LIBERATING BLACK MINDS FROM RACISM IN BROADCASTING

By James McCuller
Chairman, National Black Media Coalition

Introduction

This booklet is a first attempt to fill a serious void in communications literature. Several ground-breaking books and articles have been written, explaining both how to make money from broadcasting and how to use broadcasting in the public interest. However, such resources exist primarily for the benefit of media professionals in general and for white folks in particular.

This booklet was designed for use by Black people. We have our own unique problems with white broadcasters, so we must prepare our materials and define our strategies in the interests of Black people.

NBMC seeks Black control of the communications instruments which are necessary for our liberation. We don't know all of the strategies which might be effective in our situation. We do have a basic game plan around which our group can build its own strategy. The purpose of this game plan is to help us control, develop, research and execute our program and the liberation of communications in our minds.

The Problem

We all know that radio and TV stations don't produce programming controlled by Blacks, determined by Blacks. We know that they don't produce news about us that is complimentary to the dignity and decency of Black people. We know that radio and TV stations don't give us fair and impartial news, and have no plans to do so in the future on any large scale.

This will always be the case unless we constantly and bluntly fight against it on the airways themselves — and on cable and broadcast television, where we can win our freedom on "Wide World of Sports" or "Wide World of Entertainment."

Physical excellence is merely a necessary condition for radio and TV. Only because white people have a superstructure of white intelligence and the physical attributes supposedly associated with Blackness. This fascination explains why white broadcasters hold so many conventions in the South. While they're outside getting their bodies together, we're inside watching their stations and getting out minds white.

This booklet is for Black people who have their organization part together but just aren't yet paying too much in the way of communication.

I will not tell you how to write a release, or how to write your friends with the news directors at the TV stations so they'll give your organization a little bit of play and make you out to be a "Negro (black)," nor have I given you any new language and we should have our own style of presenting our own messages.

If the present communications system doesn't meet our needs, we'll have to do whatever is necessary to get a new one, and then become the masters of that system. Broadcasting is the most powerful form of communication.

Communication Systems: NBMC "GAME PLAN" for BLACK COMMUNICATIONS

1) KNOW WHAT YOU WANT.

Don't put this last on your list! The broadcasters know what they want: money. Be aware that your short-run goals, which may be items like improved hours, timing, funding and Black control for Black programming, more Black jobs, more direct Black input on the news and on what is called "general audience" (i.e., "white") public affairs programs, are just that — short-run. They are a jumping-off point only. Before we can build our own communications system we'll need to "rip off" some skills and expertise in the media in whatever way we can.

You can reassert the broadcasters that you don't want Black employees at his station for life, because you don't want it to be "his" station for life. When Black people take over the station, he can apply for a job just like all persons with the necessary qualifications. So that while this "game plan" tells you how to win certain short-run goals, you must recognize how these short-run goals fit into a much broader strategy.

Do not overly fractionalize the issue. In any power struggle, if you are to exhibit your ability to be the agent, rather than the recipient, of power, you must define the issue for yourself. Do not let anyone else define the issue for you.

2) KNOW WHAT YOU'LL SETTLE FOR, BUT DON'T LET THE BROADCASTERS KNOW.

In general, you will want a written, enforceable agreement which the broadcaster will submit to an amendment to his renewal license. This amendment may have to be reachable before the renewal license can be renewed. In all cases, you will have the choice of either giving up or filing a petition to deny the license renewal with the Federal Communications Commission (F.C.C.) and then continuing to negotiate. Your negotiating position is always stronger if you ask for exactly what you realistically want, but essential what you are prepared to settle for. You may expect the broadcasters to be experts at playing this game with you. Before proceeding with the "game plan," you should ask yourself questions such as these:

Do you want to sign an agreement which calls for an "affirmative action program" or do you want the broadcaster to promise to hire a given number of Blacks in a given period of time? Or is this a way of promoting US Black quotas in communications schools and not in the production figures of the US communications industry?

