something that is going to go away. The more awareness and understanding of the problem, the greater the need for help in coping with it.

It is in this area that D. Parke Gibson Associates has specialized as a firm for the last ten years.

To improve skills, and provide specific enrichment for those concerned with minority group communications, we propose a two-day seminar on the subject, "Effective Strategies for Minority Group Communications."





THE PROPOSAL

It is proposed that a two-day seminar conducted in Washington, D.C. would make a substantial contribution toward improving communication between Government agencies and minority groups. The seminar would be conducted on two days, the first being devoted to four sessions with questions and answers following each session and, the second day would again have four sessions with questions and answers. Specialists in interracial communications would speak at each session. A workbook, with active lists would be provided each participant.



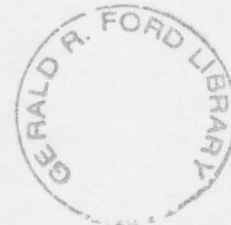


D. Parke Gibson Associates, Inc.

SEMINAR OBJECTIVES

The overall objectives of the two-day seminar on Effective Strategies for Minority Group Communications are to increase the participant's effectiveness in communicating through various situations highlighted by the individual sessions. More specifically, the objectives are:

1. To increase the participant's knowledge of the dynamics of minority group communications;
2. To increase the participant's awareness of how to plan and implement targeted communications;
3. To improve the participant's capabilities through correct use of proved techniques in minority group communications.





Seminar Contents - First Day

1. Public Relations Strategies for Minority Communities

This session would be devoted to providing background information on minority communities and what makes them different for communications purposes.

2. Establishing Press Relations with Minority-Oriented Media

This session would cover how to establish relations with minority-group media, and why this relationship has opportunities that have been under utilized.

3. Servicing and Placement with Minority-Group Media

How to determine needs of minority-oriented media, and how to service them correctly with primary audience interest information and material.

4. Photographs and Photographic exhibits as a Minority Group Communications Tool

This session would cover how photographs and/or photographic exhibits can be a highly effective tool for media dissemination, school and college exhibits for predominantly Black institutions, and why photographs are important in minority group communication.





D. Parke Gibson Associates, Inc.

Seminar Contents - Second Day

1. Minority Group Conventions/Meetings and Communication Opportunities

How to participate in national meetings which produce direct interest and allow for maximum secondary activity. How to get key people placed and publicized in these meetings, and understanding of why groups lack knowledge of obtaining speakers.

2. Cooperation with Community-Interest Groups

How to participate in regional and local activities of community-interest minority groups. Why such participation can have national interest.

3. Effective Publicity Techniques

How to create material that will achieve maximum utilization by minority group media. What should be avoided in dissemination.

4. Servicing Minority Group Leadership with Materials

Who are minority group opinion-makers and how to reach them. How to merchandise reprints, speeches, articles and, how effectiveness can be measured.





D. Parke Gibson Associates, Inc.

SEMINAR PERSONNEL, SPEAKERS

The following are professionals of D. Parke Gibson Associates, Inc., who have participated in public seminar sponsored programs (4), and in client in-house seminars, and who would be utilized in this proposed seminar:

D. Parke Gibson, President and Senior Consultant of D. Parke Gibson Associates; author The \$30 Billion Negro, lecturer, American Management Association and numerous business groups.

Mary P. Murray, Vice President, D. Parke Gibson Associates,

Randolph W. Cameron, Vice President, D. Parke Gibson Associates,

Kendall F. Wilson, Vice President/Editorial Director, D. Parke Gibson Associates.

It is not possible in this proposal to be specific about the other individuals who would serve as speakers for the other sessions, but we do suggest the kinds of persons who would be recruited as indicated below:

Chester Burger, President of Chester Burger & Co., Management Consultant; author "Executives Under Fire" and "Survival in the Executive Jungle"; Trustee, National Urban League, New York

Charles Smith, III, Past President, National Association of Market Developers, Washington, D.C.

