

16 **JESSE**  
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will face significant racism when he attends the National Democratic Party Convention in Atlanta, because that factor has always been a barrier to Blacks seeking high political office. Others point to the fact that Jackson has not previously held a government post, and that in this century, no one has been elected without this prerequisite.

The question arises, can Jesse Jackson win the Democratic presidential nomination? Very often Jackson has answered this question in his speeches with, "Walter Mondale won the Democratic nomination with 6.8 million votes in 1984, and over 9 million Blacks voted for him during the general election. With that many Black voters behind Jesse Jackson in the primaries, we have the numbers to win."

Certainly those numbers that Jackson so often speaks of include a National Rainbow Coalition, which has gained momentum in the last few months. The coalition is made up of Blacks, Hispanics, Asians, women and the underprivileged people of America. The biggest boost Jackson has received, however, has been from a group of hurting farmers who previously had no way of voicing their problems with the federal government.

What makes these farmers so significant is that they live in Greenfield, Iowa. It's not a big city with lots of voters, either. It only has a population of 2,243, and it has no Blacks. It is here, where Jackson opened up his first exploratory office. His reasons for simple. In his speech to farmers there on March 19, he said, "I come to Greenfield to tell you that you are not alone. We are all in this together . . . The people of Greenfield care deeply about the destiny of our nation. The people of Greenfield represent the hope in America, and the redemption of the soul of America. Greenfield is the victim of the worst economic violence, and yet a champion of the best in the human spirit."

**Register**  
**VOTE**

# National Newspaper Publishers Association SCHOLARSHIP AND INTERN PROGRAM

## SCHOLARSHIP VALUE

The scholarship provides \$1,000 per school year. Funds are paid through your school's Office of Financial Aid; \$500 at the beginning of each semester to each accepted applicant.

## HOW TO APPLY

Submit applications to the Chairman, Scholarship Committee, National Newspaper Publishers Association, Room 948, National Press Building, Washington, DC 20045.



## WHAT TO SUBMIT

Applicants must submit:

- A transcript indicating: (a) a cumulative scholastic average of at least 2.5 and (b) full-time enrollment in junior- or senior-level classes.
- A letter of recommendation from the chairman of the journalism department or a professor.
- A personal statement of willingness to consider employment with a black-owned newspaper upon graduation.

## WHEN TO APPLY

At least two months before the start of the school term.

**What is it?  
Who is it for?  
What do I need to do?**



## THE PROGRAM

This program assists black American college students in their junior or senior years. You must have the aptitude, interest and scholastic standing which indicate the potential for a successful journalistic career. Students in their first or second years and graduate students are not eligible.

## ELIGIBILITY REQUIREMENTS

1. A verified 2.5 cumulative average.
2. Enrollment as a full-time junior or senior in a recognized school offering courses in journalism.
3. Recommendation by the chairman of the journalism department or a professor.
4. Expression of a willingness to consider employment with a black-owned newspaper upon graduation.



## ABOUT INTERNSHIP

A summer internship is offered between the junior and senior years with a National Newspaper Publishers Association member newspaper. Students earn \$1,000 for eight weeks plus \$500 for living expenses. An additional \$500 may be provided for four extra weeks of intern work if desired and funded by the publisher.

## INTERN APPLICATION

Apply no later than April 15 and include:

- A recommendation from the chairman of the journalism department or a professor.
- Indication of preference of newspaper or geographical area of a desired assignment.
- A resume of academic and newspaper work experience.

Send application to the Executive Director, National Newspaper Publishers Association, 948 National Press Building, Washington, DC 20045.

This program is not limited to students in the editorial writing sequence. Students studying advertising, marketing and management are also encouraged to apply.

## PUBLIC RELATIONS

You must provide a photograph of yourself and periodic letters indicating your academic activities as the basis for "hometown" news stories in our member newspapers.

## PROSPECTIVE COLLEGE FRESHMEN

The National Newspaper Publishers Association, in cooperation with R.J. Reynolds Industries, makes a final selection of five high school students from among 10 finalists whose requests for four-year scholarship have been received, administered and recommended by the United Negro College Fund Inc. High school applicants should send their requests to United Negro College Fund, 500 E. 62nd St., New York, NY 10021.

### Application for National Newspaper Publishers Association Scholarship

TO: Chairman  
National Newspaper Publishers  
Association Scholarship Committee  
Room 948, National Press Building  
Washington, DC 20045

- I am a black American junior, senior (circle one) college student attending full-time classes at (name of school) \_\_\_\_\_ with a curriculum which includes journalism courses.
- My cumulative scholastic average is 2.5 or better.
- A letter of recommendation is forthcoming.
- I am willing to seek employment with a black-owned newspaper upon graduation.

Signature: \_\_\_\_\_

Home Address: \_\_\_\_\_

School Address: \_\_\_\_\_