

THE NAACP AND YOU!



Rev. Jesse D. Scott
President
Las Vegas, NAACP



NAACP ACT-SO
YOUTH GET TOP
\$100,000
AWARDS

NEW YORK-NNPS — The award of approximately \$100,000 in cash prizes, gifts and scholarships to the top winners of the Afro Academic, Cultural Technological and Scientific Olympics highlighted the 78th annual convention of the National Association for the Advancement of Colored People in New York City last week. Presentation of the 67 ACT-SO winners and 39 education grants were announced during the five day convention featuring a revitalized youth program of the association.

Youth delegates also presented a donation of \$9,000 at their annual convention rally featuring retired basketball star Julius Irving who urged the young 1,000 delegates to continue their education even if many were gifted with athletic ability. "We want all the delegates to know that our youths are serious about supporting the NAACP," declared Winfred Thompson, chair of the NAACP National Youthwork Committee.

The usual activity was conducted between exciting convention sessions on the NAACP campaign against the appointment of Federal Appeals Court Judge Richard Bork as Supreme Court Justice; Mayor Harold Washington's speech affirming affirmative action; announcement of NAACP agreements with the National Basketball Association and major league baseball organizations; anti-apartheid and civil rights resolutions; and the appearance of several presidential candidates including Rev. Jesse Jackson.

All the candidates, Rep. Richard Gephardt (D-Mo.), Gov. Mario Cuomo (NY), Bruce Babbitt (Arizona), Jackson and Sen. Patrick Moynihan (D-NY), pledged to oppose the Bork nomination. But Jackson's appearance was the most dramatic. The convention took on the appearance of a political campaign, religious revival and football rally as Jackson told the 3,000 cheering delegates he was leaning in the direction of running because more than any other candidate he can: register the unregistered; stimulate political interest among the usually disinterested; contribute to the election of progressive candidates; contribute to state

RJR Nabisco, Inc. Presents \$55,000 To NAACP



WINSTON-SALEM, N.C. — RJR Nabisco, Inc. made a \$55,000 contribution to the NAACP during the 78th annual NAACP convention in New York City recently. Prior to the presentation, Benjamin L. Hooks (center), executive director and CEO of the NAACP, met with guest speakers Marshall B. Bass (left), senior vice president of RJR Nabisco, and Mario M. Cuomo, governor of New York.

NEW YORK CITY — It may be harder for minorities to conquer the economic disadvantages facing them today than it was to battle outright discrimination in the past, an official of RJR Nabisco, Inc. said as he presented \$55,000 to the NAACP recently.

"Blacks no longer have to go to separate schools, drink from separate water fountains, or sit in the back of the bus," said Marshall B. Bass, senior vice president of RJR Nabisco, at the NAACP annual convention. "But blatant discrimination was practiced in this country for more than 200 years, and

power among the disenfranchised; clearly discuss issues directly affecting the majority of Americans; and stimulate hope.

The ACT-SO winners received \$2,000 first place prize; \$750 second place and \$500 third place in addition to gold, silver and bronze medals, plus \$2,500 computer sets for the top humanities and science winners.

Sixty-three winners from cities throughout the national received awards for proficiency in Music Composition, Original Essay, Play-writing, Poetry, Dance, Dramatics, Music Vocal, Oratory, Music Instrumental, Architecture, Biology, Chemistry, Computer Science, Electronics, Energy, Mathematics, Physics, Drawing, Painting, Photography, Sculpture and Filmmaking/Video.

its after-effects cannot be erased by a couple of decades of civil rights legislation."

Bass explained that RJR Nabisco hopes its funds will help the NAACP combat "subtle prejudice, inferior education, high unemployment rates and other problems that cannot be legislated away."

"He added, "It is harder to generate concern about quiet injustices than deafening disrespect. In my judgment, the need for the NAACP is greater today than ever in history."

The RJR Nabisco donation included \$25,000 earmarked for the NAACP's Building Fund, which has financed construction of a new, larger headquarters facility in

Baltimore. An additional \$30,000 was donated to the NAACP's Special Contribution Fund, which supports minority enterprise, educational assistance, and affirmative action programs.

