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**Self-Esteem
Goes Political**

**Self-Esteem And
Academic Excellence:
Are The Two In Conflict?**

**The Harlem School
Of The Arts**

SELF-ESTEEM:

**Is it the answer to all our problems?
If so, how do we get some?**

NAACP Focus

By James D. Williams



Participants at NAACP Conference on Racism at the University of South Carolina

NAACP Youth Division Examines Racism on Campus

Ideally, a college campus is an oasis of serenity, where, to some degree, young men and women function in a sheltered atmosphere, isolated from many of the tensions, problems and conflicts so much a part of the larger society. In this setting, intellectual and societal development are supposed to flourish and be nurtured, molding the clay of youth into adulthood.

The reality is that college campuses do not exist in any such splendid isolation and the outside world does not stop at their edges. Feelings and attitudes are not checked at the admissions office, but come on campus with the students, for better or worse.

Otherwise, there would be no explaining the rash of racial incidents that have

recently occurred on a number of campuses, including those of some of the most prestigious schools in the country. While Jews and Asians have not been immune, African-Americans have been the primary target with some 20 percent of those on predominantly white campuses reporting experiencing such incidents.

Between the fall of 1986 and the beginning of 1990, the Baltimore-based National Institute Against Prejudice and Violence, tracked racial incidents, including potentially lethal assaults, classroom and dormitory harassment, personal insults, graffiti and property damage at approximately 250 colleges and universities.

(The number of individual reported incidents were 100 in 1987, increasing to 185 in 1988, and on to 300 in 1989.)

Such acts are a recent phenomena, in large measure reflecting the broader

society which has had its share of increased racial tensions. What makes the racial acts on campus especially disturbing is that if, in truth, tomorrow's leaders will come from these campuses, there is the possibility they will bring into positions of power the racist baggage they have picked up on the campus.

For most of today's college students, the civil rights movement has little meaning. They were not part of it, and therefore, they regard it as a dusty historical fact with a minimum of relevance for the world in which they live. Civil rights is not important to them and they have grown up during a period in which the issue of civil rights has faded as a national concern.

The National Institute Against Prejudice and Violence has commented:

"The net effect of the Reagan era, which through the judiciary is ongoing,

has been to delegitimize demands for equity and social justice. In such a context, an anti-minority agenda becomes visible once again. It is in this political climate that most college students have come of age."

In her analysis of undergraduate cultures from the end of the 18th century to the early 1980s, Helen Lefkowitz Horowitz says these cultures have changed for a number of reasons. She concludes:

"Since the years following World War II, many college students had taken pride in crossing racial and class barriers. In the '70s, the walls went up again. Increased minority enrollment meant one thing when the economic pie was growing larger. But as it shrank, some white undergraduates felt their privileges were being eroded by opening up admission and financial aid to blacks and browns and by compensatory programs; and they turned hostile to any indication of reverse discrimination."

It was an incident at the Citadel in Charleston, South Carolina, in 1986, that began focusing media attention on racism on campus. There, white upperclassmen entered the room of a 17 year-old black freshman wearing towels and sheets. They chanted obscenities and left behind a charred paper cross.

Each school year since has produced still more reports of racial incidents and in response to this growing tide, early in November, the Youth and College Division of the NAACP put together a seminar, "Stop the Madness; Ending Racism on the College Campus", that had the unique feature of bringing together, for the first time, a major gathering of African-American students to examine the problem from their own perspectives.

The site was the University of South Carolina in Columbia, where as one Columbia native recalled, it was not all that long ago the only thing an African-American could do on the campus was either clean the rooms, cook the food, or cut the grass. Now, the president of the student body is an African-American.

Represented at the conference, under the direction of Michael Nelson, Director of the NAACP's College Division, were 28 campuses, extending as far west as California.

Out of it came the consensus that racism is indeed a major problem on many campuses, creating among African-

American students a profound sense of alienation from majority group students, and instilling in them (the African-American students) a feeling of uneasiness in the academic setting.

