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BLACKPLOITATION

A few years ago there was a lot of discussion about the content of films and many people accepted the code phrase "Blackploitation" films and argued the merit or lack of merit of such films. Many of those who were vociferous about such films totally ignored words and scenes in so-called white films that were devastating in the image portrayal of blacks. Nothing was more derogatory to blacks than remarks in the *Dodfather* about blacks and dope. Yet no outcry.

Those who screamed against the black films totally ignored the fact that the Autobiography of Miss Jane Pittman was written by a black man, Ernest J. Gaines who dedicated the book to members of his family which included his aunt Miss Augusteen Jefferson, "... who did not walk a day in her life but who taught me the importance of standing."

It is understandable that some black actors and actresses might make a fuss over the kind of roles they were forced to play but it is also important that they stand up against the misrepresentation and untruth of portraying the reporter as a white man in the highly acclaimed television presentation. Just think what the proper portrayal could have done to inspire blacks to write and to inspire better relations between our generations.

That is just one glaring example of false emphasis induced by those who wish to exploit us. While we were lost in the folly of those mental discussions, we were not talking about the 22 crafts that go into the movie making process and the inability of blacks to gain employment in those highly lucrative, craft union controlled jobs.

While we argued stupidly, a few blacks who used their creativity and persistence to produce finished pictures, were raped and robbed by ruthless distributors that extolled a toll in blood from those black producers. Their slick, wheeler dealer operations sapped up the resources garnered by the enterprising black producer and in all too many instances dribbled their returns to them so slowly they were unable to follow up effectively with a new production.

So many of us have been so unaware of the distribution game and how it is played against the black producer. We were made starkly aware of the game by Jim Brown, who was in Chicago to participate in the NBUF confab. Brown, who has founded his own production Company, showed his completed film, *DO THEY CRY IN AMERICA?*, to the confab and held a followup meeting which lasted well into the night.

Brown is blaking to go through the normal channels of distribution with his film because of the practices mentioned. He is developing an independent form of distribution working with Black community organizations and groups to involve them in the profitmaking from

the lucrative film industry, an industry where approximately 60¢ of every dollar comes from the black patron.

Despite this high return from the black patron, there are no black distribution companies with maximum national impact and black producers are treated with the same disdain as other small, independent producers are by the entrenched, self righteous distributors.

Several national black organizations, the NAACP and NBUF among them, are being considered for a unique inner city distribution program that will independently distribute the film and program it into the fund raising needs of the black community.

This novel new approach is in its initial phases. It will be effected and initiated later this summer. It represents one man's determination to creatively deal with an unjust situation and at the same time bring much needed money into the community. We of NBUF lood dordward to seeing such an approach succeed.

I must still relate that the battle should have been waged sooner. I would also say that we should not repeat the same mistakes with the record industry. Those who are taking issue with lyrics are waging a noble crusade but what about the record distributors who control the industry and make it impossible for small, independent black labels to market their product thus forcing the dollar of our creative genius into the coffers of the major record companies who wheel and deal with the big distributors.

P/R Director for OI-ISIS

Mrs. Lubertha Johnson, newly appointed Public Realtions Director for Operation Independence, Inc., recently announced the initiation of a new program for O.I.'s Day Care Pre-school Center. The program will be a part of the emphasis on early childhood education. The program will be known as the Institute for the Study of Individual Skills (ISIS) and will stress the development of basic skills through individual instruction. An experienced proponent of early learning techniques, Dr. Casselle brings a wealth of classroom teaching skills to O.I.'s ISIS. Dr. Casselle states that the young mind (ages 2 to 6 years) is capable of grasping a full range of concepts but most generally lacks exposure to them. If placed in an environment in which they are exposed to competent and professional guidance, children of average intelligence will have mastered the basics of decoding and comprehension of both alphabets and numbers in a matter of months. It is toward this end that ISIS will direct its major thrust.

Dr. Casselle concludes that in our society, as it is now structured, a parent who is truly concerned about the future will expose the child to every educational advantage available to assure success in coping with the demands of today and the future. In initiating the expanded skills development concept, ISIS will soon announce the schedule for Fall term enrollment. The Institute for the Study of Individual Skills is being sponsored by Operation Independence as its educational arm.

Task Force Project

The Southern Nevada Criminal Justice Task Force's Police Review Project is underway with several complaints being received within the first few days of the Project's start-up.

The Police Review Project being coordinated by the American Civil Liberties Union of Nevada is designed to determine if local police actions are characterized by harrassment, brutality, prejudice, poor attitude or lack of performance. Questionnaire style forms are being used and are available at the following:

Franciscan Center	Operation Life
215 N. Main St.	400 W. Jackson
Poor People Pulling Together	N.A.A.C.P.
1285 Miller Ave.	1040 Owens
Clark County Legal Svcs.	Sr. Citizens Ctr.
301 S. Highland	919 W. Bonanza
Voluntary Action Ctr.	A.C.L.U. of Nevada
319 S. Third	400 W. Jackson Ave.

For further information, interested persons can call any of the above organizations or ACLU at 648-4615.

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