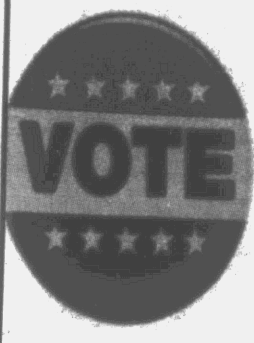


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Vol XVII April Issue

Buying power of Blacks taken for granted

Black consumers will spend \$981 billion by 2010, so why do they have to keep proving to advertisers that they matter?

By: Demetrius Patterson

It's a misnomer to think that African Americans are a poor group of people. With steady growth of Black Americans receiving college degrees — and many getting higher paying jobs, African Americans wield a whopping \$762 billion in buying power, according to a recent report by a New York based market research firm.

By 2010, that amount is expected to jump to \$981 billion. But even with the strong spending power that the African American community exhibits, many companies and

mainstream (White) advertising agencies still pay far less attention to the Black market than they do to the white-hot Hispanic market.

The purchasing power trends of African Americans were researched and put in a report by Packaged Facts, a division of MarketResearch.com, which is a provider of industry-specific market research reports. The Packaged Facts study looked at Black spending power from a regional perspective. According to the study, African Americans in the West and Northeast have higher average incomes than those in the Midwest and the South.

As a result, the West and Northeast account for a disproportionate share of the aggregate income of African Americans.

Don Montuori, publisher of Packaged Facts, told the Chicago Defender that perception plays a big part as to why the African Americans community is ignored by some companies, compared to the amount of care those firms show in courting the Hispanic community.

"African Americans (and other minorities) are subjected to the whims of the marketing community, and since 2003,

when the Census Bureau revealed that Hispanics outnumbered African Americans, the focus of marketing and advertising efforts has shifted to be more Hispanic-focused, or in an attempt to be inclusive, multicultural," Montuori said.

"Media stories played up the growth of the Hispanic market, which is dramatic, no question, and the consequential growth in Hispanic buying power. I don't think there was a conscious effort to dismiss or ignore Black communities. Instead, it's an attempt to go

where the perceived money is."

Mary Olvera, president of Cultural Marketing Communications, a Chicago-based virtual marketing consulting company, said, conscious effort or not, major advertisers are making a mistake

by ignoring the African American buying market, and the buying power of other minorities, as well as those who are non-Hispanic.

"According to Census 2000, African Americans, Asian Americans,

story cont. pg

Judge Glenda Hatchett Yields Record Attendance at 5th Annual College Round-Up

By Susie Clemons
Staff Writer

Whoever said opportunity does not land at your feet is clearly misinformed. Just ask any Edgecombe County high school student or neighboring learner, for want of a college opportunity, about College Round-Up or about Bob Whitehead.

This year, on March 18 and for the 5th consecutive year, Tarboro, North Carolina native Robert "Bob" Whitehead yet again proved that nothing is impossible as TV's Judge Glenda Hatchett, a nationally recognized authority on juvenile and social issues, HBCU admissions and financial aid personnel traveled not to Charlotte or Washington D.C. to meet potential campus scholars and future leaders, but to the tucked away city of Tarboro, NC.

And this year was no exception, as a record crowd in excess of 1000 filled Edgecombe Community College (ECC) Mobley Atrium for a chance at on the spot interviews with HBCU Reps. Also available were offers of scholarships from Ms. Iris Settles of Atlanta, application fee waivers,

enrollment guarantees for qualifying students, SAT information, and special assistance provided to those needing help closing the gap to college enrollment.

Colleges and Universities on hand for the event included Livingston College, Laurinburg Institute, A & T University, NCCU, Elizabeth City State University, Shaw University, Benedict University of South Carolina, Winston Salem State University, Fayetteville State University and Virginia State University

Later that morning larger numbers spilled into the aisle of the ECC's adjoining Keihin Auditorium to hear Judge Hatchett's key note address. Respectively, Princeville and Tarboro Mayors Elect and Tarboro School Superintendent were on hand for the welcoming address, following Hatchett's escort through the standing room only auditorium by local area Judge Milton "Toby" Fitch.

Judge Hatchett

In addition to her televised judgeship, the former Delta Airlines lead counsel is also the national spokesperson for Court Appointed Special Advocates (CASA), and for eight years also Georgia's first

African American Judge of a state court, and the department head of one of the largest juvenile's court systems in the country.



JUDGE HATCHETT

I believe I can fly...she told the captivated audience. You all know the song. I love that song but I have issues with the songwriter, startling all to attention with her commanding voice and frankness.

For no less than twenty minutes, the fiery Judge, adorned in a well appointed black pant suit, openly attacked the troublesome truths about modern day parenting issues and misbehaving youth. She spoke to trends that some

parents purchase hotel rooms on their credit cards for their sons and daughters after prom parties, to admonishing teens about the hazards of gangs and parental disobedience, and especially about the importance of an education.

You parents should set high standards for your children, they'll one day thank you for it, said Hatchett. Be clear about your rules. As for you teens, I want you to meet with destiny not with death, failure, disease or incarceration, let's rewrite history.

Further cementing her position on the relationship between children and elders, she insisted that anyone under 21 get up and give their seat to any standing adult. And most if not all did. Many of whom, at the Judge's invitation, joined her on the stage seating themselves on the floor in a half circle about her feet.

"I'm ole' school and that's how we did it. RESPECT for my elders is why I'm here today. I gained access to my incredible journey upon the shoulders of praying parents and a community of wise elders. They believed in giving back to community and they passed the torch on to my generation." [We want continued pg10]



Precious Memories
story inside page



Where "R" The Black Males
sponsored by Deborah Andrews/ page6



Leading This Year's College Round-Up
Bob Whitehead and Faye Smith

OPINION

High School Dropouts: The Silent Epidemic



By George E. Curry

If you listen carefully, you still can't hear it. It's the sound of a third of high school students dropping out before receiving their diploma. For people of color, the figure is almost 50 percent and that has profound implications not only for the students, but for the society that failed them.

"The Silent Epidemic: Perspectives of High School Dropouts" is an important report on the dropout problem told from the viewpoints of true experts — the students themselves. The study, which focuses on polling and focus groups, is a joint project by the Civic Enterprises and Peter D. Hart Research Associates for the Bill & Melinda Gates Foundation.

In 2003, about 3.5 million youth 16 to 25 did not have a high school diploma and were not enrolled in school.

The report begins with "An Open Letter to the American People" that gets directly to the point: "There is a high school dropout epidemic in America. Each year, almost one third of all public high school students — and nearly one half of all blacks, Hispanics and Native Americans — fail to graduate from public high school with their class. Many of these students abandon school with less than two years to complete their high school education."

And society has plenty of reasons to care.

"The decision to drop out is a dangerous one for the student," the report continued. "Dropouts are much more likely than their peers who graduate to be unemployed, living in poverty, receiving public assistance, in prison, on death row, unhealthy, divorced and single parents with children who drop out from high school themselves."

The report on this silent epidemic allows us to listen to what those who quit say about their predicament.

"The central message of this report is that while some students drop out because of significant academic challenges, most dropouts are students who could have, and believe they could have, succeeded in school," the study said. "This survey of young people who left high school without graduating suggests that, despite career aspirations that require education beyond high school and a majority having grades of C or better, circumstances in students' lives and an inadequate response to those circumstances from the schools led to dropping out."

We tend to think of high school dropouts as being incapable of handling the academic workload and there is some evidence that supports that view. For example, 35 percent of those polled said "failing in school" was a major factor in the decision to drop out. And 32 percent had repeated a grade before dropping out.

Nearly half of the former students — 47 percent — quit not because of the academic challenge, but because they found classes uninteresting.

"These young people reported being bored and disengaged from high school," the report said. "Almost as many (42

percent) spent time with people who were not interested in school. These were among the top reasons selected by those with high GPAs and by those who said they were motivated to work hard."

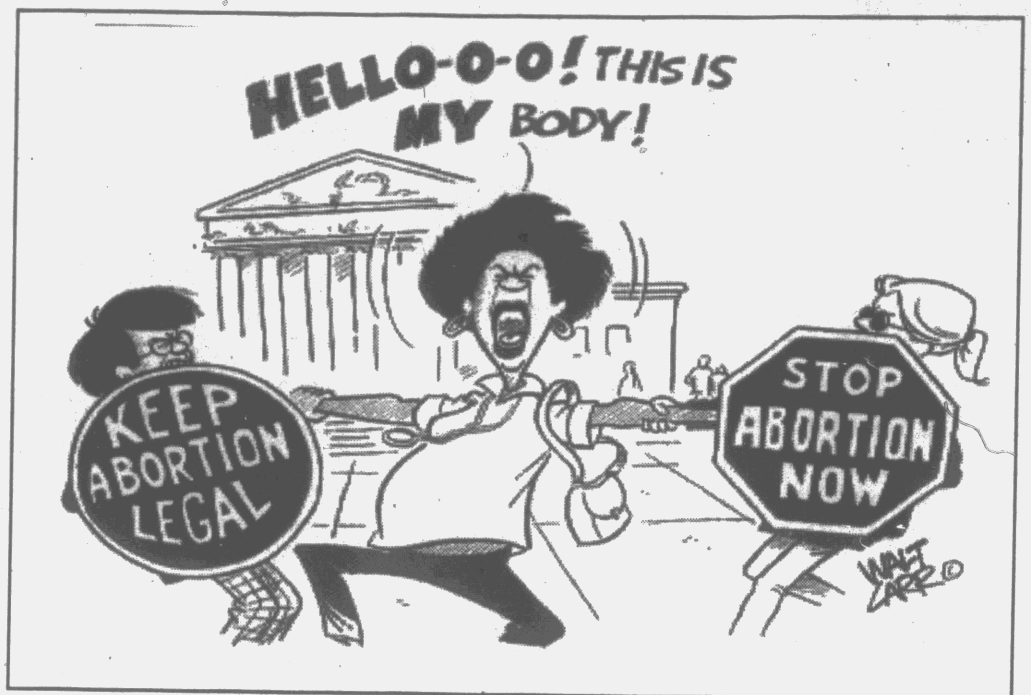
An even larger number of students — 69 percent — said they were not motivated or inspired to work hard. In fact, two-thirds said they would have worked harder had it been required of them. Naturally, there were other real life factors that caused some students to drop out. Approximately a third said they had to get a job and make more money, 26 percent said they became a parent and 22 percent said they had to care for a family member.