3) KNOW HOW TO CATCH BROADCASTERS IN A LIE. This should be no serious problem for most of us. Black folks wrote the textbook on "Catching Folks in Lies," we just don't get it printed! Broadcasters will try to run a few games; one is called "I don't know nothing." You know darn well that they don't, and you know they know the lie. The other is "I know something." Again, not a very good opportunity employer; anybody can get a job here if he knows why a lie. Another one is "Ask the Negro leader who solve the 'non-white' program on our station, for the last 12 years. If you want proof of our goodwill." Still another is "He who bell are you s- s-s- anyway." Finally, there is the
**Tips to Save Heating Energy in Your Home**

Even though you may not own your own home there are ways to save heating energy and save money too.

- Use storm windows to reduce the amount of heat escaping through the glass. Heavy-duty glass may also be used by mounting it with hooks or masking tape around the inside of the windows.
- Heat also escapes through cracks around doors and windows. Seal these cracks with caulking compound. If there is a space between the door and the frame, tuck felt or weather-stripping around the inside of the frame to make a tight seal around the door.
- Air may also escape from around window panes, too, if the putty that holds them in place is dried out or loose. Scrape the old putty off, apply new putty around the glass at the frame. Apply a coat of paint over the putty to keep it from drying out.
- Keep curtains or drapes open during the day and let the sunshine help warm your house. Close them at night to keep the cold out.
- Leave your thermostat at a comfortable setting, usually no higher than 70° during the day and down to 65° at night. For every degree over 70° you pay an extra 3% in heating costs.
- Do not block registers, radiators or cold air return vents with furniture, rugs or curtains. Your heating system needs air moving freely to carry the heat throughout the house.
- Make sure the air filter in your furnace is changed or cleaned every six weeks during the winter. A dirty filter will slow down the flow of heat around the house.

For more ways to save energy, to pay your bill or ask questions about it, visit RG&E office at:

- Bulls Head Plaza or
- 87 East Avenue
you might choose to take if your negotiations with the broadcaster fail. Be aware that the F.C.C. doesn't get involved in time-totalk to Black folks anywhere, so any legal action you take must be prepared in advance in the event that you need to use it. Don't let the broadcaster stall you into thinking he'll settle with you if he really doesn't intend to settle at all. He may intend only to push you to the point beyond which it is too late to take legal action against him, then act like you no longer exist. Have your documentation and your legal help together "just in case" you need to use them — then hope you won't. NBMC has produced a license renewal calendar to help you keep track of "what time it is.'

7) KNOW THE F.C.C. Notice we didn't, lie and say "know your F.C.C." We said "the F.C.C." We don't have to run down the 36 Theses of broadcasting law to tell you that the F.C.C. doesn't perform in the interests of Black folks. If it had been performing for us, you wouldn't have to stay up and party all Saturday night just to be awake for the early Sunday-morning Negro talk show on TV.

Basically, here's what your people should know about the F.C.C.: a) it demands mountains of paper from anyone who tries to deal with it — so much that you'll almost certainly need a public-interest attorney to help see your way through it; b) it's slower at making decisions on anything (even white decisions) than a rabbit is jumping into a stew pot.

c) it doesn't know your city from Inner-City, U.S.A., in Spire Agnew's words, "if you've seen one ghetto, you've seen them all." d) the Commissioners can't talk about specific cases but they are often willing to talk generally about Black concerns. One Commissioner, Benjamin Hooks, is a Black man, but as we all know, one brother can't speak for the whole F.C.C. establishment — or for all Black folks. Hooks is together but he can't do our job for us.

In general, your dealings with the F.C.C. will be most productive if you remember, this, never expect the F.C.C. to take any more action than you, or on your behalf. It will not do your job for you. You have the burden of convincing the F.C.C. to work for you. Changing the F.C.C.'s total attitude toward Black communications is another agenda - NBMC's agenda.

8) KNOW YOUR OWN COMMUNITY BETTER THAN THE BROADCASTERS DO. This means that you ought to know what officials and leaders have authority to make decisions on Black issues, who will be helped and who will be threatened by your actions, and how to form alliances and coalitions without becoming the "minority" segment of them. You shouldn't be surprised to realize that many community leaders and public officials are almost as disengaged with broadcasters as you are — they can't get their messages across if broadcasters constantly apply censorship to the free flow of ideas. But you should know — and be honest with them about — the true difference between your concerns and theirs. Don't be a "minority" part of a white-controlled group which will secretly sell you out. On the other hand, it usually makes sense to share your expertise and resources with anyone whose aims correspond, to a point, with your own — provided they are willing to share their expertise and resources with you. More often than not you'll know as much (or as little) as they will about how to improve broadcasting — not more.

