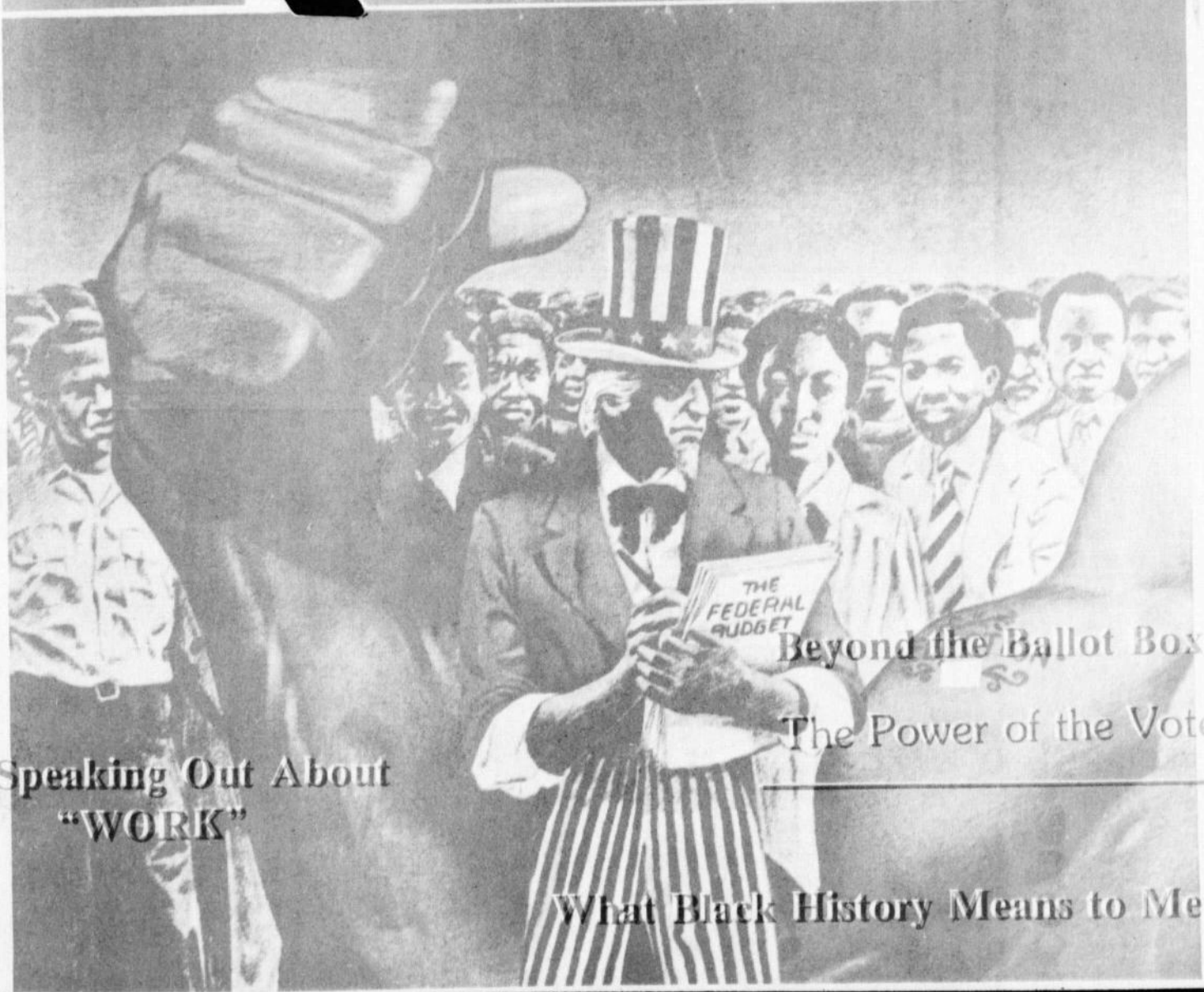


THE

People's Voice

THE POWER OF THE VOTE



Speaking Out About
"WORK"

Beyond the Ballot Box

The Power of the Vote

What Black History Means to Me



University of California, San Diego

April 1983

Vol. 6, No. 4

THE

People's Voice

Dedicated to Inform, Enlighten and Educate

University of California, San Diego

Vol. 6, No. 4 April 1983

Beyond the Ballot Box

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Nine days before Christmas 1982 in the East Room of the White House, amidst twinkling Christmas trees and a forest of popping flash bulbs, President Reagan presented to America's minority entrepreneurs what he hoped they would consider a \$23.8 billion holiday gift from Washington. "Today," said the President, "I am announcing additional steps to promote economic environment in which minority entrepreneurs can better marshal their talents and skills to achieve better lives for themselves, and in so doing, contribute to a stronger economic base for America."

Black business people are examining not only the contents of the presidential package but also the impetus for the offer to buy more than \$22 billion from minority business over the next three years. Some critics say that if the President acted like a benevolent Santa, it's not because Blacks have been good, but because they raised a Democratic ruckus at the polls last November. This charge is denied by several high-ranking Republicans who claim that the new programs was in the works long before the mid-term elections. Even so, some Washington politicians assert that the program would still be packed away if it were not for the perceived power of the Black vote.

The potential influence of that November vote is still growing. According to the Joint Center For Political Studies, a Washington think tank and elections watchdog, Blacks now account for 20 per cent or more of the population in 86 of the 435 newly redrawn Congressional Districts—in some cases this is 10 per cent greater than in the old districts. And, as shown in the November election, the Black vote is up sharply in district after district. In Chicago, for example, more than 100,000 Black voters were reportedly added to the rolls, and 144,000 more voters were cast in 1982 than in 1978. The election Capitol Hill newcomers Katie Hall in Indiana, Alan Wheat in Missouri, and Edolphus Towns and Major Owens in New York increased the number of Black Representatives in the House to an all-time high of 21. Black representation in state legislatures was sharply increased and several Blacks were either elected or reelected to prominent statewide offices.

Another, and most significant, development in the November elections is the fact that Black voters turned the tide for white Democrats in several key statewide and Congressional races—most notably in

Alabama, North Carolina, and Virginia, where four white male Democrats defeated their incumbent Republican opponents. The Black vote has also played a crucial role in electing Democratic governors in New York and Texas. "Reagan has awakened the sleeping giant," says Ernest Green, former Assistant Secretary of Labor under President Carter, in speaking of the response of Black voters.

Some Washington observers feel that this Black voting clout has already influenced recent legislation passed by Congress and signed by the

Congress will vote—and the Administration will respond—this year on other issues which particularly affect minority votes. "I think because of the vote...there will be no more totally devastating cuts in social programs," says Mitchell.

On the other hand, many Black politicians outside the Administration insist that the solid voting strength shown by Blacks may be largely ignored by the White House. "As far as Reagan is concerned, there will be no turnaround," says former Atlanta mayor, Maynard Jackson. "Voter turnout alone hasn't made that much of a

Administration officials all the way from special presidential assistant Melvin Bradley to Housing and Urban Development Secretary Samuel Pierce deny that the recent election has affected their policies. Actions speak louder than words, however, and their recent actions indicate some shift in the public relations strategy.

Secretary Pierce, who is the only Black Cabinet member, appears to have assumed responsibility for preaching the Administration's "stay the course" sermon to Black voters. Currently, the message is being directed only to those already wed to the party of Lincoln. A meeting that Pierce convened to discuss relations between Blacks and the Republican Party shortly after the November's election included such party stalwarts as Edward Brooke, former Senator from Massachusetts, Legree Daniel, chairwoman of the National Black Republican Council, and T.M. Alexander, assistant commissioner of the Federal Housing Administration during the Nixon and Ford Administration. Typically, no Democrats or civil rights leaders were invited to the three-day conference where the Black Republicans has a chance to meet with most of the Cabinet members, and to make their concern known.

Participants claim that the meeting will bear enough results by this spring to bring Blacks over Republican side. "The impact (of the meeting) will come in four or five months," says Alexander, now a vice president for the brokerage firm of E.F. Hutton in Atlanta. "For example, I think we'll soon see an increase in the number of Blacks working in the State Department, the summer youth jobs program will be extended, and the budget for the Head Start program will be increased."

The centerpiece of the Administration's minority strategy, however, is the list of initiatives that President Reagan set forth in December. The President, on behalf of his Administration, promised to:

- assist directly in the creation of 60,000 minority businesses and help to expand another 60,000 minority firms in labor-intensive, high-growth industries over the next ten years;

- procure \$22 billion in goods and services from minority business during 1983, 1984 and 1985. This will be a 38 per cent increase in procurements over the period covering 1980 to 1982;

- provide \$1.5 billion in credit assistance and \$300 million in

continued on page 3



President. "I was able to attach an amendment to the five cents-a-gallon gasoline tax bill, setting aside 10 per cent of that \$70 billion budget for Black contractors," said Rep. Parren Mitchell (D-Md.), chairman of the House Small Business Committee, referring to the recently passed highway and mass transit improvement bill. "I think (the ability to do) that is a reaction to Black votes." Mitchell is not alone in feeling that the positive action on his amendments is indicative of the way

difference," adds Patricia Jacobs, president of the American Association of Minority Enterprise Small Business Investment Corporation (AAMESBIC), a trade and lobbying organization for minority-owned investment companies. Others say the Administration's new concerns for minority issues is merely cosmetic. "An effort being made to soften the edges of their (the Administration's) public image, not their policies," says U.S. Civil Rights Commissioner Mary Frances Berry.

Editor's Notebook

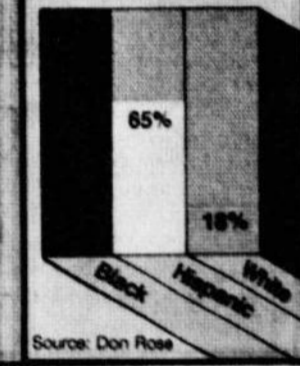
by Nate DeVaughn

Black Voters Join Crusade for Power



By Steve Leonard, Black Star

How he won
Washington got 51.4% of votes. Here's how he did by group.



The victory bells rang for Harold Washington, the first Black head of a Democratic Party ticket in Chicago. Washington joins a number of other major cities Black Mayors—including Los Angeles, Atlanta, Newark, Washington D.C., New Orleans and Detroit.

At 2:35 a.m., Tuesday the 12th of April, Washington told 10,000 cheering supporters, "Today, Chicago has seen the bright daybreak for this city, and perhaps for this country." "The whole nation is watching, and Chicago has sent a powerful message... this truly has been a pilgrimage." "They've broken down the gates of the plantation," says Louis H. Masotti, professor of political science and urban affairs at Northwestern. "For once the Black community is a community."

The race for the mayor of Chicago has been often illustrated as the pigs in the mud. Two-term congressman Harold Washington took on a long-shot campaign and an uncompromising attitude towards Chicago's entrenched patronage system and won.

In victory, Washington, who will have the largest constituency of any elected Black official in the country, established himself as a national figure—if he can make peace with white Democratic leaders who had opposed him at home.

The 60-year-old Washington, who grew up on the city's Southside as one of 11 children of a Methodist minister,

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today holds office in the 2nd largest city in the country. For a southside Black growing up in the depression, having a shot at being mayor was as unlikely as feeble Northwestern University ever again winning a Big 10 football title. Yet it hasn't stopped him.

"I've prepared all my life for this," he said.

When questioned whether Washington's victory would have an effect in Philadelphia, where candidate Wilson Godde, a former city managing director, is battling former mayor Frank Rizzo for the Democratic mayoral nomination. Goode said Washington's win meant that people in Philadelphia "can indeed pick someone who happens to be Black, and I believe in the end you can pick someone who is competent over race."

Beyond Philadelphia, the assumption was that Washington's victory would energize Blacks with voting enthusiasm.

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Letters to the Editor

The People's Voice Staff

Excellent paper, a job well done. Keep up the team work.

Walt Sanford
UCSD

Dear Editor-in-chief:

Your editorials are informative, current, and finely written. I know you are painfully aware that we have no college publication in San Diego that we can depend on to tell us the happenings that relate to our interest. It has happened more than once that your editorial has reported something that was news to me.

Donald Jenkins,
City College San Diego

Dear Editor,

After reading your last issue of People's Voice (which was a first for me and our company) I found the paper to be quite enlightening and very eutectic. It's refreshing to read thought provoking and challenging ideas by young people who will be responsible for tomorrow.

Being a businessman, I find good information imperative in making headway in these fast-paced, confusing times—and your articles provide such stimulus.

Keep up the good performance and our congratulations to the graduating class of '83 from UCSD.

Sincerely,
James Williams Jr. & William Sykes,
Wilsyk Inc.

Dear Editor-in-chief:

Congratulations. Your last issue (Vol. 6, No. 3) adds clarity to muck talked about issues of "Computer Technology." My only hope is that more brothers and sisters will absorb your analyses and begin to subscribe to The People's Voice. I support your efforts and look forward to sharing with you the search for genuine answers.

Kathy Walker
Southern University

Dear Editor,

I pray and trust that you are well and are still enjoying the blessing of Almighty God. Keep up the good work. You are not alone. May God crown all of your endeavors with success.

Yours in Christ
Rev. C.C. Walker
San Diego, CA

Dear Editor:

The last issue of The People's Voice "Recognition of Black History Month" was very well informative. The layout was clean and the article well written. Congratulations on the continuing fine job you are doing.

Eric Middlebrook
UC-Irvine

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Computer Training: An alternative to a college degree in the job market

In this still feeble economy with a diminishing job opportunities for college graduates, the ability to sell oneself is indeed almost as important as making good grades and having a degree in the "right field." Astute students who want to get a jump on the competition are taking a little extra time to master such skills as putting together an impressive resume and developing a superior interview presence.

Faced with headlines such as "Grim Days Ahead for the Class of '83" and "An Oversupply of College Grads Forces Some into Lower-level Jobs," this Spring's college graduates could easily be discouraged and doubt whether the many hours spent in the library and cramming for tough exams were worth the time and trouble. About 1.4 million students will graduate from college this year, but many of them will have to face the bitter reality that, contrary to what they've been led to believe, a college diploma does not necessarily open the door to a good job. Those with degrees in high-tech professional fields will still be in demand, but even they won't get as many job offers as such students have received in the past. Due to the unstable economy and declining profit margins, many cautious employers just aren't hiring as many college grads as they have in recent years. Some companies have also cut back on the number of colleges their recruiters visit. However, those without college degrees are at an even greater disadvantage in the competitive job market.

According to the 1983 Northwestern University Endicott Report, an annual survey and indicator of job prospects for graduating students, the hiring of bachelor's degree grads will be down 11 percent from 1982. Job opportunities for those with master's degrees will drop 2 percent. The largest cutback, according to the report, will be felt by engineering grads with bachelor's degrees; their employment will be down 18 percent, the first such decline in about two decades.

A Michigan State University survey of 637 employers predicts an even more dismal market for 1983 college graduates—a decline of nearly 17 percent in hiring of graduates with bachelor's degrees and a 12 percent drop in the hiring of those with a master's. Included among the engineering categories showing the greatest decreases in employment opportunities are: civil engineering (17.4 percent); chemical engineering (15.6 percent); mechanical engineering (15 percent); and petroleum engineering (15 percent). Though such statistics may appear depressing, the reality is that there still will be more jobs than people available for most engineering disciplines, but students simply will receive fewer job offers.

