

I. J. E.

Blacks and other minorities earlier this month called on the nation's daily newspaper industry to open wider its doors and its executive suites to minority talent.

Speaking on the 10th Anniversary of the issuing of the Kerner Commission Report, which had found newspapers "shockingly backward" in the hiring and promotion of non-whites, The Rev. Jesse Jackson and others decried the fact that a decade after the death of Martin Luther King Jr. the daily newspaper industry is still 96 percent white. Furthermore, they noted, at policy-making levels more than 99 percent of professional news employees are white.

The Rev. Jackson, speaking before the National Conference on Minorities and the News in Washington, D.C., declared that newspapers have allowed some minorities to "move in," but resist their efforts to "move up."

"Moving in relieved their conscience of guilt," he noted. "Moving in did not threaten their status, their power, their prestige or their privilege. But the new challenge . . .

It is a sad commentary, yet a true one, that we have made progress in journalism in almost direct proportion to the pressure the riots put on society."

Rev. Jackson, Director of Operation PUSH, himself a syndicated columnist, said he was not advocating a return to riots, but urged that continued pressure be placed on newspapers by communities around the nation. Groups like PUSH, he said, might have to take legal action, or even resort to boycott to desegregate news staffs.

His remarks were echoed throughout the conference, sponsored by The Institute for Journalism Education (IJE), a Washington-based non-profit corporation whose sole aim is to assist desegregation of the news industry.

Jay T. Harris, Assistant Dean of the Medill School of Journalism at Northwestern University, reporting the results of a year-long census of minority distribution in the press, said that two-thirds of the nation's general circulation dailies have no nonwhite professionals at all.

Robert C. Maynard, former Washington Post ombudsman and editorial writer, said in his keynote address that "the obnoxious racism that has pervaded this industry must end."

Maynard, who is chairman of the Institute for Journalism Education, touched on another conference theme: the failure of daily newspapers to adequately portray minority life in their communities.

"The end we seek is the portrayal of our communities as places inhabited by real people and not pathological fragments. We want our children to read of their community and see positive images as well as whatever negative ones may exist . . . where there is crime, report crime; but where there is health, report health. Where there is strength report strength," Maynard said.

The IJE operates the Summer Program for Minority Journalists, which, since 1969, first at Columbia University and now at the University of California at Berkeley, has produced nearly 100 minority journalists who went to work in the daily newspaper industry. About 80 of those alumni returned for the Conference which was held April 6-8 at the Capital Hilton Hotel.

In addition to Jackson and Maynard, they heard white and nonwhite editors and reporters as well as educators and social scientists discuss the central themes of portrayal and supply and demand of nonwhite professionals.

Nathaniel Jones, General Counsel of the NAACP, said that news media still use "loaded terms, code words" and other devices when it comes to minorities, which communicate "passions, prejudices and uncertainties to the public."

Albert Fitzpatrick, Executive Editor of the Akron (Ohio) Beacon-Journal, the only nonwhite editor at his level on a general circulation daily in the country, said minority journalists must aim for decision-making positions. "Bylines will bring notoriety," he said, "but the real action is in management."

Added Eleanor Holmes Norton, chairwoman of the U.S. Equal Employment Opportunities commission, "Nothing I've heard here convinces me that newspapers are any different than any other industry . . . You put the law on people and what they couldn't do before they suddenly learn to do."

Vilma S. Martinez, President and General Counsel of the Mexican American Legal Defense and Educational Fund, decried the depiction of chicanos in the press.

Other participants included Ben Bradlee, Editor of The Washington Post; M. Carl Holman, President of the National Urban Coalition, Gene Roberts, Editor of the Philadelphia Inquirer, and Walter J. Leonard, President of Fisk University. Nancy Hicks, former national reporter for the New York Times, was Conference Director.

The conference unveiled strategies for improving newspaper performance in the future, including national programs to encourage non-whites to enter journalism, a series of model-creating efforts within journalism schools, a national job network, and expansion of the present Summer Program for Minority Journalists.

Many of the conference goals, including its central goal so accomplishing desegregated newsrooms before the year 2000, were unanimously endorsed by the American Society of Newspaper Editors, which met here the week after the National Conference on Minorities and the News.

Black Owned Banks

In continuation of its efforts to support the nation's black-owned banks, the F.W. Woolworth Co. recently established a corporate account with the First Independence National Bank of Detroit.

