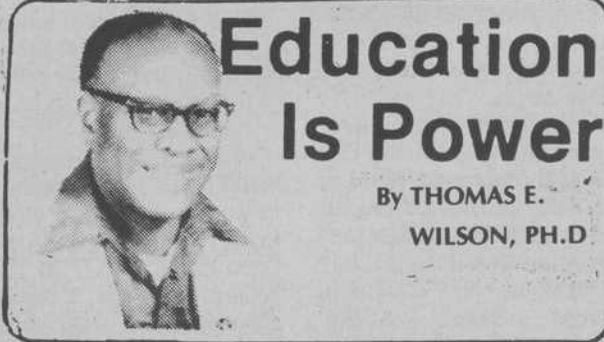


# Education

## COMPUTER CAREERS CAPSULED IN COCA-COLA BOTTLERS' MOTIVATIONAL FILM



### Education Is Power

By THOMAS E.  
WILSON, PH.D.

The New Year has come and with it came new hopes, new opportunities, and new faces with which to build new relationships. We cannot relive our lives during the past year, but if we could, one cannot help but wonder if we would have lived it differently than we are living our lives today.

How about starting with today and working to make a new and more worthwhile life for ourselves and for our loved ones?

One of the greatest starts that we as parents can pass on to our children is the legend of the quest for knowledge. Knowledge used in the right way can be the key to many worthwhile events. It can open doors previously closed, not only to Blacks, but also to anyone not possessing an adequate amount.

Morality is another virtue that we as parents can pass on to our progeny. A child lives what he learns, and if he learns morality in a positive way from his parents, the chances are much greater that he will be a person of high moral integrity.

Truthfulness can never be replaced as a much needed virtue. The idea of being truthful must begin early in one's life and be held high in the esteem of the parents and the community. Governments have been toppled because of the lack of truthfulness within its leaders. Even our faith in our own government has, at times, been severely shaken because of the inability of our public servants to tell the truth and to insist that others who work for them also tell the truth. "The truth shall make you free." We as parents must be careful to instill this idea into our children and to insist that they be truthful with us.

Faithfulness transcends ethnic boundaries. Can we be depended upon to do what we are supposed to do when we are supposed to do it? Faithfulness is a virtue that must and can be taught. It is far-reaching and demands a lot from the individual.

One of the most difficult attributes to develop within ourselves is that of worthy use of our time. Were we to consider all of the ramifications of this attribute, we would think in terms of work, rest, sleep, play, or recreation. Each of these items carries with it a certain amount of self discipline which in itself cannot be developed fully with careful attention to it. Work should consist of engaging in a satisfying and gainful occupation, vocation, or profession that provides the means for a reasonable livelihood. Rest and/or sleep must be relaxing and free from tension-producing activities. Play or recreation should provide us with the proper attitude to face the next work day.

Of primary importance must be the desire to do unto others as you would have them do unto you. The Golden Rule is as alive today as it was when spoken 2,000 years ago. Its precepts are as binding today as they were then. If all peoples were to abide by this rule, there would be no need for the hostility and violence that exist in our world today.

Within the new year, let us resolve to do as much as we can to put an end to ignorance in our world. Starting first from within us, let us expand as far as we can. Maybe, just maybe, we will be able to eradicate some of the evils of this world, if we would launch a concerted attack on ignorance. Ignorance dulls peoples minds. It causes the more knowledgeable to take unfair advantage of the less knowledgeable unless the more knowledgeable have agreed to live by high moral standards.

ATLANTA — In the best-seller, *Megatrends*, author John Naisbitt predicts that by the year 2000 Americans will need to speak three languages: English, Spanish and Computer.

With that in mind, bottlers of Coca-Cola present their latest career film entitled "Computers: High Tech Road to Opportunity," designed to help students capitalize on the vast communications spectrum known as "computer science."

Coca-Cola USA premiered the film recently in Atlanta before local educators, civic leaders and the news media.

Sixth in a series of

motivational career films, "Computers: High Tech Road to Opportunity" showcases people who work daily with computers. It focuses on a variety of career options in the computer industry.