There was also a significant number of students who fell behind in the early years and never felt they caught up — or could catch up — with their classmates.

"The majority of parents were 'not aware' or just 'somewhat aware' of their child's grades or that they were about to leave school," the report said. "Nearly half of the respondents said their parents' work schedule kept them from knowing more about what was happening at school and 68 percent said their parents got more involved when they became aware their child was on the verge of dropping out."

Clearly, we all need to be more involved.

George E. Curry is editor-in-chief of the NNPA News Service and BlackPressUSA.com. To contact Curry or to book him for a speaking engagement, go to his Web site, www.georgecurry.com.



Local Citizen Sounds off on State of Black Males in Black America

by Susie Clemons

Local citizen Jeff Savage is not only a dear friend but an old high school buddy, whose opinion though often critized merits notable mention. No matter he and I butt heads on varying social and political issues, still I find his current comment on the state of Black America, in particular the Black male, is noteworthy of serious consideration. The following is an unedited reprint (by permission) of his recent e-mail. By way of background, Jeff was responding to a suggestion about recent news headlines I made in an e-mail to him:

Hey, Sue,

Shouldn't we also be asking ourselves why the condition of the blacks in America worsens! This is consistently the case with the blacks all across America. The 2006 National Urban League's State of Black America report conclusions, too, are consistent with that thought. Conversely, the conditions of every other racial group in America, as a whole, improves...again! I am unable

to conclude that an absence of this or that program that's geared toward helping black (males) is the problem or holds the solution. The delilmma facing the blacks in America can only be addressed and satisfied with Reparations. We (blacks) tend to expect white America to wantingly embrace our race as an equal. We somehow believe that one day there will be "a" black president of this country and then something is proven. What? It's almost as if we don't notice the, to use this word again, the consistently 99.9% white U.S. Senate. It has been that way throughout 99.9% of this country's history. There are 535 members of the U.S. Congress. I believe history will show a maximum number of blacks in these chambers at 41 (during all congressional terms.) That's 41 out of 535 members. Negro leadership is wrong to suggest that if we just do this or do that everything then will somehow be alright. They should stop it and shut up if they are not going to tell the truth. The truth is reparations. Reparations,



Susie Clemons

Sue. Reparations. You see, a lack of self respect persists amongst us as long as, we as a group, wronged by the U.S. Government, fail to demand reparations since this is rightly owed us because this government devised policy to deliberately oppress the slave's descendants up to this present moment. (Whew! that was a long sentence!) Thanks for listening while I vented. Hope to talk to you soon. Keep up the good work, Sue. Top of the morning to ya, Jeff Savage

College aid decreasing as graduates job worsen



Judge Greg Mathis

By: Judge Greg Mathis, Special to BlackAmericaWeb.com

Rising tuition rates and cuts in the federal Pell Grant and state aid programs have caused more students to rely on student loan debt to pay for their college education. As such, the average student's debt increased by more than 50 percent over the last 10 years. With an increase in student loan interest rates looming — rates are schedule to go up July 1 — current and

future student loan borrowers will see large percentages of their future income go towards repaying their education debt. With the increasing cost of higher education, one would expect that a college degree would guarantee a secure future. That is no longer the case. As more and more American jobs are taken overseas, we will see more of our young people invest in a college education that cannot guarantee them a job in a rapidly changing global economy.

We can blame congress-ional budget cuts for the pending rise in student loan interest rates. The increase will result in payments that are 20 percent higher than those made on loans locked in under lower rates. A drop in direct aid — money that doesn't have to be paid back — also contributes to the rise in student debt. Congress

hasn't increased the Pell Grant, the most common direct aid for low-income students, since 2003. As a result, low-income students are carrying a disproportionate amount of student debt. Not surprisingly, people of color are carrying more than their fair share of student debt. According to the Project for Student Debt, one-fourth of low-income students, many of them African-American, have more than \$27,000 in loans. The numbers will increase as rates go up.

A country's economic growth is significantly impacted by the number of adults that have a college degree. By making it difficult for its citizens to pay for higher education, America is jeopardizing its chances for continued success in the global marketplace. Countries with large populations, like China and India, that educate a large numbers of students, are

posing a serious threat to the way the U.S. does business. Already, nearly half a million Americans have been laid off because their jobs were outsourced to foreign countries, where the labor force is educated and much cheaper. Experts expect the number of outsourced U.S. jobs to grow to 3.3 million by 2015; causing about 250,000 layoffs a year. While discussing the outsourcing trend, President Bush recently remarked, "Let's make sure people are educated so they can find — fill the jobs of the 21st century." There is no doubt that an education increases an individual's ability to compete in the workforce. However, as it currently stands, America is asking its citizens to invest time and money in an education that doesn't guarantee sustainable employment.

With the cost of education so high and no relief in sight, it's no wonder that more young people are putting off college. If policymakers want to ensure America's place in the marketplace, they must enact legislation that controls the cost of higher education while increasing aid to students. This country's future as an economic powerhouse rests on its ability to ensure a college education is within financial reach of its citizens.

Judge Greg Mathis is national vice president of Rainbow PUSH and a national board member of the Southern Christian Leadership Conference.

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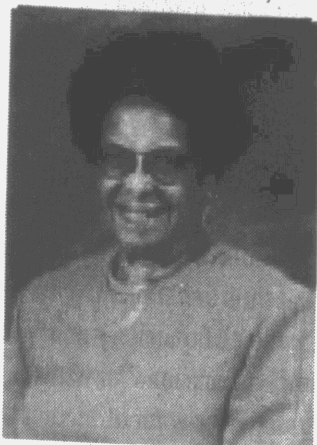
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COMMUNITY VOICE

FROM THE DESK OF MRS BEATRICE MAYE



Mrs Beatrice Maye

10 Ways to Avoid Road Rage

(Here are some suggestions from the AAA:)

1. Be courteous behind the wheel.
2. Don't honk your horn excessively.
3. Don't block the passing lane.
4. Don't switch lanes without signaling first.
5. Don't take up more than one parking lot.
6. Don't let the door hit the car parked next to you.
7. Don't tailgate.
8. Avoid the use of high beam lights.
9. Don't inflict your loud music on nearby cars.
10. Allow plenty of time for every trip.

The Art of Marriage

A good marriage must be created. In marriage, the little things are the best things.

Never being too old to hold hands.

Remembering to say "I love you" at least once a day.

Never going to bed angry.

Having a mutual sense of values and common objectives

Standing together facing the world.

Forming a circle of love that gathers in the whole family.

Speaking words of appreciation and demonstrating gratitude in thoughtful ways.

Having the capacity to forgive and forget, and then forgetting what you forgave.

Giving each other an atmosphere in which to grow.

Not only marrying the right person, but being the right partner.

TO: Black Girls in Particular

1. God has given you only one temple; therefore, you are required to take care of it — the interior (your heart and spirit) as well as the exterior.

2. So, learn to do just that: To love, respect, honor, and take pride in your temple.

3. Turn that stuff from the media off (especially that raunchy music on TV and the radio!) and get enough sleep.

4. Learn to exercise your body.

5. Learn how to keep a healthy and balanced diet.

6. Drink lots of water.

7. Keep your body clean.

8. Keep your surroundings (like your room) neat and clean for your own sense of order and peace. (You need to think in there!)

9. Learn how to properly care for and pamper your skin, hair and nails.

10. Be mindful of what you put in your body that harms it physically (including cigare-ttes, alcohol, drugs, and junk food).

11. Rise early (yes, early) and appreciate the dawn of each and every day, first buy thanking God in prayer and reading His Word.

12. Praise God for thinking enough for you to choose (yes, choose) you to see another day, another

week, another year.

13. Breathe long and deeply the air that God has provided.

14. Be quiet, attentive, and awake in your classes at school.

15. Be respectful of authority, of your parents and your elders, and of your peers, for they have much to teach you.

16. Practice self-respect and self-control.

17. Take time for yourself to think and reflect about yourself, your world, and your place within it.

18. Walk in the sun, run through the rain, and play in the snow.

19. Rejoice and be thankful for God's goodness, grace, and mercy to you as you pull yourself up to the table that the Lord has provided.

20. Thank God for the movement of your limbs and brain matter, for laughter and tears.

21. Show care and concern for the things you put in your emotional, psychlogical, and spiritual temple by monitoring what you read, listen to, and absorb.

22. Surround yourself with "what is true and good and right."

23. Think about things that are pure and lovely, and dwell on the fine, good things in others.

24. Think about all you can praise God for and be glad about (Philippians 4:8). Avoid things that pollute your spirit (Matthew 15:19) (Galatians 5:19 - 21), as well as the people who bring such pollution into your personal space.

25. Go to the library and begin to read good books on African American history and literature.

26. Listen to all kinds of music.

27. When given the opportunity, go to recitals, concerts, the ballet, the opera, art galleries, and museums.

28. Take mental notes so that you learn to recognize good things (as well as garb-age!) when you see and hear them.

29. Pay attention to how broad and sweeping God's creativity is in humans.....how God's gifts and talents in us are not narrow and one-dimensional.