Good jobs—ask anyone who has hit the pavement recently with the newspaper want ads in his hand—are hard to come by. You might as well forget the comfortable old career ladders—such as the well-traveled route from liberal arts degree to MBA to the fortune 500 company. Gone are the days when a graduate degree assured you of a lucrative managerial or professional job.

"Companies can be very picky about who they hire now," says Suzanne Elsoffer, president of Data Base Innovations, in Ossining, N.Y., a firm that provides companies-in-need with a computerized bank of resumes of engineers and technicians. "A much larger percentage of the employment market is available to them now. Their hiring standards are way up." Consider for a moment what the prospective employer has to choose from nowadays. One out of every four workers aged 26 to 64 is a college



graduate now, as compared to one out of seven only ten years ago. Today, when you tell a personnel director that you're a college graduate, you're likely to get only an indifferent shrug. It is no wonder, then, that everyone from the plant manager to the educator to the job applicant is thinking in terms of retraining. "The technology is changing every day."

Students should start scouting the job market early in their senior year, because most recruiters do the bulk of their interviewing in the fall. And students should pursue co-op and intern programs, and should not rule out volunteer work, because any kind of work experience in the chosen profession looks good on the resume. It is a buyer's market, and the employers can be very selective about whom they bring aboard. They are looking at degrees and work experiences, for they want the individuals who'll require the least amount of training.

Several career placement experts stress the importance of extra-curricular activities on a student resume, for employers prefer students who exhibit strong leadership potential. They also are impressed by the students' ability to communicate his or her feelings during the interview, and especially like those who ask questions. "Often recruiters tell me that many students simply undersell themselves in the interview," says Linda Bates Parker, president of the Career Women's Resource Center in Cincinnati, and former associate director of Career Development and Placement at the University of Cincinnati. "Sometimes we fail to understand that selling oneself is not bragging, that it is not based on arrogance but confidence."

She adds that what turns off recruiters are appearance (overdressing or underdressing) and a student's inability to handle questions such as "What are your weaknesses?" Students often feel that anything they say negative will be held against them, says Ms. Bates-Parker, but the trick is to find a positive way to say the negative.

Though the statistics indicate that there just won't be as many jobs available this year, the assertive 1983 college graduate who has planned ahead will probably not have a problem finding a job. "This is going to be a very tough year, but when the going gets tough, the tough get going," says Victor R. Lindquist, author of Northwestern's Endicott Report.

"Those students who work at it will get the jobs, not necessarily the one with the straight 'A's." There is even hope for the liberal arts or social science graduate. Alexis Herman of

Green, Herman and Associates, a Washington, D.C. employment analysis firm, says these grads must realize that they have been trained to think, and "that's an important commodity." Ms. Herman and others also advise all college students today to make sure they are "computer literate," regardless of their chosen profession. She says, "We are moving into a knowledge-based, high-tech world, and those who are computer literate will have a more flexible approach to the job market."

continued from page 1

—reduce regulatory barriers to promote entry of minorities into international trade;
—designate annually the first full week in October as Minority Enterprise Development Week.

The president also indicated that he would issue a new Executive Order on Minority Business Development to ensure the success of his initiatives.

The Administration is advancing several other programs that were in the works before the President announced his own initiatives and these will be incorporated into the overall plan. Foremost is the set of programs to be run by the Department of Transportation's Office of Small and Disadvantaged Business Utilization (OSDBU). OSDBU has established the Surety Bonding Program, whereby the Fireman's Fund Insurance Company will make \$20 million available for bonding minority companies working on railroad contracts. Bonding—that is, the putting up of money to guarantee the completion of a job—is a prerequisite for most federal contracts. And minority businesses have often been deemed "high risks" and thus denied bonding by bonding companies or banks. In addition to this program, Amtrack will provide shorter term loans at prime rate (minorities often have to pay higher) to minority contractors in need of working capital for Amtrack construction projects. And as part of the Minority Bank Program, minority banks will provide short-term (and some long-term) loans at prime rate to minority firms doing business with the railroads, rail agencies, and the railroad contractors. "These programs will make it possible for minority businesses to compete in this field," says OSDBU director Melvin Humphrey.

Some observers praise certain items of the President's program. AAMESBIC's Jacobs, who is a Republican, praises the creating of new markets for minority business from organizations that receive federal grants, but were heretofore not obliged

to hire minority contractors. She also commends the setting of a hard figure (60,000) for business start-ups. "Nobody ever set a numerical goal before," she says. Others are fully supportive. "The President's initiative expands the potential clout of the minority community," adds the White House's Melvin Bradley.

But Congressman Mitchell gives the president's overall proposal a negative appraisal. "Where is the money for the increase in purchases from minorities to come from in a tight economy?" he asks. The question is pertinent in light of the fact that the current Administration appears to have decreased the purchase of goods and services from minorities by \$1.9 billion in 1982 compared as compared with 1981. In addition, the Congressman is the most dubious about the ability of federal agencies to work together. "Cooperation is critical, if the initiatives are to manifest themselves into action" he says. "If the President can force the agencies of government to comply with today's announcements, the annual goal for minority business can easily be met and exceeded."

Lastly, Reagan's initiatives and agency programs may well be rendered useless by governmental cutbacks that were originally authorized by the President himself. Marilyn Hubbard, president of a management consulting firm in Detroit, who was present at Mr. Reagan's announcement, left the East Room feeling skeptical. "It's only an Executive Order...My biggest concern is how this is going to be implemented."

The Administration claims that it is rushing to shape the rules and regulations needed to implement the initiatives. Congress, which is pushing legislation to reduce tax burdens and facilitate the flow of sources of venture capital for all small businesses, will be pressed to include provisions favorable to minority firms.

There are, however, several steps that Blacks themselves must take to ensure that the President's seemingly sincere initiatives result in more than just political promises. Bolstering Black clout in the voting booths is the most obvious one. "Increased activity on the part of Afro-Americans will have a profound impact on the Congress," says Maynard Jackson. But we will need to do more than just cast votes. There's a dire need for well-organized Black political action committees (PACs) and trade organizations to provide money and lobbying clout for specific causes.

For example, when new regulations proposed by the Small Business Administration threatened to "cripple" AAMESBIC and the trade organization's members, they were able to persuade the SBA to eliminate the most threatening of the new rules and to soften the others. In the 1980s it is essential that Blacks play politics to the hilt at the voting booths on Capitol Hill and behind politicians' closed doors. If that's done the political system should respond better to our needs than it has in the past. And Black votes will do what they're supposed to do: Bring more to this nation's substantial wealth to Black people.

Submitted by: Sherman Williams
U.C. Los Angeles

Economic Perspectives



Black Americans And the Changing Economy

To adequately grasp the disadvantaged position of most Blacks in the American economy, it must be put in a world-wide perspective. The American economy has been working below its potential for three decades—ever since the end of the Korean War. The slack in the American economy is to be associated with the slow rate of growth of U.S. industrial production—the slowest among the major industrial countries, except for the United Kingdom. The rate of growth for the period from 1953 to 1969 was 4.5 per cent per year; for 1969 to 1973 it was 4 per cent. Since 1973 we have had a continued high rate of unemployment coupled with a slow growth rate of industrial production which averaged only 2.7 per cent to the next peak in 1979. Since then output has steadily declined.

Why has our industrial growth been so slow? A frequent explanation is that in mature economies the percentage of income spent on services grows in relation to the percentage spent on manufactured commodities. But in the United States, expenditure on manufactured goods was supplemented by expenditure on domestic manufactured imports. Thus, between 1953 and 1969, U.S. imports of manufactures grew at 14 per cent a year, whereas U.S. exports of manufactures grew only at 5 per cent a year. This rapid growth of imports battered domestic production. It created a net deficiency of demand for domestic manufactured goods. This situation inevitably resulted in the current problems of low profits, low investment, slow growth, and high unemployment.

The underlying cause of all this was a change in the position of the United States in the world economy. From 1913 to 1953 the United States was the leader in world production of manufactured goods and in the world trade. Throughout this period, wages and productivity were higher in the U.S. than anywhere else. However, Western Europe and Japan were rapidly rebuilding their industry after World War II with American assistance. As a result, they captured an increasing share of world trade previously dominated by the United States, and even invaded the U.S. market.

An issue in the balance of the U.S. trade problem is not only the general level of U.S. prices but also the commodity mix involved. The United States formerly was a pre-eminent in steel, automobiles, chemicals and heavy electrical machinery, but is now, at best, only on a par with its foreign rivals. The world economy is in rapid transition period leading to a new set of products, such as computers, and careers such as biotechnology, among others.

At present, there is general agreement that the main ingredient for economic success on a worldwide scale

is to be found through a much higher expenditure on research and development. And in this field the United States is deficient, as compared with its leading competitors, Japan and Germany, in the number of students being trained and in engineering.

The United States is capable of increasing its number of highly trained workers as we move back toward a consensus that learning is what schooling is all about; but this will take some time. The situation is particularly ominous for Blacks, since our present performance in science and mathematics lags behind that of whites. We are therefore particularly vulnerable of the current trends in international trade involving high technology.

The future of U.S. trade obviously lies in the direction of commodities embodying high wages and high technology, and our basic competitors are other high wage and high technology countries. But the United States is also competing with newly developing countries with an abundance of low-wage workers. The United States therefore must expect to be driven out of the trades, such as textiles, footwear and light manufactures, where the difference in productivity is less than the difference in wages.

But the loss of industries at this level means that workers—including many Black low-wage earners—must be retrained to find employment in high tech companies. Therefore, it will be up to the U.S. government to provide increased funds for better schooling and more training, as well as increasing the number of high wage jobs available. Focusing on retraining is the most viable solution to the problem of structural change in the world economy.

Implementing these solutions won't be easy. Currently the economy is the pawn of monetary authorities, who have held down production in order to hold down prices. The alternative way of curbing inflation is to secure an agreement among representatives of labor, capital and government on some kind of incomes policy—that is, a mechanism to regulate wages and prices. Most industrial countries (including the United States until 1979) have been trying to create the atmosphere in which such mechanisms can succeed.

In the U.S. the Black population need full employment more than any other group because the upgrading of Black workers into more skilled positions will not be easy unless the total number of such jobs is dramatically increased. Blacks should declare themselves against the creation of unemployment as an instrument of general economic policy and support an incomes policy.

Joint Ventures and Mergers

At the National Conference on Black Business Enterprise held last November in Washington, prominent Black business and civic leaders, key legislators and government policymakers addressed the adverse political and economic climate facing Black Americans. This conference is just one in a series of national meetings since the "National Black Economic Development Summit" was convened by Congressman Parren Mitchell (D-MD) in 1971.

The program focused on new initiatives and strategies for increasing Black participation in the U.S. economic mainstream. To underscore the serious attempt to stimulate Black economic development, even the location of the meeting was chosen to set the appropriate tone. The conference took place at The Howard Inn—the Black-owned-and-operated hotel affiliate of Howard University in Washington. Washington Mayor Marion Barry, who recently was re-elected to a second term in office, gave the welcoming address. Demonstrating his strong commitment to minority businesses, the mayor outlined his previous administration's successful record in purchasing \$155 million in goods and services from minority entrepreneurs.

The agenda of the meeting was to re-examine basic economic issues and concerns. However, instead of looking to the federal government for answers to recurring problems, most of the speakers and panelists drew upon the history and past success of Black people to map out new initiatives and strategies for improving our economic conditions in the future.

Congressman Parren Mitchell, chairman of the House Small Business Committee, suggested the formation of informal lobbying groups to present their needs to, and monitor the performance of, the newly-elected officials, many of whom are in office due to Black votes. The congressman also stressed the continued need to increase Black voter turnout.

A panel of financial experts advised conferees to look beyond banks and other traditional lending institutions for sources of financing, such as industrial revenue bonds, pension funds and public stock offerings. In addition, panelists urged conference participants to leverage financing through sources within the Black community, such as fraternal organizations and churches.

Conferees were encouraged to increase their participation in the mainstream growth industries such as computers and telecommunications. In the opening address Earl G. Graves, publisher of *Black Enterprise*, emphasized the importance of pooling our financial resources to compete in these industries: "If we are going to be able to compete for large profitable

orders and diversify into the growing labor-intensive high technology fields, we are going to have to do much more consolidating and merging of our top companies. Joint ventures and mergers are the necessary prescriptions for the future."

Two recently enacted laws could represent enormous potential for Black business development. The Small Business Innovation and Development Act should provide potential business opportunities for small and minority research firms with federal agencies that have research budgets. The Prompt Payment Act would ensure that minority firms with federal government contracts be paid on time, which should improve the cash flow of these businesses.

The activist National Organization for Women (NOW) is vigorously recruiting more Black women to join its ranks. Judy Goldsmith, its newly-elected president, believes a strong coalition between feminists and Blacks is essential to prevent the erosion of the rights won by both groups.

The question is whether Black people will be receptive to the overtures of NOW. As part of its concern about discrimination, NOW plans to become "real active" in political campaigns for Blacks. Because all signals seem to indicate NOW's efforts to woo Blacks are being made in good faith, this may be a good time to consider such an alignment. With the large number of female heads of Black families, pragmatic women might be inclined to join the only political entity fighting for equal wages for them. Goldsmith says that Black women were the strongest supporters of the Equal Rights Amendment.

"Discrimination in any form is something to be fought against," says Maudine Cooper, vice-president of Washington operations for the National Urban League. "The problem with the focus on women's rights is that Black women don't want to forget there is a larger struggle for the rights of Blacks, male and female."

Almost counter to its commitment, there are no high-level Black administrators on the NOW staff at present. However, a 1982 resolution promises to create a full-time administrative position for a racial minority member. And in 1980 NOW integrated its board of directors by mandate.

Despite some reservations, Cooper says, "I think a coalition is absolutely essential, but Blacks who walk to the bargaining table with white feminists must do so with a clear understanding of where we and they are coming from."

Submitted by: Derick Jones
Pasadena, Texas; U of Texas

Unemployment

For Black Americans, the issue is employment.

Jobs—finding them, keeping them, gaining from them—dominated the second annual meeting of the *Black Enterprise* Board of Economists held last October. Blacks have suffered profoundly during the current recession because we tend to work in the manufacturing sectors directly affected by slowdowns, layoffs, and plant closings. Thus, the emergence of the service and high technology industries as important contributors to the national and international economy may have even more significant consequences for Blacks. Will we be able to find and keep jobs in those high-growth industries? Or will we be permanently mired in low-paying, dead-end manufacturing jobs, lacking the skills and education needed to prosper in a world ruled more and more by technology?

The eight-member board does not pretend to have answers. In fact, there is no real consensus among the economists on how to solve the dilemma. Instead, they raise questions, and express troubling and profound concerns about how Blacks in America can avoid being left behind in a sophisticated job market. In the process, they scrutinize traditional methods of economic recovery and traditional allegiances with organized labor. What emerges, at least in part, is a feeling for how international economics affects Black America.

"It's not essential for the United States to lead or dominate the world in inventing new technology," says Sir Arthur Lewis, professor of political economy at Princeton University. "France, Germany and Japan have been very prosperous over the last 25 years, largely by the application of technologies invented elsewhere." But, he continues, Blacks will be hurt by imports of textiles, shoes and cheap consumer goods because we make up a large segment of the work force in these low-wage, production industries.

