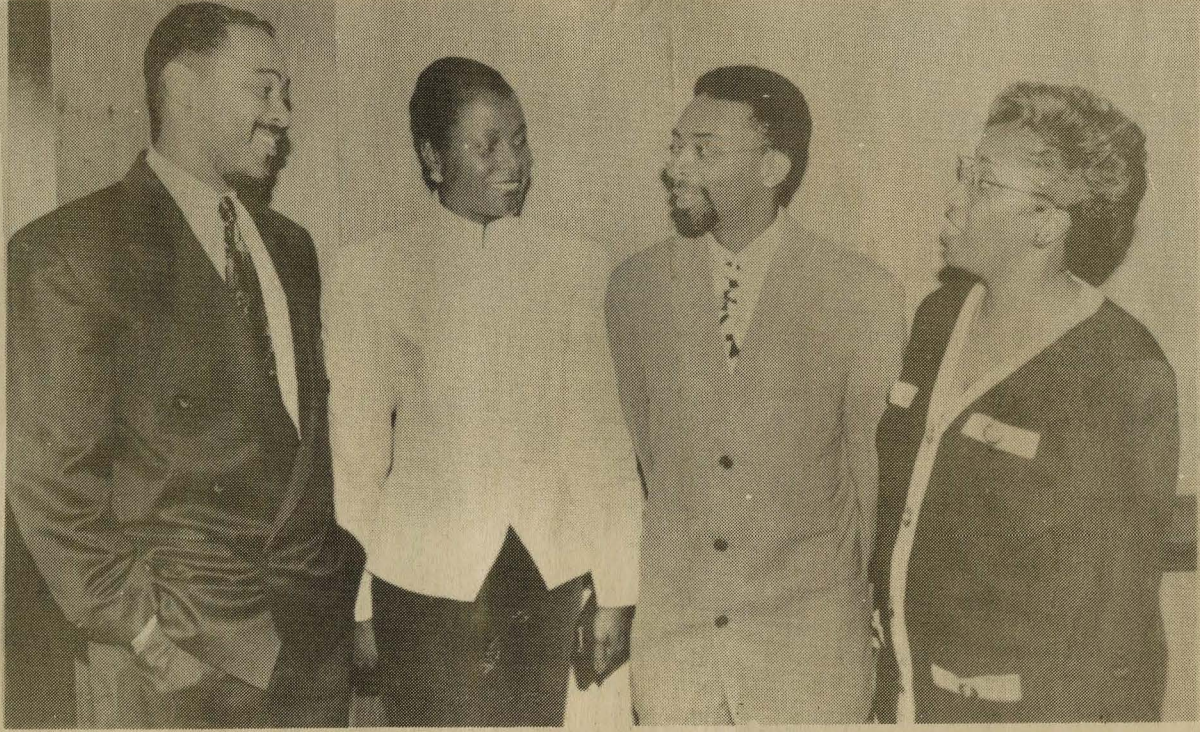




BUSINESS

Spike Lee Promises Advertising For Black Newspapers For New Malcolm X Movie



Motion picture producer-director Spike Lee, second from right, shares the news at the Pepsi-Cola-sponsored prayer breakfast for the National Newspaper Publishers Association (NNPA) that Black publications would receive paid advertising for the promotion of his latest movie, "Malcolm X." With Lee at the NNPA's 52nd Convention in Baltimore, Maryland, are, from left, Rev. Frank Reid III, pastor, Bethel A.M.E. Zion Church, Betty Shine, media supervisor, Pepsi-Cola Company, and Sonny Messiah-Jiles, publisher, Houston Defender.

BALTIMORE --- Motion picture producer-director Spike Lee, who recently completed filming his latest and most ambitious movie, "Malcolm X," told Black newspaper publishers here recently that he is demanding that Warner Bros., the film's distributor, advertise the movie in Black newspapers nationwide.

Speaking at a Prayer Breakfast, sponsored by Pepsi-Cola Company during the 52nd Annual Convention of the National Newspaper Publishers Association (NNPA) at the Hyatt Regency on the Inner Harbor, Lee also said that Warner Bros. would fly Black journalists from NNPA newspapers to New York for a A"media day" prior to the

film's opening. Delegates representing 205 publications that reach more than 11 million readers were present at the convention.

The publishers were shown a brief teaser of scenes from the film, which examines the life of the slain African American activist Malcolm X. The movie stars Academy Award-winning,

actor Denzel Washington in the title role and is slated for national release in November.

Lee's announcements followed an impassioned address by featured speaker Rev. Frank Reid III, pastor, Bethel A.M.E. Zion Church, who hailed the Black Press as "the social conscience of our community."