Joe Black, Vice President, Special Markets, The Greyhound Corporation

Maurice Sampson, Executive Director, American Association of Minority Consultants

Kenneth O. Wilson, Vice President, Afro-American Newspapers





D. Parke Gibson Associates, Inc.

QUALIFICATIONS OF
D. PARKE GIBSON ASSOCIATES, INC.

INTRODUCTION

D. Parke Gibson Associates, Inc. is a management consulting firm specializing in problem-solving and in communications between the white community and the black community and between the black community and the white.

Race Relations is a continuing problem that has become more acute. Despite advances in some areas, such as median income, voting, and public accommodation, there has actually been regression in other areas. For example, segregation in housing is more pronounced in urban centers in all parts of the country than ever before.

The problem in race relations and communication not only affects private industry in reaching markets and labor supply, as well as in internal administration, but it also extends into Federal and local government, education, urban communities - in fact, into all walks of life.

With the growing awareness of this universal problem, there is a growing need for firms with expertise in problem-solving in race relations and communications.

The problem of interracial communications is not something that is going to go away. The more awareness and understanding of the problem, the greater the need for help in coping with it.

It is in this area that D. Parke Gibson Associates has specialized as a firm for the last ten years.





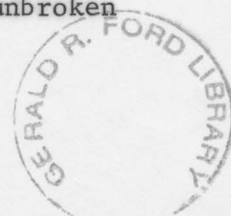
D. Parke Gibson Associates, Inc.

II

ADVISORY SERVICES

D. Parke Gibson Associates was organized in 1960 with the recognition that a great need would exist for fact finding and advisory services of all types in the area of two-way interracial communications. We have had a unique opportunity to grow and contribute in this area as evidenced by the following:

- A. We have served as management advisors to some of the nation's major business firms, and today our active list of firms on annual retainer includes: Avon Products, Brown & Williamson Tobacco Corp, Columbia Pictures, Combustion Engineering, Inc., The B.F. Goodrich Company, and Mobil Oil.
- B. Governmental bodies and trade associations have called upon us to assist them in developing a positive image, through planning more effective development programs and their implementation. We are currently advisors to the Peace Corps.
- C. We have acted as consultants to other management consulting firms, advertising agencies, and public relations firms where our particular expertise in communications between black and white organizations and communities was not otherwise available to them.
- D. We publish The Gibson Report, the most successful newsletter on minority group marketing and communications with minority groups. Started in 1960, this publication has an unbroken





D. Parke Gibson Associates, Inc.

10-year period of continuous publication - longer than any other of its kind. It formed the background research for The \$30 Billion Negro (Macmillan Company 1969) which has been acclaimed as the outstanding book in the field and is widely referred to.

D. Parke Gibson Associates, Inc. is a New York State Corporation, and does business as a foreign corporation in the State of California. The firm maintains offices in New York City and in San Francisco.

The firm maintains a full-time staff of eight (5 professionals, 3 administrative), and has seven part-time employees.

In addition to the staff, the firm maintains a roster of consultants available in the following areas: research and evaluation; program development; market and attitude research; women's affairs; sales promotion; industrial relations; community organization and development; health and welfare; and consumer education. These consultants have worked both in the private and public sectors.

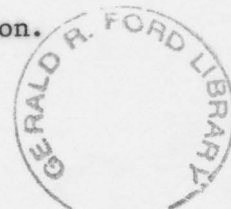
PUBLICATIONS

Through its Management Information Services, D. Parke Gibson Associates publishes:

The Gibson Report, a newsletter detailing information on minority consumer markets, and how to develop them. Offered by subscription.

Race Relations and Industry, a monthly letter detailing information on equal employment opportunity policies, programs and practices.

Continuous publication since 1966. Offered by subscription.





D. Parke Gibson Associates, Inc.

MetroMarkets Reports, detailed information on 24 major black consumer markets in the U. S. Originally published in 1964, and updated in 1969. Single copy price.

SEMINARS

D. Parke Gibson Associates has sponosred several highly successful public seminars and in-house (client) seminars, on matters relating to minority group communications, public affairs, and marketing to minority groups. The firm has also supplied speakers to many national, regional, and local meetings on subjects relative to communications and minority groups.