Although the answer to this dilemma appears to be that Blacks should get out of those dying industries, just how this transformation should take place is quite a complicated process. Alfred E. Osborne, Jr., director of the MBA program at UCLA's Graduate School of Management says, "Blacks ought to get out of businesses in which America doesn't have a competitive advantage. It is clear that our competitive advantage is in thoughtware—research and development-intensive, high-skill activities. And it is into those areas that we should be reallocating our resources." Yet, moving out of manufacturing may not be easy—particularly so soon after Blacks have realized some degree of advancement in those industries.

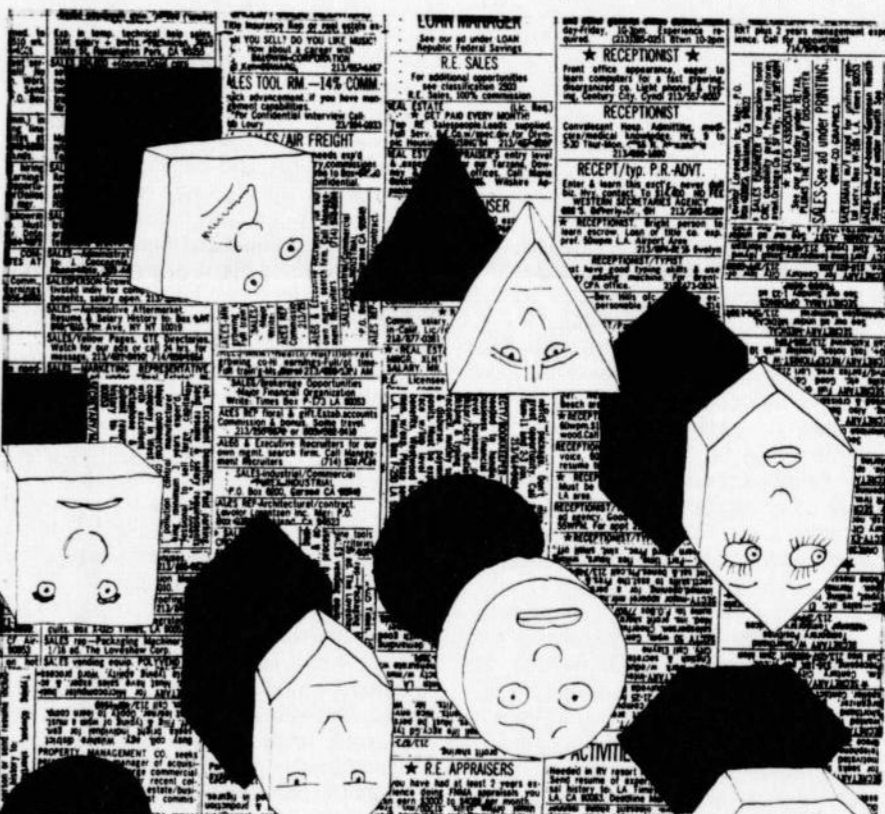
Dr. Phyllis A. Wallace, professor at the Sloan School of Management of the Massachusetts Institute of Technology, points out that Blacks have slowly moved up seniority ladders and into union leadership positions in such old-line industries as steel production and automobile manufacturing—just when those sectors had begun to show signs of decline. "How can you prepare Black assembly line workers in a very short period of time to move over to high tech, to move over to those growth industries?" she asks.

Wallace, who is a labor expert, notes that high-tech jobs require more education and technical knowledge than manufacturing jobs. "Young Blacks who come to the labor market poorly educated and less equipped than

their white peers may not be able to compete in this labor market," she says.

The economists all underscore the need to assure proper training and education among Black adults and children. Also, they all agree this will be no easy task. Even if it is done, some problems for Blacks may remain. According to labor specialist Dr. Bernard E. Anderson, director of the Social Science division of the Rockefeller Foundation, once a job is secured in a service industry, skills and education may not translate into a healthy paycheck. "One has to recognize that typically the services industries pay lower wages than manufacturing jobs," he says. "As the transformation to a service economy takes place, one result is likely to be a dampening down in the overall wage level of the American work force. If integration of those industries occurs in a pattern similar to the past, you're going to find a disproportionate number of Blacks in the lowest wage sector."

Nonetheless, Anderson believes that the nation's most pressing need is a commitment to jobs as a basic tenet of economic policy. "Until we get to the point where we say that we believe in full employment, that it should be the dominant objective of our policy," he says, "there is very little that anyone will do in any serious way about the problems of transformation in the American work force that would lead



towards greater opportunities, especially for Blacks." An equally basic tenet of economic policy, however, is the use of unemployment to control prices.

"If you think that demand management [i.e. manipulating employment levels to control prices] is an appropriate way to approach price stability," says Dr. Andrew F. Brimmer, business consultant and former member of the Board of Governors of the Federal Reserve System, "then you must include both fiscal and monetary policy as instruments of that demand management. One of the consequences of countercyclical demand management is variation in output. And from that you get variation in employment."

What level of unemployment is acceptable, and to what extent should the impact of demand management on Blacks be considered? Dr. Marcus Alexis, a Northwestern University professor and former member of the Interstate Commerce Commission says, "If one is talking about very small changes in employment for significant reductions in inflationary

pressure, then it would be silly not to at least entertain it. But here we have unemployment levels which are not trivial."

Harvard economics professor Dr. Glenn C. Loury believes that more direct attention must be paid to the specific needs of Black workers. "I don't think we can continue to play this game of throwing in our lot with the working man in general and accepting our relative position within the working class," he says. "I'm not antagonistic to policies that favor working people. But we've got to be sophisticated and particular about how it is that those policies are fashioned so that they do meet the different needs that the Black worker has."

To Loury, who specializes in the problems of resource allocation and inequalities in modern market economies, the end of America's dominance of the world in heavy industry means that union organization as the "avenue for the working man to pull himself into the middle class is in trouble. How can we compete with 200 million workers who are willing to supply themselves at \$2 an hour when we expect to be earning \$20 an hour in industries where we have basically no technological advantage over the competition? We can't."

Shifts in the US economy, Loury says, must be managed without adversely affecting the upward mobility of workers. Marcus Alexis

paper to the *Black Enterprise* board, highlighting the commission's work.

Wallace's report reveals that by 1980 the average hourly earnings for workers in the private, non-agricultural sector was \$6.66, about double the minimum wage of \$3.35 an hour. "Wages," she says, "were higher than what might have prevailed in an unconstrained labor market. The issue faced by the commission was whether there should be a subminimum wage or a wage differential for young people."

The commission determined that 10 million workers—12 percent of all wage and salary employees—had jobs paying the minimum wage or less in 1980. Almost half were adult women, 29 percent were adult men and less than a quarter were teenagers. Nearly one out of every five minority workers earned the minimum wage or less.

"One of the surprises revealed in the examination of minimum wage workers," Wallace says, "was that 70 percent of the teenagers who were such workers were found in families with incomes greater than \$15,000 a year. Yet the commission tried to determine whether a youth subminimum wage would reduce the extraordinarily high rates of unemployment among minority youth."

It appears, says Wallace, that such a subminimum wage would be desirable; the commission's review of existing studies reveals that a 10 percent increase in the minimum wage would reduce teenage employment by 1 percent to 2.5 percent. A 25 percent youth differential, on the other hand, would increase teenage employment by 400,000 to 500,000 jobs, while it would decrease adult employment by 50,000 to 150,000 jobs.

"But in evaluating whether the trade off of teenage for adult workers is a desirable one," Wallace says, "it is important to know whether the additional jobs for teenagers go to disadvantaged, inner-city youth, or merely provide regular employment for teenagers with few employment problems. The commission recommended against the youth differential because of its limited potential for reducing unemployment."

Why is that potential limited? Wallace thinks the problem lies in the perception of employers. "There are some employers whose feelings are so negative that even if they could have minority teenagers for free they would be unwilling to employ them because they think teens are disruptive and bring problems," she says. Andrew Brimmer breaks the perception problem down further. Noting that unemployment rates among Black teens, in general, are higher than for white teens, in suburbs, he points out that the rates are lower for Black suburban-teens than for Black inner-city teens. Labor force participation rates among Black suburban teens, he continues, are not essentially different from those of white teens in the suburbs.

"Because the cost of doing business in the inner city is higher," says Alfred Osborne, who specializes in business development, "I think a subminimum wage will reduce the cost of hiring inner-city teenagers."

Instead Anderson suggests a targeted jobs tax credit. Such a credit allows particular groups and communities to be singled out for aid. "Tax credits offer employers a greater economic incentive," he continues. "With a subminimum that is 75 percent of the minimum, the employer gains \$500 per year in wage costs by hiring a young person. With a targeted credit, he receives \$3,000 per year for each individual he hires."

Bernard Anderson, who is also president of the National Economic Association, argues against a

continued on page 8

Speaking Out About Work

How do you feel about your job. This question is important because most people spend as much as one-third of their adult life at work. If you happen to be an ambitious professional, the 40-hour week may seem more like fiction to you than reality. Chances are you usually put in 50, 60, even 80 hours a week earning a living. Your job may play a critical role in defining your social status (at least in the eyes of others), and this usually affects your relationship with family and friends.

We decided that the work issue was an important enough topic for our third annual readers' poll. The questionnaire appeared in our February Careers issue. Some 2,000 responses were selected at random for tabulation by Mark Clements Research Inc. Note that this is not a scientific survey—readers had to be motivated enough to mail in their responses—and the demographic profile of these respondents correlated closely with our reader profile. We believe the survey results to be an accurate reflection of our readers' opinions on these pertinent issues.

The answers to our survey questions are intriguing, sometimes even surprising. They allow us to construct a profile of our average reader as an ambitious, thoughtful worker who's committed to the work ethic, seeks upward mobility, and considers personal satisfaction on the job as important as a good income. Our average reader comes across as a somewhat optimistic racism and sexism as serious obstacles in the job market, yet continues to make significant contributions on the job.

The first section of the survey explored the relationship between the employee and his or her job. Our first question was "How satisfying do you find your current job?" More than two out of three respondents reported that they were "very" (20.4%) or "somewhat" (47.5%) satisfied with their current jobs. The highest degree of satisfaction was found among participants over 40 years old and those earning over \$35,000 a year. Persons earning under \$20,000 were least satisfied with their work situation.

When we asked "How do you perceive your job?" more than half (55.3%) said their current employment was "a career" while 42.9% called it "just work." We found a clear correlation between job satisfaction and the answers to this question. Those over 40 or earning more than \$35,000 were most likely to consider their job a career. At the same time, those who considered their jobs as careers expressed the highest degree of satisfaction (73%). The results suggest that having a "career" remains the ideal situation for most of our survey participants.

The degree of dissatisfaction among readers was also high. Four out of every ten people said their work was "just work." Only 2.9% of these respondents said they were very satisfied with their jobs, against 20.4% of all survey participants.

Recent studies of careers show a surprising degree of worker mobility. The old concept of staying with one company a long time seems to have become obsolete. John Work, a New York management consultant, says length of service is now mostly measured by what you do (your range of skills acquired on the job) than by how long you stay with one company. More than half our survey respondents have worked less than five years in a job. Just 12.4 percent have worked at

the same place for more than 10 years. But 26.7 of those earning over \$35,000 have worked at the same company five years or more, suggesting a relationship between pay and longevity.

The most consistent advice from career counselors is that today's worker has to plan his or her career moves rather than take jobs that come along at random. Our survey results suggest that most of our readers are fairly sophisticated in this area. Three out of four readers said they were "very" or "somewhat" successful at attaining their employment goals. Sixty-four percent said they had definite career plans for advancement. More than half were attending seminars, more than 40 percent had participated in job-training programs or taken courses to advance their careers. Nearly one in five (19.1%) was currently enrolled in a computer course and 78.1% read professional publications regularly.

One response reveals the relative isolation of the Black employee in most organizations. Just 27.9% said that a mentor had helped them advance in their career. A superior who takes a personal interest in an individual's career is considered by many experts to be the key to upward mobility. Yet nearly seven in 10 respondents reported no such person had been involved in their career. Among those participants who considered their work a career, a much higher percentage (36.5%) reported help from a mentor. Women on a career track also reported mentor support more frequently (37.6%) than the entire sample.

The most obvious rewards of employment are financial compensation and job status. Readers were fairly divided on whether their jobs provided adequate job status (48.4% said yes, 50% no) but the computer analysis showed different opinions among different groups of readers. Among those on the "career" path, 64.8% felt their work provided them with adequate job status, while 54.5% of those earning over \$35,000 felt positive about their status. Apparently, respondents were less easy to please when it came to salary. Only 50.9% of respondents on the career path felt they were receiving adequate financial rewards, only 51.5% of participants earning over \$35,000 considered their financial rewards adequate.

The issue of race and opportunity has come to them fore in recent months because of a neo-conservative argument that class has replaced color as the major factor in the marketplace. The responses from this and other surveys we've done suggests that this argument has little validity. Our readership, clearly representative of the Black, middle-income group, does not believe that racial benevolence has invaded the marketplace. Six out of every ten respondents said they had experienced racial discrimination on the job. More men (64.6%) reported discrimination than women (54.2%). Men in the 30-39 age group (71%) and those earning over \$35,000 (74.5%) reported discrimination most frequently. This suggests an increased resistance to the Black male employee as he moves up the corporate ladder into middle management.

The results point out that Black women employees suffer from the famous double bind. Over four out of ten women reported that they had been victims of sex discrimination on the job, with over half of the women earning \$20,000 or more reporting cases of sex discrimination. Only 11.7% of the men complained about sex discrimination, again confirming that, when it comes to gender discrimination—it's still a man's world. The great majority of survey

participants seemed satisfied with their work environment, at least, as far as the salary, hours, and fringe benefits are concerned. Just 11.9% were not satisfied with the type of work they were doing, but that figure leaped to 25.1% among those who considered their employment "just work."

There was considerable concern about opportunities for advancement. Just 10.8% found their opportunities very satisfactory, and 41.8% said their opportunities were "not at all" satisfactory. The degree of job dissatisfaction was higher among women (46.9%) than among men (36.9%) in our survey. There was little disagreement between men and women about immediate superiors. Most participants were somewhat satisfied with their bosses, with one in every five dissatisfied. Only 7.3% were unhappy with their co-workers, and 13.3% were not satisfied with their working conditions.

In recent years, Black-owned businesses have generated some new opportunities for Black professionals. Slightly over seven percent of survey participants reported working for a Black-owned company, although 25.3% of respondents said they had worked for a Black firm at one time. More than nine out of ten respondents said they would "consider working for a Black-owned business in the future." Among the 6.5% who said they would not work for a Black-owned business, 28.3% cited a lack of professionalism and the difficulty of working with other Blacks as the main reasons.

The third section of the survey examined career goals. About half of the participants said they had aspired to reach top management positions in their firms, but slightly more than 40% of that group conceded this not possible in their place of work. "Most Black managers wonder if their ambitions are realistic," says Dr. Ronald Brown, a psychologist with Pacific Management Systems of San Francisco, which runs seminars for Black managers. They ask: "I want to make it. But does my company want me to make it?" More men (55.4%) than women (42.6%) hope to reach top management, and women (45.1%) are more likely to think that the rung of top management is unattainable. Women also believe that getting to the top will take less time, with 48.6% saying it will take two to five years, against 44.8% for men. But among those who think advancement will take five years or more, men (46.8%) outnumber women (38.2%). The results in this grouping of questions suggest that men are more optimistic about reaching top management. They are also more patient than the women who responded to our sample.