Programmers, engineers, scientists, technicians, analysts and even an animation photographer relay job opportunities, educational requirements, challenges and rewards of their particular area of specialization.

"Today's youth is tomorrow's leadership — in both a community and business sense," said Eugene McCullers, manager, Community

Affairs for Coca-Cola USA.

"We're proud to prepare and offer motivational materials, and we're confident that our films make available information that might otherwise go unnoted," he added.

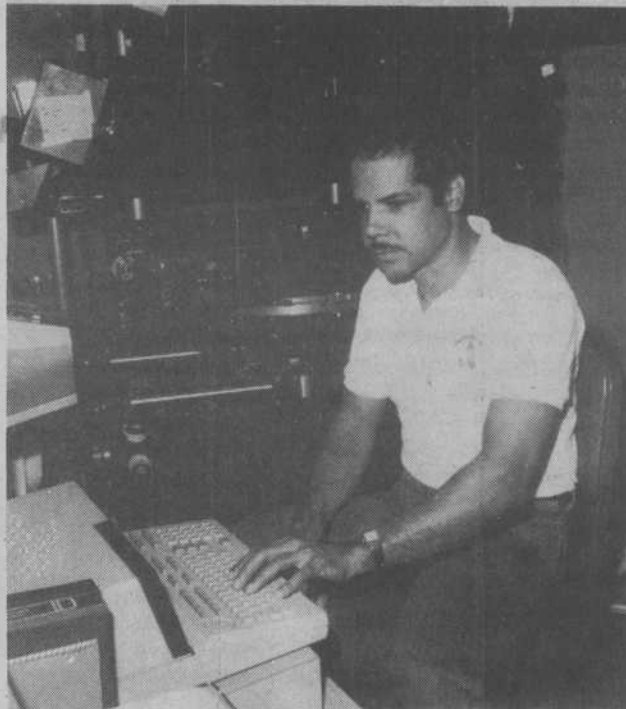
The 30-minute color film accompanying leader's guide is now available nationwide to secondary and post-secondary educational institutions, as well as to community organizations on a free-loan basis.

through local bottlers of Coca-Cola.

Other films in the series are: "Aviation/Space: The Sky's the Limit," "Communications: Impact on Today's World," "The Health Professionals: Helping People," "Business: Where the Action Is," and "Law: Profession for a Leader."

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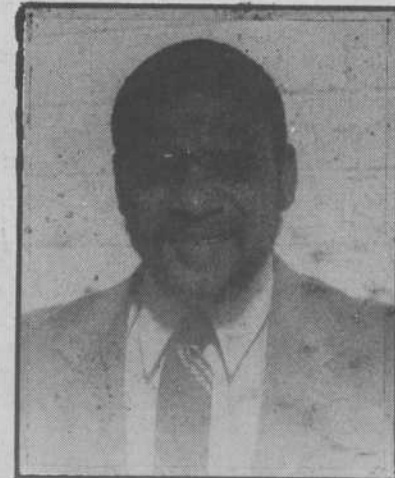


"Computers: High Tech Road to Opportunity," is the sixth film in a motivational career series presented by Coca-Cola USA and bottlers of Coca-Cola. Pictured here is Errol Aubrey, an animation photographer with Walt Disney Productions in Burbank, CA, who in the film relays his day-to-day on-the-job activities.

One final virtue to be considered at this time is that of love. Just to go around yelling "Love" means nothing unless this love is put into action. Its action must be shown by admiration for the other person. How we handle "love" is a great indicator of the moral and spiritual values we possess. Love is not limited to "sexual attraction." It must run much deeper than that. It must take in caring for and respecting the other person regardless of the sex of the other individual.

The foregoing represent some of the moral and spiritual values held dear by this writer. Time and space will not permit further elaboration, but a full and careful study of these values will reveal some astounding things.

Education, indeed is power!



## Mapmaker

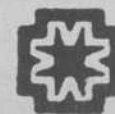
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