D. Parke Gibson Associates, Inc.

CLIENT HISTORY

Our 10 years experience and dedication to problem-solving and more effective communication between majority and minority groups have provided us with a lead time over any other firm in our area of specialization.

We have attained public recognition for our services and our publishing activity, and this continues to expand.

Our client experience has been varied, as the following indicates:

Corporate

American Bowling Enterprises
Avon Products, Inc.
Ball Brothers Company
Bonded Oil Company
Brown-Forman Distillers
Brown & Williamson Tobacco Corp
Coca-Cola USA
Combustion Engineering, Inc.
Dunhill Personnel Systems
Ex-Lax, Inc.
First National Bank of Chicago
Gillette Safety Razor Company
The B.F. Goodrich Company
Heublein, Inc.
International Correspondence
Schools
Intramercia Life Insurance Co.
Lorillard Corporation
Mattel, Inc.
Piel Bros.
International Business Machines
Mobil Oil Corporation
R. J. Reynolds Tobacco Company
Rheingold Breweries, Inc.
Rolling Green Memorial Park
Satin Soft, Inc.
The F. & M. Schaefer Brewing Co.
Schieffelin & Co.
Stokley-Van Camp, Inc.

Management Consulting Firms, Advertising Agencies, and Public Relations Firms

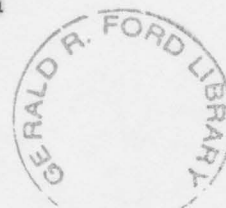
Batten, Barton-Durstine & Osborn, Inc.
Dancer-Fitzgerald-Sample, Inc.
Daniel J. Edelman, Inc.
Doyle, Dane, Bernbach, Inc.
William Esty Company, Inc.
Foote, Cone & Belding, Inc.
Harshe-Rotman & Druck, Inc.
Ketchum, MacLeod & Grove, Inc.
McCann-Erickson, Inc.
Vernon Pope, Inc.
Safire Public Relations, Inc.
Wolcott, Carlson and Company
Young & Rubicam, Inc.

Tourism

Bermuda Resort Association
EXPO 67, Canadian World's Fair
KLM Royal Dutch Airlines
Scandinavian Airlines System, Inc.
Sonesta Hotels (formerly HCA)

Trade Associations

Negro Radio Association
Maine Sardine Council





D. Parke Gibson Associates, Inc.

Motion Picture Companies, Film
Producers, Media

BNA Films, Division of the Bureau
of National Affairs
Cinerama, Inc.
Columbia Pictures
Embassy Pictures
Mecco Enterprises
MGM
Paramount Pictures
Saint Subber Productions
20th-Century-Fox
United Artists
Sonderling Broadcasting Corp.
Universal Pictures
Warner Bros.
Walter-Reade-Sterling, Inc.
The Reader's Digest

Non-Profit Organizations

Delta Sigma Theta Sorority, Inc.
New York Blood Center
Lenox Hill Hospital





D. Parke Gibson Associates, Inc.

WORKBOOK ENCLOSURES

Agenda

Copy of Each Speaker's Remarks

Biographical Data - Each Speaker

Minority-Oriented Print Media

Minority-Oriented Broadcast Media

List of 72 National Negro Leadership Groups

Guidelines for Servicing Ethnic Media

Selected Reprints





D. Parke Gibson Associates, Inc.

FIXED SEMINAR STAFF COSTS

Following are the fixed time costs on a daily and weekly basis of D. Parke Gibson, who will serve as project director, seminar moderator, consultant, and writer of the final project report and evaluation.

Mr. Gibson's time cost per day is \$150.

Two weeks planning	\$ 1,500
On site arrangements, conduct seminar (two days)	\$ 300
Writing final reports and evaluation (two days)	\$ 300
Total Costs for D. P. Gibson	<u>\$ 2,100</u>

Following are the fixed time costs on a daily and weekly basis of Mrs. Ellen Hall, who will serve as administrative assistant to the project director. In addition to taking responsibility for implementing many administrative decisions, correspondence, record-keeping, arrangements for individual consultants, reimbursements, and supervisory functions, this specialist will also arrange for travel and hotel accommodations.