Broadcasters will try to divide and conquer you and the white folks who are seriously concerned about broadcast performance, so be sure the white folks who have sold out or compromised in any way. If they can get theirs too, fine, but if they get theirs only at the expense of you, they'd better know which side you're on and for whose benefit you are in business.

9) BE AWARE OF FOLKS WHO WILL TRY TO PIMP OFF YOUR PROGRAM. Broadcasters will often turn in desperation to the so-called Black moderates who up to the time you arrive on the scene they had consistently ignored, once they discover the presence of "crazy" Black people like you. Worse still, there will be a number of Negro pimps who will try their utmost to rip-off the jobs you, the broadcasters are working so hard to obtain — and use those resources to promote their own businesses or to show the public some more of how well we can dance, run and jump, instead of using the airline jobs and for development and solution of the issues upon which turn our survival as a people. You should identify these folks early in the game.

If there's going to be Black programming, produced by Blacks in jobs you won, that programming and the people in those jobs have to remain responsible to the Black community which put them there.

Black employees of broadcasting stations are guilty of confronting with station owners to prevent other Blacks from getting jobs, or of simply not helping open any more doors. When you help someone get a job, you don't give him the license to freak off and do anything he damn well pleases. If you put them there, they should be prepared to risk their jobs, if need be, to secure the inside what people on the outside need.

11) DON'T LET LAWYERS MAKE YOUR DECISIONS FOR YOU. Most public-interest communications lawyers are arrogant, decent and deeply committed folks with a long track record of service to Black citizen groups. They feel (and we agree) that they should be confined to legal representation. They are not your organizers, even though they may be much more intimately informed about the workings of the F.C.C. than you are. Remember that after it's all over and done with, the F.C.C. will still be in Washington and you will still be at home. You, not the lawyers, must produce and maintain results.

12) MAINTAIN CONTACT WITH NATIONAL GROUPS. Coalitions such as NBMC can help dramatize your concerns, give you the benefit of the experience of (Continued on page 4)
Liberating Black Minds

(Continued from page 3)

others, and put you in touch with those in other cities who have dealt with broadcasters who wish to help you research station performance and plan your strategy. U.C.C. has a Black Field Director who sometimes visits your city upon request. 3: Citizens Communications Center can also on occasion send an attorney to your city upon request. 4: Be aware that all these groups believe in self-determination: that means they’ll come to help you, not to lead you.

13) BE AWARE OF, AND PREPARED TO ADOPT ANY POTENTIAL STRATEGY. This means having the flexibility to take "any means necessary." It’s not necessary to run down the doors of imaginative things you can do to help a broadcaster see the obvious. Most strategies do not require much cooperation; in considering any tactic, you should evaluate it on the following time and money constraints, numbers of people needed, potential risks, potential benefits and the likelihood of receiving those rewards. Know in advance your intended reactions to any opposition or refusal to cooperate on your part. While you shouldn’t waste time in a low-yield effort, you shouldn’t hesitate to be imaginative. As many schemes as Black folks see enacted on television, it’s a wonder we don’t do more scheming of our own.

14) RESEARCH YOUR CASE COMPLETELY AND ACCURATELY. Get all the information you will need to win. Research falls into several categories:

a) Know what to look for. Some of the questions you should ask as you scrutinize a broadcaster’s renewal-time promises and three-year record of performance are:

1) Overall, did the broadcaster perform the way he said he would perform three years ago?

2) Is the broadcaster telling the truth about his past performance and present policies?

3) Does the broadcaster maintain an equal opportunity policy which embodies affirmative action, including realistic goals, and does he enforce it?

4) Are Black applicants in fact hired in all categories, including higher-pay jobs (officials and managers, professionals, technicians,apelarations)?

5) Does the broadcaster provide training for Blacks?

6) Do job qualifications place Black folks at a disadvantage, to have, while ignoring skills we do have and can develop? Are some qualifications put there to keep us out?

7) Does the station advertise job openings in Black-owned newspapers and magazines? Does it recruit at Black high schools and colleges? Does it tell Black organizations about job openings or openings as they arise—and set just low-level standards or openings arising just before EEO data must be reported to the F.C.C. (the reporting period in around March; reports are due May 31.)