There are other differences between male and female survey participants. More women (72.8%) than men (65.8%) have considered switching to a different career arena. This indicates greater dissatisfaction for Black women. The motives are also different. When asked for reasons why they've considered switching careers, men listed better opportunities (18.4%) and more money (15.7%) as incentives. Women cited a desire for a different career (16.6%) and greater job satisfaction (14.1%) as their two top motivations.

On the issue of changing jobs, a less wrenching decision than changing careers, priorities were different. Most respondents gave personal satisfaction as their most popular first choice, closely followed by career advancement. An increase in salary came second as the most popular reason for switching jobs. Bill Cunningham, president of the Charlotte, N.C. search firm Hatchett & Cunningham Associates, Inc., said, "Five years ago, the reason most people changed jobs was because of an

increase in salary and possibly, location. The more recent trend is a search for job satisfaction."

The emergence of women in the labor market, often as co-breadwinners in the Black middle-class family, has caused some readjustment of family priorities. What happens when your spouse gets a good offer (we use the neutral term deliberately)? Not surprisingly, more women (68.5%) than men (55.2%) indicated a willingness to move to another location for their spouse's benefit. This response could be read as an indication of progress or as an example of men's continuing reluctance to take their wives' jobs seriously.

One measure of career satisfaction can be determined from our statement, "I want my children to have the same kind of job that I have when they grow up." Only 5.4% of respondents agreed strongly. Seven out of ten respondents disagreed with the statement. They may be fairly satisfied with their jobs and career advancement, but our respondents clearly want their children to do better. Another interesting result was obtained by the statement "My work is the most important part of my life." Again, seven out of ten respondents disagreed with this statement. "Black managers are ambivalent about following the model of work as being the most important," explains Dr. Brown. "There is still the fear that it's not going to pay off."

That ambivalence is explained by the next two responses. Close to 75% rejected the statement that "Blacks have the same opportunity as whites for advancement in my organization," and 30% agreed that their company "treats me as a token Black." Yet over 85% insisted that they had made meaningful contributions to their organizations.

Together, these responses clarify the picture for the Black professional in the white organization. Most Black professionals want to advance in their companies or institutions. However, they have grave doubts about the access to opportunity and genuine equal treatment. This may explain why so few viewed their jobs as the most important aspect of their lives, and why few (29%) think that their jobs interfere with their relationships. Our respondents said that if they were independently wealthy, most would do something completely different (57.3%), some would do volunteer work (19.2%), but only 3.1% would not work at all. As we said earlier, the work ethic is alive and well among Blacks. They just aren't convinced that their own hard work will pay off the way it does for white Americans.

submitted by: Brian Winters
U.C.-Davis



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UCSD Education

Can You Afford to Attend UCSD?

Long-term, low-interest loans are available from various sources. Loans are awarded on the basis of financial need and are repayable, with interest, after graduation or when the borrower ceases to be at least a half-time student.

National Direct Student Loan (NDSL) Program: Under this federal program, a student may borrow up to \$3,000 during his or her first two years of study, and a total of \$6,000 while an undergraduate, depending on financial need. Repayment of the loan, at 5 percent interest, begins six months after the borrower ceases to be at least a half-time student.

University Loans: Different campuses offer University Loans, usually at 4 percent interest, for payment of educational fees and other expenses.

Guaranteed Student Loan (GSL) Program: These government-insured loans are made to students by participating banks and other lenders. The interest rate for new borrowers is 9 percent; for previous borrowers with unpaid loans, it is 7 percent. Repayment of the loan begins six months after the borrower ceases to be at least a half-time student.

California Loans to Assist Students (CLAS): These government-insured loans are made to parents of dependent students and to independent undergraduates by participating banks and other lenders. Parents may borrow \$3,000 per year, up to a maximum of \$15,000, for each dependent student. Independent undergraduates may borrow \$2,500 per year, less any amount borrowed through a Guaranteed Student Loan. The interest rate for CLAS is 14 percent, and repayment begins sixty days after the loan is disbursed.

Work-Study
Campus work-study programs enable students to earn money while they are in school and during vacation periods. Every effort is made to relate work-study employment to the student's educational objectives. Work-study awards are based on financial need.

Part-Time Employment
The placement center or student employment office on each campus is happy to assist students who are looking for part-time employment.

How to Apply for Financial Aid
To obtain information about financial aid, complete Item 27 on the Undergraduate Application Form. If you are applying for a scholarship, be sure to file your application for admission between November 1 and November 30; this will insure you receive priority status for scholarship consideration. You may apply for other forms of financial aid later in the year; you should do so as early as possible, but not before January 1, 1983.

If you complete Item 27, the campus will send you further instructions during December or January about scholarship and/or financial aid application procedures, deadlines, types of aid available, and the documents required.

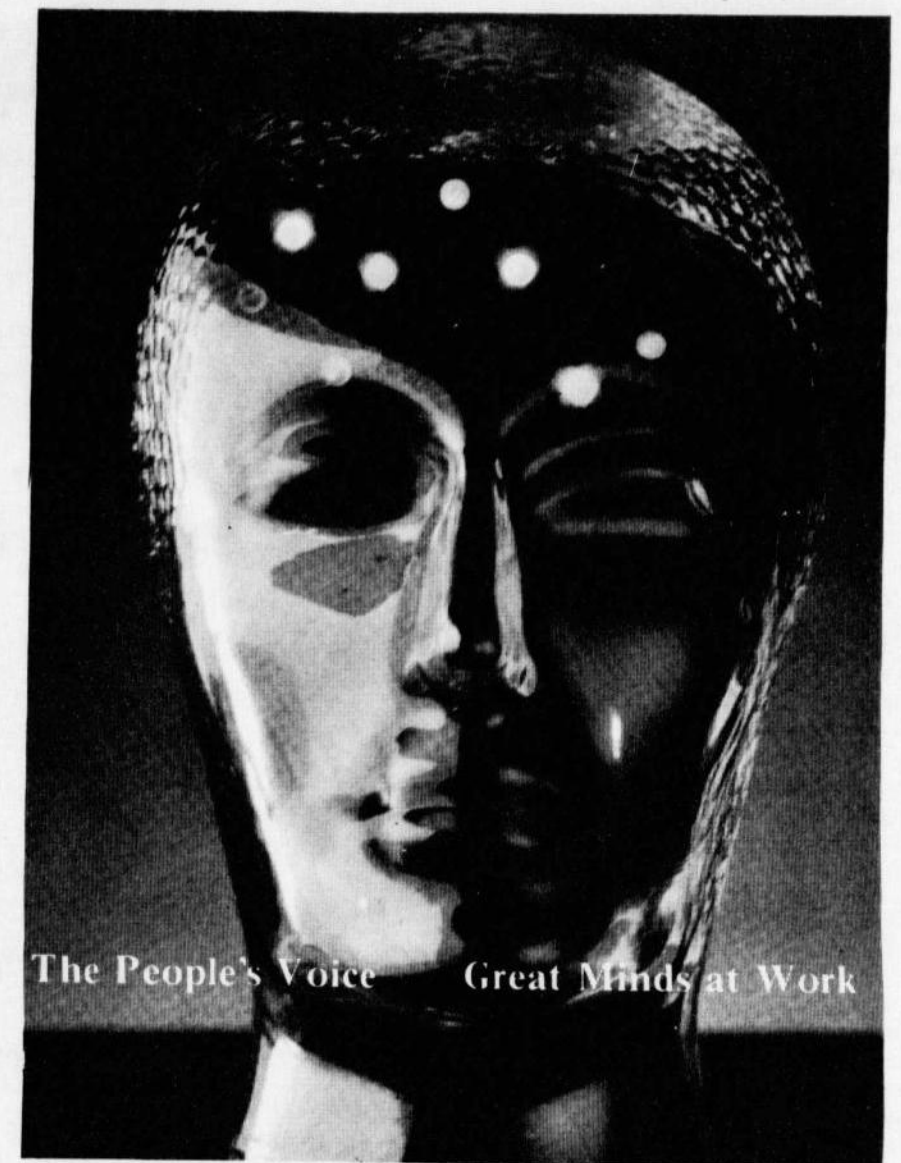
You should be prepared to submit any copies of your own and your parent's income tax returns that may be required by the campus to which you are applying for aid. You should also be prepared to request any college or university you have attended to certify whether you have previously received financial aid.

Each campus has different priority deadlines for filing the appropriate application forms for scholarships and/or financial aid. Be sure to check carefully the instructions you receive. Because funds are limited, scholarships and financial aid are awarded first to eligible students who meet the campus deadlines.

If you are applying to the University for financial aid, you must also apply for a Pell Grant, and if you are a California resident, for a Cal Grant as well. Students who are not eligible for Pell Grants or Cal Grants but who do not apply for them may not receive replacement funding from the University.

Credit From Another College

The University gives unit credit to transfer students for courses they have taken at other colleges and universities including some extension courses. To be accepted for credit, the courses must be consistent with those offered at the University, as determined by the Office of Admissions. Many students who plan to earn a degree at the University find it to their advantage to complete their freshman and sophomore years at a California community college. Each community college offers a full program of courses approved for transfer credit. A student may earn 105 quarter-units (70 semester-units) towards a University degree at a community college. Subject to credit for courses taken in excess of those units will still be granted.



The People's Voice Great Minds at Work

Educational Cultural Complex

Audrey L., in her early 20's, was once employed as a machinist. She wanted to change her career goals, and became an auto mechanic. Audrey enrolled in a five-month vocational training course at the Educational Cultural Complex in Southeast San Diego, and today she is a qualified auto mechanic. She scored high enough on an examination administered by the City of San Diego to qualify for employment with the City. Her name has been placed on an eligibility list, and she will be hired as soon as a job is open. Audrey was also referred to Chevron U.S.A. Inc., for possible employment in one of the local Chevron stations.

Viraths and Sovann and natives of Laos. Viraths was an elementary school teacher in Laos, and Sovann was a farmer. When they came to the United States a few years ago, Virath and Sovann enrolled in English-as-a-second-language classes at the Educational Cultural Complex to learn English. They were also retrained for employment in their new community. Both men are now electronics assemblers at Wavetec.

These three people are only a few of the many success stories that are found every day at the Educational Cultural Complex (ECC). Residents of Southeast San Diego are linked to their community, and to the rest of San Diego, by the ECC. Located in the heart of their neighborhood, at 4343 Ocean View Boulevard, the ECC is part of the San Diego Community College District and is perceived as a one-stop education facility. It is a center of learning and participation for the

multi-ethnic groups who live in the surrounding areas, boasting a community-oriented center for educational and cultural programs. The community's need for the ECC facility was conceived as a project of the Model Cities committee, and later became a joint effort of the City and County of San Diego. The United States government donated 32 acres of land, formerly the Preble-Sachem Navy housing area, and the ECC's East-West wing was dedicated in May, 1976.

Some of the popular facilities offered to ECC students are available through the Occupational Programs, including welding and auto mechanics vocational training. Training is intense and practical, so students gain the necessary skills to function successfully in the job market. Demand for these training opportunities has created the need for lengthy waiting lists. Students enter a program when space is available, and may leave if sufficient skills development results in a job offer.

The ECC is also able to offer college and adult education classes. Many students enrolled in the college level classes later transfer to four-year schools.

ECC's adult and college and vocational programs work closely with many other features of the campus. The Independent Learning Center (ILC) provides private study aids for students, including audio-visual machines and a reading and writing library. ILC instructional programs offer high school completion courses; general education diploma preparation; courses designed to sharpen college learning skills; and special development programs to prepare students referred from agencies, such as Project Jove (for offenders) and CETA, to meet basic skill requirements for employment training.

Afro/Black American Research

Successful library research depends on several factors. One major factor is knowing what resources are available to meet an information need and how to use them effectively. It is the purpose of this article to introduce you briefly to procedures for identifying resources at the UCSD libraries which will help you complete Afro/Black American Research.

Another factor is having and consulting with a reference librarian(s) who can assist you in your search for information. In addition to the reference service provided at the Reference Desk, in the Central university Library specialized reference consultation is available from Edith Maureen Fisher, Ethnic Studies Bibliographer.

Subject Headings
The following list provides you with some examples of some subject headings that can be used:

- Abolitionists
- Afro-American Authors
- Afro-American Folk-lore
- Afro-American Women
- Afro-Americans
- Afro-Americans and Libraries
- Afro-Americans as Consumers
- Afro-Americans in Motion Pictures
- Afro-Americans in the Motion Picture Industry
- American Essays—Afro-American Authors
- American Fiction—Afro-American Authors
- American Literature—Afro-American Authors
- American Poetry—Afro-American Authors
- Church and Race Problems
- Civil Rights
- Discrimination
- Fugitive Slave Law of 1850
- Government, Resistance To
- Ku Klux Klan
- Los Angeles—Riots, 1970-71

Has The Dream Become A Nightmare?

by Debora Roberson

Has the dream become a nightmare? This question comes to mind in a timely manner and too especially when thoughts are focused on the late Dr. Martin Luther King Jr. (January 15, 1929-April 4, 1968).

Dr. Martin Luther King Jr. was one of the main leaders of the Civil Rights Movement who struggled and tried to make this country's northern and southern cities and states a reality which he was a symbol of: peace, love, equality and justice toward all men and women regardless of what race.

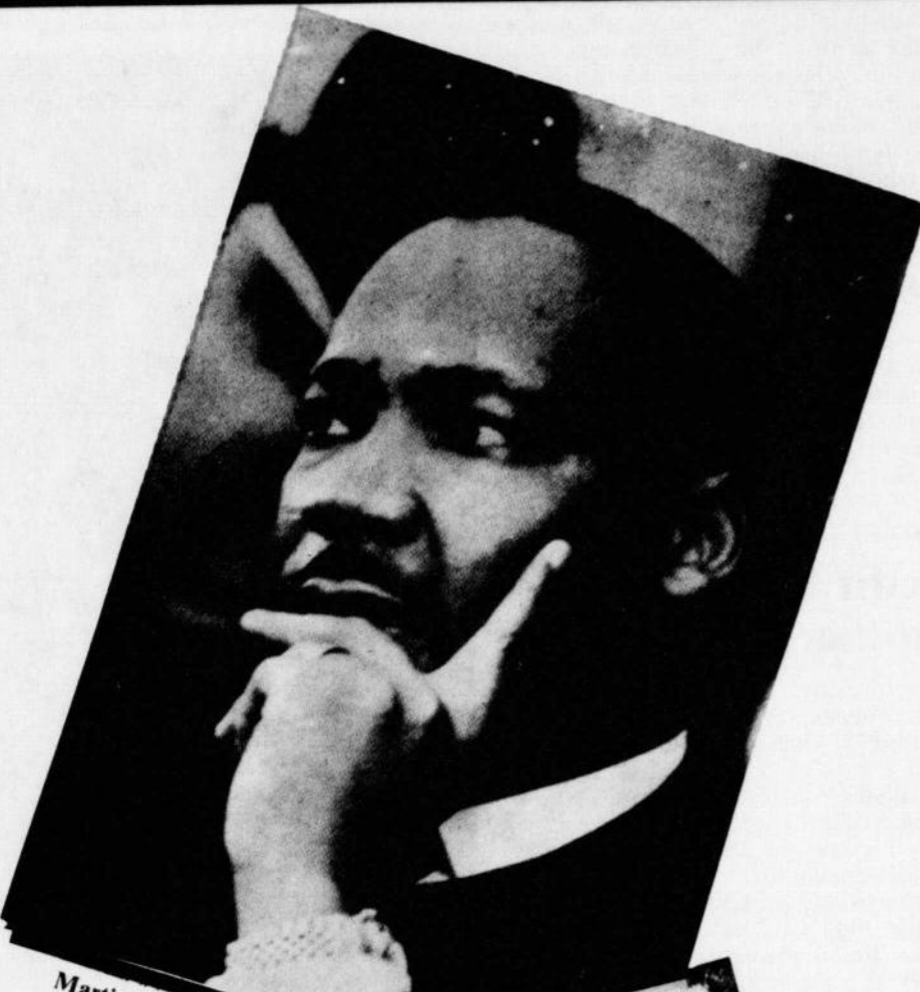
One definite answer to the question: Has the dream become a nightmare, is yes. There has been sufficient and numerous advances made among Black Americans and other minorities, but it is still visible that Black people and minorities are still steps behind in seeing full justice and equality being the standard for all people in all phases of American society. Are we being pushed back into time as far as still seeking the adequate gains that were produced from the sixties by Dr. King and other leaders?

