

NAMAD

National Association of Minority Automobile Dealers Selling "Made in America" and Supporting Their Minority Communities

THIS memorable story you are about to read is extremely important for all Black Americans concerned about the promising potential of our people *if* we are willing to do *far, far* more for ourselves. Not only does it reflect the lengths to which White Corporate America is willing to go *if* we properly prepare ourselves, begin doing for ourselves and *then* protest. But also, it amazingly (to many) shows that many Black Americans have begun to assume far more responsibility for UPLIFTING our own...and that this helps us and is the only way we can negotiate with White America for the equitable treatment needed for everyone in this nation of such great potential.

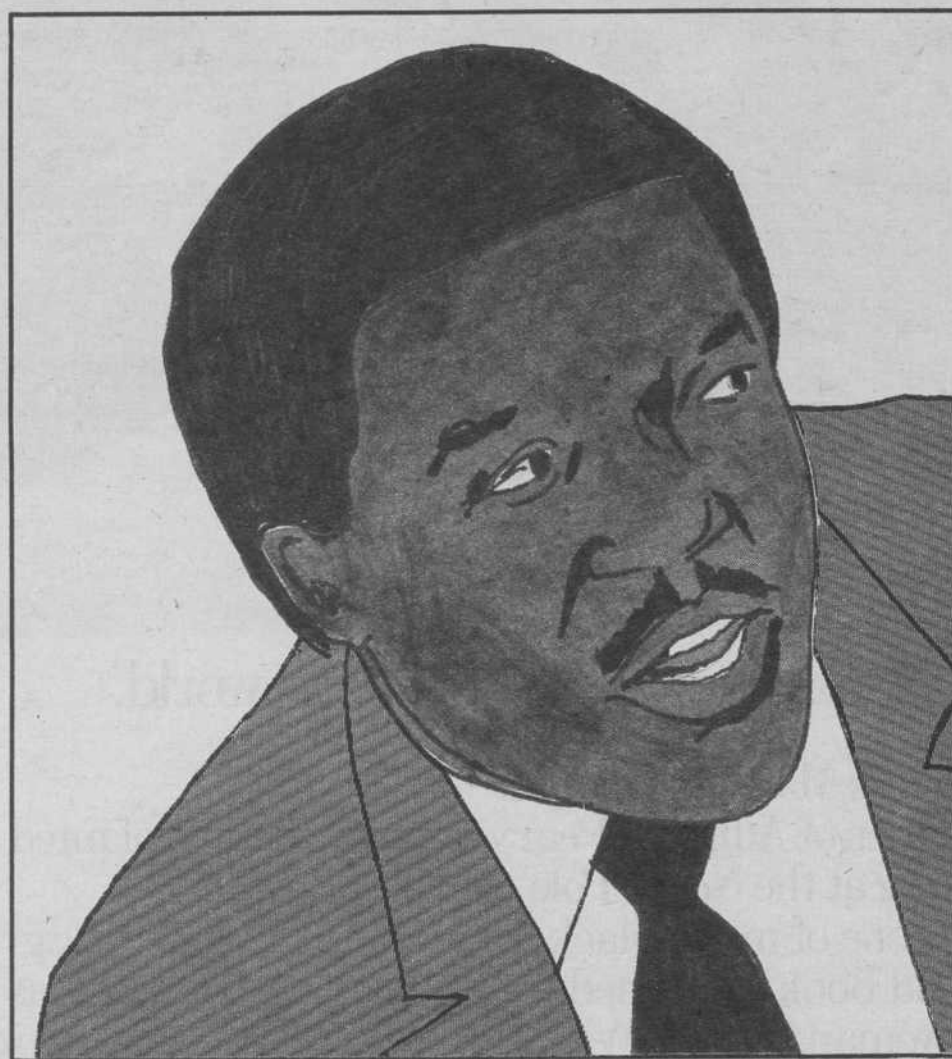
A Continuing Tribute

THE STORY begins as a continuation of our tribute to the person we have chosen to honor as the *Master Builder For All Mankind*.

Many of the well-known and unique achievements of Dr. Leon Sullivan were presented in the January issue of the *National BLACK MONITOR*. Yet, little has been publicized about this *Master Builder* in terms of his *helping hand* role in two other major achievements which—linked together—are certain to affect every aspect of American life in a positive and never-before-achievable way.

The first of these achievements is Dr. Sullivan's *helping hand* role in the establishment of an "affective-oriented" literacy enhancement coalition known as the national Assault On Illiteracy Program (AOIP).*

The second of these achievements is his *helping hand*—and behind the scenes—role



Jesse J. Jones, President

in providing Black Americans the beginnings of an economic base in the automobile dealership business arena. However, in order to put this aspect of the heroic saga of this *Master Builder* into best perspective, we need to present a few salient points—or "tidbits"—of what AOIP is and means to us as Black Americans...and, through us, to all Americans. We will conclude with our presentation on the National Association of Minority Automobile Dealers (NAMAD) and the "why's and

wherefore's" of AOIP's pledge of support for these dealers in a priority way.

Background On AOIP

THE idea of a massive and all-out interorganizational assault on illiteracy was conceived in January of 1980. That is when a report from the United States Department of Education brought the awareness of the exceedingly high func-

tional illiteracy rate (44 percent) among adult Black Americans to the newspaper and magazine publishers associated with Black Media, Inc.—and collectively known as *The BMI Cooperative*. This awesome statistic moved the publishers to a state of readiness for action...and under the leadership of Dr. Calvin W. Rolark, chairman of the publisher group, these media owners agreed to serve as catalysts for encouraging the leadership of our national community-building and educationally-oriented organizations to begin working together interorganizationally on this grave issue rather than see each other as "semi-adversaries" as so often had been the case in the past.

Yet, even with a massive media blitz, little progress was made in terms of an agreement to work together until Dr. Leon Sullivan teamed with Dr. Rolark in letting our leadership know the alarming proportions of our overall illiteracy-induced predicament. Almost overnight, the number of AOIP-participating organizations soared from about ten (10) to almost forty (40), with an ultimate goal of about sixty (60)...and in May 1982, AOIP had its first major meeting with well over 160 leaders in attendance in Miami Beach, Florida.

Two Surprising Discoveries

THE educators in attendance in Miami Beach were asked two questions. The first was "Why is the functional illiteracy rate among adult Black Americans so much higher than among adult White Americans?" The second was "What can be done to eradicate this dilemma?" Two surprising and extremely enlightening answers came forth.

To the first question on illiteracy, the following explanation was given:

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"Pulling Ourselves Up By Our Own Bootstraps"...A Series