8) What is the Black image on the air? How do Black people identified in crime reports? Is the news more complete than any other ethnic identifications of crime suspects, those charged with crimes and those victimized by them? Are corporate crime against Black people discussed, or does the station buckle down to the whims of its advertisers?

9) Does the station make airtime accessible to people with different views to those presented on station public affairs programs, editorials or other programs, and does it actively seek out people to express such alternative views?

10) Does the station provide overall balance in the treatment of clearly controversial issues? Does it offer reply opportunities to individuals who are personally attacked on the air? Do it provide equal time for political candidates in election campaigns?

11) Does the station regularly devote more than 16 minutes per hour to commercials? Does it air commercials for products and services which are clearly exploitive, such as loan-sharks, discriminating real estate salesmen, banks which won’t loan us money or high-priced, low-quality ghetto grocery stores?

12) Does the station spend its money running games and contests? If it does, does the station actually win away as much of the money it will give away? Are the contents “accidentally” held to include inherently discriminatory, such as by requiring telephone calls for any Black folks have telephones? What does the station propose more, or less, public-interest programming for the next three years than for the past three years? Does it do just what the station had ascertained three years before, and does it actively seek out people to express such alternative views?

13) When are public-service announcements aired? Are Black folks say no to corporate funding for the next three years and does it provide equal time for political candidates in election campaigns?

14) Did the station clearly demonstrate how it programmed to meet the needs it had ascertained three years before, and does it set forth in effective�� the needs it has ascertained now? Does the station explain any changes in ascertained needs over three years?

15) Do the station’s owners also own television or newspaper systems? Does it have any high-pressure, low-cost salesmen, banks which won’t loan us money or high-priced, low-quality ghetto grocery stores?

16) Does the station promote the other enterprises of the station?

17) Does the station make airtime available to the other enterprises of the station?

18) Does the station have a separate “Black News” program, or does it deal with serious and channel what the Black community, or does it limit itself to fights and stories? Does the news staff adequate to cover news of Black interest or residents of oulying areas?

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**Liberating Black Minds**

(Continued from page 4)

28) Are the station's public files complete, and were they made available to you and without people looking over your shoulder? Can you make an appointment to see any but station logs (TV's only if you are running business hours [9-5]). The file should be open for other than application, ownership reports, EEO reports (form 395), information on the use of the station by political candidates, all letters of comment from the public, a list of 10 problems and needs which the station annually says it will serve and the F.C.C.'s Broadcast Procedure Manual? TV stations must also have their program logs available; you can pay to have them duplicated (logs for the previous 6 days may be kept secret). All stations must have 7 days worth of program logs available even when it is request (F.C.C.'s defined "comprehensive week.") If anything is amiss, and you think you're entitled to, call the F.C.C.'s Complaints and for clarification.

29) If the station claims to sub- to make an appointment to see good cause, if you file a formal

30) If the station is a minority- fers to the NAB code, does it in fact obey the code?

31) If the station is a public station's performance (inter- torywhere the station is located who

32) If the station is a minority- the F.C.C.'s policy on amendments is • parties' — that is, the in- statements in it are true, must be re- ealized against you.

33) If you attempt to negotiate ral time before the license runs out. "You should include • EEO reports (form 395, informa- to keep a tape recorder next to their TV set.

34) If you want to ask many questions about • the format for Oppositions, Petitions, and Amendments to petitions is very similar. However, in Oppositions and Replies you may not raise any new issues; you must only respond to the allegations of your opponent. The F.C.C.'s policy on amendments is unclear. Minority groups like to amend their petitions to deny, submitting extensive new information to the F.C.C. when it becomes available. Some broadcasters will Oppose Amendments to petitions; others will ignore them. It is possible that if the government is satisfied with the new information that they receive, they will ignore it. There is no limit to the number of times a petition may be amended, so long as the F.C.C. approves with its signatures.

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will say what you want the F.C.C. to do. You can list several things, which may be mutually exclusive, that you want it to do.