Mrs. Hall's time cost per day is \$65.

One week (organization, planning, correspondence, preparing materials, etc.)	\$ 325
On site arrangements, staffing etc. (two days)	\$ 130
Preparation of Final Report for reproduction, distribution (two days)	\$ 130
Time Costs for E. Hall	<u>\$ 585</u>





D. Parke Gibson Associates, Inc.

Fixed Costs For Consultants, Speakers

8 Consultants/Speakers -- \$150 per day	\$1,200
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Other Fixed Costs

Supportive clerical staff	\$ 130
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Telephone and Postage	\$ 25
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Kits/workbooks for participants (\$15 per kit for 80 participants)	\$1,200
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Miscellaneous office materials	\$ 100
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	<u>\$1,455</u>
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Estimated Travel, Per Diem Costs

Project director	\$ 170
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Staff assistant	\$ 170
-----------------	--------

Travel for Consultant/Speakers (8)	\$ 635
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	<u>\$ 975</u>
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D. Parke Gibson Associates, Inc.

TOTAL FIXED COSTS

Project Staff Time	\$2,685.00
Consultants/Speakers	\$1,200.00
Other Fixed Costs	\$1,455.00
Travel	\$ 975.00
	\$6,315.00



The Gibson Report

Volume 12
October 1971
Number 5

Published by D. Parke Gibson Associates, Inc.

THE NEGRO MARKET: LOOKING WEST

In Los Angeles, California in 1940 there was an estimated black population of 88,000. Today, there is an estimated black population of 503,606 in Los Angeles, and growing. This makes L.A. one of the nation's top six cities having 500,000 or more black population, and Los Angeles County one of the top five heaviest black-populated counties in the United States, according to the 1970 Census.

In 1940, six counties of the San Francisco Bay Area had 19,759 Negroes, and according to the 1970 Census, the population of the cities of San Francisco and Oakland combined have a 220,788 black population.

In terms of income, according to a Census report, one third of the families of Negro and other nonwhite races in the West (and the North as well) had incomes of \$10,000 or more in 1969.

While separated by large space areas and counties of the U. S. without significant black population located as in the Midwest, the growing Negro market on the West Coast could pose a challenge or a problem to those marketing goods and services.

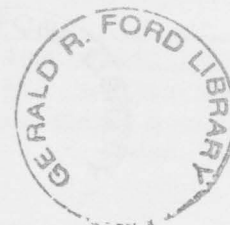
STUDY A study of the Los Angeles consumer market by a black advertising
CONDUCTED agency confirms recent uptrends in the size and income of the black buying sector that may warrant bold new creative market strategies to capture this fast growing audience.

The Carmichael Study, conducted by J. Carmichael Advertising Agency, Inc., a Hollywood-based advertising firm, points to further growth of the Los Angeles consumer market as the city's resident white population trends toward migration into outlying suburban satellite areas.

BLACK "This migration has diminished the number of resident whites in
POPULATION Greater Los Angeles each year since 1965," reports agency principal
GROWS J. Carmichael, "while the city's black population has been rising at the rate of more than 4% per year".

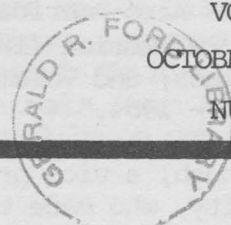
The Study also disclosed that, while the median age of white Los Angeles residents has remained nearly constant since 1965 at 30.1 years, the median age of black residents has lowered to 22.7 years. "This is the key factor in the rise in the number of Negro births proportionate to white births in Los Angeles since mid-1963," Carmichael concludes.

Also heightening the impact of Los Angeles' black consumer market is its growing median income, which the Carmichael Study shows has risen consistently since 1962 to narrow the gap this year to approximately 83% of the city's white median income (which makes it higher than the national average).