The days of the Civil Rights Movement began with a sufficient, great and brave contribution made by a Black woman Ms. Rosa Parks. Ms. Parks, who refused to give up her seat for the pleasure of a white person and go to the back of the bus where Blacks were expected and did go to the rear naturally in those days. But Ms. Parks changed whites' and Blacks' way of thinking somewhat that very day, who's thought was: the pleasure of white people for so long and still today led them to feel and Black people to expect that they deserved superior treatment due to the color of their skin not only in seating on buses, but every place else in life.

In taking a present look at Black Americans and others who are in constant pursuit of seeing the date January 15 a national holiday, the question again presents itself as such: Is our constant dream a nightmare in seeking the birthday of Dr. Martin Luther King Jr., or is it just a mere fact that it would be a nightmare for those legislatures if sought a major historical victory that stands in honor of Dr. King, due to his manner that is written into history.

There are many questions and dreams that are unanswered, but how could the past as well as the present "white founding fathers" of this country have only on their minds thoughts of how to improve weapons, which will only constitute nothing but hate and war, along with the final outcome being the destruction of human beings, due to approved gunfire and missiles. When will these founding fathers begin to deal with reality for all people and not just the few who they represent best and begin to respect and accept all contributions of all men and especially those who brought into history the echos of non-violence and freedom for all.

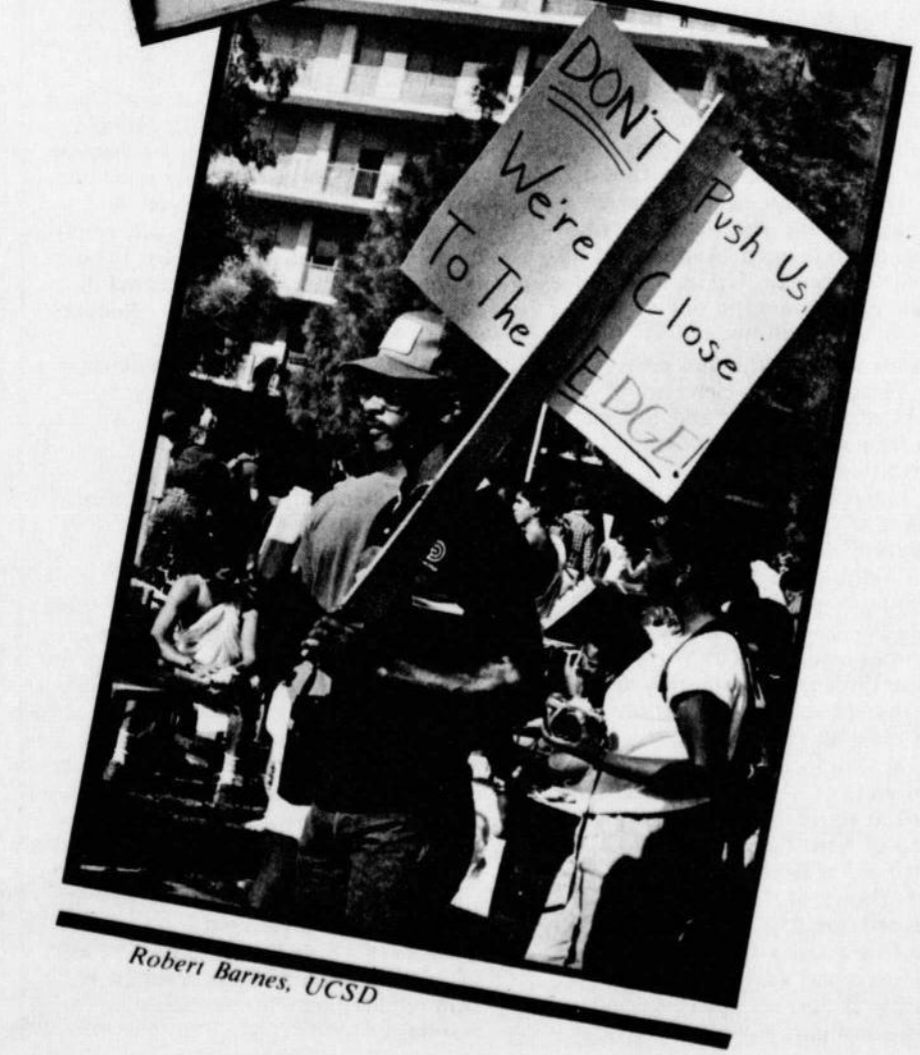
Has the dream become a nightmare: We as Black Americans have seen in our history even before the days of the Civil Rights Movement other great Black Americans efforts in seeking our needs of equality and justice. Their efforts and success were many that brought constant death and long and hard work. But just those words: long and hard has given Black people the courage and strength to keep going. So let us continue in our push for January 15 as a nationally celebrated holiday no matter how long or what it takes. Dr. Martin Luther King Jr. is one of our main contributions in our history, which we will continue to



Martin Luther King Jr.



Martin Luther King March, La Jolla, CA 1983



Robert Barnes, UCSD

keep alive as such his words: "I have a dream that oneday this nation will rise up, live out the true meaning of its creed: 'All men are created equal'."

It is believed that for a man to lay down his life for the love of others is the supreme sacrifice. Jesus Christ by his own example showed us that there is no greater love. For nearly a thousand years now we have been striving to have the strength to follow that example. Martin Luther King was a man who had that strength. He showed us, non-violently, a better way of life, a way of mutual respect, helping us to avoid much bitter confrontation and inevitable bloodshed. We still have a long road to travel until we reach the world that was his dream. We in the United States must not forget either his supreme sacrifice or that dream.

I and a growing number of people believe that it is time for our country to adopt legislation that will make January 15, Martin Luther King's birthday, a national holiday, both in recognition of what he achieved and as to adopt legislation that will make January 15, Martin Luther King's birthday, a national holiday, both in recognition of what he achieved and as a reminder of the distance which still has to be travelled.

The campaign to make the birthday of the Rev. Martin Luther King, Jr. a national holiday continues.

January 15 Still a Dream

Each year, Rep. John Conyers of Michigan introduces the bill, and each year there is no action on it. According to Conyers "We can pass this bill in the House at any time. There are 85 new members of Congress. We feel very good about the increased support that is almost certain to accrue because of the midterm elections."

Stevie Wonder is to be congratulated for his unceasing efforts to see the holiday become a reality.

continued from page 5

subminimum wage. "If you pay lower wages to a group simply because that group's unemployment rate is higher, I believe that would set a very dangerous precedent for the American labor force," he says. In addition, a subminimum pay base destroys the relationship between wages and productivity. "You're on solid ground if you say that a lower wage could be tied to productivity differences, as is the case with the training wage," he says.

Anderson also supports apprenticeship programs. One problem with special training programs, he says, is that they often are not long enough to bring people up to levels required for many jobs. And while most workers receive the bulk of their training on the job, Anderson notes that "employers don't have an incentive to hire people and put them through on-the-job training unless they have an expanding work force."

Nonetheless, says Dr. William D. Bradford, professor of finance at the College of Business and Management of the University of Maryland, now is the time to begin planning methods to educate and train Blacks for skilled jobs. "Getting from the federal government to the state government, and from there to the organization of programs by local governments and representatives of the private sector takes some time," he says. "By then, maybe the economy will have swung itself around."

Poetry

Me, Myself and I

I sit in front of my window,
think 'n thoughts I hadn't thought before.

I contemplate in front of my window, What am I living for?

I watch the breeze, pass through the trees.
I see a dog scratching... he must have fleas.
I think about my future while staring in the sky...
just me, my self and I.

They remember the blood, sweat and tears of
our ancestors that went-to waste.

Onle to forget from the result of freedom
and the success they taste.

They just come and go.
Some I might even know.

They will never understand, but they try.
Me, myself, and I

When will they stop, listen, open their eyes and see?

That being affluent, famous powerful, only make
them Bourgeoisie.

They live, living life as a joke
Drugs, gamble 'n, cuss 'n, fuss 'n, chemicals they smoke.
After Garvey, DuBois, King, Malcolm, who will keep
our people's Hopes High
Me, Myself and I

by Craig Frazier, President B.S.U.

(Sis)

What's happening sis
you in your blackness
me in my brownness
both quietly gazing through this window.
Silence
yes
it's a beautiful day
yes

it's bad that you're trapped in this cage
that leads nowhere
where they don't recognize the wealth of your person
what a shame
a waste.

Say sis
why don't you break away
leave to a place
where you're respected
adorn with recognition
because the cement jungle is draining your strengths
creativity and goodness
like the black rose that's not given water
that potential
which is respected by this humble brownman

Black, Woman and Class
all being frustrated by the devils thirst
yet victory will be ours in the end
for his/her rule is coming to an end.

What's happening sis
you in your blackness
me in my brownness
both looking through this window
needing snaps to develop
legitimacy (a.a. b.a. masters and phd)
employment opportunity
a kind of psuedo-acceptance
an equal opportunity employer
that governs how far we can get
before it becomes a socio-political threat
for we know well the hunger of pains.

It's too beautiful of a day
to sit here and waste
later sis have a productive day
let the sun in
listen to the birds sing, people laugh
and envision a butterfly's colours
in the quietly blowing winds
for all these things make living
struggling
loving
worth it in the final analysis
later sis and thank you for the inspiration.

By El Rebelde

A Pledge To Blackness

I pledge allegiance to the flag
And its colors of Red, Black & Green
For self respect, freedom and pride
And everything else that it means
To the brothers & sisters
Who gave their lives to be free
I promise to honw my culture and heritage
And at all times my own dignity
To the motherland Africa
May God bless her land
Give her strength to resist her enemies
And a strong leg to stand
I pledge to these words
May they never fall
I promise to honr the rights
Of Freedom and justice for All!

by Kevin Russel People, San Francisco, CA

You Mean More to Me

by Lionel Richie

You mean more to me
Than words can every say
just to hold your hand
And to know our love will stay
Feels so right
When you're in my arms
My love, tonight
Oh you, you mean more to me
then any love
I've ever known
And I want to give you all my love
Just you alone.
You're all my dreams come true
There's so much joy in your eyes
And all the love you give
You finally made me realize You're all I need
Oh you, you mean more to me
than words can ever say.

Somebody Knows Me Somewhere

Somebody knows me somewhere
just seems like yesterday
I den' died

Doctor said
natural cause of death
High Blood Pressure
common fo' my color of folks

Somebody knows me
somewhere

Chil' I can't believe
they den' forgotten
me in a month's time after
all that there hollering
and screaming and cryin'
to and from the funeral
yeah I was listening

Somebody knows me
somewhere
Please now don't forget about yo' friends
and family if we ah died before y'll

Carry on carry on
your daily ways
but remember
be kind

Think about all
those nice things
y'all said in church on my underground going day

Somebody knows me somewhere
the poem y'll read was even
nice to my cold ears

Somebody knows me somewhere
It's oh so good to know that I
will receive some pretty flowers
and a new winter song will be sung above
my grave come this time next year

Somebody knows me somewhere
and don't y'll gossip about why
I didn't marry or leave any open bank accounts

Somebody knows me somewhere
by Debora Roberson

Without any effort tomorrow comes, but we can make that tomorrow. What it should be and cease the inexorable procession of todays which feed upon humanity... We can do that if we do not give way to despair when the traveling is difficult, or to ignorance when the way is easier.

The destiny of humanity rests with us. We should be honored to have been given such responsibility.

by Julius Lester

Smile

submitted by Hisa Sykes, UCSD

A Smile costs nothing, but gives much. It enriches those who receive, without making poorer those who give. It takes but a moment, but the memory of it sometimes lasts forever. None is so rich or mighty that he can get along without it, and none is so poor but that he can be made rich by it. A smile creates happiness in the home, fosters good will in business, and is the countersign of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad, and it is nature's best antidote for trouble. Yet it cannot be bought, begged, borrowed, or stolen, for it is something that is of no value to anyone until it is given away. Some people are too tired to give you a smile. Give them one of yours, as none needs a smile so much as he who has no more to give.

Dedicated to: Black Music

I need some jazz
to ease my mind
control my confused thoughts

I need some gospel
to help me pray
and find my religion
is so true

I need some soul
to rock and roll
when I dance
and to let go out on the floor

I NEED MUSIC
I need music to seek the message
of all the black musicians
of all the black producers
of all the singers

I need our music
by Debora Roberson

Growing Up

growing up is hard to do
especially when you're black, or brown
living on the other side of town
told to keep cldm when police are around
seeing your brothers get beat with clubs
hearing on the news some old lady 'den
got mugged in your own neighborhood
growing up is hard to do
knowing that sister that someone on the bus
mentioned dead

being scared to walk, in places you
remember while younger walking in the dark
growing up is hard to do, if you see
your mother go struggle for some bread
when you know your real father is
somewhere around

being told "no you can't go" or be back in
by eleven, and it's past nung
but growing up becomes a reality
sooner than we think, for we grow
from day to day, year to year, although
someone may say or think they've grown
then you, they're not they just were
first in experiencing a part of growing up is hard to
do, the older folks are more wiser, and older in age, but
everyone grows up and it
takes time not only today and tomorrow, but
until the final closing of our eyes.

by Debra Roberson

We have had other great men and women in the past: Frederick Douglas, Booker T. Washington, Harriet Tubman and Sojourner Truth. We must produce more qualified people like them, who will work hard for themselves and others. by Mary McLeod Bethune

What Black History Means to Me:

Finalists from the Hypertension Clinic's Black history essay contest.

by Torrey Lynn Wigfall, San Diego State University

Black history is of immeasurable and invaluable importance to me. It is my past, my firm foundation from which I live day by day, and represents the future advancements that I, along with my brothers and sisters, will create. Being of Black heritage is not the only criterion for becoming knowledgeable or appreciating the importance of Black contributions. The achievements of Black history have, at one time or another, been a factor in numerous cultures throughout the centuries, regardless of race or color. Whether it be the arts, sciences, or any given area, Black history has left its mark upon civilization.

Black history began in Africa at the dawn of civilization. Many of the oldest human remains discovered have been located in Africa along with the first primitive tools that were used by man. Prehistoric man was surviving in small villages and had developed an early technology that was hundreds or thousands of years ahead of the rest of the world. The Egyptians, famous for their phenomenal scientific achievements as well as their great culture, were also an African civilization. African Universities, highly renowned for their quality of education, were the institutions from which many Greeks and Romans received their college educations. One can find African influences throughout the history of man, through recognition of individual contributions made by Blacks and by observing the fusion of Black culture into other cultures.