30. Ask God to show you your own creative talens, whether those be music, drawing, sewing, cooking

(learn how to do that!), knitting, gardening, writing, acting, Whatever! God has given you those things. The Spirit will reveal them to you if you ask.

31. Value your talents and use them in service to others.

32. Develop pride and respect for your family. Thank God for them.

33. Talk to members of your extended family and try to track down your physical features through your family tree.

34. Choose to believe that God loves you and wants only the best for you.

Suggestion: Read Luke 15. What does this passage teach you about youth? About wisdom? About repentance? About God's grace?

An old Negro spiritual says,

I'm working on a building,

It's a sure foundation

I'm bolding up the blood-

stained banner for my lord.

As soon as I get through

Working on the building,

I'm going up to heaven to

get my reward,

Build sure. Build solid.

Build joyfully.

The Holy Family awaits

occupancy.

From : "The Real Deal", A Spiritual Guide for Black Teen Girls" by: Billie M. Cook



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TURKEY WINGS, FRIED & SMOTHERED PORKCHOPS
BAKED SPAGHETTI

WEDNESDAY - 11:30A - 5:00P
FRIED & BAKED CHICKEN, HAMBURGER & GRAVY
CHICKEN PASTRY, AND PIGTAILS

THURSDAY - 11:30A - 7:00P
FRIED & BAKED CHICKEN, HAMBURGER & GRAVY
CHITTERLINGS, RIBS & PIGFEET

FRIDAY - 11:30A - 7:00P
FRIED & BAKED CHICKEN, HAMBURGER & GRAVY
CHICKEN PASTRY, CHITTERLINGS, FISH (TROUT)

SATURDAY - CLOSED

SUNDAY - CLOSED

VEGETABLES: COLLARDS, CABBAGE, CORN, STRING BEANS,
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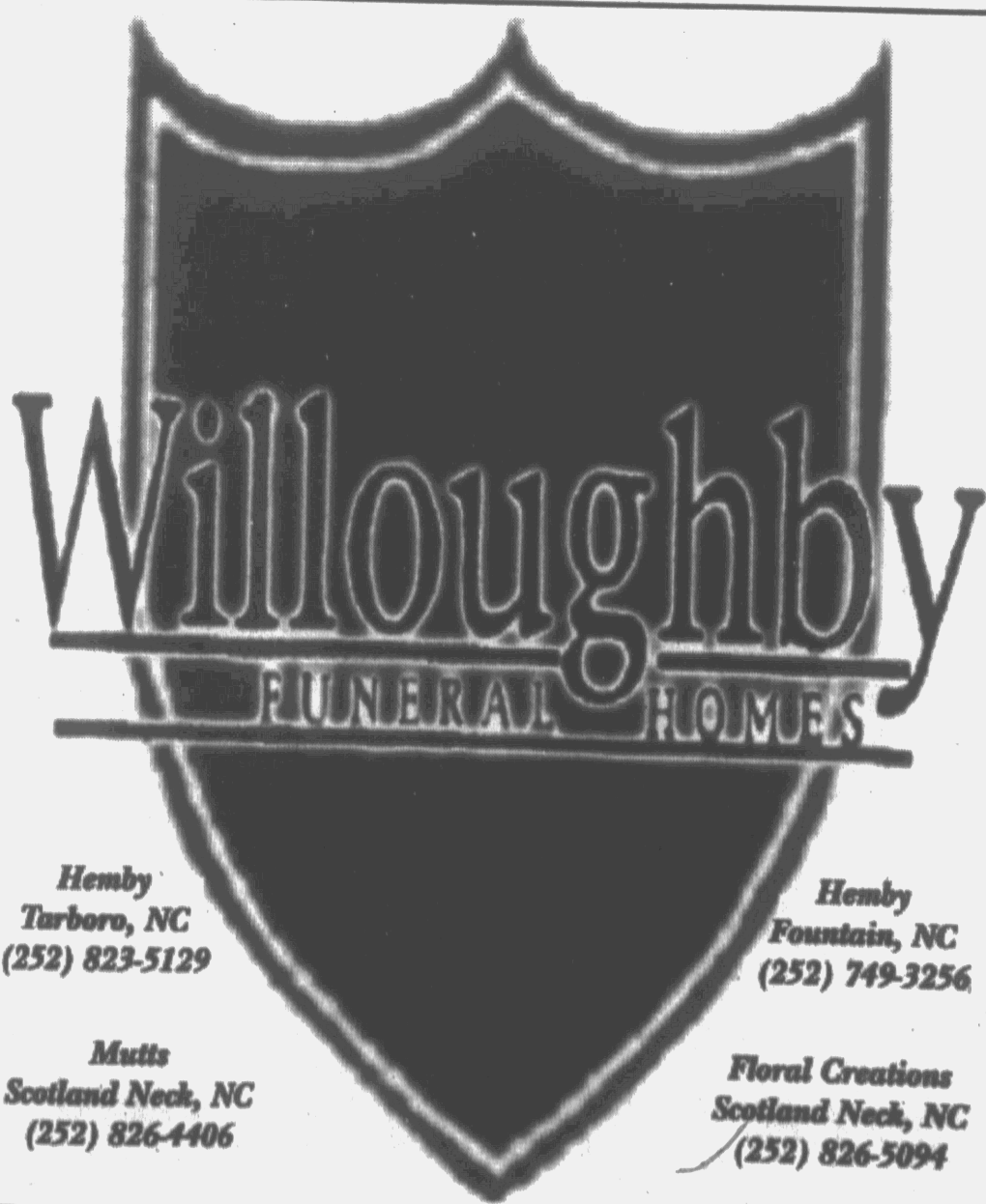
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REFLECTONS, EXPRESSIONS & VIEWS



Mrs Suejette Jones
The Leonard Medical School at Shaw University

There are many people today — especially the younger generation and and probably the preceding generation — who never heard of the Leonard Medical School (for blacks) in North Carolina. Rightly so, as it existed from 1882 - 1918. Even being an octogenerian (80+) I, too have no recollection of its existence except through hearing my

father (the late Clyde Albritton) talk about his two years in attendance there

(circa 1911) where he was studying to become a doctor. After graduating from Albion Academy (a private Presbyterian School) in Franklinton, NC (now defunct), he entered Leonard. After two years of study, he withdrew to enter Renouard School of Mortuary Science in New York — the only Black in a class of 25. He completed the course, became a licensed mortician and opened the first black-owned funeral home in Kinston, NC (circa 1914). It still exists today as Albritton-Carraway Funeral Home. I can vaguely remember, as a child, riding with my parents at various times to exchange visits with his former schoolmates and their families: Dr. Furlong of Smithfield; or Dr. Riveria of Mount Olive; or Dr. Codrington of Dunn; or Dr. DuBisette of Goldsboro; Dr. Lemuel DeLaney (of the

famed DeLaney family of Raleigh) was the chief surgeon at the St. Agnes Hospital in Raleigh (a training facility for Black nurses) would travel to Kinston to visit with Dr. J. P. Harrison who at that time was on the Board of Directors for St. Agnes Hospital (now defunct). It was unusual at that time to hear of Blacks having last names as some of the above. I might note that many medical students at Leonard were from the islands like Jamaica, the Bahamas and others in the West Indies. They came to Leonard to pursue their careers. So much for my personal interjections.

My interest in searching for more detailed information was sparked when I attended (about 3 years ago) a forum at the Brody School of Medicine on “Black Physicians in the South”. The lecture was facilitated by Dr. Todd Savitt who is an associate professor

of humanities in the School of Medicine and associate professor of history at East Carolina University. His research focuses on black health in the US. After the lecture, I introduced myself and informed him of my interest and why I was in attendance (not being a medical student). He pointed me to one his writings that was published in a book, “Black Americans in North Carolina and the South”. I immediately went to Sheppard Library to retrieve it.

Afterward, I contacted him by phone to get permission to extract his article on , “Black Physicians at Shaw University”. He wholeheartedly granted me the privilege.

Leonard Medical School (hereafter written as LMS) was established by Northerners for freedmen following the Civil War which ended in 1865 and was the beginning of the Reconstruction Era. LMS was founded for the purpose

of providing medical care to a generally poor, undereducated racial minority in the late 19th and early 20th century. These black doctors were to severe mostly rural areas of North Carolina primarily; however, many went elsewhere. LMS was named after Judson Wade Leonard (White) who was from Massachusetts and a great contributor and financier for Shaw University. LMS was an addition to the already established Shaw.

During the period from 1865-1920, Shaw offered college preparatory, college-level, and theological courses, as well as, for various lengths of time, legal, pharmaceutical, medical, and missionary courses. Henry Tupper White, as Massachusetts minister, engaged in missionary work in Raleigh under the auspices of the American Baptist home Mission Society. In 1865 he established Raleigh Institute later named Shaw University for Elijah Shaw, a woolen manufacturer from Massachusetts who provided

financial resources to begin a collegiate institution. Tupper served as its first president and had decided as early as 1866 to add a medical school at Shaw. He quoted: “The colored people at present are without educated Physicians, and thus are subject to all manner of quackery and impositions, and may suffer and die for want of medical attention.” Charles Meserve (White) who succeeded Tupper in 1895 recalled how the Governor of Alabama wrote a letter which quoted: “Please send us Physicians. We have a county with 22,000 colored people with no physicians among them of their own race.”

To be continued in my next article.....