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Paper shortage aside, you must file the original and 14 copies of all pleadings to the F.C.C. and you must serve (that is, mail) a copy on the broadcaster or his lawyer. This must be done so that the F.C.C. documents arrive at 109 M Street, Washington, D.C. 20554, before 4:30 PM on the day they are due. You also have to attach to each filing a "certificate of service." (Continued on page 8)
Kodak reports to the community

What's an engineer?

We gave these high school students two weeks to find out.

The demand for new engineers still runs high, in contrast to many other fields. And, according to major industry estimates, will for the next decade. It's a good field for those good at math and science. But it's been a tough field for minority individuals to enter. Parity because many capable students never know about the challenges and rewards an engineering career offers. The Engineers' Council for Professional Development decided to do something about that. And we decided to help them—by funding a program called Minority Introduction to Engineering (MITE).

So again this summer, we sent 80 high school students to colleges—half of them to Rochester Institute of Technology, and the other half to Purdue University. For two weeks, they really crammed. Just about everything was covered—electrical, industrial, mechanical, chemical, and civil engineering; hands-on laboratory experience; computers; mathematics;utch with industrial representatives; field trips; and forums on planning for college. While they lived on campus and studied, we picked up their expenses for room and board, transportation allowance, and stipends.

It was an investment in their futures. And in our own.

A little knowledge is an expensive thing.

Everyone knows how much harder it's getting these days to put a youngster through college. What is Kodak doing to help?

Our help is scholarship monies ranging from $500 to $3,000 paid annually to academically qualified sons and daughters of Kodak people. The program has just been introduced—and it is expected that approximately 20 scholarships will be awarded for the 1976-1977 school year. By 1980, more than 100 young people will be benefiting.

Kodak doesn't do the judging or awarding. That's done by the National Merit Scholarship Corporation, an independent, nonprofit organization that identifies and honors exceptionally talented high school students throughout the land. They also determine the amount of each award according to financial need.

To qualify, a high school student takes the Preliminary Scholastic Aptitude/National Merit Scholarship qualifying test first given in each high school in October of the junior year. Parents who want further details can get them from the training department in their plant's Industrial Relations Division, or at their youngster's high school.

This scholarship program is the newest component of Kodak's long-established program of aid to higher education. Other components are tuition refunds for Kodak men and women, direct gifts to colleges and universities (including all seven Rochester area schools), and educational leave of absence.

Why divert some of our hard-earned cash towards higher education? Because firms like Kodak need a continuous, strong supply of talented, educated employees in order to thrive.

That's why we want to do our share... and more.

How to give a better-than-offhand talk without being a showman.

1. Think about your audience. What do they have in common? Why are they coming?

2. Get a pack of 4" x 6" index cards.

3. Draw a large box in the upper left-hand corner of a card. Inside, draw a crude sketch of what comes to mind when you concentrate on one of your principal points. It may be a chart, clipping, symbol, diagram. If a photo of a person, place, or thing: Underwrite the point in as few words as needed to cue yourself.

4. Do a similar card that leads into the thought you've just expressed. Then do one that follows the first. Keep going like that.

5. When you run out of ideas to tack on ahead or backward, think of important points that haven't fallen into sequence yet. Make out small notes or cards for them.

6. Always work up the sketch before the words.

7. Arrange the cards on a table in a logical order.

8. Get critical. Is the development too plodding? Would another arrangement livens up the beginning and the end? Which cards should be tossed out? Where are you skipping too fast? Are you trying to pack too much into a single card? Make out the additional cards you need.

9. Get practical. Some of your sketches would take too much time and art talent to turn into presentable slides. Tabulate.

10. Rehearse. Pretend your sketches are slides on the screen. Speak from the cues you've written underneath.

11. Decide whether you've got too much or too little material. Act accordingly.

12. Now you're ready to prepare your slides. If you want some additional free advice, write for our booklet "Slides with a Purpose." Dept. 412L, Eastman Kodak Company, Rochester, N.Y. 14650.


14. You're great!

For Jim Blamphin, our employee benefits program really hits home.

When Jim Blamphin first began writing about Kodak's benefits program five years ago, he wrote about rules and statistics and legal requirements. More recently, he discovered what benefits mean to people.

Late last year, Jim's wife, Bonnie, was hospitalized eight days for a knee operation. It cost him nothing. The Kodak Blue Health Care Plan paid the whole bill. Perhaps ironically, it was Jim who handled publication of the Plan guidebook for employees several months earlier.