Race Relations & Industry

VOLUME 7
OCTOBER 1971
NUMBER 5



BLACK STUDIES: ARE THEY HERE TO STAY ?

The Black Studies Movement, which has swept the campuses of predominantly white and black institutions and has become incorporated in the curricula of elementary and secondary school systems looms as a highlight among racial developments during the 1970s. Indications are strong in support of this contention, even though skeptics and critics prefer to wait and see on the grounds that:

- 1) The Movement on some major college campuses kicked off vigorously, then fizzled.
- 2) Blacks themselves, in many instances, showed no great abundance of enthusiasm for Black Studies courses despite their availability.
- 3) Qualified instructors--preferably black--and necessary black history materials would have limitations in availability and distribution, lessening the value of the program.
- 4) Some viewed Black Studies as a stop-gap effort to ease the educational race relations crisis--one of the primary demands by Black students on predominantly white college campuses.

MORE FACT THAN FANCY Contrary to skeptics' belief, Black Studies and emphasis on Black History are more fact than fancy. As one noted Black educator-sociologist put it: "This is no temporary 'fad' that's going to blow over...Black Studies are going to become an integral part of this nation's educational system. Of course, we're not yet where we want to go. We can't expect to be. White history books, courses and studies took, and still take time, money, research and development..."

OFFICE OF AFRO-AMERICAN AFFAIRS Agencies such as the Office of Afro-American Affairs, U. S. Department of Education, give the Black Studies Movement national and international flavor. Former U. S. Olympic track (400-meter) champion Charles Jenkins is director of this office, a primary function of which is to provide guidance and technical assistance to black and white institutions with black-created programs. Mr. Jenkins also acts as spokesman for black-education interests within the Commissioner's office.

The Department is "quite concerned" with black studies and black history programs. "We're not experts in this field," he says, "but we're in the position to advise the people who are the experts where to go..."

NEA EMPHASIZES ETHNIC MATERIALS The Center for Human Relations, National Education Association, emphasizes the use of relevant learning materials and techniques for Blacks, and other ethnic groups. The Center was recently presented some 60,000 albums (valued at \$180,000) on Afro-American history by the Pepsi-Cola Company. The gift included 20,000 sets of three-volume recordings.

THE GIBSON REPORT

Volume 15

Number 3

August 1974

Published by

D. PARKE GIBSON INTERNATIONAL INC.

BLACK NEWSPAPER STUDY EXAMINES READERSHIP HABITS OF BLACKS



In recent years, the black newspaper's effectiveness in reaching an appreciable portion of the lucrative black consumer market has been debated with increasing fervor. Although it has been pointed out here that considerable information already available on this readership should pave the way for sound decisions on marketing and advertising expenditures in black print media, there continues to be a call for more documentation in this area.

FIRST COLLECTIVE IN-DEPTH STUDY

A recent response to this call has come in the way of "the first collective in-depth black newspaper study of its kind" --a report on the readership habits of blacks in 16 selected cities across the country.

Prepared by Behavioral Systems, Inc. for Amalgamated Publishers, Inc. (API)--national advertising representatives for more than 80 black newspapers--the sampling consisted of 1,620 respondents in the 18 to 55 age group, numbering 100 or more in each of the 16 cities, namely: New York City, Chicago, Detroit, Philadelphia, Los Angeles, Baltimore, Houston, Cleveland, New Orleans, Atlanta, St. Louis, Pittsburgh, San Francisco, Miami (Fla.), Memphis and Washington, D. C.

ATTITUDES TOWARDS NEWSPAPERS

Interestingly, the findings supported some long-held theories on black readership habits, while reflecting the changing moods of today's black consumer. For instance, respondents voiced both positive and mildly negative attitudes toward black newspapers. On the positive side, the report noted that readers focused "on the communicative void filled by the newspaper." In spite of "perceived weaknesses," it said, the black newspaper "symbolizes a sense of autonomy within the constellation of mass media."

The negative attitudes were not strongly articulated in the study "and when voiced tend to be moderated by a sense of empathy, understanding and concern for those variables over which black publishers have little control" (such as shortage of capital due to a lack of advertising).

