

NAMD

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terorganizational magazine on the national level], *The ADVANCER* [AOIP's official umbrella-type remediation instrument] and 80 national Black organizations can exert an impact upon community welfare.

Your focus upon the problems of illiteracy constitutes a powerful objective.

It has long been a dream of many of us [in NAMD] that Blacks who en-

joyed privileges and who hold positions of influence have both an opportunity and an obligation to come to the aid of their less fortunate brothers and sisters in whose name they have benefitted. An effective

Assault On Illiteracy Program, led by talented Blacks, would constitute such a mission.

The involvement of Black Media, Inc. (BMI) newspapers and the *BLACK MONITOR* in this program dramatizes the special role these media play as community communicators. It demonstrates the kinds of services they and their publishers can perform beyond merely being vehicles for advertisers' sales messages. They can also serve as positive forces working to improve the social *climate* within which advertisers make their sales and earn their profits.

Both Fitzhugh and Michael Bateman, Minority Affairs Manager, Brown and Williamson Tobacco Corp. and president of NAMD, are members of the AOIP National Board. LeBaron Taylor, Vice President and General Manager, Divisional Affairs, CBS Records and chairman of the board and past president, NAMD and Eugene McCullers, Coca-Cola Co. and past president and board chairman, NAMD, are AOIP trustees.

Blacks in Corporate America

IN a 1981 article of the same title which appeared in *Emphasis*, the official organ of NAMD, Michael Bateman, national president, shared the following thoughts with his corporate colleagues:

In each of our jobs, whether it is a written part of the job description or not, we all have the dual responsibility of representing the minority community as well as our respective corporations.

Whether in marketing, management, public relations, production, sales or personnel, being Black and in an American corporation means acting as an official (or unofficial) diplomat between the [Black] community and the corporation....

Many of the members of NAMD have been used as examples of the progress Blacks have made in the corporate structure of America. The number of corporate officers and managers has increased attesting to this mobility. The number of minority college students is higher now than ever before, insuring a continued supply of educated, trained and motivated individuals to enter corporations.

The spoiler in this otherwise rosy

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