"We have four children, a rural home with a mortgage... in fact, most of the obligations many young couples have these days."

"It's reassuring to know that Kodak bona fida benefits provide protection for all of us in case of sickness, or in the event I become disabled, or in case of death."

As an editor in Employee Publications, Jim knows about the company's concern for its employees. He knows, for example, that for every dollar paid for time worked, Kodak pays another $10 for various employee benefits, such as vacation, sick leave, life insurance, holidays, and wage dividend, for its men and women. For people. Benefits?

Ask Jim Blamphin about them.
Former Postal Clerk Becomes Television Star

It was like old times again when Sherman Hemsley, co-star of "The Jeffersons" television series, visited the New York and Philadelphia post offices. Hemsley spent eight years as a postal clerk in the two postal facilities while he studied acting and polished his techniques in local stage and television performances.

He finally cracked Broadway in the role of Guitlow in "Purlie," the musical comedy. After two years on Broadway, he toured for a year with a road company, played off-Broadway and appeared in "Don't Bother Mr. I Can't Cope."

In August, 1973 he landed the role of George Jefferson, Archie Bunker's neighbor in the television series, "All in the Family." Now he plays the head of the household in "The Jeffersons," a spinoff from the Bunker program. "It's been fun since then," Hemsley says. "It's a lot of work but it doesn't seem like work when I'm having fun."

A high school drop-out who grew up in South Philadelphia, he remembers that his mother recognized the danger of staying in his rough neighborhood. "In 1956 she said I should join the armed services or I'd probably end up in jail," Hemsley recalls. "I joined the Air Force and stayed in it until 1960."

"Then I went to work for the post office while I pursued acting. I was in Philadelphia until 1969, then went to New York for a year. "It was nice to have regular pay coming in."

Hemsley believes that each step he took in his career turned out to be the best choice — Air Force, Postal Service, then the acting profession. A mild-mannered, pleasant person, Hemsley plays a bitter and selfish father in "The Jeffersons" television program. "That's the one thing I'm afraid of," he says, "that people will think I'm really mean."

YMCA NEWS
ADVANCED SCUBA DIVING training will be offered in a new 12-week program to be offered at the Midtown Branch YMCA, 100 Gibbs Street, starting Monday, September 15th.

The course is open to men and women, 16 years of age and older, who are certified divers and who have completed ten (10) open-water dives.

JIM COX, course director, says that advance registrations are now being received and will be limited to 15 persons.

A ten-week beginner's KARATE course for men and women will be offered at the Midtown Branch YMCA, 100 Gibbs Street, on Thursday evenings from 7:00 to 9:00 p.m., beginning September 11th. LEWIS BIANCHI, a Sho-Dan in Karate with a Black Belt Degree, will direct this program of instruction.

Call 325-2880 extension 114 for details.
Liberating Black Minds

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Lay your proposals on the table

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You have made arrangements for

microphones. Don't accept any
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casters without seeing them. If
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during a conversation, you
may not be able to trust him.

While it's clean-cut with you
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says he'll do it, you should
have him set up a day and
ask the F.C.C. to reconsider its
original decision. Use the agreement
to free as many Black minds as the
nation is capable of bearing.

For this reason, use special care
when you see what appears to be
from people in Washington who
probably never see them (except
for the legal battle)

Keep in mind the purpose of
privacy for your actions is to
make Black citizens vigilant about
the protection of their minds. This
is why we have used the words
"Petition to Deny" in the

renewal of license for

state's signal can reach.

if the agreement means jobs, get
them. If the agreement means
an expanded version of this "how to" (Continued on page 9)

agreement and file additional
information and file complaints
with the F.C.C., if necessary.

May be very difficult to

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Hard to imagine that you'll
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May be very difficult to

and Black. Don't accept any

Hard to imagine that you'll
be around a while so it's best to
have all you can. The

while you took to read our

determination. Use the agreement

to free as many Black minds as the
nation is capable of bearing.

Don't go out and attack the Mayor and
expect people to do what you
asked. You have to make your
point yourself. This means that
the agreement and file additional
information and file complaints
with the F.C.C., if necessary.
Liberating Black Minds

(Continued from page 8)
the local groups, to see beyond our own riches and be our own best advocates.