Acknowledgement to:
Dr. Todd Savitt for allowing this article to be published (with my own personal interjections)

Respectfully submitted,
Suejette A. Jones

NABOB *** THE NATIONAL ASSOCIATION of BLACK OWNED BROADCASTERS



Relics keep black history alive

By: Micheal Barret
Community Journal

Tarboro —

Urmila Smith's collection of artifacts and souvenirs detailing the history of blacks in the United States isn't all for the faint of heart. But then again, neither is the history itself. A pair of replica wrist shackles in her home evoke the bondage forced onto slaves brought from Africa. For a Black History Month display Smith made some time ago, she affixed a noose — purchased and fashioned herself from a length of hemp rope.

She even has a bag each of rice and cotton to signify "the reasons we were brought over here."

"This was for real," she said, dangling the rope in her living room. This wasn't no joke." The darker items — the ones calling to mind the horrors of slavery and the Jim Crow South — are far outnumbered by positive ones. Collectively, the mementos prove her determination to remember everything that has brought blacks to their current place in

the United States.

"I'm a pack rat," she said with a laugh. "I've always saved stuff." The collection



A variety of pins, including one from the March on Washington, decorate one of Urmila Smith's hats.

is as large as it is impressive. Collectable buttons, tins and photos commemorate renowned jazz musicians such as Rocky Mount native Thelonious Monk, Miles Davis and Louis Armstrong. Other pictures pay tribute to icons like Rosa Parks and events such as the Greensboro lunch counter sit-ins of the 1960s.

There are African inspired instruments, candles, artwork, flags, and dolls.

Tribal figurines are countered by modern ones honoring the Tuskegee

Airmen and black sports heroes such as baseball Hall of Famer and Rocky Mount native Buck Leonard.

"We came from kings and queens," Smith said, handling a jar of soil a friend brought her from Africa. "Our history goes back long before slavery."

Smith even has her program from Aug. 28, 1963, when she attended the March on Washington in the nation's capital. It's one of the many things she can lose herself in when going through the collection and reminiscing.

"It all has no rhyme or reason," she said. "I find

myself going from one thing to another." A native of Jamaica, NY., Smith is a licensed practical nurse who moved to Tarboro in 1988 to be closer to her mother's family. Her knack for collecting things originated as a teenager, when she sought to broaden her horizons by reading everything she could about black history.

Over the years, she has been asked to use her keepsakes in school and cultural center displays. Her oldest son, Chy Davidson, said her passion rubbed off on the rest of the family.

"I think it did have an effect," said Davidson, now an assistant principal at a school in New York who was visiting with his family. "I learned the importance of telling young people about our struggles and our history."

Though she still gets enjoyment out of her collection, Smith would like more people to benefit from it. "I would like to share it more," she said. "I've always said, someday I'm gonna have a museum."



From The Archives of The Minority Voice Newspaper
Pictured above is Mrs Taffye Clayton and Husband Rueben with their children. Mrs Clayton is currently the director of Diversity and Equity at East Carolina University.

Eddie Jones

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BROWN SEEKS DISTRICT 8 POLITICAL VICTORY IN HOUSE

by staff writer

Derek Brown Runs for House Seat 8, Strong on Education, Jobs, Community Growth With less than a month before the state wide primaries, the bulk of North Carolina's House Seat 8 candidate Derek Brown time is spent not only rigorously campaigning against incumbent Edith Warren, but making sure that while on this historical journey he opens the door wide enough for others to pass through.

Historical in that the district itself was redrawn to ensure majority win in a minority district. When first established, the district voting bloc included all of Pitt, Greene, Martin and Edgecombe counties. The late Linwood Mercer was the first to occupy this seat carved out specifically for under represented historically Black voting districts. For the 2006 election, District 8 has been reapportioned to include all of Martin county and portions of Pitt county.

On an interesting note, the result of a 1984 meeting between the North Carolina State Board of elections and the U.S. Justice Department and Jim Rouse, owner of WOOW and Minority Voice News, resulted in the establishment of District 8 and the seats now occupied by Pitt County Commissioner Melvin Mclawhorn, District A of Districts 1 and 2; and respectively Pitt County Commissioner Dave Hammond, District 1.

The campaign has up to now been mostly quiet, given that it's off season and that most candidates are running unopposed. Moreover, perhaps because the bulk of voters relied upon for this campaign win reside in Martin County and that each

candidate has name recognition on Pitt County home front.

Brown is the son of area veteran dentist Hazel Brown and attorney Earl Brown. His professional experience includes that of practicing attorney since 1996, business entrepreneur and legislative counsel to former Congressman Frank Ballance.

In a recent interview with the Candidate, he spoke on the matter of having been legislative counsel to the since indicted and imprisoned Congressman. Specifically, Brown offered that his professional affiliation with Mr. Balance was his most important business association to date as Ballance proved for him a knowledgeable and altruistic mentor. And too, Brown added that he wholly served his district and the peoples of North Carolina well, no matter the fall out of events following.

To that end, Brown vows to aggressively represent the people down east should the people elect him to office. Furthermore, he is passionate about ensuring that down east youth have a fair chance at equal education and career employment options. To accomplish that he looks to sponsor legislative bills that increase jobs creation, community resources and infrastructural opportunities that will assist in building better educational facilities.

In our estimation Brown will serve eastern North Carolina and its constituents well.

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ECU Interior Design Students Propose Renovations for Downtown Rocky Mount

East Carolina University's Capstone Studio, senior interior design students, began their coursework this semester by planning for the renovation of Rocky Mount's unique Main Street, which is divided down the middle by the New York to Florida main line train track. The area under proposed renovation is known as Harambee Square.

The designated area consists of fire-damaged and dilapidated buildings. Students will present their ideas to Rocky Mount community leaders on April 17 at 5:30 p.m. at the City's newly opened Imperial Centre for the Arts and Sciences.


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Maintenance Mechanic

Mid-East Regional Housing Authority is seeking a full-time Maintenance Mechanic to handle maintenance, upkeep and repair of buildings and grounds for five public housing apartment complexes in Pitt County. Work involves active participation in the work as well as assignment of work. Position supervises a small crew of employees. Maintain paperwork such as timesheets, work orders, and purchase orders necessary. Reports to the Maintenance Supervisor.

Interested candidates should apply at the Employment Security Commission by April 28, 2006, or come by the address below for an application.

Mid-East Regional Housing Authority
809 Pennsylvania Ave.
Washington, NC 27889
Attn: Maintenance Supervisor

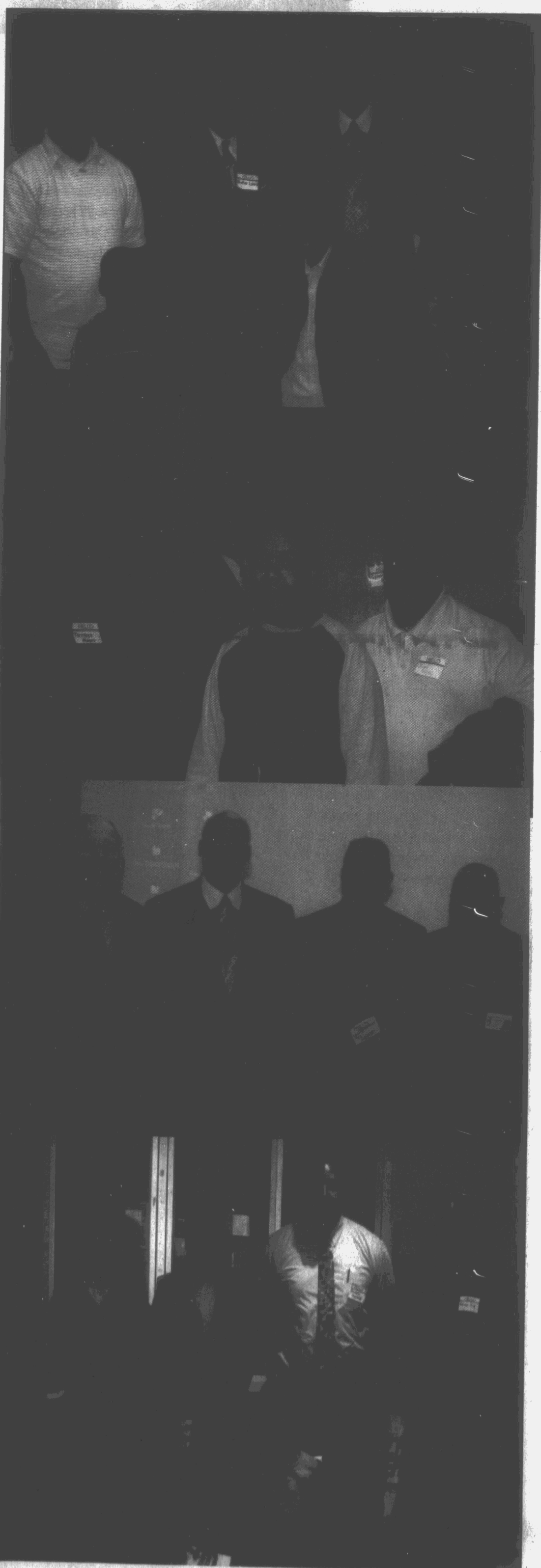
Where "R" The Black Males sponsored by Deborah Andrews

A workshop titled, Where "R" The Black Males Empowering Black Male Leaders took place on March 24, 2006 at the Pitt Community College. It was spearheaded by Mrs Deborah Andrews and co-sponsored by the Men's Resource Center at Pitt

Community College. The workshop opened the door for African American males to pursue an academic career and social success. It facilitated conversation among African American males of jr. high, senior high, college students and young professionals around some of the

issues currently affecting the quality of life in our community. The workshop established a foundation to join and mentor merging African American male leaders. After the success of this workshop, Mrs Andrews certainly has another leadership workshop scheduled for the near future.