Reid said: "The legacy of the Black Press is a rich one. But the question that faces you today as journalist and as representatives of the African American community is, how do we move from that legacy to liberation? Because one of the problems with romanticizing one's past is that if one is not acting on that legacy then it is meaningless, and all we do is walk through that history like it was a museum, observing it but never acting upon it."

Reid encouraged Black publishers to use their newspapers to communicate to the African American community the importance of controlling its own economic destiny.

Reid cited the donations made by Bill Cosby, Oprah Winfrey, Michael Jordan, Janet Jackson, Prince, Peggy Cooper-Cafritz and Tracy C-apman that enabled Spike Lee to complete the filming of "Malcolm X" as "a sign of the economic power that we too can act upon if we wake up."

The NNPA publishers were also treated to inspirational musical selections performed by members of the Bethel A.M.E. Zion Choir.

Sam Hall, manager, public relations, Pepsi-Cola Company said: "Pepsi-Cola is pleased to continue its long-standing support of, and relationship with, the Black Press by sponsoring this inspirational and exciting breakfast."

Black newspaper owners have long complained that motion picture distributors generally send them many news and photo releases, hoping for free publicity, but the distributors have been reluctant to use paid advertising in Black publications to promote their film.

Rice Among Black Mayors Honored At Democratic National Convention

NEW YORK CITY -- A special reception honoring African-American mayors and Democratic Party chairman Ronald H. Brown is being sponsored by the Democratic National Committee (DNC) Black Caucus as a convention activity was held Tuesday, July 14 at the Southgate Hotel.

According to DNC Black Caucus Chair, C. Delores Tucker, "We want to recognize the outstanding leadership African-American mayors have provided in focusing this nation's attention on the plight of our cities."

Among the mayors to be honored were: Norm Rice of Seattle, Tom Bradley, of Los

Angeles; Coleman Young, of Detroit; David Dinkins, of New York City; Maynard Jackson of Atlanta; Sharon Pratt Kelly, of Washington, D.C.; Kurt Schmoke, of Baltimore; Michael White, of Cleveland; Sharp James, of Newark; Sidney Barthelemy, of New Orleans; Richard Arrington, of Birmingham; Wellington Webb, of Denver; Carrie Perry, of Hartford; W.W. Herrenton of Memphis; Dwight Tillery, of Cincinnati; Elihu Harris, of Oakland, Emanuel Cleaver, of Kansas, Mo., and Henry Espy, of Clarksdale, Miss., who also is president of the National Conference of Black Mayors.

Tucker said DNC Chairman Brown "has done a tremendous job in bringing all factions of the party together, in raising funds, and in developing a strong, professional campaign organization for the presidential campaign."

Women At Work by Tamara Jones

JOB TALK: An economic upturn won't magically recreate the good old days in the workplace. Private sector employers have learned they probably don't need as many workers as they once had, and will most likely resist rehiring to pre-lump status. Some jobs may have been exported into extinction. Many jobs in the public sector, once considered as firmly set in the economy as barnacles on a whale's back, have been reduced or removed, and are not likely to be restored any time soon.

All this reminds us of the wise, old Boy Scout motto: "Be Prepared." Whether you're working or not, you should be aware of the changing job market, and consider taking courses that will retrain you for future employment.

According to the book, "100 Best Careers for the Year 2000" by Shelly Field (ARCO Publishing), a major area expected to expand widely in the next 10 years and beyond is geriatrics. Some of the careers in this field are: geriatric social worker, geriatric assessment coordinator, nursing home activities director, recreational therapist, geriatric care manager, and retirement planner. Banks and investment companies will also need people qualified to work with older clients and their special financial needs.

Messages With 'Color Correct' Clothes

(NU) - The colors you wear send messages, so be sure you're "color correct." Tina Sutton, national fashion consultant for Hit or Miss, America's leading off-price women's career and casual fashion store, offers these common reactions to specific colors.

Navy Blue: Trustworthy and conservative.

Black: Sophisticated and authoritative.

Taupe: Classic and practical.

Red: Energetic and dynamic.

Purple: Regal and powerful.

Bright Green: Fresh and lively.

Orange: Friendly and playful.

Soft Pink: Soft and compassionate.

Dark Green: Rich and traditional.

Yellow: Cheerful and eye-catching.

Hot Pink: Trendy and bright.

Aqua: Soft and refreshing.

For fashion tips, write for a free "Where Fashion Works" newsletter, Hit or Miss, P.O. Box 335, Dept. NU, Belmont, MA 02178. Call 1-800-94STYLE for the Hit or Miss store nearest you.

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