James McCaller
NATIONAL BLACK MEDIA COALITION
February 11, 1974

Dear David Hong,

who provided a copy of the first draft of this booklet, later edited and revisied by James McCaller, NBMC Chairman; to NBMC groups who were the catalysts for our first booklet for members of the organization to Warren Graves (a brother Brother) to Citizens Communications Center (a talented and relevant legal organization) and America for a Better Community. Inc. staff: Bonita Smith, Merry Key, Renee Hayden, who typed the'mistakes used in this February NBMC package and whose ideas are deeds are done by beautiful Black people. This booklet is a memorable example.

PHLL.Officier:

A small group of Blacks from the Rochester area, have asked certai
local stations (TV, AM, FM media) to remove control black broad
casters from the airwaves. I've been included in that num

The aforementioned article appears in this edition of the Frederick Douglass Voice, tells something about the situation, from their point of view. We suggest you make sure you read the next issue of the Frederick Douglass Voice.

Signature: Howard W. Cales

FALL CLASSES AT YWCA
Full term classes at the YWCA of Rochester and Monroe County, 150 North Clinton Avenue, begin the week of Monday, September 22. New programs this year in- clude: an after-school remediation exercise program for boys and girls. New activities up for grabs: the annual Turkey Trot. Boys, girls and families can mobilize and fight for us simply do not exist. It's up to us.

FREDERICK DOUGLASS VOICE
Page Nine

WARREN H. JACOBS
REPUBLICAN-CONSERVATIVE
Candidate for Monroe County Legislature - 25th District

Born — Becker, Mass. — September 23, 1921
Graduated — Pittsfield High — Mass. 1948
BS Degree in Pharmacy — Howard University — 1950
Served in the U.S. Army Air Force — 3 years
2 years overseas — ITALY — 332nd Bomb Group — Group

Owner of Warren's Pharmacy, Inc.
561 Jefferson Avenue
Rochester, N.Y. 14611 — 10 years

MEMBERSHIP and Board Positions
Member and Delegate — Fight, Inc.
1st Vice President of the Board of Directors
Pharmacy Society of Rochester
Member — Omega Psi Phi Fraternity, Inc.
Member Peoples Club
Member — Canahflowd Club
Member — Reynolds Street Church of Christ
Member — New York Board of Commissioners of Savings Bank
Chairman, Board of Directors — Better Business Bureau
Member, Advisory Board of Pharmacy — Blue Cross
Member — Rochester Drug Co-operative
Member — Urban League
President— Progressive Businessmen Association
Board of Directors — Monroe County Human Relations Commission
Board of Directors — Rochester Consumer Credit Counseling Service

Some Goals We Can Attain Together, When I'm Elected:
Increase number of Minority Group as Registered Voters.
Fearsome estimate is that only 7% of those eligible are registered and that of this total only .5% actually vote.

Involving people actively in a political campaign.
My volunteers will come mainly from minority groups generally not involved in any political activity.

State the real problems existing in the 25th County Legislative District by giving the residents the most effective representation.

More effective street parking.

Put back top in vacant lot opposite 545 Jefferson Ave.
Put back top in vacant lot opposite 50 Jefferson Ave.

Make traffic collection more effective.

Make traffic collection cross responsibility more specific and better supervised.

Advisory Board $52, $4, $41.

Urge improvement of the neighborhood schools.
Permit school authorities to enforce stricter rules to enforce school discipline.

Apply some of the money saved for buying students for actual physical improvement

in the schools to make the atmosphere more pleasant.

Encourage school committees to assign the teachers with the most teach-

ing experience to the school with the most problems.

Encourage parent and community group participation in efforts to uplift the

school morale, attitudes and aspirations. Similar to the Alumni efforts now

being made at McDowell High School.

Encourage positive police attitudes and actions.

Advocate regularly scheduled Police-Camden meetings.

Encourage the parking of Police Cars inside the area when not actually on a call.

Encourage the use of Black-Wife teams in Police cars in the area.

Ask for more foot patrols.

Build more playgrounds within the area of the 25th District.

Develop the area bounded by Adams St. — Clarissa St. — Ford St. into a

professionally designed play area.

Encourage City-County Cooperation

Effect a four times a year joint meeting between the Rochester City Council and the Monroe County Legislature.

