

# U.N. Column

by Laura Parks

## 5 Experts to Lead Workshop Sessions Of Black Press

Five experts in marketing and in newspaper advertising and circulation will lead the Mid-Winter Workshop sessions of the National Newspaper Publishers Association -- Black Press of America -- Jan. 17-20 in Memphis, Tenn., at the Hyatt Regency Memphis Hotel.

The five are: Roy W. Stevens, president of Hiram Walker; Arthur Segall, Sr., general advertising sales manager of the Memphis Commercial Appeal and its sister, the Press Scimitar, largest dailies in the Mid-South; Ted MacDonald, president of the MacDonald Classified Services; Daniel Orr, circulation director of the Boston Globe and president of International Circulation Managers Association; and Malcolm F. Mallette, director, American Press Institute.

This disclosure of expanded Workshop program plans was made this week by NNPA President John H. Sengstacke, editor-publisher of the Chicago Daily Defender and other newspaper in his chain. He said the program is being planned by NNPA First Vice President John L. Procope, publisher of the New York Amsterdam News.

In addition to specialized sessions on circulation and advertising, Sengstacke said a general session will be held with the representatives of private industry, schools and departments of journalism, and the government. These officials, who attend most NNPA Workshops and Conventions, are expected to join in a dialogue with the publishers on the role of the Black Press in helping to further improve the status of blacks in America and worldwide.

The Workshop will open with the President's Reception on Wednesday evening, Jan. 17. Following the reception, two or three short newspaper movies will be shown. These will include "Dateline Today," a film on newspaper circulation produced by the Audit Bureau of Circulation.

Sengstacke says he expects greetings to be brought during the luncheons and dinner by Senator Howard Baker and James R. Sasser of Tennessee, Mayor Wyeth Chandler of Memphis, and Bishop J. O. Patterson of the Church of God in Christ.

Stevens, who will address the advertising luncheon on Friday Jan. 19, has been president of Hiram Walker since 1975. His broad experience in the marketing field began in 1948 when, fresh out of the University of Iowa, he joined Coca-Cola. Then he moved on to General Foods and Riviana Foods before entering Hiram Walker as a vice president in 1973.

Orr, who will open the discussion on circulation, is one of the nation's leading authorities in the field. He has been involved in the work since 1948 when he arrived here from his native Ireland. Orr came up through the ranks at the Boston Globe, becoming circulation manager in 1964 and director eight years later. This year he was elected president of ICMA. He holds a B.A. and a law degree.

Mallette will provide the important tie-in between the news and feature content of newspaper and their circulation potential. At the Institute, he conducts seminars for editors year-round.

Segall, who will lead the discussion on advertising, has been an advertising executive with the Scripps-Howard chain for 25 years. He is a graduate of Northeastern University in Boston and had done further work at Ohio State.

MacDonald, who will discuss classified advertising, is an international authority on the subject. He has written two books on such advertising: "Fundamentals of Newspaper Classified Advertising," and "Sales Management in Newspaper Classified Advertising." His organization serves the classified advertising departments of over 600 newspaper in the United States, Canada, and six other countries. He is a graduate of Notre Dame.

## SPECIAL TRIBUTE



An address by Presidential Assistant LOUIS E. MARTIN and a special tribute to JET Magazine and JET Executive Editor ROBERT E. JOHNSON will be among highlights of a National Leadership Conference to be held by Alpha Phi Alpha Fraternity, Inc. "Encouraging the development of individual leadership skills and forging solutions for the challenges of the 1980's will be goals of the conference, stated Alpha General President JAMES R. WILLIAMS.

The conference, to be held in Chicago, January 5 - 7, 1979, will be attended by representatives of the organization's over 500 chapters in this country and abroad. Mr. Williams, who serves as United States Attorney for the Northern District of Ohio, will be installed for a second two-year term as the Fraternity's national president during the meeting.

Mr. Louis Martin will serve as keynote speaker at the conference's Installation Luncheon on Saturday, January 6th. Martin, former Editorial Director of the Chicago Daily Defender and Deputy Chairman of the Democratic National Committee, was recently appointed Special Assistant to the President for Minority Affairs by President Jimmy Carter.

JET, the weekly news magazine of the Johnson Publications group, will be saluted at the Conference Banquet on Saturday evening, along with ROBERT JOHNSON, Executive Editor of JET since 1963. A member of the Johnson Publications staff for over twenty-five years, Mr. Johnson has been a moving factor in the success of JET, serving previously as Associate Editor, Assistant Managing Editor, and Managing Editor.

The conference, which will feature a number of seminars and workshops, will be headquartered at the Palmer House Hotel.

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### Prayer Poem

John Greenleaf Whittier (1807-1892), a Quaker and an ardent abolitionist, worked steadfastly for the emancipation movement. He had a strong conviction, thus, of the oneness of mankind. In 1872, he wrote the hymn which expresses exquisitely the oneness of the human family under God.

Dear Lord and Father of mankind,  
Forgive our foolish ways;  
Reclothe us in our rightful mind;  
In purer lives thy service find,  
In deeper reverence, praise.

Drop thy still dews of quietness,

Till all our strivings cease;  
Take from our souls the strain and stress,  
And let our ordered lives confess  
The beauty of thy peace.

Breathe through the hearts of our desire  
Thy coolness and thy balm  
Let sense be dumb, let flesh retire,  
Speak through the earthquake, wind and fire,  
O still small voice of calm.

God's Fatherhood and man's brotherhood are manifest in God's church. Take your proper part in it. Pray for your minister; and faithfully support your church.



Tommie Jackson

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