

# PLAYERS BRAND SALUTES THE BLACK MEDIA

NEW YORK - More than 300 prominent black New Yorkers joined Philip Morris USA in a Players cigarettes-sponsored "Salute to the Black Media" recently, where three publishing and broadcasting executives were singled out for special honors.

The black American print and broadcasting

San Francisco Sun Reporter and Christopher H. Bennett, President of the National Newspaper Publishers Association (NNPA).

In introducing Mr. Sutton, Mr. Scott observed that "if Horatio Alger had met Percy Sutton, he would have turned in his entrepreneur's badge." Noting Mr. Sut-

dream in his heart, \$30 in cash in his hands and a prayer on his lips" started a publishing company 13 years ago that has become Tiloben Publishing, "one of the most successful young businesses in the U.S."

Mr. Bennett, the newly elected President of the NNPA, an organization of 140 black publications, called the "salute" an "historic event" and he praised the "dedicated efforts of the more than 300 newspapers and magazines in this country." He said the black publishers would work to make their publications stronger and more effective than ever before.

John E. Jacob, President of the National Urban League, presented the award to Dr. Goodlett, who, he said, "strikes sparks wherever he goes, and the surest way to raise his dander is to say that the black press is no longer needed." Mr. Jacob, who postponed a vacation trip to his hometown in rural Louisiana following the League's annual conference in New Orleans in order to make the presentation, told Dr. Goodlett: "Carlton, you have paid your dues - in fact, you have paid more than your share of

dignity must have their own mass communications media." He said all blacks should read the black press "to find out about those black Anglo-Saxons who fail to recognize that there is a cause to be served, and a nation to be saved."

In his closing remarks, Mr. Scott told the group

Buford, President of Freedom National Bank; Congressman Julian C. Dixon (D-CA); Kenneth R. Drew, Publisher, New York Voice; Christopher F. Edley, Executive Director of the United Negro College Fund; Earl G. Graves, Publisher, Black Enterprise; Lionel Hampton, world renowned band

the largest of six operating companies of Philip Morris Incorporated, produces a number of leading cigarette brands: Marlboro, the largest selling cigarette in the U.S.A. and the world; Benson & Hedges 100's, America's most popular extra-long cigarette; Merit, the largest selling



John E. Jacob, President of the National Urban League, second from left, with his wife, Barbara; George Powell, Director, Field Sales, Philip Morris U.S.A. and Hugh Cullman, Chairman and Chief Executive Officer, Philip Morris U.S.A.

organizations were commended during ceremonies at the prestigious Water Club, as "a vital historic resource to both the black community and to the United States," by Stanley S. Scott, Vice President of Philip Morris USA. Philip Morris USA makes Players cigarettes.

A former newsman who once worked for the Atlanta Daily World, Mr. Scott was host to the enthusiastic gathering of persons from a variety of professional disciplines as well as civil rights, business, politics and the arts.

The importance of the black media was emphasized in remarks from Rep. Julian Dixon (D-CA), on behalf of the National Congressional Black Caucus, which he chairs. Rep. Dixon said: "Show me a black politician who would ignore the black press and I will show you a very naive politician - someone ready for his constituency to retire him."

The three persons receiving the special awards were Percy E. Sutton, Chairman of Inner City Broadcasting; Dr. Carlton B. Goodlett, Editor/Publisher of the

ton's successes in politics and business, Mr. Scott told the gathering, "Percy Sutton amazes me with his unbeatable combination of intelligence, daring, leadership, persistence, persuasiveness and no small helping of charm, sophistication and diplomacy."

Mr. Sutton - whose company owns WBL5-FM, the nation's number one radio station - said in his response that, "the black media have been the virtual guts and essence of the black struggle." The black media are important because "there is much to be done to permit the black community to define its own positive identity rather than being ignored and ill-defined by the general media," Mr. Sutton said.

The audience joined Mr. Sutton in a poignant tribute to Judge Oliver Sutton, Percy's older brother, who recently passed away. Oliver's widow, Rene, and his children, Paul and Carol took part in the tribute.

The award to Mr. Bennett was presented by Ms. Jewell Jackson McCabe, President of the National Coalition of 100 Black Women. She said Mr. Bennett, "with a



Guests at the "salute" included, from left, Ms. Carol Sutton, daughter of the late Judge Oliver Sutton; David Dinkins, City Clerk for New York City; Ms. Carmel Marr, Commissioner, New York State Public Service Commission and Ms. Sadie Feddoes, Community Relations Officer, Citibank N.A.

dues."

Mr. Goodlett, a physician and a psychologist in addition to being a leading black publisher, said in response that "people who struggle for freedom and human

and sophisticated groups who enjoy its rich, top quality tobacco.

Some of the prominent co-sponsors of the "salute" were Lee A. Archer, Jr., Vice President of General Foods; Shamia "Tab"

leader; Don King, international boxing promoter; Ms. Jewell Jackson McCabe, President, National Coalition of 100 Black Women; John Procope, Chairman, E.G. Bowman, Inc.; Congressman Charles B.

free-standing low-tar cigarette; and Virginia Silms, the leading cigarette made especially for women. Other company cigarette brands, including Players, are Parliament Lights, Saratoga 120's, Philip Morris Regular and Commander, Benson & Hedges Multifilter, and Alpine. Philip Morris Incorporated also includes Philip Morris International, Miller Brewing Company, The Seven-Up Company, Philip Morris Industrial and Mission Viejo Company.



A recent broadcast sponsored by the Columbia-Presbyterian Medical Center and The Prudential Insurance Company focused on childhood hyperactivity.

Dr. Jared Zelman of Oakland, Maryland, says a child's behavior reflects frustration from his or her anxiety. "It is important to remember that anxiety is the key commonality of the hyperactive child," reports Dr. Zelman. "We must identify the source of the frustration which is causing the anxiety, and provide treatment for it."