**Mildred Johnson Speaks**

Rochester Association of Black Communicators
Fifth Annual Awards Dinner

**Pursuit of the Black Consumer**

**Program**

**Reception and Exhibit**

**Dinner**

**Grand Ballroom**

**Welcoming Remarks and Introductions**

- Gwendolyn C. Young, Dinner Chairperson

**Invocation**

- The Rev. Gregory Smith, St. Simon's Episcopal Church

**Musical Selection**

- Richard Prince

**Organization History**

- Denita Banks-Sims, Vice President, RABC

**Presentation of Community Service Award**

- Wyoma Best, Rochester Area Chamber of Commerce

**Acceptance**

- William A. Johnson

**Presentation of Howard Coles Communications Award**

- Richard Prince

**Acceptance**

- Al White

**Introduction of Guest Speaker**

- Gwendolyn C. Young

**Guest Speaker**

- Byron Lewis, Chairman and CEO, UniWorld Group, Inc.

**"Black Agencies: New Competitors in the Marketplace"**

**Acknowledgements**

- Vince LaFargue, Robin Wilson-Glover, RABC

**Benediction**

- The Rev. Smith

**The Howard Coles Communications Award**

The Howard Coles Communications Award honors a local minority communicator for excellence and outstanding achievement in a communications field. It is named for Rochester's pioneer black journalist, Howard Coles, editor and publisher of the "Frederick Douglass Voice" newspaper since 1934. The 1986 Howard Coles Award is a special glass sculpture created for the occasion by Rochester artist Michael E. Taylor.
WILLIAM A. JOHNSON
President and CEO, Urban League of Rochester Inc.

RABC’s 1986 Community Service Award goes to William A. Johnson, President of the Urban League of Rochester, Inc. A one-man campaigner for quality education in Rochester, Johnson has been an effective communicator over the past year in organizing community coalitions in support of Rochester’s public schools.

His work on the “Call to Action” report, co-produced by the Urban League and the Center for Educational Development, resulted in his appointment as chairman of the National Urban League’s Education Initiative. The vigor and vision of his leadership have earned Johnson much recognition, including most recently the 1986 Jefferson Award for Public Service benefitting the local community; selection to participate in the Harvard University training program for human service executives, 1986; and appointment to the Governor’s Task Force on Adolescent Pregnancy.
I'd had it with school. I wanted to get away some time to think.

"Don't be foolish," she said. "I can see you're driving the same dumb car, but I think you should come back and finish school." She didn't have to say anything. But she made me see things in a different way.

The people who learn to… (by Shirley Williams)

I pledge allegiance to all Black People.
I pledge to develop my mind and body to the greatest extent possible.
I will learn all that I can in order to give my best to my People in their struggle for liberation.
I will keep myself physically, mentally, and emotionally strong.
I will train myself never to hurt or allow others to harm my Black brothers and sisters.
I recognize that we need every Black man, woman, and child to be physically, mentally and psychologically strong.
These principles I pledge to practice daily and to teach them to others in order to unite my People.

Councilwoman Maxine Childress Brown

Greetings
I've prepared this newsletter to inform you of activities, events and programs that will affect our district. I hope to publish on a regular basis; but as this is printed and distributed at my personal expense, it will be as frequent as resources allow.

Neighborhood Office Opens
In order to be more accessible and better serve South District residents, I have opened a Neighborhood Office at 544 W. Main Street. Presently it is open 1:30 to 5:00 PM Tuesday, Wednesday and Thursday. Other times by appointment. Phone 436-0939. Hours will expand, but as the office is also maintained at my expense, I need volunteer help. If interested, please call or stop by.

Meetings With Neighborhood Residents
I have been hosting "Speak Out" meetings with neighborhood residents throughout the South District — Corn Hill, the 19th Ward, South Wedge, S.W.A.N., Strong and West Main St. areas. It's important to be available to hear what's on your mind! Dates, times, and places of future meetings will be announced. Look for posters, flyers, or newspaper calendar listings for Fall "Speak Out" meetings.
Rochester’s Friendly Station

November 28, 1977

Mr. Howard W. Coles
98 Atkinson Street
Rochester, New York

Dear Howard:

Please excuse me for not writing sooner. I want to thank you for your very active participation throughout our proceedings. You have been very valuable to us for so many years, and our friendship over the years to me has been priceless. The community is very fortunate to have someone like yourself, not only the Black community, but the entire community. You have shared your knowledge with all of us and for this we are most grateful. Over the years, I have learned many things, and one of them is that is cost nothing to be understanding. I took this into consideration when I hired you, Attilio and the late Mr. Fogel. You people have been with me since I started, and I can net thank you enough for standing by me, throughout these years. Many people that I have come to know over the years have been blessed with many different things, some with good fortune, families and the like. I am thankful for being blessed with good health, and good friends, the things that cannot be purchased. You have contributed more to the entire Black experience than anyone that I have ever met.

Your honesty and dedication to this cause as well as others, will never go unrecognized. If there is anything that I can ever do for your just let me know, and again, thank you for all of your help.

Very truly yours,

Gordon P. Brown
General Manager

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Follow the Footsteps
Of Successful Leaders
Our door is open to minorities in business who need:
- technical advice
- financial and management counseling
- volunteer professional accountants, lawyers and marketing executives.

Our door is open to encourage full participation of minorities in business ownership and help develop and use competitive skills.
Our door is open to minorities who simply have a feasible idea for a business venture and seek professional counseling before launching that business.

Follow the leaders of our community who are successful in their business enterprises with the help of Rochester Business Opportunities Corporation.

Or call Clarence Ingram, General Manager of RBOC for more information.

