

# Point of View

## Editorial

Are our elderly and the poor going to be penalized by this administration for being elderly and poor? A fair question? We hope not.

It appears that the present administration is seriously considering either cutting, taxing, or freezing benefits to Social Security recipients in order to reduce the deficit.

Maybe the question should be asked: Are these recipients the cause of the huge deficit incurred by this administration? No one knows for sure where the problems with the national budget deficit really lie. However, we are quite sure that the meager amounts that Social Security recipients have to live on is not the major factor that caused the huge deficit.

Our major concern, at this time, is that the elderly and poor are not made to feel guilty for being in their particular condition. While it may be true that some Social Security recipients may not need the money to live on, it is also true that many recipients have no other means of support.

To play politics with the very existence of the elderly and the poor may cause an enormous amount of tension and fear, thereby depriving many of these persons of the right to live out their lives without fear of having enough to eat or a fairly comfortable place in which to live.

Most of us have been taught that "What goes around, comes around." If this is a truism, the years when fear and tension come around for the politicians will be very difficult ones for them.

## To Be Equal

# CORPORATE EQUAL EMPLOYMENT OPPORTUNITY

By John E. Jacob

Equal employment opportunity is not something corporations do for minorities. It is something corporations must do for themselves in order to compete for talent.

Corporate America has been slow to realize this.

It only began hiring blacks in appreciable numbers during the civil rights ferment in the 1960s. But it tended to see that hiring as social responsibility, not as sound business practice.

It takes anywhere from 15 to 20 years for aggressive managers to work their way through line operating positions of increasing importance to finally enter the inner circle of senior executives.

If Corporate America

had been serious about fully utilizing the new black talent it recruited in the 1960s, today we would be seeing large numbers of black vice presidents, senior and group vice presidents, and even CEOs.

But we do not. That is because blacks hired in the 60s were often shunted into EEO, into special markets, into the ghetto of designated "black" jobs that did not give them exposure to operating positions that constitute the corporate fast track to success. We now have large numbers of black managers who have reached a career plateau because their functions are being integrated into the general operations of the corporation. Today, most large companies can reach special markets without black spe-

cialists. They can implement EEO plans without black EEO managers.

The first generation of black achievers blazed an important trail. They helped their companies. They were role models



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for younger blacks.

They served honorably and well. They deserve better than the frustration of knowing that their blackness was a barrier to career growth and success.

Will their successors — the bright young

black managers hired in the past five or ten years — meet with similar frustrations?

Is corporate America making the best use of their talents? Is it giving them the opportunities to run key enterprises—to bring products to market—to let their talent and their accomplishments take them to

the top?

The true test of corporate equal opportunity is not simply in the numbers of black managers; it is not solely quantity but quality.

If a company says it has X percent black managers that tells us little. Where are those blacks? If they are buried in staff functions or in special markets we

hance its commerce. There are few parallels in human history of the period of which Africans were seized and branded like animals, packed into ships' holds like cargo and transported into chattel slavery. Millions suffered agonizing death in the middle passage in a holocaust reminiscent of the Nazi slaughter of Jews and Poles, and others. We have an obligation of atonement that is not cancelled by the passage of time. Indeed, the slave trade in one sense was more understandable than our contemporary policy. There was less sense of humanity in the world three hundred years ago. The slave trade was widely approved by the major powers of the world. The economies of

England, Spain, and the U.S. rested heavily on the profits derived from it. Today, in our opulent society, our reliance on trade with South Africa is infinitesimal significance. No real national interest impels us to be cautious, gentle, or a good customer of a nation that offends the world's conscience.

### Powerful Non-Violent Alternative To Support Of Apartheid

Have we the power to be more than peevish with South Africa, but yet refrain from acts of war? To list the extensive economic relations of the great powers with South Africa is to suggest a potent non-violent path. The international potential of non-violence has never been

employed. Non-violence has been practiced within national borders in India, the U.S. and in regions of Africa with spectacular success. The time has come to utilize non-violence fully through a massive international boycott which would involve the USSR, Great Britain, France, the United States, Germany and Japan. Millions of people can personally give expression to their abhorrence of the world's worst racism through such a far-flung boycott. No nation professing a concern for man's dignity could avoid assuming its obligations if people of all States and races were to adopt a firm stand. Nor need we confine an international boycott to South Africa. The time

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know the company is not fully living up to its equal employment obligations.

If they are in production, sales, finance, and other traditional routes to the top, then we know the company is serious about EEO and serious about attracting top black achievers.

Corporate America

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must go beyond its traditional conception of equal employment hiring to equal promotional opportunities and to grooming talented young black managers for line positions that lead to career ladders

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