Empowering Black Males Workshop



2006 Primary Election; May 2, 2006 Pitt County, NC

Offices appearing on the ballot:
NC State Senator (Dem.), 3rd District
NC State House Representative (Dem.), 8th District
NC Supreme Court Associate Justice, Wainwright Seat
NC Court of Appeals Judge, Hunter Seat
NC Court of Appeals Judge, Stephens Seat
County Commissioner (Dem.), 2nd District
County Commissioner (Dem.), 3rd District
County Commissioner (Dem.), 6th District

Voters registered as Democrat must reside within the district(s) above to be eligible to vote in said primary election. Voters registered as Republican may cast an Unaffiliated ballot which includes the NC Supreme Court and NC Court of Appeals races in said primary election. Voters registered as Unaffiliated may cast a Democrat or Unaffiliated ballot.

The following polling places will be open from 6:30 AM to 7:30 PM on election day, Tuesday, May 2, 2006.

Arthur Precinct (Bell Arthur Fire Station, 2634 Fincham Rd.)
Ayden A Precinct (Ayden Christian Church, 462 2nd St.)
Ayden B Precinct (Ayden Community Building, 548 2nd St.)
Belvoir Precinct (Belvoir Fire Station, 4189 NC 33 W)
Bethel Precinct (Bethel Fire Station, 3826 James St.)
Carolina Precinct (Staten Community Building, 2873 NC 903)
Chicod Precinct (Black Jack FWD Gym, 2972 Black Jack-Simpson Road)
Falkland Precinct (Falkland EMS Building, 9977 S. Main St.)
Farmville A Precinct (Farmville Community Center, 417 S. Main St.)
Farmville B Precinct (Presbyterian Church, 4138 Grimsburg St.)
Fountain Precinct (Fountain Library, 6740 Wilcox St.)
Grifton Precinct (Grifton Fire/Police Station, 106 S. Highland Ave.)
Grimesland Precinct (Grimesland Town Hall, 113 S. Pitt St.)
Simpson A Precinct (Congregation Bayt Shalom, 4351 E. 10th St (Hwy 33 E))
Simpson B Precinct (Simpson Fire Station, 205 Virginia St.)
Pacholus Precinct (Pacholus Fire Station, 9838 Hwy 264 E.)
Swift Creek Precinct (Gardnerville Fire Station, 9321 County Home Rd.)
Winterville East Precinct (H. Boyd Lee Park, 5184 Cooney Rd.)
Winterville Central A Precinct (Kiwanis Club Building, 188 W. Forlines Rd.)
Winterville Central B Precinct (Winterville Fire Station, 2393 Railroad St.)
Greenville #1 Precinct (VFW Building #7032, 1108 Mumford Rd.)
Greenville #2 Precinct (W. Greenville Recreation Center, 304 Nash St.)
Greenville #3 Precinct (Mt. Calvary FWD Church, 411 Watsons Ave.)
Greenville #5A Precinct (Victory Christian Church, 102 Laughinghouse Dr.)
Greenville #5B Precinct (American Legion Post #39, 403 St. Andrews Dr.)
Greenville #6 Precinct (First Pentecostal Holiness Church, 204 Brickley Rd.)
Greenville #7A Precinct (St. James United Methodist Church, 2000 E. 6th St.)
Greenville #7B Precinct (Elm Street Gym, 1059 Elm St.)
Greenville #7C Precinct (Manna FWD Church, 1407 E. 14th St.)
Greenville #8A Precinct (Willis Building, 300 E. 1st St.)
Greenville #8B Precinct (Cypress Glen Auditorium, 100 Hickory St.)
Greenville #9 Precinct (Hooker Memorial Church, 1111 Greenville Blvd.)
Greenville #10A Precinct (Oakmont Baptist Church, 1100 Red Banks Rd.)
Greenville #10B Precinct (Unity FWD Church, 2725 E. 14th St.)
Greenville #11A Precinct (Ch. of Jesus Christ of Latter-Day Saints, 307 Martinsborough Rd.)
Greenville #11B Precinct (First FWD Church, 2426 S. Charles Blvd.)
Greenville #12A Precinct (Kolossus Christian Ch., 1405 SW Greenville Blvd.)
Greenville #12B Precinct (Faith & Victory Church, 3950 Victory Ln.)

Voting by Absentee Ballot

You may apply for an absentee ballot to be mailed beginning Monday, March 13. The deadline for applying for absentee ballots to be mailed is Tuesday, April 25. Voters who become ill or disabled after Tuesday, April 25 at 5:00 pm may apply for absentee ballots until Monday, May 1 at 5:00 pm. All absentee ballots must be returned by Monday, May 1 at 5:00 pm in order to be counted pursuant to G. S. 163-234(1).

You may also vote early at either of the following One-Stop locations from Thursday, April 13 to Saturday, April 29. Hours are Monday through Friday from 8:00 AM to 5:00 PM and Saturday, April 29 from 8:00 AM to 1:00 PM.

Elections Annex
1800 N. Greene St.
Greenville, NC 27858

Community Schools Building
4561 County Home Rd.
Greenville, NC 27858

For additional information please contact the Pitt County Board of Elections at (252) 902-3300.

To the Editor:

Re "Across the U.S., Protests for Immigrants Draw Thousands"

Illegal immigrants came to the United States knowing that they could have a life here that was better than the life in their home country. Who could blame them for coming?

We could have enacted and enforced very tough laws with stiff fines and jail for any who would hire them. We did not need physical fences to keep out immigrants. If they clearly could not have earned a living, they would not have come. That was and is the best fence.

We should accept the fact that the current situation is unambiguously our fault. The illegal immigrants are here now. We should now define a path toward eventual legalization and citizenship for current illegal immigrants while sending a strong message to potential immigrants: new illegal immigrants will not find work here. The United States will determine the conditions and limits for legal entry and assimilation.

Eugene I. Gordon

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WYBN Pittsburgh, PA
WISS Baltimore, MD
WKRA Memphis, TN
WNOX Chattanooga, TN
WOLN Biloxi, MS
WENR Tampa, FL
WYOL Nashville, TN

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KAYE Alexandria, VA
KAZA Atlanta, GA
KJFF New York, NY
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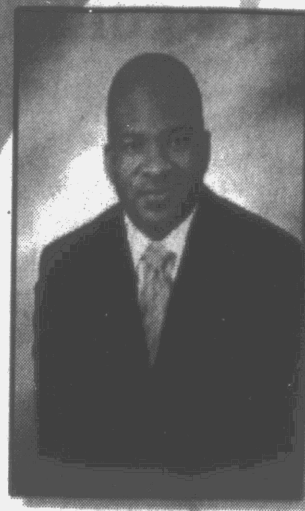
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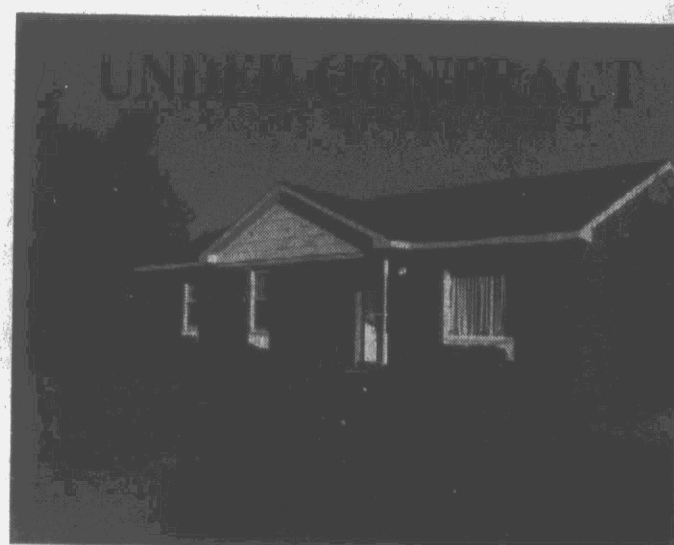
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cont front page . . . Black consumers will spend \$981 billion by 2010

and First Nation peoples all have more rapid population growth than non-Hispanic Whites," Olvera said. "These groups also have a larger and more youthful population, which should, in theory, make them more attractive than the general market. Why then is this not the case?"

"And how has Hispanic marketing taken off over marketing to African Americans who command such a huge buying power, or Asian Americans who also command a very high buying power?"

Then again, if you are Native American, you already know that there are few if any corporate marketers, trying to knock at your door."

Olvera has her theories as to why advertisers point their dollars

more toward the Hispanic market than it does toward African American and other minority groups. In her opinion, the rationale behind those marketing techniques isn't just because of Census figures.

"Let's look at what's happened with Hispanic marketing first," Olvera said. "Hispanic marketing has its roots from the time Cubans first came to the US. Many of these Cubans were established marketers in Cuba and had large agency contacts in the US. When they came here, they educated these contacts and created a need for corporate America to look at marketing to Hispanics as a special group. "There's also a color issue. Hispanics are portrayed by the media as generally white Hispanics, or mestizo (spanish and indian). Most of all programming that originated through Telemundo

and Univision that carried Latin American programming also was heavy on these two groups and minimally, if anything, on lobos (hispanics of mixed African and Indian descent). When marketing to Hispanics, I doubt that most marketers are thinking of Afro-Cubans, Afro-Puerto Ricans, Afro-Brazilians, etc."

Robert Dale, owner of Chicago's RJ Dale Advertising and Public Relations, said he and other Black advertising firms seem to have to educate some companies every 10 years about the importance of focusing ad dollars toward the African American community.

"I've been in this business since 1973, and I've found that we have to constantly re-educate companies on our sophistication and our brand loyalty," Dale said. "Part of this problem is racism, and some companies don't value the Black community.

"The other thing they (companies) say is by in large we speak the same language as White people. They see the language difference as a culture difference."