READERSHIP AWARENESS

The report also noted that most respondents were aware of and familiar with black newspapers in their communities. The survey found that 97 per cent of the respondents in Cleveland were aware of the Cleveland Call & Post. Among other leaders: Baltimore Afro-American and

THE GIBSON REPORT

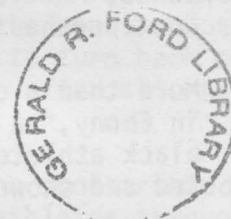
Volume 15

Number 10

March 1975

Published by

D. PARKE GIBSON INTERNATIONAL INC.



SPORTS INTERESTS OPEN NEW CHANNELS TO MINORITY CONSUMERS

Each year, the Pittsburgh Courier, traditionally one of the most prominent black newspapers in the country, invites the 22 players it has selected from predominantly black colleges and universities as honored guests for that season's "Courier All-American Dinner."

PRESTIGE INCREASES More than two decades ago, this would be the only prestige honor for these collegians, who would at best receive a cursory look from mass media and a "free agent" tryout by the professional football clubs.

But the Courier All-Americans, once given the opportunity, began to surpass the gridiron achievements of many of their white college counterparts and professional football turned a considerable portion of its scouting activities toward the black college campus.

GAINING SOME RECOGNITION Despite the fact that sports and sports heroes have always been readily identifiable in the black community, many companies offered only token participation in sponsorship. R.C. Cola, however, has co-sponsored the All-American selection and Dinner, and several other companies, including Pittsburgh-headquartered Gulf Oil Corporation, have become meaningfully involved. And while black collegiate athletes are now gaining recognition from the major wire services and other sources, the Courier All-American Dinner is still a prestige event, attracting the city's elite, professional scouts and a number of companies seeking to open or broaden their channels to the black consumer market.

MEANINGFUL PARTICIPATION Involvement in sports-oriented activities with minorities is no recent phenomena. A number of companies and local businesses are able to trace their participation well beyond the "racial revolution" of the Sixties. In many instances, their participation was community-oriented, with little planning for long range marketing objectives.

ARCO LAUNCHES TRACK PROGRAM In the early Sixties, the Atlantic Richfield Company (then Atlantic Refining Co.) launched what was to become the ARCO/Jesse Owens Olympic Development Meet, an intra-city track program which has reached youngsters from such East Coast cities as Philadelphia, Baltimore and Boston; Chicago in the Mid-West and Los Angeles on the West Coast.

The program, coordinated with local municipal departments of recreation, has been enthusiastically received by the local communities and news media. The young

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POSITIVE STEPS TOWARD BETTER POLICE - COMMUNITY RELATIONS

(Second of a Two-Part Series)



ELIMINATING
NEGATIVISMS If the relationship between the nation's police departments and their respective communities is to achieve and sustain mutual respect, cooperation and harmonious rapport, certain negative factors must be reduced to a minimum.

There are such factors, in the opinion of minority citizens, community leadership, investigating agencies and media sources which have influenced unnecessary confrontations, tensions and general hostility, especially in minority group neighborhoods and occasionally in other ethnic group communities.

Among the most frequent complaints lodged against the local law enforcement systems:

- Incidents of police brutality are disproportionately high among minority group citizens, compared to whites.
- Double standards of justice and procedure are exercised in the pursuit, apprehension and retention of suspects.
- Police are often apathetic towards black-on-black crime, but vigorously pursue similar cases when the victims are white.
- Higher caliber, more lethal weapons, now being considered in some cities, are targeted for minority groups, rather than all so-called hardened criminals.
- Police departments are traditionally white and male and have systematically excluded the participation of blacks, females and other minorities in their exercise of law enforcement.

MASS MEDIA NOW
MORE CRITICAL In the past, these complaints and protests would be chronicled for the most part in black-oriented newspapers and almost totally ignored in white media. While law enforcement inequities remain a first order of business for black publications, mass media has become increasingly critical of civilian abuse, corruption, citizen surveillance, and other forms of police misconduct.