Since I am a Black American, the Black history of the United States is of special importance to me. One finds Black history a unique bittersweet saga of pain, suffering, triumph, and conquest over enormous odds. Blacks were taken from their homeland, stripped of their language, culture, family, and human dignity. These odds were overcome by strength, determination, and the will to not be crushed.

This strength is inspiring to me. I know within myself that I have this strength because I inherited it from my ancestors, who endured the plight of slavery with that special strength. I know that I am able to overcome the stresses that I may encounter in life. Sometimes, it is this thought alone that sustains me. If my ancestors were able to survive in a society much less hospitable than mine, then I should be able to function successfully in the present. Similarly, like my parents and grandparents, I have the desire to make the world a better place for my offspring to live.

My ancestors were strong individuals, but as the saying goes, "there is strength in numbers". This strength came from the solidarity and unity of three institutions: the church, the community, and the family. My ancestors participated in and utilized these institutions to provide them with much needed physical, emotional, and spiritual support. These systems also served as a unifying force for Black people. We should utilize these institutions, just as our grandparents did, for emotional support, security, and strength. As we receive these positive forces, we should utilize the, and then recycle them by giving them to someone in need. These support mechanisms have played a significant role in the achievements made by Blacks. It is my personal opinion that we should participate, utilize, and benefit from these institutions in the same ways as our ancestors did. Otherwise, many important aspects of ourselves and our Black history will be lost.

Religion, one of the major influences in Black life and history, has served as a central point throughout Black life. It began as one

of the only ways for Blacks to congregate together without lethal consequences. It provided a basic need for support and contributed towards the social, educational, and political needs of Blacks. Marx once wrote, "Religion is the opium of the people". This is not true about Black religious institutions. The Black church did not "put people to sleep" or dull their senses to the injustices that were being rendered upon them. It awakened them, and heightened their sensitivity to their personal conditions and those of others. Religious institutions provided Blacks with support outside of the family. These same institutions gave them the hope to persevere, educated people about the Bible and the teachings of God, and fostered religious commitment to Christ.

In present times, the Black church continues to play an important role in Black life and history. The Black church, similar to the church of a hundred or two hundred years ago, continues to play not only a religious role, but has branched out to include education, the community, and politics. The support received from and given in the Black church has also remained basically unchanged. The strength of the Black church is well known. During election times, one can always find politicians visiting our



churches. Some of our greatest Black leaders have been closely affiliated with the church, worked directly with the church, or have been clergy in the church. Malcolm X, and Dr. Martin Luther King were two great leaders who had strong ties with religion and worked closely with the church. The type of religion is not important. Whether it be Baptist, Methodist, or Islamic churches are an important element in Black history.

The church and the community are closely related. During times of segregation, Blacks had no alternative but to live together in the community. The residents of the community, similar to members of the church, became a support system for each other, looked after the children, banded together to abolish the crimes that were plaguing the community, and helped those members that were in need. It is the community, like the church, that speaks in a voice that must be heard. Individual involvement, group commitment to goals, and the vote were important considerations.

Finally, the most important institution for Black history and Black heritage has been the family. It is strong and resilient. It has enabled many to endure hard times. The Black family is a unique and special element of Black history. The strength of the Black family was first recognized by the slave owners who continually separated families. The family is the focal point of Black life because it provides an essential foundation primarily from within its structure. Its influence is much stronger than the church and the community, because it provides an atmosphere of love and nurturance that cannot be equalled. The family is the place where a person feels most safe, has the freedom to be him/herself, and can restore, refresh, and enhance his/her outlook on life. This is made possible because of family support mechanisms.

The Black family has some specific elements in its structure that add to its solidity and uniqueness. Primarily, one of these elements is the inclusion of the extended family (aunts, uncles, grandparents, etc.) along with the nuclear family in the interactions of family life. Many of us can remember being reared not only by our parents, but by members of our extended family. The extended family members often lived with the nuclear family.

much more personal level than education institutions. Many of us can remember our relatives, trelling about their lives, how they grew up, living conditions, and the events that made an impact on their lives. Their knowledge also contained information about the family tree. Through this knowledge, we can know relatives, long since gone, through their recollections and anecdotes. Finally, the nuclear family is the foundation of the family institution. The nuclear family plays a fundamental role in the development of the framework of the personality. It provides a hierarchy of needs from the most basic food, clothing, and shelter to total fulfillment.

I never really grasped the importance and the strength of the church, community, and the family until I attended a family reunion two years ago. It was an experience I will never forget because it was an event of importance in my own personal Black history and it demonstrated the importance of the interrelatedness and interaction of these institutions. The feeling of community togetherness was demonstrated by the residents. They held fund raising activities in order to finance the family reunion. The community church held services, sponsored activities, and played an integral part in numerous activities. The family was the focus of the reunion. I met relatives who I had never met before and was reunited with other relatives (all in a feeling of warmth, love, and family closeness). I was touched when I witnessed the immense pride as a great-grandfather gently held his great-grandson for the first time. I felt good about being apart of five generations of my family, united for the first time.

I have often heard many Blacks say that "the future of Black history and Black heritage is with our young people". It is the young who will achieve and make their mark on history. The Black family, as well as families from numerous other cultures, stresses the importance of children. The young are the most important members of the family because they are dependent on the family members and they are the future and key to the immortality of the family and race. The responsibility of the parent is to provide for the child's needs, to rear him in the atmosphere of the church, community, and family, and to develop a strong sense of self and identity through firm emotional, physical, and spiritual support. Much of what children learn is through imitation. This places an immense responsibility on the parent. Parents should provide an adequate, consistent role model for their children, and exhibit positive attributes, a strong sense of identity and self, goal-oriented behavior, and commitment to the community, church and family.

To provide a good role model is not an easy task. Many parents find it easier to tell their children "do as I say not as I do" as opposed to being consistent providers of the desired behavior. In order to provide good role models, parents themselves must develop and maintain positive attributes. In order for their children to learn and imitate positive behavior, parents must become "comfortable" with their Black history and heritage in addition to the other roles (wife, husband, employee, daughter, etc.) that they occupy in society. This "comfort" is attained through knowledge of Black history. Also included in the "comfort" is the ability to exhibit pride in our own culture through acceptance or acknowledgement of the Black standards of culture rather than the standardized modes presented by the majority culture. One should not ascribe to all the standards of one culture or another, but should utilize

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Black History

Phillip Randolph led march on Washington for jobs and freedom. 1963.

Medgar W. Evers, NAACP field secretary, assassinated by segregationists. 1963.

W.E.B. DuBois, scholar, activist and co-founder of NAACP, died in Accra, Ghana. 1963.

Muhammad Ali defeated Charles (Sonny) Liston, world heavyweight boxing champion. 1964.

Sidney Poitier awarded "Oscar" as best actor of the year for his performance in "Lilies of the Field." 1964.

Dr. Martin Luther King, Jr. awarded Nobel Peace Prize in Oslo. 1964.

Malcolm X assassinated in Audubon Ballroom, New York City. 1964.

Jim Brown, one of the greatest football players to play in the National Football League, Retired. 1965.

Thurgood Marshall became the first Black appointed to a Supreme Court Judgeship. 1967.

President Lyndon Johnson signed voting rights bill which authorized suspension of literacy tests and the use of federal examiners in elections in the South. 1965.

Robert C. Weaver was sworn in as Secretary of Housing and Urban Affairs and became first Black Cabinet member. 1966.

Bill Russell named coach of Boston Celtics and became first Black coach in professional athletics. 1966.

Emmett Ashford became first Black major league umpire. 1966.

Edward W. Brooke, Republican of Massachusetts, elected U.S. Senator, the first Black senator since Reconstruction era. 1966.

Martin Luther King, Jr. announced his opposition to Vietnam War. 1967.

Muhammad Ali convicted in federal court of violating Selective Service Act by refusing induction into armed services. Later acquitted. 1967.

Martin Luther King, Jr. assassinated in Memphis, Tenn. April 4, 1968.

Dr. George Washington Carver Day established by Act of Congress. 1943.

Jackie Robinson joined Brooklyn Dodgers and became first Black in organized baseball in modern times. 1947.

A. Philip Randolph opened a nonviolent civil disobedience campaign against segregation in armed forces. 1948.

Joe Louis retired as undefeated world heavyweight boxing champion. 1949.

Gwendolyn Brooks awarded Pulitzer Prize for poetry. 1950.

Ralph J. Bunche was the first Black to be awarded the Nobel Peace Prize. 1950.

Benjamin O. Davis, Jr. became first Black general in Air Force. 1954.

Mary McLeod Bethune, educator and civil rights leader, died in Daytona Beach, Fla. 1955.

Rosa Parks arrested after refusing to give her seat to a White man on a Montgomery bus. 1955.

Martin Luther King, Jr. led bus boycott that began in Montgomery, Ala. 1955.

Elijah Muhammad, leader of Nation of Islam, called for creation of Negro state at New York meeting. 1960.

Andrew Hatcher named associate White House press secretary. 1960.

Augustus F. Hawkins elected to Congress from California. 1962.

Martin Luther King, Jr. and **A. Phillip Randolph** led march on Washington for jobs and freedom. 1963.

Medgar W. Evers, NAACP field secretary, assassinated by segregationists. 1963.

Pedro Alonso Nino, a Black man, piloted one of Columbus' ships to America. 1492.

William Tucker, son of servants Isabella and Anthony Tucker, was the first Black child born in America. 1624.

James Derham, generally recognized as the first Black physician in America. Was born in 1762.

Crispus Attucks was first of five persons killed in Boston Massacre. 1770.

Benjamin Banneker, Black inventor, orator, writer and one of the foremost abolitionists of his day. Born 1817.

Peter Salem, a Black soldier, fought with distinction in the Battle of Bunker Hill. 1775.

Frederick Douglass, statesman, orator, writer and one of the foremost abolitionists of his day. Born 1817.

John Russwurm, first Black college graduate, Bowdoin College. 1826.

Henry Blair was the first Black to receive a patent for an invention—a corn harvester. 1834.

President Abraham Lincoln signed the Emancipation Proclamation, freeing slaves. 1863.

Jefferson P. Long from Georgia was seated as the first Black in the House of Representatives. 1869.

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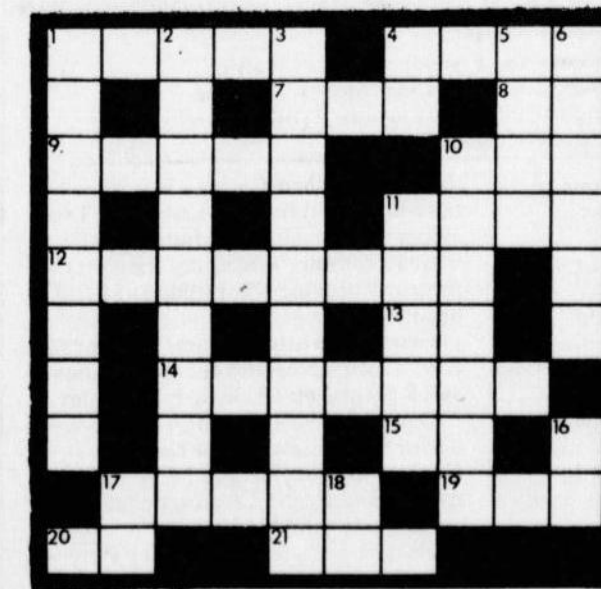
Rosa Parks arrested after refusing to give her seat to a White man on a Montgomery bus. 1955.

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Black History Crossword Puzzle

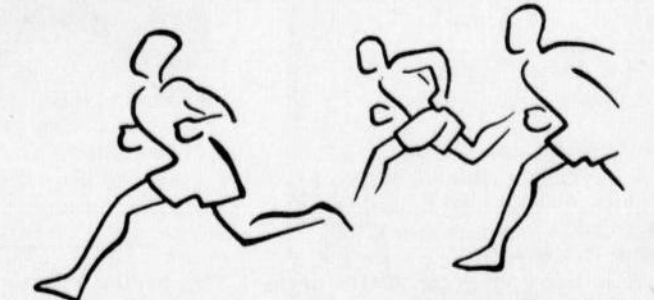
ACROSS

- A southern state.
- The first name of baseball's all-time homerun leader.
- A small child (slang).
- The initials of the first Black major league baseball umpire (1966).
- The title of a 1980 hit record by Deniece Williams.
- Make love, not _____ (slogan)
- An automobile part.
- Clearly stated; unequivocal. (synonym)
- The initials of the executive director of the NAACP.
- Mr. _____ (nickname/Reggie Jackson)
- The initials of the artist who comes to mind when remembering such golden-olies as "Shop Around," "Doggone Right," and "Ooh Baby, Baby."
- A sandy shore.
- _____ Machine (Record/S. Stone; J. Brown)
- The initials of the first Black woman elected to serve in the United States Congress (1968).
- A masculine title.

DOWN

- The name of the reputable educational institution founded in 1881 by Booker T. Washington.
- A percussion instrument made of wood.
- This group recorded "You're A Big Girl Now," "Betcha By Golly Wow," "You Are Everything" and other yesteryear hits.
- The initials of the courageous Black woman who was a leading conductor on the "Underground Railroad" during the mid-1800s.
- Proximate. (synonym)
- The first name of the basketball star who plays the center position for the "Los Angeles Lakers" team.
- The last name of the male artist who recorded "Lean On Me," "Ain't No Sunshine" and other hits.
- "They Call Me Mr. _____" (movie/S. Poitier)
- A tool.
- The initials of the popular comedian-actor who starred in the former "I Spy" television series (1965).
- A greeting.

Bible Teachings



Only one of them wins the prize

"Running Towards the Goal"

Philippians 3:12-14

I do not claim that I have already succeeded or have already become perfect. I keep going on to try to win the prize for which Christ Jesus has already won me to himself.

Of course brothers, I really do not think that I have already won it; the one thing I do, however, is to forget what is behind me and do my best to reach what is ahead. So I run straight toward the goal in order to win the prize, which is God's and through Christ Jesus to the life above.

Sports

by Al Winters

"Hat's Off"

Ralph Sampson's dream of a college basketball championship was halted by the come kids of North Carolina State.

N.C. State got two free throws from all star Lorenzo Charles with 23 seconds to play to upset 4th ranked Virginia 63-62 in the West Regional Championship.

N.C. State which beat North Carolina and Virginia on successive nights earned an NCAA tournament bid and won the Atlanta Coast Conference. N.C. State posted pulsating comeback victories over Pepperdine in a double overtime and the Rebel of Nevada en route to the Regional final, which was no different.

Ironically, it was Sampson, the three-time All-American, who operated the door to Charles' heroics by fouling the sophomore forward with 17 seconds left and Virginia leading 62-61. Charles, a 67 per cent free thrower during the season, said he felt confident he would make the shots.

Sampson, carried the Caroliners most of the game didn't touch the ball in the final 17 seconds, scored 23 points, a number of them on slams and grabbed 11 rebounds in his final college game.

Virginia's coach Terry Holland said "both teams played hard, but N.C. State players played well at the end of the game and desired to win."

Sampson might be called the best college basketball player of the 82-83 season, but it is senior guard Derreck Whittenburg who led the Wolfpacks with 24 points, most from long range, while forwards Thurl Bailey and Charles 14 and 11 points respectively who stood above all.

Whittenburg was named the tournament's most valuable player with his clutch of 24 foot shots which shocked the crowd and the respective teams. He was joined on the all-tournament team by Charles and Bailey. Sampson and Boston College's John Garris.