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Our door is open to minorities in business who need:
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- financial and management counseling
- volunteer professional accountants, lawyers and marketing executives.

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"A private business development corporation supported by the industrial business community of Rochester."
Richard Williams has a vision of the black family. It is an ambitious vision, one in which a strong, responsible father and a supportive mother work harmoniously together—one in which the parents consciously instill the sort of values and sense of worth in their sons and daughters that will allow them confidently to come out a prosperous, happy place for themselves in the world.

Williams’ vision, of course, is not the picture that a sociologist would paint of today’s troubled black family, where more than half of babies are born out of wedlock and 58 percent of black youths end up functionally illiterate.

But describing what is doesn’t interest Williams; he wants to change what is, to break the historical chain that binds black families to what he believes is a self-defeating system of behavior. And he thinks that it can be done within a single generation.

Williams, who holds a doctorate in health education from the State University at Buffalo, has dealt first-hand with the problems of the black family in his work as a health consultant and with such organizations as the Genesee Settlement House and the Rochester Medical Group, Inc., a health-maintenance organization.

About a year and a half ago, he said, he realized that a “very basic book” was needed to help black families understand and overcome the problems they faced.

So the Henrietta man wrote a sort of self-help manual for black families. The book, called They Stole It, But You Must Return It, examines the historical forces that destroyed so many black families and offers simple remedies that any black mother or father can apply to family life.

In a shorter, second edition, the book similarly examines and offers advice about the diet and health practices of many blacks.

Dr. Williams, who has been married for 25 years and has three children, is publishing the book himself through HEMA Publishing of Rochester. He also will market it himself, although area ministers already are enthusiastic about the book, he says.

Minister Franklin Florence of Central Church of Christ, 101 S. Plymouth Ave., called it a “great book” and said he would make it available to his parishioners. “It will be a very enlightening tool not just for the black family but for the community at large,” he said.

Williams’ method in the book is, first, to describe the damage that the system of slavery did to the black family and how that damage has perpetuated itself. For example, Williams graphically describes how slave owners, through beatings and worse, stripped a black man of all sense of manhood, turning him into a humiliated, obedient “boy.”

The black man was only a breeder. Parental authority was in the hands of the slavemaster. As a father, the black man was so humiliated that he was not looked upon as a father or a man,” Williams writes.

This led, in part, to the irresponsible sexual behavior that results in so many black babies being born out of wedlock, Williams asserts.

“The black male still prides himself as a breeder. He loves to brag about being a father without having the responsibility of being a husband. The pressure is high, even today, on young black males to establish themselves as potential breeders,” he writes.

This historical approach, Williams believes, sets the stage for the remedies he offers in the book.

“One of the problems has been that we judge and accept behavior as it is. Once you look at the why, it sets the foundation for change...if we can get the black family to understand, they can instill in the next generation the strengths needed to build strong families,” he said.

But, he added, the present generation will need to do a lot of work, and in the book he gives simple, practical advice on how to undertake that work.

That advice includes adopting traditional-sounding concepts of fatherhood and motherhood, where, for example, the father underrides the role of “priest and leader of his home.”

“The father role is to protect his family and to develop, provide, and maintain the opportunity for physical, mental, social, and spiritual growth for his family,” he writes.

Once a father and mother have established these roles, they can prepare the type of home atmosphere that will lead to positive educational experiences for their children.

Parents must ask themselves, he writes, “Does our conversation smell with the stink of ‘we cannot do,’ rather than the perfume of ‘we can do.’ Parents must think and act positively so that these basic traits of ambition and achievements may be picked up by the children as they receive his first educational experience—the home.

These attitudes will allow children to break the cycle of inferiority, to prepare themselves for the marketplace, where they will have the self-confidence to create their own opportunities, he said.

Dr. Williams’ book, They Stole It, But You Must Return It, which costs $8.80 is available at Vanity Beauty Supply, Mz. La Joan’s Hair Tech, S & L Restaurant and Westside Health Services. It is also available directly from Turtle Publications Ltd. 1 Hillendale Street, 14619. Please add $1.00 for shipping and handling and sales tax.

The above article is courtesy of the Democrat & Chronicle.
B K Lounge & Party House  
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THE CHI-LITES have been making great music for 23 years, ranking with the likes of The Drifters, The Temptations, and The Miracles. They are responsible for some of the finest classic R&B songs ever written.

The group was formed in Chicago in 1961 while the band members were still in high school. They were musically influenced by such groups as The Flamingos and The Dells. "We busted out with 'Give It Away', which was our first national hit. Life was rough in Chicago in the early days, but it got easier as time went on and we got into the limelight," states Marshall Thompson, leader of THE CHI-LITES. Other band members include Robert Lester and songwriter/producer Eugene Record. THE CHI-LITES are also known for such blockbuster hits as "Oh Girl" and "Have You Seen Her," tunes which are still popular today.

"Have You Seen Her" was recorded by former Doobie Brother Patrick Simmons on his debut solo album. "Bottom's Up", THE CHI-LITES' 1983 LP release on PRIVATE I RECORDS' affiliated label, LARC RECORDS, garnered a top ten R&B hit with the single "Bottom's Up". It was a top 20 album and the group earned many new enthusiastic fans on their successful 1983 tour with The Whispers.

Tonight, a story never before told on television. Join us as the heritage of a continent unfolds revealing the contrasts and conflicts of many cultures. A commentary by Ali Mazrui.

The Africans  
Tuesdays  
10 p.m.

WALKING DOWN MEMORY LANE with the Honorable Stephen May, Mayor of Rochester and the Frederick Douglass Day Committee  
PROCLAMATION DAY 1971