INCIDENTS
HURT IMAGE Realistically, most critics of police action or inaction target their protests in the direction of the incident and the officer or officers involved, rather than blanket indictments of the total force. There

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NUL'S BEEP APPROACH SPURS
BLACK EXECUTIVE CAREERS



During the past six years, more than 40,000 students from predominantly black colleges and universities have been presented with a more realistic view of the American business environment. These matriculants have taken a closer look at business practices, policies and patterns and have seen first-hand that blacks, indeed, have an opportunity to enter the corporate structure and climb that sector's executive ladder.

THE BEEP THRUST The aforementioned experiences are the result of a unique program launched in 1969 by the National Urban League to assist black colleges in preparing their students for executive positions in industry and commerce. It is popularly known as "BEEP" — for Black Executive Exchange Program, headed by the League's Renne DuJean, Director.

Dozens of companies and government agencies, selected from firms listed among Fortune's 500 and government, voluntarily allow their black executives to serve as "visiting professors" on black campuses and lecture in courses relating to their career fields. The lecture is centered on the executive's particular area of expertise, but remains within the framework of the credit-bearing course.

'VISITING PROFESSOR' The "visiting professor" also serves as a resource person for related courses and is available for after-class meetings with students, faculty and college administrators. The "professor" might also hold seminars and conferences with student organizations, local business and community persons and be available for radio and television interviews as arranged by faculty liaison.

1974-75 SERIES MOST SUCCESSFUL The 1974-75 BEEP series is considered "without a doubt, the most successful in the program's six-year history," with greater corporation participation, more visits by executives and in the number of courses presented. BEEP's roster of visiting professors increased from 177 during 1973-74 to 252 in 1974-75 and 35 corporations, four government agencies and one university were added to the roster as first-time participants.

PARTICIPANTS SEE INVESTMENT Participating companies and other agencies view their involvement in the program as an investment and an opportunity to project their firms in a favorable light to black students. Executives are also stimulated by the direct and demanding questions students ask.

THE GIBSON REPORT

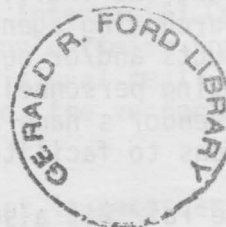
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MINORITY VENDORS: PROMISING FUTURE IN TROUBLED TIMES?

While minority enterprise has been hit especially hard during the economic crisis, there is more than a glimmer of hope for minority businesses providing services and supplies to American industry, government agencies and other institutions.

CONCERTED EFFORTS

Over the past three years several hundred major companies and other institutions have developed and implemented minority purchasing programs. A number of major purchasers have utilized the services and supplies from more than 200 minority firms, with some going as high as 600 minority vendors and upwards of \$30 million in expenditures.

There are several reasons attributed to this continued upswing in minority purchasing:

- 1) Corporations and other agencies with federal contracts include the minority vendor as part of their affirmative action program performance.
- 2) The promotion of minority entrepreneurship has escalated in recent years, supported by such groups as the National Business League, National Urban League, Interracial Council For Business Opportunity and the Minority Business Council and government agencies, among others.
- 3) The vendor/buyer relationship has improved generally in the areas of understanding, technique, need and mutual cooperation. Further, more concise, consolidated and current information is now available to potential corporate purchasers.
- 4) Vendors themselves have found the corporate/institution market considerably more attractive than unstable and risky sources of the inner-city.

EASIER FOR PURCHASER, SUPPLIER

The relationship between the supplier and purchaser has been aided in no small fashion by on-going minority purchasing programs and services around the country.

The New York Minority Purchasing Council's First Annual Minority Business Opportunity Fair last March (1975) offered what could serve as a prototype for other Fairs around the country. More than 100 major corporations and institutions and over 600 minority vendors participated in the Fair, designed to provide minority-owned companies the opportunity of "making as many introductory sales calls as possible on

**You
can make
the difference between
another educator
or another shoeshine boy.**



"Education is the bridge between opportunity and despair." — Dr. Norman Francis, President, Xavier University.