The students attending the conference were members of the NAACP college chapters at their schools. There are 130 NAACP college chapters nationwide.

Some of the incidents described were attributed to the insensitivity of majority group students and the administration, while about the same percentage were ascribed to deliberate acts.

As examples of insensitivity that exists on some predominately white campuses, a white fraternity at Drexel University in Philadelphia had its pledges parade around the campus in blackface wearing Afro wigs.

At the University of South Carolina, the NAACP college chapter conducted a forum on race relations after the school's newspaper printed editorials calling groups like the NAACP "racist" and "unnecessary."

And the overt incidents have continued as well. More than 200 students protested the assault of a black student by the members of a white fraternity at Drexel.

White fraternity members from the University of Mississippi were taken to a traditionally black school, Rust College, where they were paraded around the campus displaying KKK written on their chests.

At Trinity College in Hartford, Connecticut, billiard balls were thrown through the windows of the Black Cultural Center, and at Wesleyan University at Middletown, Connecticut, spray paint was used to deface the Malcolm X House in graffiti-like fashion.

In any event, regardless of the motivation, the students agreed the acts, while perhaps not specifically directed at them, impacted on the total African-American student body, creating a tense atmosphere in which white students were viewed with suspicion and time that should have been spent in academic pursuits was spent in dealing with acts perceived as racist.

The conference, produced a number of recommendations that will be circulated to all NAACP college chapters for comment and possible input.

Once this is accomplished, the NAACP will prepare a handbook, for national distribution, outlining a series of steps that can be taken by African-American students and the institutions

they attend to reduce the incidents of racism and create a healthier racial atmosphere.

Among the recommendations were:

- * Create a greater sense of cultural awareness through such activities as racial awareness weeks.
- * Add or create more courses that reflect the cultural diversity on the campuses.
- * Encourage schools to change their hiring policies on minority administrators, professors and staff.
- * Devise a system by which retention rates of African-American faculty, staff and students can accurately be gauged.
- * Examine the policies on civil and human rights that schools have and create such systems where there are none.
- * Monitor the actions and reports of campus police and security personnel.
- * Document incidents of racism and intolerance so they support claims and allegations that are made.
- * Encourage students on the various campuses not to retaliate against racist acts and actions on their own or by force.
- * Increase the African-American holdings in the libraries of the school.
- * Increase the amounts of financial aid available for African-American students.
- * Establish timelines for specific measures to be taken on individual campuses according to need and see that they are met.
- * Encourage African-American students and non-African students to participate in roundtable discussions so that both groups can air their concerns and share their experiences in order to promote greater sensitivity.

NAACP Image Awards To Air in Prime Time

Taped on December 1st, at Los Angeles' Wilton Theatre, the 23rd Annual NAACP Image Awards has an air-date over the NBC Network on January 16, 1991. This will be the first time in the five-year history of the televising of the program that it will appear in prime time, testimony to its rapidly growing popularity as a show with strong entertainment values and a message.

Founded in 1967 by the NAACP's Beverly Hills/Hollywood Branch, in

Continued on page 31

NAACP BATTLEFRONT

By William H. Penn, Sr.



(L. to R.) Ken Hatch, President, KIRO, Inc; John Mathis, Community Relations Service, U.S. Department of Justice; Larry Steele, President, NAACP Seattle Branch

Seattle, Washington Branch - After a series of meetings, KIRO Broadcasting and representatives of Seattle's African-American community, headed by the Seattle Branch NAACP, have reached a cooperative agreement regarding the station's commitment to African-Americans and other racial minorities.

As part of the commitment, KIRO has:

- adopted a range of cultural sensitivity training programs for its staff of 400 at its three stations: KIRO Newsradio, KIRO-TV, and MIX 101 FM;
- reaffirmed its commitment to unrestricted African-American and other racial minority employment, representation and participation in station internship and sales training programs;
- raised over \$90,000 for the completion of the Martin Luther King, Jr. Memorial in Seattle.