Expand City-County joint purchasing and standardization of equipment.

Name a standing committee to work on areas of city-county cooperation and economy possibilities.

Demand cleaner streets.

Distribute more trash baskets.

Ask for more street cleaning and more effective cleaning operation.

Institute the public to make them more aware of their responsibility in this re-

gard — not just specifically at Spring cleanup time but the year around.

Prove political accountability.

Because I am at my Drug Store on Jefferson Ave, some portion of every day except Sunday, the residents of the 25th Legislative District will have someone that they can easily locate to bring their problems.

PHOTOGRAPHS

WESLEY HORSTMAN

1974

Good Neighbor Furniture Mart, Inc.
500 GENESSEE STREET — 454-3350
ROCHESTER, NEW YORK

BE SURE TO READ
Mildred Johnson’s
Column in the
Next Issue

Slim Brown Introduces All New FURNITURE STORE. We have the finest furniture and appliances you can buy.
Check your local newspapers and radio stations for our

• GRAND OPENING

Good Neighbor Furniture Mart, Inc.
500 GENESSEE STREET — 454-3350
ROCHESTER, NEW YORK

FREDERICK DOUGLASS VOICE

MISSOURI AN REAL ESTATE NEWS

211 DETROIT AVENUE, ST. LOUIS, MISSOURI 63103

EDITORIAL

To the Editors:

In 1974, the estate of the late Michael J. Utz, a prominent

real estate broker and developer, was sold to a New York

investor. The sale was finalized in 1975, and the new owner,

Mr. John Utz, began to renovate the property.

Mr. Utz is a well-known figure in the real estate industry,

and his work has been recognized by many organizations.

He has been involved in numerous projects over the years,

and his expertise in the field is widely recognized.

The estate of Michael J. Utz was once considered to be

one of the most valuable properties in the area.

It is located on a prime street corner in the heart of the
city, and the new owner, Mr. Utz, has been working hard to

revitalize the property.

He has created a beautiful park-like setting with trees

and flowers, and the new building now has modern facilities

that are very popular with the residents.

I have had the pleasure of visiting the property several

times, and I must say that it is truly remarkable.

The new owner, Mr. Utz, is a true professional who

knows his business inside and out.

He has been able to turn a profit on this property while

also maintaining its historic charm.

I am confident that the new owner will continue to

preserve the beauty of this property for years to come.

Thank you for your attention to this important matter.

Sincerely,

[Your Name]
STAR COUNTRY! TRYING TO REDUCE YOUR FOOD COST IS OUR BUSINESS...
SAVE TWICE...PRICE, PLUS TOP VALUE STAMPS YOUR STAR SHOPPING BONUS!!!

YOU MAY REDEEM ONE OR BOTH COUPONS ABOVE WITH THE PURCHASE OF $10.00 OR MORE THRU SUNDAY SEPT. 14th, 1975

Save 47¢
GAYLORD 100% FLORIDA FROZEN
ORANGE JUICE

3 12 OZ. CANS

Save 30¢
USDA CHOICE
BONELESS BEEF FOR STEW

$1 29
LB.

Save 30¢
FRESH EGGS

THRU SAT. SEPT. 13, 1975

CALIF. RED OR THOMPSON
SEEDLESS GRAPES

39¢
LB.

PHILADELPHIA
CREAM CHEESE

Save 18¢
35¢
8 OZ. PKG.

DUNCAN HINES
CAKE MIXES

59¢
LB.

SIX PACK OF 12 OZ. CANS...DIET & REGULAR
PEPSI

Save 40¢
99¢

CAMPBELL'S
SOUPS

5 CANS $1

SIX PACK OF 12 OZ. CANS
OLD MILWAUKEE
BEER

Save 35¢
$1

ENGLISH MUFFINS

JUST POP INTO THE TOASTER

3 PKGS. OF 6

BREADS

SPECIALTY BREADS...YOUR CHOICE

3 1 LB. LOAVES

SUPER BUYS! EVERY DAY IS SAVING DAY AT STAR!

PRICES IN EFFECT THRU SUNDAY SEPT. 14, 1975

WE RESERVE THE RIGHT TO LIMIT QUANTITIES ONLY WHEN NEEDED