Dr. Francis is now President of Xavier University. His greatest satisfaction is to see the thousands of black students who have come through his school and gone on to become professionals. "I see the young lawyers, the teachers, I can go to City Hall and see all those young guys and gals. It's like throwing a rock into the water... the ripple effect. And that's the key to change." The United Negro College Fund gave Norman Francis the opportunity to make a significant contribution to society. Your contribution can help us give others the same opportunity. **A mind is a terrible thing to waste.**

From an interview with Dr. Francis:

"My mother and father were not even high school graduates but they educated five children. Their feeling was that in order to make it in life, one had to develop one's talents to the fullest. And that meant learning everything one could learn. What makes this unusual is to have that outlook at a time when there was a Depression, and racial discrimination was very high. You really had to set your sights, as one would say, on the stars.

"I guess I must have shined shoes throughout my high school days. I paid my way through high school shining shoes. Now I must confess, I never thought I'd be a shoeshine boy the rest of my life but shining shoes was not demeaning to me. My father used to say, 'Any man who works with his hands will make a living. Any man who works with his head will make money.'

"Had I not gotten a scholarship to college, and this is the moral of your story, had this institution not existed, supported by the United Negro College Fund, I would not have been able, at that time, to go to college. And I was prepared to accept that. But this school gave me the opportunity.

Give to The United Negro College Fund.

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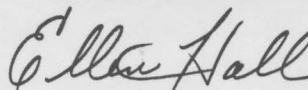
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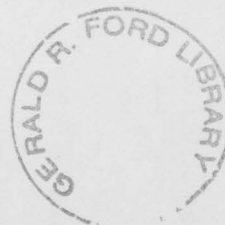
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(Mrs.) Ellen Hall
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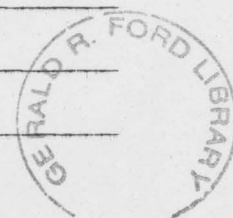
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REVENUE SHARING: WHY BLACKS FEEL SHORTCHANGED

The Federal Government's Revenue Sharing program--the State and Local Fiscal Act of 1972--initially offered a ray of hope for blacks, other minorities and low-income, inner-city, residents. Growing numbers of critics are contending, however, that any such hope or promises remain largely unfulfilled.

PROHIBITS RACE DISCRIMINATION The Revenue Sharing Act prohibits its recipients from discriminating on the basis of race, sex, religion and national origin. Last December payments to Chicago were held up on the grounds that the city's record of employment discrimination had continued.

Interest groups in other cities have challenged the employment practices of local governments in efforts to prevent or delay their slice of the revenue sharing dollar.

CONTINUE PRACTICE Black spokesmen and other civil rights voices point out that "flagrant discrimination continues to exist" in the use of these funds by state and local jurisdictions. Although numerous suits are pending, critics charge funding continues to cities and counties which are ignoring the plight of the poor, the elderly and minorities.

Supporters of the program argue that much of funding goes for essential public services and that the money is

being used, for the most part, "responsibly," such as financial backing to keep an anti-poverty project in operation in Boston or boosting school aid in Wisconsin.

CITE PROGRAM SHORTCOMINGS Community and civil rights groups and other spokesmen have continued to point out the program's shortcomings, including the allocation formulas and the way the money is being used.

Revenue sharing funds are distributed quarterly to all 50 states and some 39,000 counties, cities, towns, townships, Indian tribes and Alaskan villages. The states received one-third of the money and funds are divided among governmental units according to population, relative income and local tax efforts. The money may be spent in any of eight broad categories ranging from public safety to social services.

ALLOCATION QUESTIONED Morton H. Sklar, director of the Revenue Sharing Project operated by the Center for National Policy Review (affiliated with the Catholic University Law School, Washington, D.C.), questioned the effectiveness of the allocation formula.

In an article appearing in Focus, monthly newsletter of the Joint Center for Political Studies, adapted from "Impact of Revenue Sharing on Minorities and the Poor" (published in Harvard Civil