Seattle NAACP President Lacy Steele stated, "We are happy with the results of our meetings with KIRO Management. We are also pleased with the swiftness

with which they have moved to solidify their commitment. We look at this 'Fair Share' as the start of a continuing fruitful relationship between KIRO and the African-American community."

Portsmouth, Virginia Branch - The City of Portsmouth, Virginia issued a proclamation declaring September 15-22 as NAACP Membership Week in that city.

During the branch's NAACP Membership Breakfast held September 15, 1990 some 250 guests in attendance, and enrolled as members of the NAACP.

Hooks' Helpers, a program designed to show that many members who, if asked, would become membership recruiters is underway.

This program reaches out to families to sign up during the Thanksgiving Holiday, since Thanksgiving is a time when families are traditionally together. All interested solicitors have until December 8 to get three friends, family or associates to give you their membership, and as a

result you may be designated "A Hooks' Helper."

West Virginia Conference of NAACP Branches

The NAACP Jobs Program, sponsored by the West Virginia NAACP Conference of Branches, has been providing employability skills training, counseling, job development and placement services to economically disadvantaged persons throughout the state since 1978 through the Governor's Office of Economic and Community Development, Employment and Training Division.

The overall objective is to provide competency-based training to disadvantaged high school sophomores, juniors, seniors and drop-outs between the ages of 14-21, by the development of positive work habits, education-to-work transition strategies, career and vocational awareness, job seeking skills, academic/occupational relationships, and tutoring within a simulated work environment in the local high schools statewide; to provide on-the-job experience in the public and private sector through try-out employment and limited work experience placements; and to decrease the drop-out potential of the disadvantaged youth.

The successful completion of youth program participants within the program under the Job Training Partnership Act of 1982 has been very high. The successful completion rate for Program Year, 1989-1990 was 98%, which included the attainment of youth competencies as well as those who obtained unsubsidized employment.

Branch Matters

By this time all branches have received the following year-end forms:

- **Year-End Financial Report** - a financial report for the previous year - to be completed and returned to the National Office by February 1, 1991.

- **Year-End Activity Report** - report of activities for the 1990 year - to be completed and returned to the National Office not later than January 11, 1991.

- **Report of Election of Officers** - This report is to be completed by the branch listing the individuals elected during the December, 1990 Branch Election, and it is due in the National Office by January 15, 1991.

The Miami-Dade, Florida Youth Coun-
Continued on page 28

the school closer to assuring a legacy of excellence established years ago by the undergraduate school.

As the undergraduate school approaches a new century, part of its mission will be to continue to provide a quality, liberal arts education to men who will become leaders in their chosen fields, a college spokesman said.

But as a new century fast approaches, it also hopes to be on the cutting edge of developmental strategies to help save black males through study and responsible leadership, said spokesman Robert Bolton.

"Through the Morehouse Research Institute, we will be continuing to study and provide solutions to the crucial problems facing African American males in this country," Bolton said.

"We expect to continue to be a model for success."

Students interested in attending Morehouse may call the admissions office at (404) 661-2800, or write; Director of Admissions, 830 Westview Drive, Atlanta, GA, 30314. Tuition for on-campus students is \$10,672 a year, but the college offers promising students an assortment of grants, loans, and employment packages to defer academic costs. □

A Mind Is A Terrible Thing To Waste

NAACP Battlefront

Continued from page 28

cil has planned a Thanksgiving Dinner for the homeless of their community. They also encourage youth council members who need assistance in homework to bring the homework to the meetings with them.

The Newport News, Virginia Youth Council's activities, goals, etc. were highlighted in a local newspaper. One of its members, Katrina Ward, was given special attention for her part in the council's community work.

The University of Florida Chapter (known as the Gator Chapter) was one of two groups instrumental in having the "White Student Union" disbanded. The chapter helped them realize the volatility of such a union and its implications. Among the things for which the union was formed was to fight against affir-

native action.