Jetta Bates, associate director of public relations for E. Morris Communications in Chicago, agreed with Dale's assessment.

"I think it's about educating the marketing departments at some of these corporations," Bates said. "I don't think they have a good understanding of how we spend money, or what appeals to us."

Bates described a recent commercial for a hair product tht she found disturbing. She said the commerical had one token Black in it, and it

involved characters living in a trailer.

"Now, there is nothing about a trailer that appeals to me or my friends when trying to get us to try a hair product," Bates said. "You have to take into count the cultural differences, and the differences in the regions also."

Some commercials, like to recent Dove advertisement that shows different shaped womenof various ethnicities, do register with a broad group of people, Bates said. But she stressed those are far and few in-between ads.

Although it seems to be clear that companies aren't paying the same attention to Blacks and other groups as they are toward Whites and Hispanics, is there anything African Americans should or can be doing to get more of a focus on them?

"I don't think the African-American community is doing anything wrong," Montuori said. "For that matter, I don't think any group that marketers ignore is doing anything wrong, particularly if that group has and spends money. It's more of a failure or neglect on the part of marketers in not recognizing that all people like to be marketed to in a way that resonates — be it through imagery, messaging, context, etc."

But Dale says that Blacks are not effectively leveraging their buying power.

"We've just never been educated in terms of group economics, if you will. We have to have greater control over the curriculum in elementary and high schools so that we can teach our children about leveraging our buying power at an early age," he said.

Olvera sees the issue of non-leverage from a different vantage point.

"Are we leveraging our buying power? I don't really see

anything overt that says that we are," Olvera said. "The only time I see it is when groups boycott companies, like when Nike had problems with child labor.

"I don't think any minority ethnic group is really leveraging its buying power, Olvera continued. "With marketing, there is segmentation. Everything is segmented.

Like if you go to Beverly, there's a different thing going on there than in Hyde Park,

even if we are speaking of Blacks who live in those communities. So a lot of times when people are doing marketing they look at that.

"I think minorities know that we have a huge buying power, but I don't think many of us know how to leverage our buying power. It's mainly because people in ethnic groups have individual styles and tastes."

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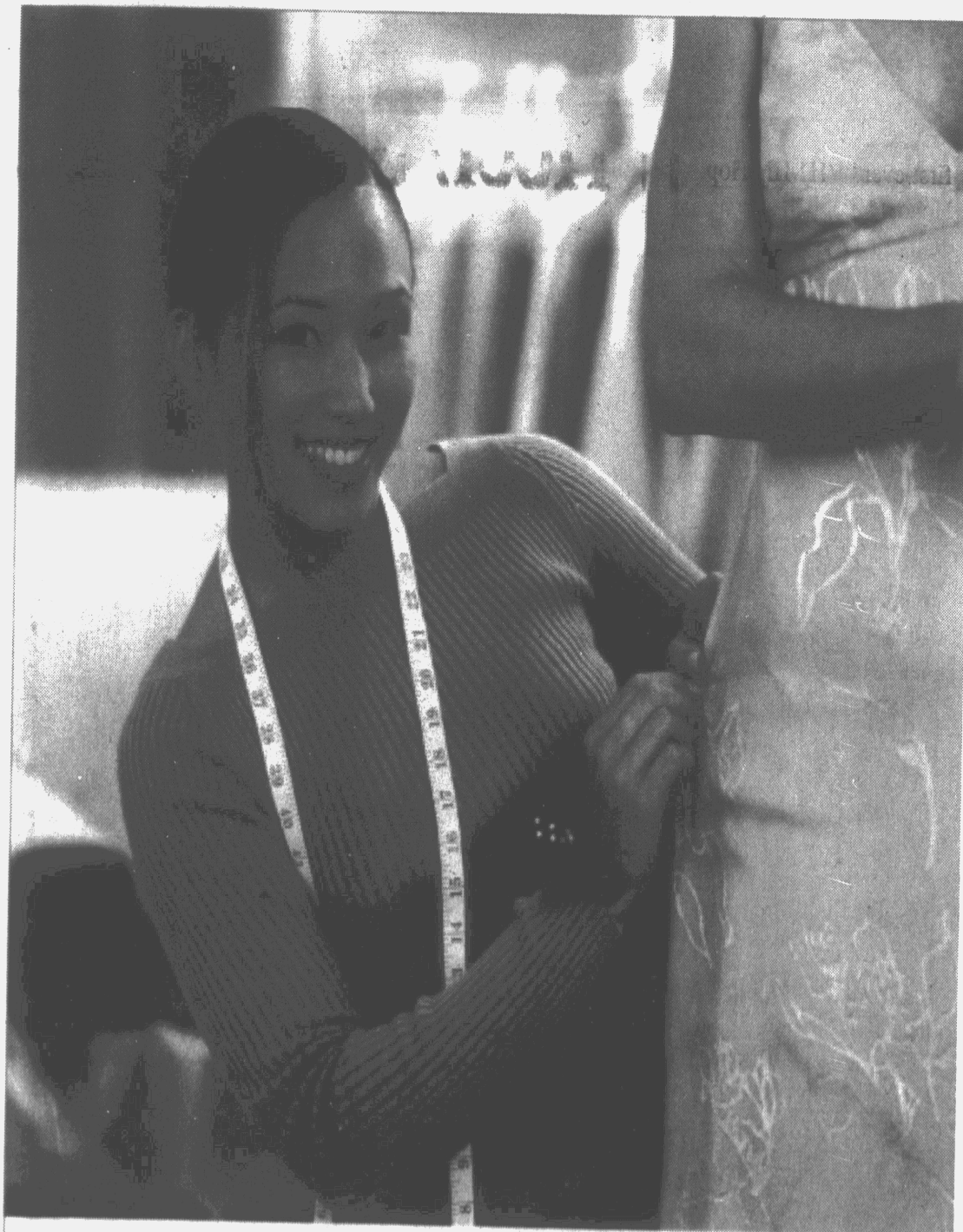
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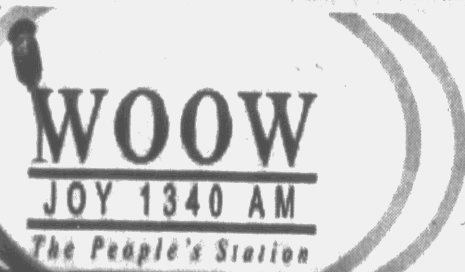
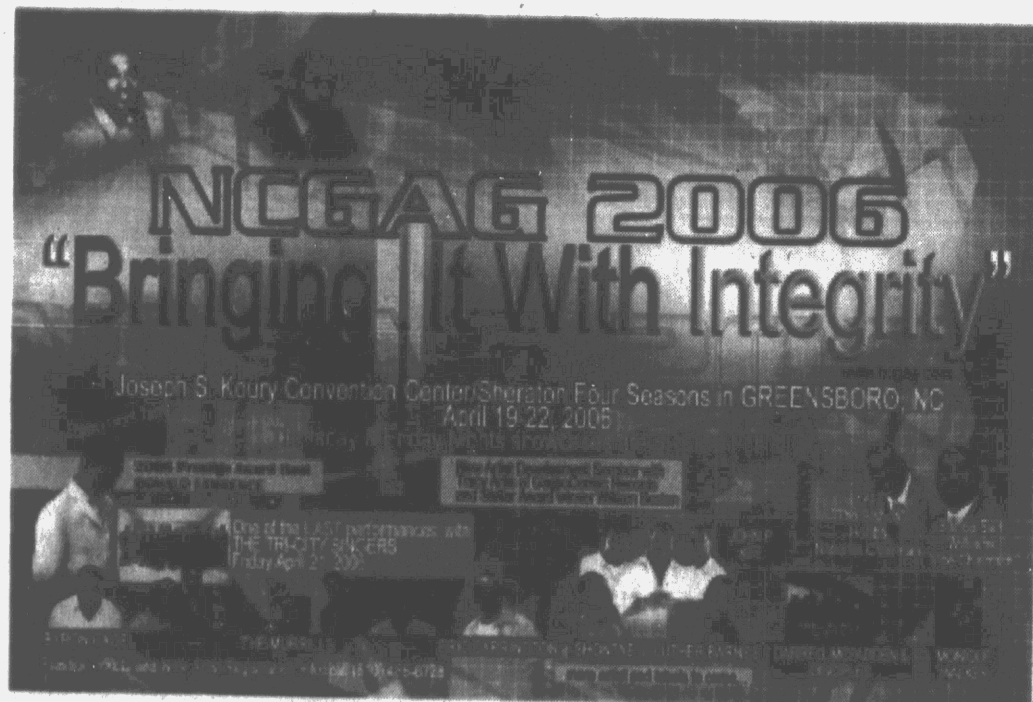


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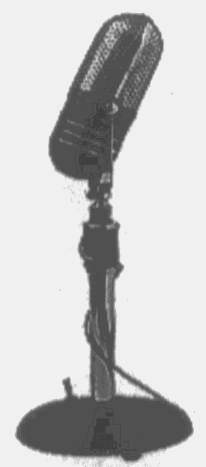
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Presumed Dead And Answered Phone Fake suicide leaves van in river

By J. ERIC ECKARD
Rocky Mount Telegram
Saturday, April 01, 2006

Rocky Mount police are looking for a man accused of stealing a van, rolling it into the Tar River and leaving a fake suicide note on the river bank.

Arrest warrants have been issued for Mitchell E. Branch, 33, of the 2000 block of Jarrett Drive, charging him with a slew of violations, including felony littering for putting the van in the river.

"Investigators have talked to him on the phone, so we know he's alive," said Rocky

Mount police Sgt. Mark Rosenfield.