Under the arrangement, company funds generated by a major Central Detroit Woolworth store will be deposited in First Independence National.

The bank's president, William R. Bailey, recently visited Woolworth's New York executive office where the company announced its most recent arrangement with a black-owned bank.

First Independence National, an eight-year-old institution, ranks eighth among the nation's black-owned banks. It has total assets in excess of \$35 million and deposits in excess of \$28 million.

Bailey joined First Independence National as president in 1976. He was formerly a vice president and senior loan officer with the Marine Midland Bank of Buffalo. He is a graduate in economics from the University of Buffalo. Among his affiliations are memberships in the Detroit Economics Club, the Detroit Economic Growth Corporation and the Detroit YMCA.

W. Robert Harris, president and chief operating officer, noted that "Woolworth has been a long-time supporter of programs and efforts designed to bolster and strengthen minority group-owned businesses." Harris pointed out that the company's former chairman, Lester A. Burcham, was a member of the White House Advisory Council for Minority Business Enterprise in its broad efforts.

Accompanying efforts by the Advisory Council resulted in an approximate \$800 million being channeled through minority-owned banks by major companies.

Woolworth currently maintains accounts in 14 minority banks in the country, 11 of which are black-owned. Seven of these are listed in the top 10 black banks. A substantial six-figure tax deposit is made each week by Woolworth in North Milwaukee State Bank, a black-owned facility convenient to the company's central accounting office in that city.



YOU AND THE STARS

by Sylvia Hairston

May 5—May 10



Editor's Note: The following horoscope on the signs was written by astrologer-consultant James Tramble who is guest writer for Sylvia Hairston while she is on vacation.

LOVE AND ROMANCE

ARIES — March 21-April 19

Your everyday surroundings and activities become more pleasant and agreeable. Your social life picks up at this time as you get together with friends and neighbors to have fun or simply socialize and talk. The pleasures of life are accentuated now.

TAURUS — April 20-May 20

Present relationships are in the spotlight; it is a good time to discuss any aspect of a relationship. Since there is general light-heartedness and good times, this is a good time to tell that special someone that you love him or her. Your magnetism is showing; others find it easy to meet you now. You seem to draw them like a magnet. Although these may not be potential lovers you will enjoy exuding your wit and charm and affairs should be pleasant for all involved.

CANCER — June 22-July 22

In personal relationships, the need to care for someone else may mean that you will not get immediate gratification other than the pleasure of helping someone you love. If your relationship is basically sound, this period will assure greater rewards of love as satisfaction later.

LEO—July 23-August 22

All love relationships at this time, both pre-existing and new ones, possess a friendly quality. At other times loved ones may not be the best company for ordinary social occasions, especially if there is discord between you. But this will not be a problem under this influence, because friendship brings love and love brings friendship.

VIRGO — August 23-September 22

This period could bring a new relationship with someone older or someone who acts as a guide-figure who can help you learn more about getting ahead in life.

LIBRA — September 22-October 23

You will be attracted to new persons who are strange and different in terms of your background. It will be this very difference that attracts you to them. Such persons may be foreigners or people who have gone to strange places or simply persons whom you regard as better educated or more experienced than yourself. Whatever the circumstances, this should be an easy and rewarding period.

SCORPIO—October 24-November 22

Love relationships may be instrumental in bringing to the forefront factors unknown to you that have been helpful in determining the course of the relationship.

You are able to recognize and deal with them. Focus on how you relate to people and events.

SAGITTARIUS—November 23-December 21

This is a good period for forming new love relationships; in your marriage or other relationships, you will be able to express affection easily and make your feelings clear to your partner. If there is a conflict in your relationship with anyone, peace can be made.

CAPRICORN — December 22-January 19

Accent on dealing with the duties and obligations of a relationship. This is a perfect opportunity to discuss openly those agreements that were not clearly understood by either partner and solidify the relationship.

AQUARIUS — January 20-February 18

Love relationships in general are favored. There will be smooth sailing with loved ones without feeling that you have surrendered yourself. It is possible for you in existing as well as in new love affairs to be loved for just being "you."

PISCES — February 19-March 20

The closeness and warmth of family living could usher in quiet happy hours at home. You may have an urge to redecorate; put your sensitive qualities to work and your flair for color, but do avoid lavish expensive preparations.



Twin Lakes Laundromat
ALL NEW WASHERS
TOP LOADERS 35¢ DRYERS 10¢
 TWIN LAKES SHOPPING CENTER