The McNeese State University Chapter (Louisiana) was successful in having another minority interest group on their campus join forces with the chapter, forming a larger and stronger NAACP chapter. In its united voice, the chapter has held an African-American Cultural Awareness Exhibit which included educational videos, T-shirt sales and the like, all of which was intended to highlight and increase awareness of Black Americans and their contributions to society. □

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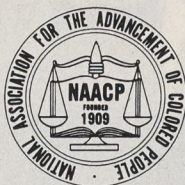
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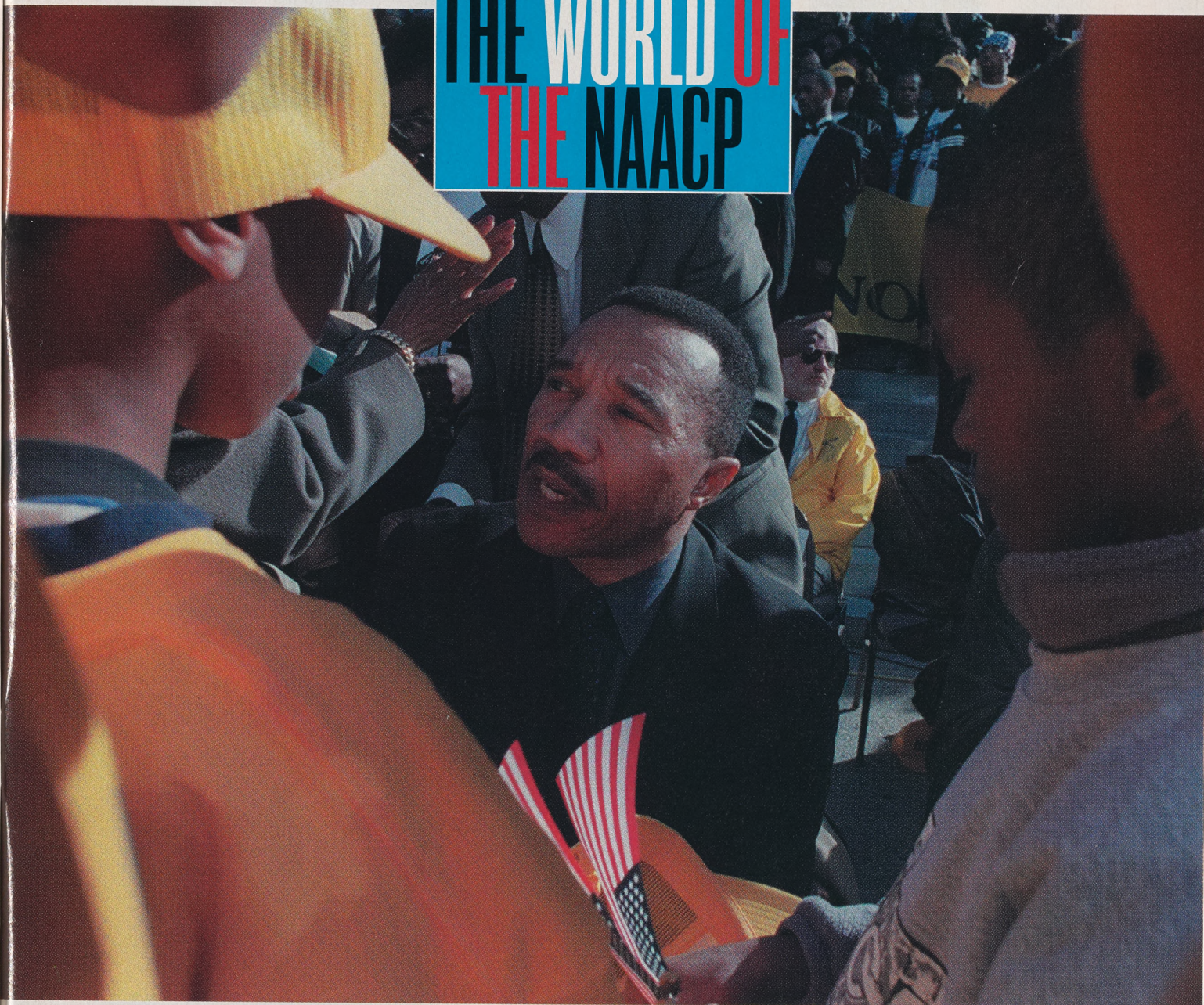
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THE WORLD OF THE NAACP



Kweisi Mfume, NAACP president/CEO said, "We will continue to march and continue to boycott until it (the flag) flies no more."