A passer-by spotted on Friday morning an abandoned Ford Windstar in the Tar River near the Nashville Road bridge in Rocky Mount. When police and firefighters arrived at the scene, they found a suicide note on a wooden boat ramp near the minivan's ingress to the water, Rosenfield said.

Divers from the fire department searched the river, but no body was discovered. Investigators also talked to the van's owner, 31-year-old Makella Hunter.

Hunter told police that the van had been stolen about 2:30 a.m. Friday from her North Vyne Street home, and detectives began searching for Branch, who apparently dated Hunter at some point, authorities said.

Police reached Branch by phone Friday afternoon, but they had been unable to find him by presstime to serve warrants against him. He is charged with vehicle theft, littering, damaging the boat ramp and filing a false police report for leaving the suicide note.

Branch spent time in prison in the 1990s for numerous convictions, including forgery, breaking into cars, possession of stolen property, resisting arrest and larceny.

Anyone with information about Branch's whereabouts call the police department at 972-1411 or the Twin County Crime Stoppers at 977-1111.

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by EbenGregory

VH1 is set to pay homage to Hip-Hop's biggest legends and visionaries with its third annual 'VH1 Hip Hop Honors' show.

Ice T, host of this year's "VH1 Hip Hop Honors" and NYC Mayor Michael R. Bloomberg, announced on Friday (Mar. 31) the first-ever "VH1 Hip Hop Honors Week" in connection with the third annual "VH1 Hip Hop Honors," which will be held again in New York City.

The VH1-created and pioneered awards special honors Hip-Hop's pioneers and luminaries who have transformed Hip-Hop into a cultural phenomenon.

Since its inception, New York City has served as the host city of the awards and concert.

"Hip-Hop music was born right here in our city," said Mayor Bloomberg at the press conference. "During our first ever 'VH1 Hip Hop Honors' Week New Yorkers will have exciting new opportunities to celebrate an art form that has influenced generations and reached the farthest corners of the world."

This year's honorees include Wu-Tang Clan, Afrika Bambaataa, Russell Simmons, MC Lyte, Rakim, Beastie Boys and Eazy E.

The star-studded event is slated to take place at the famed Hammerstein Ballroom on Saturday, October 7, 2006 and will be broadcast on VH1 on Tuesday, October 17, 2006 at 8PM.

Ice T To Host VH1 'Hip Hop Honors'

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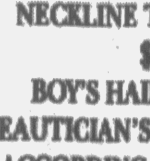
Terrence

Melinda



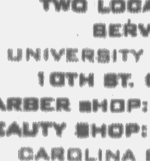
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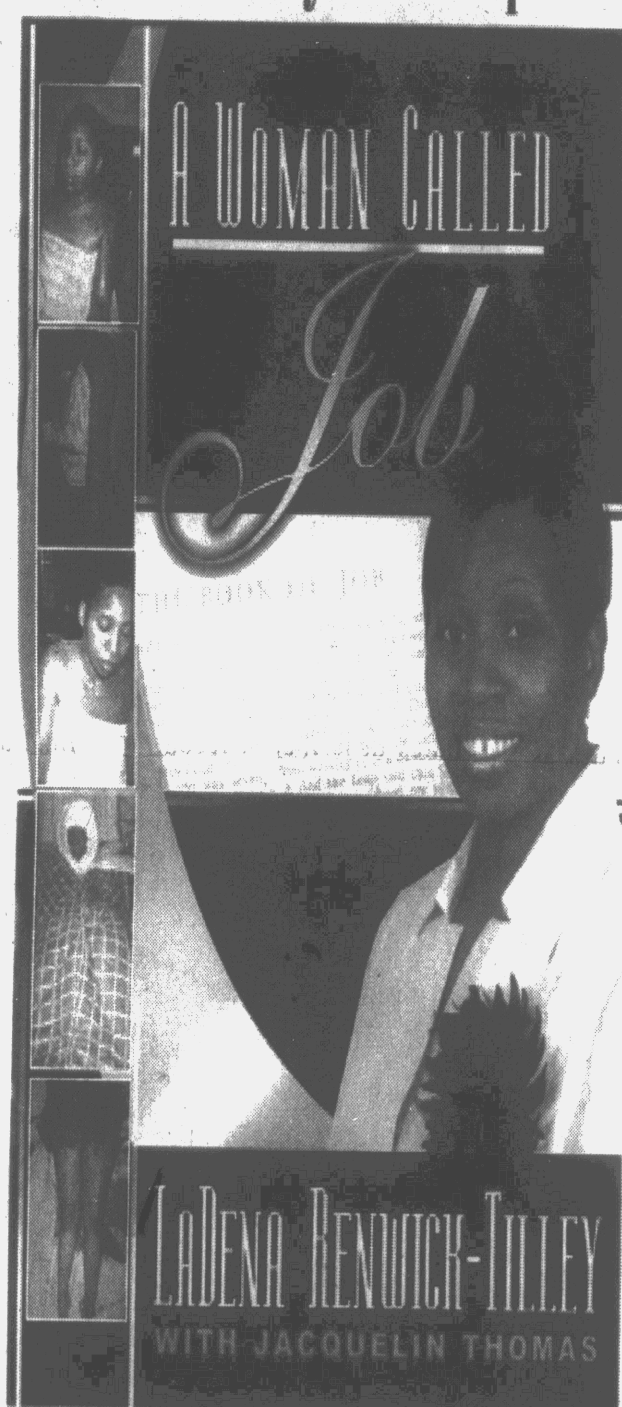
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cont. from pg.1

to pass the torch to you, it's your turn.] Turn those headlines around, let them be about a generation driven by success, she said.

Teens having cheered throughout were noticeable quieted by their tears, perhaps brought about the jolt of reality calling for unarguable change and focus if they are to participate in a global economy. Closing out she reminded youth, since claimed as her own, hold on to their dreams she shouted, hold on to your dreams!

Following resounding ovation and an amazing performance by a local high school gospel choir, the Black Heritage Museum of Atlanta, GA. presented roses and service dedication awards to Judge Hatchett and Tarboro, NC native Fay Smith, College Round-Up Chair and the local brains behind this year's event success also cousin to founder Robert Whitehead College Day Round-Up Founder). Robert Whitehead too was presented with an award from Tarboro area citizens for his commitment to community and youth.

I caught up with Judge Hatchett as she headed for her personal SUV and driver, L.T. Bundy, who awaited her further instruction. Of all that she'd said that morning, I especially wanted to know what our communities could do to help youth— during their brief but all too important transitioning years— stay out of harms way.

Then with a huge smile and a waving of her index finger she began, communities need after school programs between the hours of 3:00 and 6:00 pm. Those are the hours during which most youth crime and other problems happen. We have to get them off the streets away from predators and gang activity and out of homes where they are often alone as latch key children and prime targets for internet predators. That's a start.

I recommend letting the children design their own programs. There's notable success with inner-city programs where this has occurred. Let the youth tell you what they want...they know. More specifically, we adults need to do more of what we tell them to do, listen. I also highly recommend the Boys and Girls Club... she said stopping momentarily to sign the autograph of an elderly lady who said she'd traveled a distance just to see her...

As a side bar, Marion Edelman Wright's Children's Defense Fund Website, childrensdefensefund.org, cites that on any given school day, a uniformed police officer is safer during the hours of 3:00 and 6:00 pm than a child under the age of sixteen.

Robert 'Bob' Whitehead

Mr. Whitehead's organization, The Black Heritage Museum and Cultural Center of Atlanta, GA, not only organizes the

yearly event but also flew in Judge Glenda Hatchett.

Robert Whitehead, in an earlier message to a packed house, set forth the reminder that his College foundation is

about ensuring that each teenager who wants a college education gets that and more. Mr. Whitehead implored school administrators and teachers to get better about

the business of educating Black children.

