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"YEARNING TO BREATHE FREE"

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TONY BROWN

by Stacie C. Wolfe

Tony Brown is host and producer of *Tony Brown's Journal*, the longest running, syndicated Black affairs series in television history. At the Second Annual National Black Showcase in Oakland, Brown emphatically stressed the merits and importance of buying our freedom. According to Brown, the color of freedom is green. Brown is founder of a nation-wide freedom campaign designed to provide Black folk with economic parity. This campaign is called the "Buy Freedom Campaign."

The "Buy Freedom Campaign" was formally introduced to Bay Area residents during the Second Annual National Black Showcase at the Oakland Convention Center, May 31, 1986. This is a continuation of the First Annual National Black Showcase that was held in Cleveland, Ohio September, 1985. During the Second Annual Showcase, representatives from 40 Black owned businesses exhibited their products. The message Brown delivered to Black folk to buy their freedom along with the Black business exhibition, provided a first hand opportunity of channels through which ideas can be exchanged and how Black people can best expand and utilize their business opportunities. The "Buy Freedom" message Brown gave capsuled the primary purpose of the Second Annual National Black Showcase.

The nation-wide "Buy Freedom Campaign", encourages Blacks to support Black owned businesses. The "Buy Freedom Campaign" is a 10-point plan that is designed to heighten Black consumer awareness of purchasing clout and to increase the

overall standard of living for Blacks through the creation of more jobs. According to the plan, Black owned businesses are asked to contribute \$100.00 a year to purchase a "Freedom Seal" to be displayed in alerting consumers of the existence of Black

owned businesses that participate in the "Buy Freedom" program. Black owned businesses that participate are asked to: provide courteous service and conduct business in a wholesome environment; give price discounts whenever possible; offer competi-

tively priced products; create jobs through increased sales derived from the campaign and provide leadership and role modeling as caring and responsible entrepreneurs that will help to combat problems which adversely affect the Black Community.

Brown stresses the fact that 30 million Blacks annually earn a total of 200 billion dollars in income and spend 180 billion dollars in goods and services, but only 6.6% or 12.3 billion dollars of that goes to Black businesses. The goal of Brown's 10-point "Buy Freedom" plan, which spans over the 15 year's, is to increase the 6.6% to 50% or an estimated \$445 billion by the year 2000.

Brown also emphasized that the Buy Freedom Campaign in and of itself is not a political movement or an attempt to boycott white owned businesses. Blacks and non-Blacks are all urged to participate in purchasing goods and services from businesses that display a "Freedom Seal", because if Blacks are more economically stable, the whole country will benefit. According to Brown, "the race problem boils down economics and arithmetic". In other words, Blacks cannot ignore the basic laws of economics and enjoy freedom.



Here Comes Expo '86... A World In Motion...

Part 1

by G. Cocoa Walther

Vancouver, B.C. — Expo '86 — launched by Prince Charles and Diana, Princess of Wales is off to a five and a half month run that surely will be the hottest show in North America this year.

With the sun playing hide-and-go-seek with rain clouds, the masses showed up on schedule as their Royal Highnesses officially declared EXPO '86 open at high noon May 2, 1986.

It is estimated that thousands of Americans who had

planned to visit Europe this year are heading for Vancouver and "them-dare-parts" to the North. Many will also be here to pick up Alaska-bound cruise ships, several of which were diverted to the Pacific because of the terrorist threat in the

Mediterranean.

The exposition has everything going for it, including a glittering line-up of pavilions, with the U.S., Soviet Union and China together for the first time on this continent, top class entertainment representing the world

over, the low Canadian dollar and a high profile salesman Col. Khadafy of Libya.

Security has been very high for the Royal couple's visit, despite the fact of Canada's international reputation for neutrality. And indications are that there is little relaxation for persons assigned to the four U.S. pavilions representing the federal government, California, Oregon and Washington.

The South Berkeley Revitalization Exchange

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