NAACP leads thousands in South Carolina to bring down Confederate flag

"What happens to a dream deferred?" poet Langston Hughes asked. He continued with other questions: "Does it dry up like a raisin in the sun, or does it explode?"

The insult caused by the in-your-face flying of the Confederate battle flag festered for 38 years in South Carolina—ever since legislators unfurled it at the South Carolina state house in 1962. Appeals to remove it were in vain. On January 1, the NAACP launched economic sanctions against South Carolina's tourism industry until the flag was removed from the capitol—an action it had pledged to take in July

1999 if the banner did not come down.

In response, an estimated 6,000 people rallied under the Confederate flag to show support of the banner they said represented defiant defense of freedom and Southern heritage. South Carolina State Sen. Arthur Ravenel (R) said he wouldn't be pressured by "that organization known as the National Association of Retarded People."

Then, on January 17, things exploded. The NAACP led a protest in Columbia, S.C. that had 50,000 marchers filing through downtown Columbia—the city's largest demonstration ever—demanding that the flag be removed from the state house. South Carolina is the only state capitol flying this flag.

The unprecedented demonstration was a multi-racial and multi-denominational and included a cross section of young and old people, business leaders, elected officials, civil rights, labor and professional organizations and students. The crowd stretched for six blocks, filling

THE WORLD OF THE NAACP

the streets with animated protesters who seemed to have been having a great time. It was not a somber occasion. Singing "The flag is coming down today" to the tune of "We Shall Overcome," marchers carried signs and posters that read "Your Heritage Is My Slavery" and "Take It Down Now."

Kweisi Mfume, NAACP president/CEO, the main speaker at the march, told protesters: "We will continue to march and continue to boycott until it flies no more."

Although Jim Crow is dead, Jim Crow, Jr., is alive and well. Those who support the Confederate battle flag of the Klan, the skin heads, the militias, and other hate groups support bigotry and racial intolerance."

The Confederate battle flag originated with the 8th Volunteers of South Carolina, but never flew over the South Carolina state house—or any other state capitol—until the advent of the Civil Rights Movement in the 1960s. It was raised then as a symbol of defiance to the revolutionary changes sweeping through the South. Advocates for the flag say that it reappeared in the early 1960s because that was the Civil War's centennial anniversary.

NAACP Texas Conference of Branches President Gary Bledsoe considers that disassembling. Bledsoe says, "what little historical significance it has is tainted by its link to slavery and oppression. And no! most Americans don't subscribe to the propaganda that the rebel flag and the Confederacy stood for the lofty principle of state's rights."

Bledsoe added that the right those states were asserting was the right to keep other human beings in slavery for all time. That doesn't put flag proponents on the right side of history or humanity.

According to the Washington Times, the controversy over the flag has entered presidential politics. The paper reported that "Candidates Al Gore and Bill Bradley, during a Democratic debate, described the Confederate battle flag as racist and said it should be removed from the South Carolina State House. But Gore also told his questioner he would not participate in the NAACP boycott, because "I don't think a president of the United States should ever boycott an individual state."