Some may wonder what Sampson's life might have been in the pros. But that is yet to be seen. Hat's off to those come back men of N.C. State and to the three time All-American star Ralph Sampson.

Score:
North Carolina State (63) — Bailey 7-17 0-0 14, Charles 4-5 3-4 11, McQueen 0-3 0-0 0, Whittenburg 11-6 2-2 24, Lowe 2-8 4-4 8, Myers 2-3 0-0 4, McClain 0-1 1-2 1, Battle 0-1 1-2 1.

Totals 26-54 11-14 63
Virginia (62) — Miller 3-5 0-0 6, Robinson 4-9 0-0 8, Sampson 8-10 7-11 23, Wilson 3-5 1-2 7, Carlisle 4-7 0-1 1, Totals 26-41 10-19 62

Halftime — Virginia 32-28.
Rebounds:
— N.C. State 27 (Charles 10)
— Virginia 27 (Sampson 11)

The Dream Game

A 24 year wait came down to five minutes of tough defensive pressure, for second ranked Louisville to overpower No. 12 seeded Kentucky 80-68 in overtime in the "Battle of the Bluegrass" to win the NCAA Midwest Regional basketball championship.

The Cards swiped two passes and got another steal off a dribble to spur to a 70-62 lead with 2:23 remaining, touring the Bluegrass State's dream game into a rout. "Their press just gets more effective when they get behind" said Kentucky coach Joe B. Hall, who saw his Wildcats come unglued.

Louisville who erased a 16-point first-half deficit against Arkansas in the semifinal did the same with Kentucky, who lost the ball 14 times while Louisville collected 10 steals in the second half.

Everyone could sense this game was going down in history when the Cards came from a 13 point deficit to take a 5 point 58-53 lead with 7:45 left, and the Wildcats fought back themselves to tie it at 59-59 at the 3 minute mark.

But in overtime as well as the end of the first half it was all Lancaster Gordon who drilled a 12-footer from the baseline then picked off a pass and turned it into another basket, and before the Wildcats knew what hit them Louisville scored 14 unanswered points.

Gordon Louisville's leading scorer with 24 points, was named the tournament's Most Outstanding Player, heading an all-tournament team that included teammate Rodney McCray, Kentucky's Melvin Turpin and Jim Master and Arkansas's Darrell Walker. Turpin and Master were Kentucky's scoring leader with 18 points each. While Rodney McCray helped the Cards score 15 points on 7 for 7 from the field.

No. 1 ranks Houston upped their winning mark to 25 straight victories

and blocked eight shots, teaming with forward Larry Micheaux to give the Cougars an 89-71 victory. Micheaux who thrill the crowd by jumping over people and dunking, scored a game high 30 points, while Michael Young added 20 for Houston.

The Cougars who's making their fourth trip to the Final Four join Georgia, N.C. State and Louisville in what is called an all red Final Four; every school has red as its color.

John Pinone, Villanova's 6 foot 8 inch senior canter said, "Olaguwon wasn't intimidating at all," but the game and Olaguwon speak for themselves.

The Cougars broke it open in the first 4:30 of the second half with a 16-6 run and taking a 53-33 20 point lead and never looking back.

Georgia's James Banks shocked defending national champion North Carolina 82-77 in the East Regional Championship to advance to the Final Four.

The Bulldogs who may be short in height, make up more than enough in

rebounded the Far Heels 37-32.

All-American Michael Jordan of North Carolina led all scorers with 26 points, 167 in the first half. While Fleming and Crosby each scored 17 points for Georgia and Perkins of Carolina had 14.

In other basketball action USC Women advance to the final four by beating the women's best player in the West, La Taunya Pollard of seventh-ranked Long Beach State.

Pollard the three-time All-American scored 37 points, grabbed eight rebounds and the outstanding player award while selling a few boxes of popcorn before fouling out. Joining Pollard to the all-tourney team was USC's Paula McGee and twin sister Pam, Riverside star Cheryl Miller and Oregon State's Judy Spoelstra.

Also special congratulations to Fresno State advancing to Nit finals against DePaul, and Pomona Pibiza women team who made it to the finals.

Al Wood Gains Moss-Cess Confidence

Al Wood is back. He scored 46 points in three consecutive Clipper games thanks to the Bob Moss-Success Profile.

If any player was ever ready for the NBA's junk heap it had to be the Clippers' Al Wood. Cast aside as a valueless forward, the former North Carolina star was told just two weeks into the current season—his second in the NBA—that he had to make it in the league as guard. Or else.

And as he experienced those dreadful 1-for-10 shooting nights from the field, his confidence began to slip. He read all the stories in the papers. The coach didn't believe in him. The general manager was forced to play him because of the four years remaining on his guaranteed contract—worth one million dollars.

"The last time you talked to me my confidence was at its lowest," said Wood earlier this week. "But I'm getting my old shooting eye back. I'm starting to play. I'm beginning to feel like my old self again." Wood finally discovered that 80 per cent of playing proball is mental. Everyone has the tools. But he needed some help to reach that realization. And he got it from big Bob Moss.

Moss, a teacher of physical education at UCSD, is a master at instilling self-confidence. A long-time local high school basketball official, Moss has developed a psycho-analytical approach to the game. He believes self-confidence can be taught and learned. And Wood has been one of his most recent pupils.

"Al just showed up at my office one day needing someone to talk to," said Moss. "He needed to clear his mind out, but the important thing was, he knew he needed help. He's a great kid. All gentleman."

That bit of Wood's self-motivation didn't surprise Coach Paul Silas, who had indicated for months he'd like Wood to seek psychological help to overcome his physical problems on the basketball court.

"I didn't have to push Al," said Silas, a close friend of Moss—no stranger in the Clipper's dressing room. "It wasn't even my suggestion. Al just went to talk to Bob on his own."

And the difference is obvious. You can see it in the big smile on Wood's face and in the high rotating arch on his suddenly priceless jump shot.

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Slave Mentality

The slave mentality is the belief that people of traditionally oppressed history are naturally inferior to those who have oppressed them. This behavior stems from generations of repression in which the behavior of the oppressed was dictated by those who are in control, by using cruel physical and psychological means. Therefore some people have unconsciously come to believe that power established as the norm is "right" or the "truth" and respectively any new behavior or subsequent idea is spurned as being "left" or "false."

This great misunderstanding is evident in America, where Black and other traditionally oppressed people have come to believe that they have no power to control the chaos created by a white-dominated system. Historically these ideas have been enforced physically through the slave trade, Indian reservations, segregation of both public and private facilities in general, military presence in foreign countries, migrant farm workers, etc...

The slave mentality is evident in the same way, by the seemingly lack of concern of Third World organizations to get involved and truly represent their constituencies in vital decision-making processes. Have you ever wondered why there was a need for a Civil Rights Act of 1964, 100 years after the signing of the Emancipation Proclamation?

Minorities depicted through the media are forced to accept submissive roles. Roles don't accurately portray the needs and responsibilities of a truly functioning person. Remember Amos and Andy, Tonto the faithful Indian companion and Charlie Chan and Clon? Of course some extremely hard-working people have been able to break the barriers that have held them captive for so long, these "special ones" have come to earn a prestigious title and comfortable salary and a chance to prove themselves worth of the token privilege of dining in the executive lounge.

If the Third World administrators at UCSD do not truly represent the needs of the society that they have been chosen to do, they enhance the slave mentality in two distinct ways.

First, they serve to pacify active minority groups by projecting a false sense of security namely in that the minority finds some hint of identification with the person in power, which only further implies something be done to improve conditions of living.

Secondly, the Third World administrators serves to coerce the critical power force of the people by dividing the votes against each other. Surely some factions of the minority power structure will recognize behavior characteristic of the slave mentality by those in control and try to correct the problems, unfortunately this may create distrust in the minds of those unwilling to recognize the premises of the slave mentality. We must keep in mind that Third World visibility is not Third World power.

Vice Chancellor of Undergraduate Affairs, Joe Watson's, support of the Ad Hoc Building Advisory Committee recommendation for the construction of a 25,000 square foot facility estimated to cost \$4 million, to be funded by student fee increases of between \$12 to \$18 per quarter, is an example of decision-making that does not adequately reflect the need of the constituency. Of course fees will continue to raise in order to take care of debt services, maintenance and operations cost. This new increase in fees does not allow for the already scheduled increases in fees due to the

Registration Fee Committee's plan to construct a \$1 million building at the already existing Student Center.

As singular students we have no power to influence the UCSD administration at any level. Only through united effort and appeal to our proper representatives on the Student Center Board will we ever establish control over student fees.

—Raffe E. Woods

Black and Positive

by Debora A. Roberson

We as a race of Black American people and as separate individuals over the years have tended to look at ourselves in a negative way by saying what we can't do or by not finishing what we've started.

Why is this? Are we losing or have we lost our self determination and motivation that we need to reach our goals and try and better our present conditions.

Not only have we from person to person and individually looked at ourselves negatively but as Black Americans have seen the American society labelling our race of people as lazy—that is a fact, even from our ancestors' time in slavery. We knew who cleaned the big house and worked the land among various other tasks.

But it's time to begin starting with ourselves by taking a long hard straight forward look at not only our beautiful faces or hair but a mental look at who we really are, realistically, and that is a definite step in being positive.

In order for our present Black communities in San Diego and elsewhere to grow and become successful in the things that we are trying to accomplish or better in the community on an individual level or as a whole we must get our heads back into perspective about where we are going in life and in our present situations. This step is pursued by feeling and thinking positive.

Make being positive a part of our daily life. This will not only motivate us but keep us moving from day to day and get us going mentally in the right direction. By putting our energy back into brains and stop putting so much time in trying to become professional critics and being disrespectful towards ourselves and others.

Let's come off of and out of our Cloud Nines; those of us who are, let's stop putting our noses upward and begin to breathe. Once we as Black people individually and as a whole stop our role practiced tripping, then we can face each other more on a mental level and begin to respect, appreciate and support each other.

After or along with identifying with our positive being we can then move on and continue to seek unity within our community. Remember the key is to be or try and find positive being within ourselves and around not only other Black people but people period. Teach and strive individually to forget negative thoughts about one another unless it's going to benefit or keep someone out of trouble.

Contribute to our Black families and community regardless of age, education, or what part of town you may reside in. Let's begin to become a team, for we know who will suffer the most in these hard times, but if we confront things that try or do control our minds we will survive as our ancestors did.

—Debra A. Roberson

The Naming of Third College

Finding a permanent name for Third College has always been a challenge. Why this is the case can be viewed from a number of frames of reference. The real struggle, however, is around selecting a name that reflects the social antecedents in the philosophy and mission statement of the College. This quality cannot prevail without a critical examination of those proposed names in terms of their long range implications. For example, does the name imply an accommodation of racial oppression? Or, does the name support second class citizenship?

I firmly believe that we must exercise great concern about the way concepts, labels and names foster racist oppression as a pleasant experience without social stigmata. In this regard, the concept minority has been used to sustain the denial of social equality. Furthermore, those on top are there at the expense of those on the bottom. The victims of this minority labeling take the blame for their feelings of helplessness, powerlessness, and nothingness and act accordingly.

It is unfortunate that Afro-Americans do not understand that nothing in this world is value free or valueless. We also fail to understand that people with power do not look elsewhere for permission or approval, nor do they make alliances that are outside of their self-interests. Our security about the who, what and why of us serves not only to maintain confusion about us but to re-inforce racism.

Another related difficulty in the naming process comes from not having "done our homework" in terms of how the College came into existence. Along these lines, it is also important to see how the philosophy of education is expressed programmatically. As we examine these issues, I think it is important to deal with the reasons that Afro-Americans are denied the right to originate, or to lead from a position of self assertion.

We must develop greater respect for the fact that there is social power in the right to label and to have those labels stick. We can not take a label or name, detach it from an important meaning, Naming selects, discriminates, identifies, locates, orders, arranges or destroys. We can also be fair, but we can not be fair until we confront the fears. This is not a new development. As William Strickland writes in the monthly report of the Institute of The Black World, "All around us, in every walk of life, we observe the phenomenon of whites leading Blacks and there is something familiar yet novel about it. What is familiar is that whites have always asserted their right to be custodians of our welfare. What is new is our cheerful and apparently uncritical acquiescence to such a state of affairs, the erosion of our social instinct for self-determination, self-direction and self preservation." Such developments are not so much a commentary on whites but upon ourselves and the vacuity of Afro-American leadership. How tragic it is that we still can not, will not, rely upon ourselves. Why any Black would turn to Third, or Third World, as the permanent name of the College is a question for all of us to ponder.

Some people insist that I am making too much of supporting any of the following as the permanent name: Martin R. Delany, Frederick

Douglass, W.E.B. DuBois, Marcus Garvey, Francisco Reyes, Mary Church Terrell or Harriet Tubman. Besides, they say, such a name would make the College seem Black and therefore unacceptable to other people. For those who say "let's find a concept or a place," I wonder if there would, in fact, be less resistance to Nubia—an ancient kingdom recognized by the Egyptians and Greeks, and symbolic of a great people who had to overcome the oppressive forces of Western Imperialism in their quest for self-determination. It is also a call for the people's prospects for a more positive, humane life.

The present generation of college people appears to be unable to contend with age old social issues, personal difficulties or whatever one perceives to be the sources of disruptive social change. In short, there is an inability to cope with oppression. Ironically, those with the greatest reason for resisting unfair treatment, all too often support it through their failure to correctly perceive their social reality. For these reasons, the permanent name of the College should have the representation quality of mastery, excellence and competence in the context of social equality.

by Charles W. Thomas
Professor and Coordinator,
Urban & Rural Studies Program
Third College, UCSD

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The People's Voice is interested in hiring a band, professional or otherwise, to perform at dances and other activities. Pay—very negotiable. For more information, contact The People's Voice at 452-2152.

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Hello from the ETA Sigma Chapter (SDSU), Alpha Phi Alpha

How President Reagan Could Woo Blacks

It took a while but President Reagan finally realized he had a race problem. In recent weeks the President has worked to modify his image on civil rights and racial issues. He visited a Black school in Chicago and a Maryland family who had a cross burned on their lawn. He attended a fund-raising dinner at Howard University, and he finally came out in support of a strong Voting Rights Act.

Earlier, White House aide Melvin Bradley was elevated to a post as a special assistant and liaison with the Black community, reversing an earlier stance that "ethnic" aides were unnecessary in the Reagan Administration.

All these steps are a response to a growing realization among White House aides that the President's all-American image was being damaged by fiascos, such as the attempt to grant tax exemptions to segregationist schools and his stand on voting rights.

Since his election, Ronald Reagan's actions on civil rights have been guided by prevailing neo-conservative arguments against quotas, affirmative action, and federal intervention. But the furor over the tax exemptions issue led some Republicans to warn that even whites were becoming concerned about the President's position.

Sen. Robert Packwood (R. Ore.) added fuel to the fire when he warned that the GOP could isolate itself by alienating women, Blacks, and other minorities. While Packwood was rebuffed and eventually apologized to the President, his concerns were echoed by other GOP professionals.

Most conservatives have written off the Black vote as captive to Democrats. But as the Reagan coalition of conservatives, urban blue-collar workers, and suburban middle-class professionals have begun to crack under the strain of Reaganomics, some White House officials have argued that capturing any segment of the Black vote could mean the difference in many of this year's Congressional elections. Republicans pragmatists think long-term gains can be made among Blacks who are disenchanted with the Democrats and would like an opportunity to choose between candidates. The obstacles, however, lie in President Reagan's embrace of conservative dogma on race. His party's chances of wooing Blacks depend on his willingness to make substantive shifts on certain policy issues.