Benjamin L. Hooks, executive director and CEO of the NAACP, expressed gratitude for the company's philanthropic spirit and for its employment, educational, civic and business programs for minorities. "RJR Nabisco is to be commended for its conscientious efforts in this area," he said.

RJR Nabisco, an international consumer products corporation, is the parent company of R.J. Reynolds Tobacco Company, Nabisco Brands, Inc. and Del Monte Corporation.

Everywhere in Corporate America, middle-management is facing the ax because of cutbacks. Some blacks have survived, and indeed, thrived with lessons to tell about . . .

BREAKING THROUGH
MIDDLE-MANAGEMENT
BARRIERS

By Lionel Bascom

An association of black social service agency administrators last fall planned to invite 60 black corporate executives to a fund-raising conference. A decade ago, such conferences were common, easily planned and well-attended by major names from corporate fields across America.

That conference, planned for last Spring by an organization called the Black Agency Executives, had to be cancelled. While it might appear to have been an insignificant, non-event, the fact that it was cancelled can be viewed as a chilling commentary on life in corporate America today.

"The ranks of blacks in corporations have been so decimated, there wouldn't be enough people to come," said John N. Odom, head of the organization.

The failed plans of a single professional organization ordinarily wouldn't become a news event, not in Nebraska and certainly not in New York City where corporate takeovers, mergers, and illegal insider trading scandals dominate the business news. This non-event, however, made the front page of the Sunday *New York Times* business section, signalling a new policy called "downsizing."

The *Times* story carried a headline which has now become a sign of the 80's and the rapidly diminishing life for black executives in corporate America:

"The Ax Falls in Equal Opportunity."

The headline speaks volumes about the course corporations have chosen and suggests an end of an era of affirmative action programs which began in the early 1960s.

The *New York Times* story quoted a litany from black executives who were let go after years of service from such giants as CBS, Metropolitan Life, ITT, General Electric and others.

Downsizing, a polite word coined to palliate massive layoffs, has depleted the executive ranks — both

black and white — of major corporations. And, while the private sector has clearly trimmed its executive staff in unprecedented austerity moves, Washington and the Reagan Administration just as clearly have prompted a widespread abandonment of equal opportunity goals.

Robert Kriebel, a retired chairman of Loctite Corporation and vice chairman of the Heritage Foundation, a conservative think-tank in Washington, echoed the mood of the nation in a statement aimed at complaints about the much-talked about trade imbalance with the Japanese.

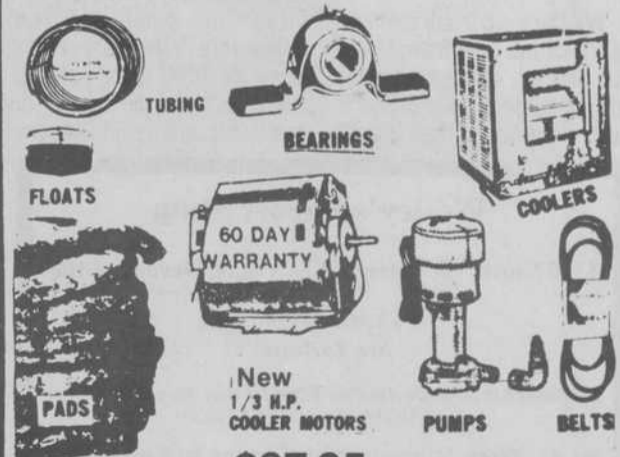
"Americans should stop belly-aching," he said. "What is needed instead is a new generation of corporate managers willing to take risks in order to catch the golden ring." Corporations are cleaning house.

"The message is clear," says Wendell Johnson, an executive recruiter in Danbury, Ct. "They're playing hardball now and its time to take off the blinders. Once these managers are fired, it is not easy finding jobs for most of them," he said. "Blacks who have had somewhat settled lives are going to have to be more creative, be prepared to relocate or retrain for positions that are in demand. There is a crisis," he said.

While the once impressive

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