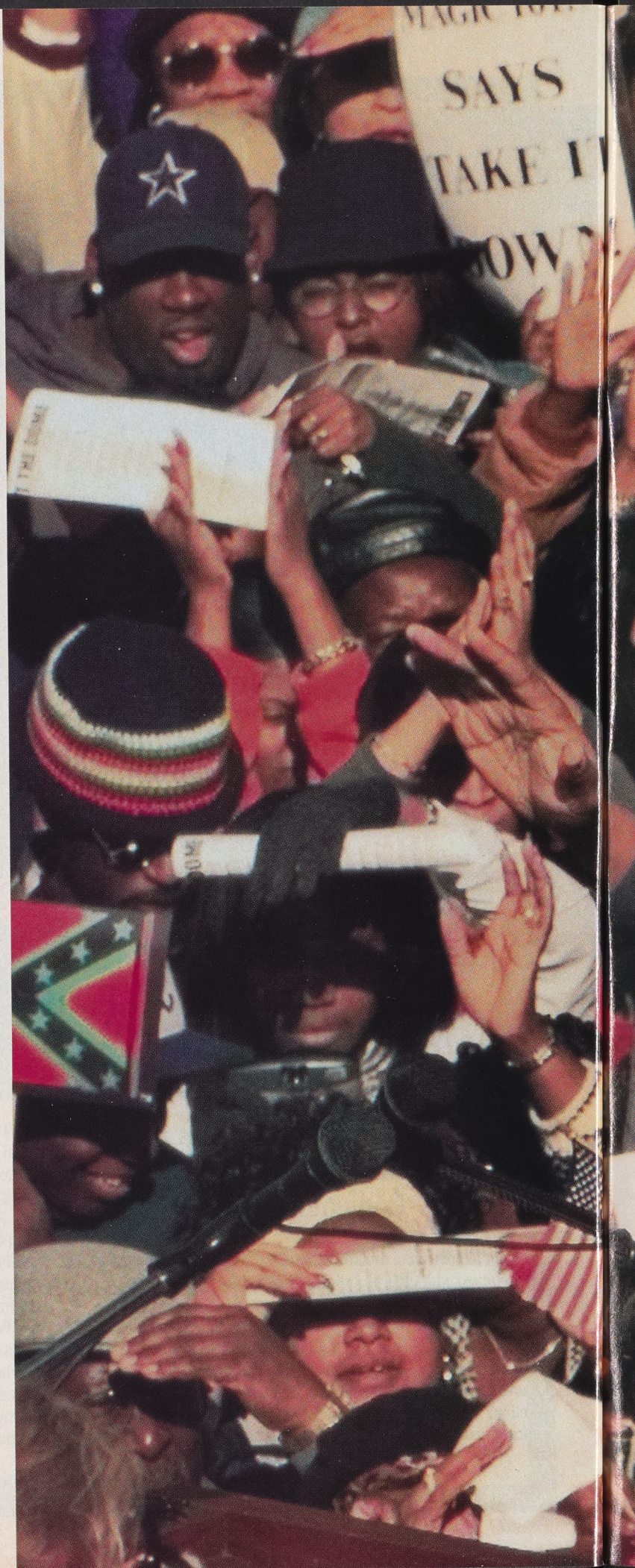
Texas Gov. George W. Bush and Arizona Sen. John McCain have said the controversy should be settled without interference from those who don't live in the state."