—Affirmative Action. Polls show that most Blacks are uneasy with hard and fast quotas. A promise of vigorous enforcement of anti-discrimination laws and the money to back up the enforcement process would be his first step in establishing some credibility with Black voters. UCSD Board of Overseer member, and U.S. Civil Rights Commission chairman, Clarence Pendleton, a Reagan appointee, has urged the President to define his stand on racial issues.

—Jobs. The evidence is overwhelming that, even in good times, the Black-white employment ration has not changed. The Administration must acknowledge the devastating impact of unemployment in Black communities, identify training programs and incentives that can make an impact, and commit the Administration to some job stimulation efforts.

—Policy-making. Using Black neo-conservative intellectuals with no political base has had little real impact on Black voters. A series of meetings with a broad cross-section of Black intellectuals, business people, professionals, and elected officials would show that there are plenty of new ideas within the Black community, which are compatible with

Republican concepts of self-help and the free market and public-private cooperation. So far, conservatives have shown no more inclination than the so-called neo-liberals to involve Blacks and other minorities in their policy formulations. Even Republican favorite Thomas Sowell has admitted he does not attend meetings of the Council of Economic Advisors, of which he is the only Black member.

—Economic development. The Administration has broken with a long tradition of Republican support for minority business development. A commitment to support MESBIC's strengthen federal loan programs, and to vigorously enforce non-discrimination requirements for federal contractors could develop a base of support among Blacks who believe in free market solutions.

—Education. Blacks are divided over busing for integration, but they support busing if it promises better schools. So far, Administration proposals on education have mostly identified what the Administration opposes. Programs to improve the quality of Black education at the local, state, and federal levels would offer Black voters some real choices for the future of their children.

As the 1980 presidential election showed, candidates from both major parties moved away from Black issues out of fear that they would pay a high price in white backlash. Ironically, the few steps toward conciliation which the Administration has made in recent weeks have been prompted, in part, by a concern that white voters are uncomfortable with hard-line racism. But President Reagan has also been moved by the gradual realization that Black political power has to be reckoned with in the 1980s.

Public relations gestures, no matter how genuine, are not enough to woo Blacks.

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continued from page 10
one's own personal "core" of standards.

One should be sensitive to the cultural attitudes presented by the larger society. In the media, one often finds more negative portrayals of Blacks than positive. On television, Blacks are characteristically depicted in stereotypical and demeaning ways.



Statement from David Joseph Parker, Candidate for Communications Commissioner

The Administration has the habit of instituting controversial policy changes during times when students are too busy to take action, or off campus altogether. During the protest against the withholding of tenure from Dr. Emory Tolbert (the only instructor of Afro American History at the time) the argument from Chancellor Atkinson was that the decision-making process had not been completed yet. This was just before summer vacation was to begin. Everyone knew what the final decision would be, and that it would come down when most of us had left campus. The recent hasty approval of the student center task force report occurred on the free day of finals week last quarter. This is another example of the administration pushing crucial decisions past the Student Center Board, the Associated Students and all of the rest of us that literally pay for the consequences. The preservation of a highly concerned and multifaceted student media is the only protection against having bad policy forced on a student body that has been rendered helpless by a leak of timely information.

The Communications Commissioner is one of the top 3 most important officers of the Associated Students Council. When one is charged with the responsibility of reviewing budget requests from all the student-supported media, a few things become immediately apparent. First, that student information needs are extremely diverse. Some students need ideas about how to deal with the new fee structure at the UCs. More people are forced to seek financial aid (and thereby perhaps risk vulnerability to forced draft registration that might accompany such aid). Other vital interests include areas covering University academic policies (the

plus/minus grading system, for example), and the development or dismantling of certain educational programs (the refusal of tenure for Dr. Tolbert was a definite step by the administration toward limiting ethnic studies).

Each of the above issues and hundreds of others affects a different segment of the student population somewhat more than the rest. The artistic, political and fundamentally practical information needs of UCSD's population require careful attention to and preservation of alternative media. *Voz Fronteriza*, *New Indicator*, *L'Chaim*, *The Koala* and this publication have readerships that rely on the. None of these should be forced to curtail their products by persons who may not benefit. All of these should receive shares of the total budget that reflect their value to the students and the rarity of their information. In times when budget crunches are causing conflict, students must be ever vigilant to changes that may deprive them of a decent education even while they are still in school. The groups that must be most alert, however, are those who are underrepresented in the power centers, and whose small gains are in danger of being lost. I would like to thank *The People's Voice* and the Black Student Union for their endorsement of my campaign, and I urge you all to vote wisely. The polls will be open around campus Tuesday the 19th and Wednesday the 20th of this month.

Sincerely,
David Joseph Parker
Candidate for A.S.
Communications Commissioner

Newspapers and magazines may present only one viewpoint of one standard of an issue, usually the non-Black one. The English vocabulary associates negative meanings to the word Black. It is instances like these that we, as well as our children, have constantly faced, at all levels of our consciousness, since birth. We will continue to be bombarded with these subtle and not subtle messages. Through a knowledge of cultural values and attitudes about ourselves, we can provide more positive associations with Black culture for our children.

Of greatest importance to the future advancements to Black history and

heritage is education. Knowledge is power, and knowledge is something that can never be taken away from a person. It is important for everyone to attend college, especially Black youth. A college degree insures more freedom in their choices and availability of careers. It encourages and enables our youth to utilize their knowledge. It should be instilled in our youth, at an early age, that some day, they will attend college. This should be a part of their long range goals. For the advancement of Black history and heritage, potential alone is not enough.

Horoscope

PISCES
February 19-March 20
This is a work hard month for Pisces. You will spend a lot of time doing the right thing at the right time, what is occurring can be called maturing. The full moon of the 27th will find you listening to good advice and acting on it. You have more good days than bad this month.

ARIES
March 21-April 19
Peace of mind is what this month is all about. Finances improve, debts are paid, and you really work hard. You will find a well-balanced Libra watching you. The Libra offers you the charm, tact and diplomacy to deal with life. Listen and enjoy this relationship. A word to the wise, watch your health, don't overdo.

TAURUS
April 20-May 20
With the new moon of the 13, career and professional interest is the key. Concentrate on your work, be timely and above all use your imagination. The full moon of the 27 will find you searching for the perfect mate. Do not be too concerned, that special someone does exist.

GEMINI
MAY 21-June 20
This month shows a lot of travel. This might be due to the new moon of the 13. Take those trips and leave your worries behind. This month is also a time for commitment and responsibility. If married, you can handle the extra burdens. If single, you will realize that relationships are heavier than what you expect. Slow down.

CANCER
June 21-July 22
Be aware that both Venus and Mars will be entering Aries between the 23 and 25. For you, love and romance are in the spotlight. All projects dealing with the opposite sex will go off extremely well. This is a "clean up and organize yourself" month. Not only will the material aspects get organized, but your emotional life will straighten out.

LEO
July 23-August 22
Another Leo will be a part of the scenario this month. Enjoy the love, affection and companionship. At times the heart might want to become serious. This is a new start month for Leo. Everything you encounter will be positive for you.

VIRGO
August 23-September 22
Now is the time for Virgo to get their emotional life together. You know you get moody every now and then, but this is not the time. Love will be in the air around the 19 when Venus cojoins Mars in your house of partners. Romance is what you need. Be prepared for some problems during the full moon of the 27.

LIBRA
September 23-October 22
You will be extremely busy this month. With the new moon of the 13, you might decide to travel and do some sociable partying. You must watch your spending around the 12. Saturn turns retrograde. Love will be in the air when Venus and Mars are in your opposite sign Aries. If single, you will probably meet that special someone.

SCORPIO
October 23-November 21
An interesting month for you. Romance is in the uppermost part of your mind. The opposite sex is very attracted to you. Also watch your health carefully around the 12. Saturn turns retrograde which can be very

restrictive. Take your time and rest.
SAGITTARIUS
November 22-December 21
The time is now and a lot will be happening. Your career will be on the rise around the full moon of the 27. Romance is on the agenda around the 23. After all, Venus and Mars will be in your house of romance then. You might meet that special someone or get closer to an already special someone.

CAPRICORN
December 22-January 19
Your surroundings play a key role this month. Maintaining family harmony is at the top of your list. Where you reside is number two. Be certain all financial matters are straight, and you are ready to accept any additional burdens. The full moon of the 27 finds you acting like an arbitrator in family matters.

SPOTLIGHT ON AQUARIUS
January 20-February 18
Birthday greetings to the water-bearer of the zodiac. The "I Know" stage of the twelve mysteries of love. You symbolize to teach that love is tolerance and learn that love is oneness.

Being a fixed air sign, you are purposeful and inflexible in your ideals and aspirations. Your sign is one of true genius and are often ahead of your time, to the point of being quite out-of-tune with the status quo. You have certain positive traits such as being humanistic, unique, universal, non-possessive and even eager to help others. On the other hand, you can be erratic, high-strung, reactionary, lawless and bizarre. There is another negative trait, you are unable to relate the emotionality and personal attachment to others.

This year will be an uplifting one for Aquarius. You will be moving forward communicating and meeting new people. Romance will be a part of this year. The romance will not be permanent, but enjoyable pleasure especially if you are single. If you are married, your spouse must understand that this year requires a lot of understanding. Your marriage will not break down, but your need to expand is important.

By May, Venus will be working overtime. You will be ready to start fresh. If you have experienced a break up, this will be a time of chance meeting with someone new.

by Peni Gant-Brady

Taping Music For A Party

Tape cassette decks are gaining in popularity with people who love to entertain. Tape components free a host or hostess from the wearisome job of overseeing a stack of records. Just push a button and you have an uninterrupted flow of music. Before you prepare a set of tapes for your next party, here are a few tips to help keep your equipment in running order, and to set the mood for the occasion.

Tape recording equipment is usually a fairly costly investment, so don't skimp and buy cheap blank cassettes. Most cassette tapes are of high quality, but there are inferior tapes on the market that are fragile and cheaply made, and don't have the sound quality or durability of TDK and Memorex tapes, to name two reliable products. Many of these "bargain" tapes are not suitable for stereo recording, and when used repeatedly, they tend to jam and break.

Clean the heads on the tape deck regularly. Over a period of time metallic oxide, dust and other contaminants will build up and a heavy accumulation of foreign matter can prevent the machine from recording and even from playing. After extended play, the heads and tape become magnetized, and this decreases and distorts the sound quality. There are a variety of commercial products on the market designed specifically for cleaning and demagnetizing tape heads. If you're not sure how to clean your equipment, your owner's manual will contain the information you need.

When you're ready to tape, it's a good idea to do a "practice run" using old tapes to make sure you have the right volume and quality of sound you'll want on your final tape. Always set the volume before you begin to tape. Never fiddle with the dials while you're recording or you will seriously distort the sound.

Pre-recorded tape will be automatically erased when you make a new recording over it, but you can erase a tape by recording a tape over with the volume control turned down as low as possible.

During your party try to match your guests' mood with one of the tapes you've previously recorded. An extreme shift in tempo can quickly

energize a too laid-back gathering (Evelyn King's "Love Come Down" followed by "I'm in Love" is a great remedy), or it can cool down a too-hot party when the neighbors complain (try George Benson's "Breathin").

For nostalgic fun, tape a half hour of danceable Motown or Stax classics—start with "Baby Love" and "Can't Hurry Love"—or produce a tape that follows a performer's career, say, Marvin Gaye from the days of "I Heard It Through the Grapevine," through "Sexual Healing." For dinner parties or get-togethers, when music serves as the background to conversation, tape mellow jazzmen like Grover Washington Jr. and Earl Klugh. To enhance a romantic evening, put on a tape that features the Heatwaves' "Always and Forever" and Smokey Robinson's "Quiet Storm."

by Nelson George

Join the Black Students Union

The Black Student's Union is a student organization designed in the interest of the Black population at the University of California, San Diego. Its primary emphasis surrounds political, educational and social issues that concern Black people in particular. BSU programs are conducted throughout the school year and issues such as recruitment and retention of Black students are addressed. The BSU conducts its operations mainly through the executive board, which consists of the chairperson, vice-chairperson, budget manager, secretary, activities coordinator, publicity coordinator, Student Affirmative Action Committee (SAAC) representative and alternate SAAC representative. In addition, committees are formed from the general body for various reasons throughout the year.

BSU enables Black Students to learn to work together for a common cause and to pool their energies and resources to achieve a common goal. All Black students at UCSD are encouraged to become active members of the BSU, for it is through out working together that we can better be able to survive, as well as succeed, as students of UCSD.

Pamoja Tutashinda — Together We Will Win!

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CLEO PARKER ROBINSON DANCE ENSEMBLE

April 22, Friday

The Cleo Robinson Dance Ensemble is a Denver based Modern repertory company. The company has performed and offered workshops in Central America, Africa and throughout the United States. In addition to works by Cleo Robinson, the Ensemble performs dance pieces by choreographers Chuck Davis, Barbara Gardner, Mischa Morawski, Eleo Pomare, and Rod Rodgers. The CPRDE has appeared on *Essence*, *Ebony* and *National Geographic*. The company was included in the Gordon Parks Special on West German Public Television and featured in "Family Reunion: Americans at FESTAC," a documentary film shown in 74 countries throughout the world, produced by Emmy Award winner Dick Young. The CPRDE was the first company to perform with the Denver Symphony Orchestra in the Boettcher Concert Hall, Denver and the first company from outside New York to perform in the Harlem Cultural Council's "Dancemobile."

"Calling up good spirits, Cleo Parker Robinson inspires an audience..."
—National Geographic

"Robinson has developed a remarkable troupe... she brings freshness, discipline, and commitment to her choreography."
—Seattle Times

Mandeville Center Auditorium, 8 pm
UCSD Students \$6, UCSD Staff/Faculty/Others \$7, General Admission \$8

People's Voice

Calendar of Events

April

22 Cleo Parker Robinson Dance Ensemble. Sponsored by Black Contemporary Arts Program. For more information contact 452-4559.

23 National Urban League founded, 1913.

25 The People's Voice articles due. Mail all materials to The People's Voice Newspaper, Student Organizations, University of California, San Diego, La Jolla, CA 92093.

May

5 Black Student Union General Body Meeting. AP&M 2113. 7:00 p.m.

14 Dedication Day, Revelle Cafe. 7:30pm. For more info: 452-2499.

17 Malcolm "X" Day. In the remembrance of the late Malcolm Little's Birthday there will be a program in his honor. 12:00 noon at Third College. Guest speakers and Huffman's Bar-B-Q will be on hand. Come one, come all to a truly wonderful program. For more infor-

mation, contact The People's Voice office at 452-2152.

BSU General Body Meeting, AP&M 2113. 7:00 p.m. "Malcolm X" movie. Guest speaker and refreshments.

19 Malcolm "X" day. A full day of activities honoring the late Malcolm Little. 12:00 noon, Gym Steps, Huffman Bar-B-Q will be selling food. B.S.U. 6:00 p.m. Third College, TLH. For more information contact the B.S.U. office at 452-2499.

22 Recognition of Black Student Graduates 1983. Club Med at 2:00 p.m. For more information contact 452-2152 or 452-2499.



THE People's Voice

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