

# Education

• Educator  
• Journalist  
• Consultant  
• Counselor



**HILTON**  
**EDUCATION COVERAGE**  
**IN THE AFRICAN**  
**AMERICAN PRESS**  
**PART ONE**



**KEITH O. HILTON**

With regards to higher education in the African American/Pan African press, there are four crucial areas that HILTON: HIGHER EDUCATION is qualified to present, illustrate and make proactive recommendations:

1) How Higher Education is covered in the African American Press, 2) How Institutions should utilize the Pan African press, 3) Marketing newspapers with Pan African college students and parents and 4) Utilizing educators and students as writers and resources for newspapers.

Last August, we conducted an abbreviated study of sixty newspaper editions. Selected highlight are presented to paint a picture of how higher education is presented in the press.

August was chosen because it is one of the most active months in education, primarily because most colleges are preparing for fall term opening.

February is also a busy time because of African History Month. March /April tends to be quite active because of numerous education professional association conferences. May/June is the traditional period for commencement programs.

The breakdown of newspaper editions was as follows: four editions of eleven African American newspapers, one Afro-Caribbean newspaper on the East Coast and one Continental African newspaper on the West Coast.

Of these thirteen newspapers, four were from the west coast region, two from the mid-west, one from the southwest, two from the south and four from the northwest. This sub-totalled to fifty-two.

In addition, we examined eight other newspaper editions to get our total of sixty newspapers. Four of these editions were from the west, one from the

mid-west, two from the south and one from the northeast.

It was important to include the two newspapers representing the Caribbean and Africa Proper in order to re-emphasize the fact that 1) the 1990's Press that represents the African diaspora needs to be global as well as community based and 2) sometimes, we as U.S. African educators, journalists, publish-

ers and public policy makers, forget that we are actually a part of a larger global village.

For us, this fact was not stated enough at the NNPA's Chicago convention and is also understated in news coverage in the African American press. And might we add, virtually non-existence in the other press.

The data that we are sharing are raw and growing because

we will be grouping it with future surveys and workshops that we will be conducting throughout the next eighteen months.

What are some of the current topics discussed within higher education academies? The following is a capsule list of some:

Diversity, shortage of teachers, first amendment rights, racism, recruitment and retention, tenure, accreditation and

sports legislature.

In Part Two, we will compare and contrast these education topics with those covered during August in the African press.

HILTON: HIGHER EDUCATION is designed to dialogue with college and world readers. Education is on going and certainly not limited to classroom study.

Let's talk.

## LOCAL PRINCIPAL NOMINATED FOR NATIONAL AWARD

Evans Rutledge, principal of Hyde Park Junior High School, has been nominated for the Reader's Digest 1991 American Heroes in Education Awards.

A graduate of Tennessee State University, Rutledge began his teaching career in Washington, D.C. in 1968. Prior to joining the Clark County School District in 1979 as assistant principal at Eldorado High School, he was principal of Westside Junior High School in Selma, Alabama. Rutledge has been principal at Hyde Park since January, 1986. Rutledge, who was also named the 1989-90 Secondary School Administrator of the Year by the Alliance of Black School Educators, has worked to enhance pride at Hyde Park Junior High.

He is a member of the National Association of School Administrators (CASA), the Association of Supervision and Curriculum Development (ASCD), and Phi Delta Kappa, an educational fraternity dedicated to the improvement of curriculum and professionalism. In addition, Rutledge is assistant coach of a Silver Springs recreational basketball team of junior high school students.

Sponsored jointly by the Reader's Digest Association,

Inc., the National Association of Secondary School Principals, the National Association of Elementary School Principals, the

National Education Association of Elementary School Principals, and the American Federation of Teachers, the awards program

honors educators who make a difference in U.S. schools. Winners will be announced in April.

## BLACK EXCEL: COLLEGE HELP FOR MINORITY STUDENTS

Writer Isaac J. Black of New York has launched Black Excel, a nationwide college review and application service for minority students. For several years Isaac has worked informally assisting high school students make their selections. His interest began when he helped a niece review college catalogs. He helped her narrow choices and prepare applications. She was eventually accepted to seven colleges, including Spelman, Wesleyan, Hunter, and two Ivy league schools: Brown and Cornell. Other students who consulted him were accepted to Howard, Morehouse, Swarthmore, Stony Brook, Binghamton, Virginia State, Hofstra, York and New York Tech.

Isaac has helped students who were "the brightest" — with exceptional grade point averages and SAT scores — and students with grades ranging

from the high eighties to numbers so low that the student "needed a second chance." Right away, he discovered that everybody could get into college, and that the pivotal question was not "should I go to college" but "which one?" Isaac and his team sends students college profiles and "insider" reports, including supplemental material. Another plus is an essay voucher system which allows students to get personalized, handwritten evaluations from a professional writer. Isaac, winner of the Gwendolyn Brooks Literary Award for Fic-

tion and several writing fellowships, says that a student who uses Black Excel will be able to give classmates "the scoop" about schools and "admissions." He claims that Black Excel is a necessary and needed service, since most minority students know little about individual colleges, even those that are historically Black.

Those who are interested in college enrollment can write Black Excel at 28 Vesey Street (Suite 2239), New York, N.Y. 10007 or call (718) 527-8896 for a free information packet.

## UNLV'S OFFICE OF MINORITY AFFAIRS SPONSORED SELF-ESTEEM WORKSHOP

UNLV's Office of Minority Student Affairs and Continental National Bank sponsored a Self-Esteem and Career Development Workshop on Feb. 10, 5-7 p.m., in the Moyer Student Union Lounge 203 on the university campus.

Deborah Wicker, a motivational speaker and president of Information Processing Systems spoke on the topic of "Establish a Positive Mental Attitude."

Wicker has conducted workshops and seminars at the Afro-American Summit, the Southern Nevada Community College Re-entry Women's Program, and elsewhere. She has published two books on career development and self-esteem.

"The purpose of the workshop was to develop skills for minority men and women that would help them become competitive in the work force and in technology," said Wicker. "We are in the information processing era, which requires men and women to excel in developing effective communication, goal-setting, and problem-solving skills, assertiveness, and positive self-esteem."

A workshop co-sponsored by Central Telephone Co. and Caesars Palace will address the topic "The Dynamics of Being Assertive" on Feb. 24, 5-7 p.m.

On March 10, Summa Corp. and Acata Associates will co-sponsor a workshop in which Wicker's topic will be "Speaking With Authority to Influence Others."

For more information, call 597-4165.

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