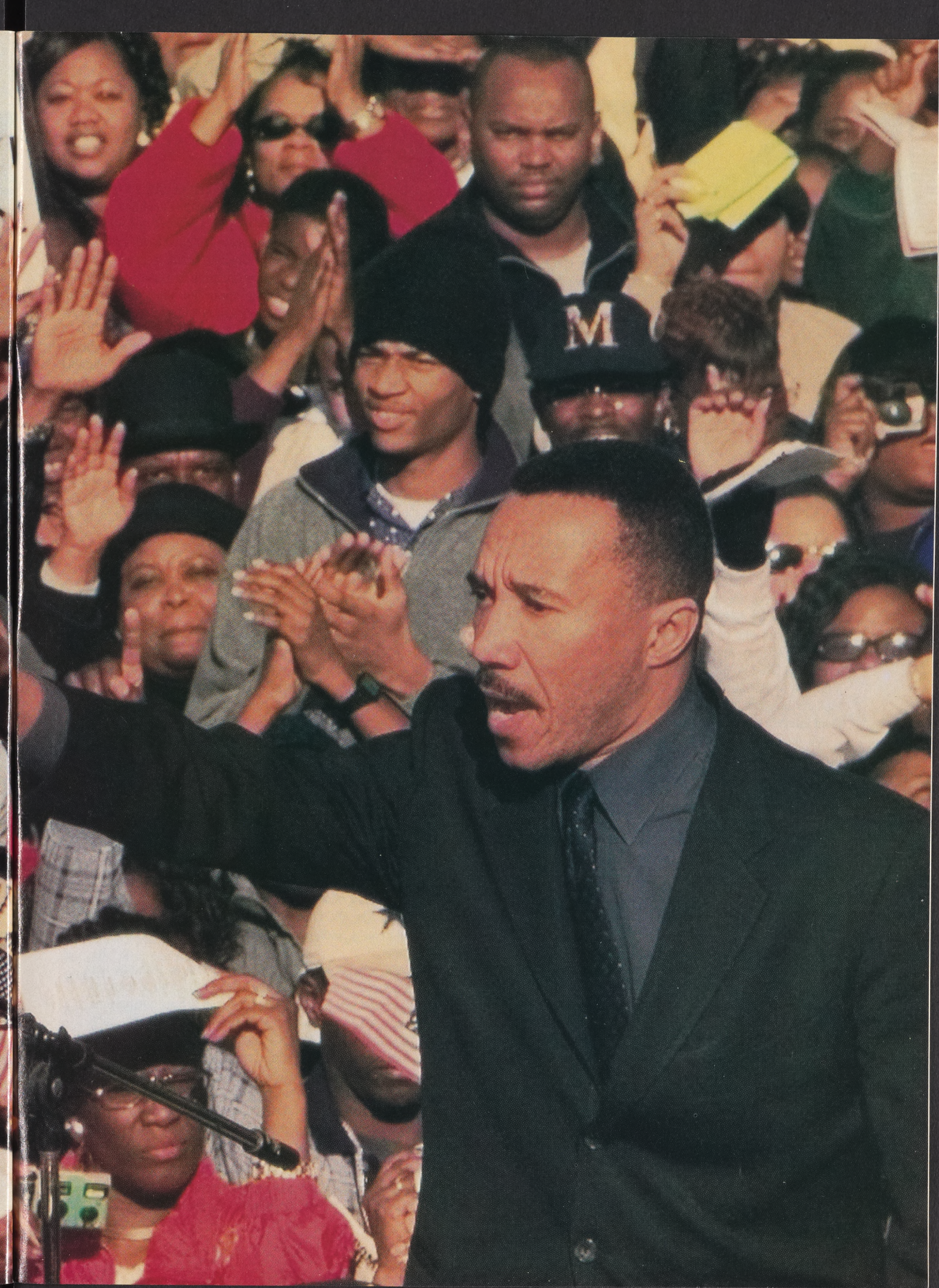
"The suggestion that national organizations like the NAACP should steer clear of state issues is insulting," retorted Nelson B. Rivers III, national field director of the NAACP.

Gov. Bush is being pressed on the issue. The NAACP Texas president has written him a letter advocating the removal of Confederate plaques from the Texas Supreme Court Building. The Commander of the Texas Division of The Sons of Confederate Veterans, wrote the governor and asked him to keep the plaques in place.

"The vast majority of South Carolina says its time to bring down the flag now," said Charleston Mayor Joe Riley. "We

Photo by Lou Krasky/AP





cannot ignore that the Confederate battle flag was taken by hate groups. It was taken by the Klan. It became a banner of the segregation-forever movement, and we cannot be insensitive in South Carolina to the feelings of our African American brothers and sisters when they see that flag."

Mfume noted that the widespread opposition to the flag, evidenced by the tens of thousands present, "was perhaps the greatest civil rights march since the 1960s." NAACP South Carolina Conference of Branches President James Gallman presided over the program at

the steps of the state house, along with Columbia College President Phyllis Bonanno.

Gallman said: "Not everyone in South Carolina is still living in the 19th century. We are going to send a clear message to those who have the authority to deal with the placement of the Confederate battle flag. Let it clearly be understood that we live in the sovereign state of South Carolina and not in the Confederate States of America."

