



Pictured above at the Delta Sigma Theta Mardi Gras are winners of the awards that were given out. Pictured below are the Judges.



Scott Urges Positive Role For Black Press

By PAUL H. WYCHE, JR.
National Black News Service

WASHINGTON, (NBNS) — The Black press has the primary responsibility of translating the pulse of the black community into an agenda and a program of objectives, one of the top rank blacks in the Nixon Administration told the 37 publishers attending the mid-winter workshop of the National Newspaper Publishers Association.

Stanley Scott, soon to be named officially to replace Robert Brown as special assistant to the President, told the publishers they could count on the Administration working with them in finding the solutions to the problems Black America has identified.

"I want you to call on and work with the Administration in finding solutions," Scott told them. "Not solutions of rhetoric, but solutions that will stand the test of time."

Can't wait
We don't need any name calling and negative approaches, there is an overabundance of these among blacks throughout the nation today. We need positive and realistic items on the black agenda."

Scott warned the publishers they and Black America could not afford to wait around four or eight years "until the Administration is no longer at 1600 Pennsylvania Avenue, hoping for a great crusader."

"We just can't afford that amount of time," he told them. "We can't afford four years, four months or even four days. We've got to get about the business of positively solving some of our problems."

Black Press' Role
The former newsmen who has been serving in the Administration as assistant to Communications Director Herb Klein also pointed out that the black press played perhaps, the most significant role of any institution in the Black community.

"If there are real objectives within the Black community," he said, "the Black press must decipher the rhetoric, tune in the people to a common wave length, and translate to the public, both the internal

and the external public, what it is all about."

To a large degree, Scott told the overflowing audience at Washington's Mayflower Hotel the black press will help determine what the pages of history "will tell about Black people."

As the black community grows, so will the responsibility of the black press and Scott warned them not to get caught up in political party labels.

"I hope you will remain aloof from political party labels and weigh our leaders on their merits, not rhetoric. I know that you will resist that which is not practical and that which is not good for our people even at the price of being unpopular at the moment."

Issues, not labels
"Your resistance will be based on issues, not party labels. On the man and not the charisma."

He told them he hoped that the black press would begin to rewrite the history of black Americans by "giving more cause and purpose to our lives."

"By adding some common purpose and some common bond to our lives and by helping us to understand the political process better," the black press will have made a significant contribution he said.

He also asked the publishers to help him interpret the Administration to Black America.

"In a very real sense, as a minority group, and I might add, a poor minority group, we cannot afford to not relate to whomever is in the White House."

"We Know Problems"
"As Blacks we know what the problems are. We have lived with them all of our lives. But now it is time to determine what are our common goals and to offer some solutions. No man knows how heavy the pack is until he has carried it on his back and walked down the road. We, as blacks, should help write the solutions and suggestions."

Four years from now, Scott predicted, when America is celebrating its bicentennial, blacks and other minorities "will be proud of the initiatives" made by the Nixon Administration on domestic issues and problems.

Wives Or Sweethearts



The above picture is part of the group to gather at the Heritage House for the annual entertainment and dinner of the Wives and Sweethearts of Abiff Lodge #37.

Brother Helping Brother, Sister Helping Sister



In preparation for the Sixty-fourth Annual Meeting of Seattle Atlantic Street Center, to be held Wednesday, February 28 at 6:30 p.m. members of the ASC Board of Directors assemble decorations which symbolize "brother helping brother" and "sister helping sister," key words describing the Center's work with youth. Board members representing the local community are (l. to r.) the Rev. Leroy Brown, board president; Mrs. Anna Mae Franklin, first vice president; and Mrs. Betty Sneed. Using the theme, "It's a Family Affair," the annual dinner will be given in the Garfield "B" Cafeteria, 2103 S. Jackson St., with food prepared and served by students in the Garfield FEAST Program. The Gospel Choir of Franklin High School will provide entertainment. The meeting features a discussion of the Center's programs by the social work staff and youth involved, as well as the announcement of this year's Service to Youth Award.

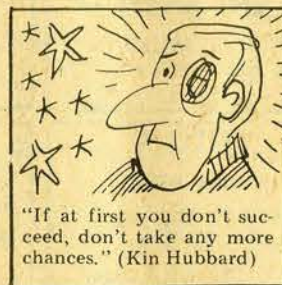
For further information: Mrs. Richard Walston, Annual Meeting Chairman, phone 365-0122. Or call the Center 329-2050.

BREAKFAST NEWS



Jim Brown and his best girl, Brenda Sykes, share the morning news as he takes a breakfast break in this scene BLACK GUNN, the exciting Columbia Pictures release now appearing in major theatres around the country.

Starring Brown, Miss Sykes and Martin Landau, and introducing baseball great Vida Blue, the Robert Hartford-Davis film deals with a night club owner involved in the black power struggle.



"If at first you don't succeed, don't take any more chances." (Kin Hubbard)



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Seattle Urban League's Statement Of Concern Regarding Cable Television

The Seattle Urban League recognizes the potential of cable television. The possibilities that cable holds for the future have been clearly outlined in countless articles and testimonies; but a fine line exists between what cable can be and where cable is actually going.

When radio and television first came on the scene, the written words praising the potentialities of those systems dwelled on the aspects of electronic media improving the quality of life for the disadvantaged, educating the community and aiding in community development. The shift from the advertising copy praising these concepts was quite abrupt; for advertisers saw an advantage in the electronic media...the ability to reach a larger segment of the American population...and they began to utilize the media. The broadcaster saw the revenues that advertising began to generate on his system and he too moved away from the commercially unsuccessful public affairs programming toward the more lucrative entertainment programs. The quality of life for the individual shifted to a media artificial lifestyle that is now unrecognizable in most American viewing homes.

Even though critics cry for a change in the services of the electronic media...the mediocrity and the information vacuum continues to exist, and what real information we do get is presently shrinking at an alarming rate.

We are now hearing the same echoes of promise from those who are selling cable to the cities and their citizens.