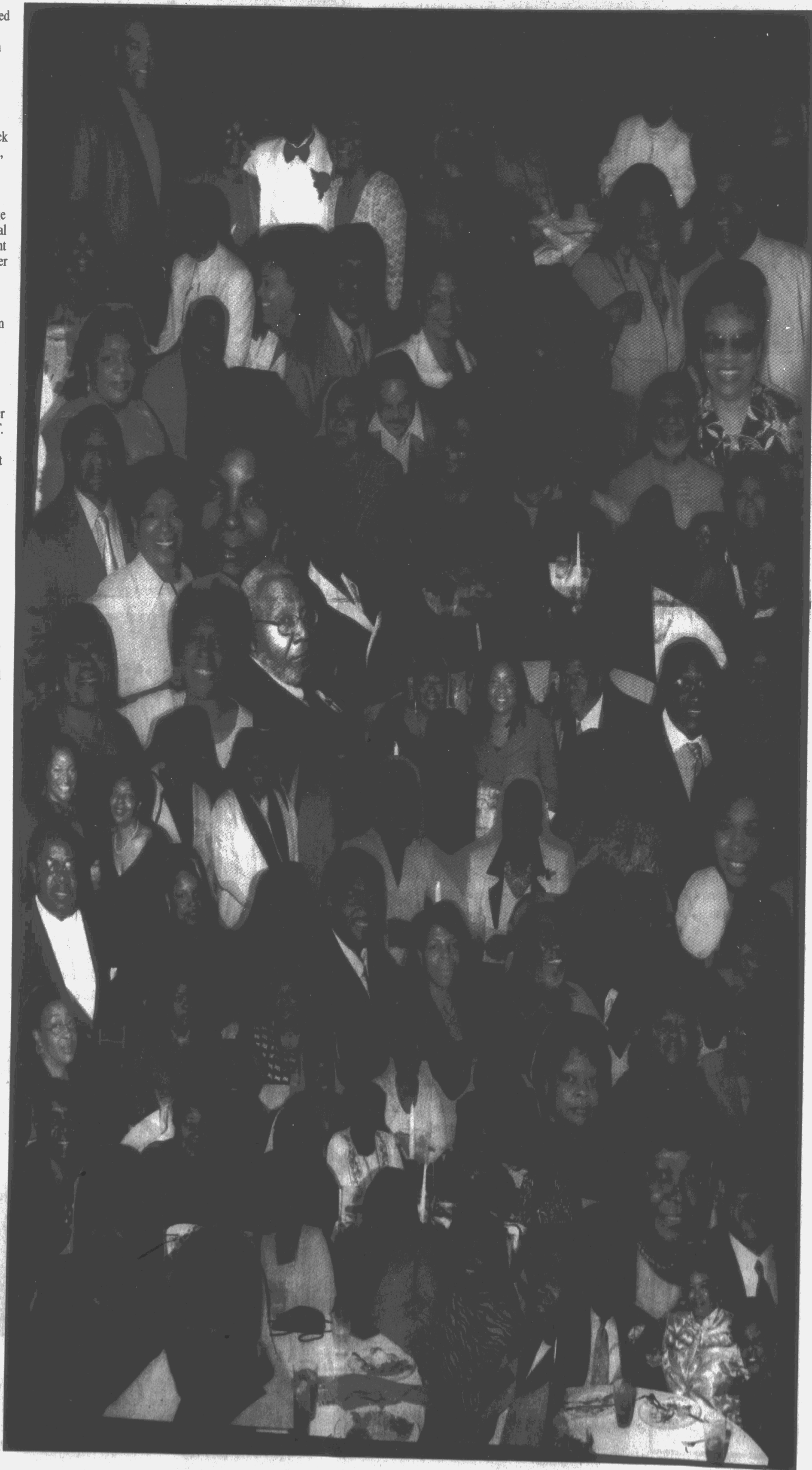
There's no such thing as a bad kid! And as for you teenagers, time out for dropped pants and knot head rags, you can't go around like

you just left nowhere—you have to bring something to get something, he stated.

Accordingly, Mr. Whitehead said that he'd like to see even larger numbers at next year's events. That

includes Pitt County, Beaufort and Martin Counties. From what I understand Black youth living east of the 95 corridor need what College-Round-up offers. Unlike the door slam in your face to

ANNUAL COLLEGE ROUND-UP



ANNUAL COLLEGE ROUND-UP

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which many of these kids are accustomed, we at College Round-Up don't discriminate based on parental income or zip codes.

Furthermore, he added, I, Bob Whitehead, am in the business of providing opportunity; but I'm worried that the greatest minds of this generation are being sidelined, not by that which is

insurmountable, but by design at the hand of a few who perpetrate the status quo of an social isolation 'ism' that no longer fits into the scheme of a global society.

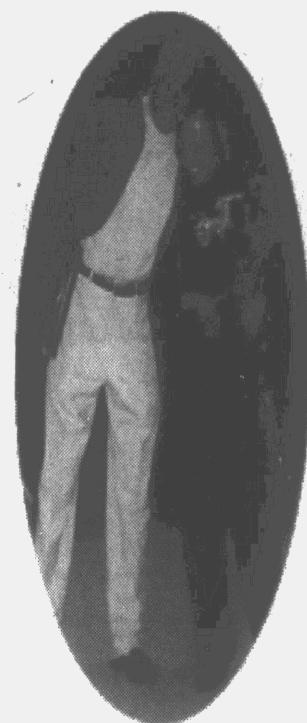
These are youth I claim as my own. I love these kids and I'm outraged by the pittance of love and care they receive. We can only look to two places for what's going on, that's at home and in the classroom. Therein lies a disconnect that must be

healed and renewed if we want our youth to progress in greater numbers...grown folks have got to do better.

College Round-Up is about giving back to youth often overlooked as

candidates for a college education or for having the potential of acquiring any degree of measurable success.

My point, you see, is that local television media was not on hand to record this day; however, had this been the scene of a huge 'hip hop dance down' (surely destined for an undercover



investigation of drug money involvement) or a gang member shoot out we'd not only be morning headlines but evening start up with live footage and all. College Round-Up is a historic event for Black youth and for eastern North Carolina period. Clearly, I want all to know that Black America is still in the business of giving back to its own, especially its youth.

...Meanwhile, I'll be back every year until someone somewhere gets the message that preparing kids for college and sustainable lives with careers, not detention hall or prison, is the right thing to do everyday of the year.

Mr. Whitehead ended his conversation with a forward nod of certainty and dedication while being pulled away to meet yet another parent wanting to talk about what else, college admissions.

Event filled weekend

The March 18th weekend of events began on Friday night at Tarboro's Stacks Restaurant with a fund-raiser dinner and star-studded entertainment that included Jacksonville's Oletha Sloan's Motown Review. A catered affair for family and friends was held on Saturday evening, and the Melrose Place Mansion in Rocky Mount, NC was the site for Sunday's brunch and the kick off meeting for 2007 College Round-Up events.

Special mention to Mr. and Mrs. Gordon Hewlett, Mr. Joel Glastnight; Mr. and Mrs. Finney Greggs, owners/curators of the Jacksonville, North Carolina Montford Point Marines Museum; Mr. Picard of Columbus Ohio, Dr. John Bradshaw of Louisville, NC; world traveler and international art collector Mr. Leon Freeman of Memphis, Tennessee; Mr. Potts of Detroit, Michigan and Ms. Caroline Smith, News Reporter from St. Louis, Missouri and a host of others, each of whom found the time within their hectic schedules to travel east in support of this event.

Let's Keep Senator Clark Jenkins

Fighting for us in the North Carolina State Senate



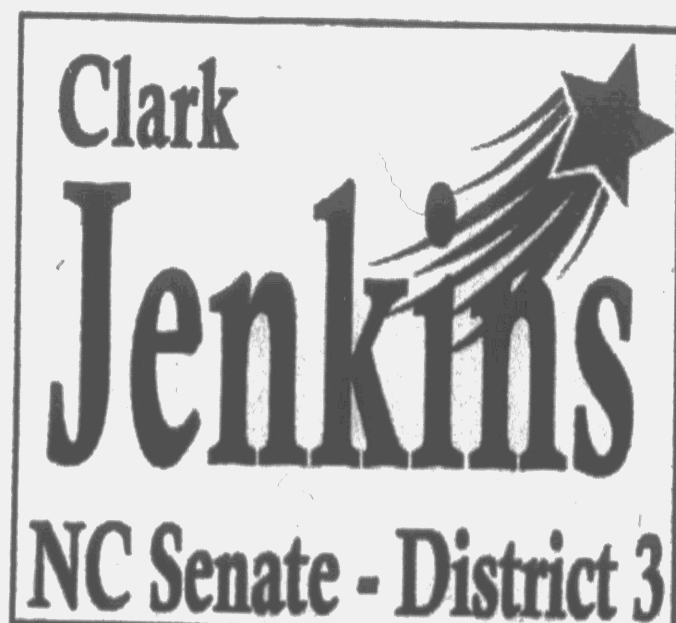
Rev. Richard Joyner (left) and Melvin Muhammad (right) thank Sen. Clark Jenkins for his efforts to help young people succeed.

"When Clark Jenkins learned we needed help getting 'The Factory Road Project' started, he rolled up his sleeves and got to work – for us! Now, thanks to our Senator, we are helping young people in our community improve their educational opportunities and plan for a better future."

- Melvin Muhammad, "Factory Road Project"

"Senator Jenkins is always ready to listen. He is an effective leader, and that's what we need in Raleigh."

- Rev. Richard Joyner, Pastor
Conetoe Chapel Missionary Baptist Church



PAID FOR BY CLARK JENKINS FOR NC SENATE

THE MARTIN LUTHER KING ASSASSINATION

The Official Story

Martin Luther King

was killed by a sniper on April 4, 1968, at 6:01 p.m. as he stepped onto the balcony outside the Motel Lorraine in Memphis, Tennessee.

A small-time thief named James Earl Ray shot Martin Luther King from the bathroom of the flophouse across from where King was staying. Allegedly, Ray balanced on the edge of a bathtub, rested his rifle on the window sill, and fired a single shot that with trained-sniper perfection entered King in the head. No witness saw Ray shoot, although one claimed he saw a man leaving the bathroom around that time. A bag was found in front of a store near the rooming house, and the bag had a rifle sticking out of it. The rifle bore James Earl Ray's fingerprints.

James Earl Ray confessed in court to the crime, and was sentenced to life instead of being given the death penalty due to that confession.

The Problems with the Official Story

- Ray's confession was forced upon him by his lawyer, who threatened Ray with the Death penalty.
- Ray claimed he had purchased the rifle for a man he knew only as "Raoul".
- The bullet from King's body was never matched to the gun, despite a retesting of the rifle in 1997.
- James Earl Ray was not a trained sniper, nor is there any evidence that he practiced with a gun.
- The man who supposedly identified Ray in the flophouse just after the shooting, Charles Stephens, was 1) too drunk to be able to make a solid identification and 2) repudiated his own identification when shown a picture of Ray on camera in a CBS special report. He denied the man in the picture (Ray) was the man he had seen at the flophouse. Stephen's uncooperative wife was put in a mental institution after disputing her husband's "ID" of Ray.

James Earl Ray

died in 1998. Ray's case had been getting a lot of attention from Judge Joe Brown's court in Memphis. The family of King has now publicly stated that they think Ray did not kill King. Coretta Scott King has asked President Bill Clinton and Attorney General Janet Reno to form a "truth commission" patterned after the one in South Africa to encourage those with evidence to come forward without fear of prosecution.