NAACP board members Lenny Springs and Adora Obi Nweze, and special contributions fund member Hazel Dukes attended, along

with busloads of other NAACPers from across South Carolina, North Carolina, Georgia, Alabama, Maryland, New York and Florida.

Other speakers included Hugh Price, president/CEO, National Urban League; the Rev. Patrick Price, Unitarian Universalist Fellowship of Columbia; Mayor Joe Riley of Charleston; Dr. David Swinton, president Benedict College; and Donna Dewitt, South Carolina AFL-CIO.

Several choirs, including the Richland District One Children's Choir from Columbia and the Bethel AME Mass Choir from Baltimore, provided musical selections.

NBC and ABC reach accord on minority opportunities

Last July 12, NAACP President/CEO Kweisi Mfume blasted television networks for their "virtual whitewash"—a scarcity of minorities on the tube. When the networks came out with their fall programs, not one of the 26 new shows would feature—forget star—an African American performer. Hispanics and Native Americans fared no better. With Mfume's outrage came the hint of a boycott or lawsuit. Mfume said the NAACP's Television and Film Industry Diversity Initiative would monitor how well the entertainment industry reflected America's multicultural base.

Six months later, the NAACP, NBC and ABC had reached an accord. On January 5, Mfume and NBC President Bob Wright announced an agreement to adopt goals and timetables to increase opportunities for people of color at the television network. Two days later, on January 7, Mfume and Patricia D. Fili-Krushel, president, ABC Television Network, announced an agreement to adopt a series of initiatives to increase opportunities for people of color in all network operations. Under the terms of the agreement, ABC will create grants to discover and support new writing and directing talent and take other steps to expand the pool of available candidates for network on air positions, program

This is a triumph of revolutionary proportions. It will not only increase the number of black faces on television, but also the number of African Americans behind the scenes who can help put them there. The two agreements end what Mfume calls the "segregation of opportunity in the executive, talent and production ranks of network television."

Wright stated: "NBC is committed to making sure that equal opportunities exist for everyone including African Americans, Latino Americans, Asian Americans and Native Americans—both in front of and behind the camera. We have always felt that it is in our best interest—from a human and a business perspective—to place a high priority on diversity.

"We believe, however, there are areas where we need to do better. Working with the NAACP and a coalition of other minority orga-

nizations, we have come up with a series of aggressive initiatives to widen the pipeline of diverse talent and raise awareness in our community on these issues."

The agreement with NBC includes initiatives that would proceed steadily toward the full inclusion of people of color in employment, casting and image portrayal, content creation and development, program production, distribution, promotion, financing and professional services.

Effective immediately, NBC agrees to use its best efforts to increase deals with other minority-owned production companies and will conduct senior level reviews designed to ensure that such deals are fully commensurate with current marketplace compensation levels. Moreover, NBC will recruit a minority executive who will be charged with increasing the amount of products and services bought from minority vendors. The network plans to increase the number of minority lawyers in its in-house department and continue to retain diverse outside lawyers.

The NAACP's agreement with ABC is similar to that with NBC. Within the next six months, ABC will make grants to minority individuals to discover and support new writing and directing talent. The network will also establish grants to people of color in universities and acting schools to increase the pool of actors available for all ABC programs. ABC said it would buy more ad time in minority media and expand relationships with minority-owned ad agencies and PR firms. The ABC Entertainment Division will require casting executives to meet, audition and consider more diverse actors for all programs.

Each ABC division will be required to devise an outreach plan that includes establishing a working relationship with at least one minority professional association, and recruit at least one university event targeted to expand the pool of available minority applicants. The fulfillment of diversity responsibilities by each division will be considered in determining management bonuses.

At a press conference to announce the agreements, Mfume said: "The NAACP has worked extremely hard with our coalition partners over the last six months to create opportunities for qualified men and women of color. Their ability now to significantly impact executive, production and talent ranks of network television is greatly enhanced."